

SportsHero

16 December 2020

Delivery of two significant milestones: signing of first commercial revenue generating agreement and surpassing 1.8 million new unique users on OlahBola

HIGHLIGHTS

- SportsHero has signed a 12-month Brand Sponsorship Agreement with MolaTV to generate the first commercial revenues – delivering on guidance initially provided in the June 2020 quarterly report
- New agreement with MolaTV to become lead sponsor for this season's English Premier League (EPL) prediction games on SportsHero's fast growing OlahBola app - over 1.8 million new unique users achieved
- "EPL Strategy Games" with MolaTV as lead sponsor will strengthen SportsHero's referral program with MolaTV
- MolaTV is the official broadcaster in Indonesia of the EPL and the Indonesian National Team games until 2022

SportsHero (ASX: SHO) (**SportsHero** or **Company**), one of the world's first social networks dedicated to sports prediction, is excited to announce the achievement of two significant milestones: the commencement of revenue generation with the signing of its first brand sponsorship agreement and surpassing **1.8 million** new unique users since OlahBola's official Indonesian launch on 7 July 2020.

SportsHero has signed a new agreement with MolaTV to acquire the lead sponsorship rights to the current season of the EPL prediction games on OlahBola. As part of a 12-month initial campaign, "Play EPL Strategy Games brought to you by MolaTV" will be featured in the OlahBola Game Centre. Weekly prizes will include either weekly or monthly MolaTV subscriptions. The brand sponsorship agreement starts with an initial committed spend of \$50,000, with an expectation of expanding the spend as results are achieved.

Mirwan Suwarso, Director of MolaTV, said: "Football fans in Indonesia are now more accustomed to consuming sports online. This year, we have found our market motivated and willing to subscribe to an online streaming service. This brand partnership with OlahBola gives MolaTV a dedicated channel to communicate directly with local Indonesian football fans. OlahBola is a great complement to our marketing and sales strategy."

Based on the latest analytics report, the top two most visited sections of the OlahBola app are the video and game prediction pages. The video pages show game highlights provided by MolaTV and are accompanied by articles written by the SportsHero editorial team.

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About MolaTV

Mola TV is a multiplatform cable television, IPTV and video on-demand-over-the-top channel in Indonesia. It is owned and operated by Polytron, a company within the Djarum Group, owned by the most successful family-owned company in Indonesia.

MolaTV holds the exclusive broadcast rights for the EPL for Indonesia and is the license holder for the broadcast rights of the UEFA Euro 2020 final tournament. MolaTV will broadcast in Indonesia all games under the Mola Sports brand, offered as a dedicated EPL channel and its own on-demand OTT platform. MolaTV was established with the aim of making its services more accessible and affordable to more people in Indonesia, especially in relation to sport.

MolaTV offers a variety of other quality shows, including:

- MOLA SPORTS - live streaming of more than 70 matches every week, such as EPL, Bundesliga, Eredivisie, EURO, NFL, World Cup qualifiers, UEFA Nation League, badminton events, mixed martial arts, car rallies and more
- MOLA MOVIES - featured Hollywood movies and Prime Time series
- HBO GO - blockbuster movies and HBO original series

SportsHero's CEO, Tom Lapping said: *"We are delighted to commence revenue generation with such a large and industry leading partner as MolaTV, owned by the Djarum Group. In the fast-moving world of digital marketing, brands are now not only competing for consumer attention, but will also need to serve up relevant content across several platforms in a time and cost-efficient manner. With OlahBola's continued rapid user growth, we are confident we will deliver value to brand partners and achieve our ambitious revenue goals."*

Authorised for release by the Board

Michael Higginson
Director/Company Secretary

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