

## SportsHero (ASX:SHO) debuts on the Australian Securities Exchange (ASX)

**Raises AU\$3.2 million through the issue of 64 million shares at AU\$0.05 per share**

- **Listing:** SportsHero (ASX:SHO), the world's first social network dedicated to sports prediction, starts trading on the ASX today, 15 February 2017
- **Success:** AU\$3.2 million raised
- **Proven:** SportsHero app launched by the same team behind TradeHero, the #1 financial learning app in 91 countries with over 8 million users; raised US\$15.5 million
- **Leadership:** Helmed by CEO Dinesh Bhatia; 25+ years' entrepreneurial experience
- **Vision:** Become the #1 social network dedicated to sports prediction

**SINGAPORE & PERTH, 15 February 2017** – SportsHero Limited (SportsHero.mobi, "SportsHero" or the "Company"), operating the world's first social network dedicated to sports prediction, commenced trading today on the Australian Securities Exchange (ASX) under the ticker code "SHO".

Following roadshows to brokers and sophisticated investors in Singapore and Australia, SportsHero raised AU\$3.2 million through the issue of 64 million shares issued at AU\$0.05 per share. SportsHero's listing came via a reverse takeover of Nevada Iron Ltd.

Dinesh Bhatia, CEO of SportsHero said, "The Board and management team look forward to creating accelerated value for our shareholders with the successful listing on the Australian Securities Exchange. The listing will give SportsHero access to both domestic and international investors and the proceeds raised will allow the Company to advance the development and commercialisation of SportsHero on an Asian and global scale, including developing ecommerce and engagement features for further monetisation of the platform."

"Over the next 12 to 18 months we will focus on customer acquisition, introducing additional sports and on enhancing the features and user experience, while sustaining strong engagement among users," he added.

SportsHero's listing comes at a time when mobile penetration in Asia-Pacific and consumer demand and interest in sports are increasing. Research firm Statista expects 2.3 billion smartphone users worldwide in 2017, while the sports industry is making an impact on national economies, with the Chinese government reportedly targeting their domestic sports industry to exceed US\$727 billion (5 trillion yuan) in value by 2025<sup>1</sup>.

Pursuant to the recent prospectus the SportsHero mobile app has already seen a growing level of engagement with over 80,000 users and retention rates increasing.

Through the SportsHero app, sports fans can engage, compete and interact with each other through daily, weekly and monthly competitions and win daily prizes. The app supports football (soccer), the largest global sport and is planning to roll out cricket, basketball and baseball in 2017. It enables users to monetise their sports prediction skills and become "Sports Heroes". For a follower fee, SportsHero gives users access to validated prediction tips and revenue share with these top sports heroes.

The SportsHero app is building an ecosystem connecting brands and sponsors to sports fans. SportsHero will work with leading global brands to drive peer-to-peer commerce and user engagement, by providing a cost-effective platform to reach large numbers of engaged

For personal use only

sports fans around the world. The app is currently available in 164 markets across six continents.

-ENDS-

### **About SportsHero Limited**

SportsHero Limited is a social media company developing Asia's first, real-time sports social prediction platform. Via a reverse takeover, Nevada Iron Limited acquired the SportsHero business, which was incorporated by the same team behind TradeHero - the number one financial learning app in 91 countries (top 10 in 127 countries) according to App Annie, with over 8 million users<sup>2</sup>.

The Company looks to build the world's largest social network dedicated to sports by bringing together sports fans from around the world and helping them make better predictions on the outcomes of games through harnessing the power of other fans within SportsHero's social community. The Company's largest shareholder, MyHero Limited is backed by investors including 500 Startups, Samsung Ventures, KPCB and IPV Capital.

Chief Executive Officer of SportsHero Limited, Dinesh Bhatia, holds several leadership awards, including being named among Fast Company Magazine's '100 Most Creative People in Business' in 2015.

### **About SportsHero App**

The SportsHero app is the world's first social network mobile app dedicated to sports prediction. It is a global, fast growing mobile app which seeks to become the world's #1 social network dedicated to sports prediction.

Users on the app can compete with other users, predicting outcomes of games, matches and competitions that will span a number of sports including football (soccer), and soon to include other major sports. They do this within SportsHero's community. Top ranked sports fans are included on the SportsHero leader board, eligible to win daily, weekly and monthly prizes, in conjunction with the Company's brand partners. They can also interact with other sports fans on the SportsHero network in a number of ways to make any game so much more interesting and engaging.

Partners looking to be featured in the SportsHero app can do so by contacting [partnerships@sportshero.mobi](mailto:partnerships@sportshero.mobi).

Download the SportsHero app for your iOS device at:

<https://itunes.apple.com/us/app/sportshero-sports-prediction/id859894802?mt=8>

Download the SportsHero app for your Android device at:

<https://play.google.com/store/apps/details?id=com.myhero.fh&hl=en>

### **For any media queries, please contact:**

Aidi Siah  
Litmus PR  
+65 9147 0634  
[aidi@litmuspr.com.sg](mailto:aidi@litmuspr.com.sg)

---

<sup>1</sup> Kicking off (Breaking Views: <http://www.breakingviews.com/considered-view/sports-turns-into-pricey-contest-for-chinese-tech/>)

<sup>2</sup> <https://www.appannie.com/>

For personal use only