



15 June 2018

Sportshero Launches FootballHero 2018 Challenge in Indonesia

HIGHLIGHTS

- **World Cup commences**
- **SportsHero launches FootballHero 2018 Challenge in Indonesia**
- **FootballHero 2018 Challenge in Indonesia features new localised Indonesian App**
- **Walletku to promote SportsHero ticket sales in Indonesia through its mobile payment platform and its network of 22,000 outlets**
- **Users will require a SportsHero ticket to participate in the challenge**
- **SportsHero tickets to be sold on Walletku's payment platform at 10,000 IDR per ticket**
- **Full ticket integration between the SportsHero and Walletku Apps**

SportsHero (ASX code: SHO), one of the world's first social networks dedicated to sports prediction that transforms the way fans engage with the sport they love, today announces the official launch of the **FootballHero 2018 Challenge** in Indonesia with a fully localised user experience and working with key Indonesian commercial partners.

SportsHero's CEO Tom Lapping said: "Our **FootballHero 2018 Challenge** will take advantage of the fanatical interest in International Football in Indonesia during the 2018 World Cup, which commenced yesterday. This is a great platform to lead into the start of the 2018/19 English Premier League and Spanish LaLiga seasons, which are the two most followed football leagues in the world and are a key focus for growth for SportsHero and its fans. Our key team members and myself have spent a lot of time over the past 6 weeks working closely with our partners in Jakarta to ensure the most effective campaign and we are confident it will yield our desired goals".

FootballHero 2018 Challenge will be a feature of the newly launched Sportshero Indonesian App which offers Indonesian football fans a unique and tailored experience to show their knowledge and skills in football predictions and win amazing prizes.

The localised Indonesian App offers Indonesian football fanatics the global SportsHero experience with:

- a choice of either English or Bahasa language content
- a local market online store with prizes and items to be redeemed that are tailored for Indonesia
- targeted news and content on Indonesian and world football
- engagement from high profile local Indonesian influencers and key opinion leaders in both sport and entertainment

SportsHero will use a network of high profile social media influencers to help drive take up and awareness of the **FootballHero 2018 Challenge** in Indonesia. These key opinion leaders (KOL) from the sport and entertainment segments will promote and play SportsHero and have an estimated combined social media following of more than 17M followers on Instagram in the market. The use of high profile KOL is a proven and effective strategy in Indonesia, where social media usage is an important and rapidly growing daily activity for approximately half of Indonesia's

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260M population. In addition, approximately 65M of the Indonesia population are aged between 18-30, which is SportsHero's targeted demographic.

To activate **FootballHero 2018 Challenge** in Indonesia and rapidly engage with a substantial user base, SportsHero has partnered with two strategic partners. Mr Tri Putra Permadi, a leading Indonesian IT, social network and telecommunications entrepreneur has been engaged as SportsHero's Official Indonesian Football Partner. Mr Putra will leverage SportsHero's dynamic and evolving platform into his existing networks and strategic corporate relationships.

SportsHero's partner, PT Walletku Indompet Indonesia (Walletku), offers a payment platform and a range of digital products that includes prepaid mobile phone credit. Walletku's payment platform has now been successfully integrated with SportsHero's new Indonesian App to facilitate the sale of SportsHero tickets to Walletku's users wanting to participate in SportsHero's localised Indonesian competitions. This partnership provides SportsHero with the ability to monetise Indonesia's passionate and substantial football fan base.



Walletku has a network of establish merchants who resell Indosat prepaid mobile with more than 22,000 physical outlets. The Walletku merchant network reaches more than 8.5M potential users.

Michael Higginson
Company Secretary

ABOUT SPORTSHERO

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of a world leading sports prediction, gamification and marketing app. The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sports teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

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