

ASX RELEASE

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## PSSI Mobile Application Now Live on Google Play

### Highlights:

- SportsHero's white label Mobile Application, 'Kita Garuda', recently developed for the Football Association of Indonesia ("PSSI"), is now live and available for download from the Google Play store
- Android smart phones represent over 88%<sup>1</sup> of the total smart phones in Indonesia, hence the availability of the 'Kita Garuda' mobile app through Google Play is an integral part of SportsHero's market penetration strategy.

SportsHero Limited ("**SportsHero**" or the "**Company**") (ASX: SHO) is very pleased to announce that the white label mobile application ("**Mobile Application**" or "**Mobile App**") recently developed for the Football Association of Indonesia ("**PSSI**"), is now live and available for download from Google Play.

On 25 March 2019, the Company entered into an exclusive agreement ("**Agreement**") with PSSI, one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and under the Agreement SportsHero is the exclusive provider and partner to build PSSI's first official platform, including social media, merchandise/e-commerce, game highlights, live streaming, featured video stories and player access.

As announced, on the 18 June 2019, the 'Kita Garuda' mobile app went live on the Apple App store and Google Play has now followed. As Android smart phones represent over 88%<sup>1</sup> of the total smart phones in Indonesia, the availability of the 'Kita Garuda' mobile app through Google Play is an integral part of SportsHero's market penetration strategy.

**SportsHero's CEO, Mr Tom Lapping, commented:** "In general, Android smart phones are far more common in Asia, particularly in Indonesia where Android smart phone take up and usage has significantly increased as a result of their lower cost profile. We have spent significant time and resources refining the 'Kita Garuda' app for PSSI on both iOS and Android. Particular attention has been directed towards the apps functionality on the Android platform, as it is the Android platform that will deliver Kita Garuda's mass adoption throughout Indonesia."

<sup>1</sup> Published by Statista Research Department, 17 January 2019.

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# SportsHero

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## **About SportsHero**

SportsHero Limited (ASX: SHO) has developed an Australian intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes. SportsHero has executed an exclusive multi-revenue stream digital partnership agreement with the Football Association of Indonesia ("PSSI"), with over 80 Million PSSI fans targeted for connection on a newly developed digital platform offering a broad range of revenue streams and powered by SportsHero. The Company also has a partnership with one of the world's most popular sporting leagues, Spain's LaLiga, as the exclusive Indonesian partner in the sports prediction category.

## **About the Football Association of Indonesia (PSSI)**

The Football Association of Indonesia is one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and committed to elevating and improving the football experience in Indonesia by offering a state-of-the-art digital platform to unite the loyal and passionate fans in one community, with the aim of consuming the sport in a respectful and aspirational spirit.

## **Piala Indonesia Cup**

The current Piala Indonesian Cup culminates in June 2019 with the Big 8 Piala Cup playoffs, which is Indonesia's most watched football competition. In that regard, in May 2019, PSSI commenced an aggressive marketing campaign to engage its members with both the Big 8 Piala Cup and the launch of PSSI's platform and apps, which are powered by SportsHero.

## **Football in Indonesia**

There are more than 700 languages spoken in Indonesia, however, the country is unified by the common language of football. Football is undoubtedly the most popular sport in Indonesia in terms of annual attendance, participation and revenue. It is played at all levels, with Piala Indonesia and Liga 1 being the most popular domestic leagues. PSSI is also developing both youth and women's football programs and is targeting participation in the 2024 Olympics and co-hosting the 2034 football World Cup.

Throughout the 2019/20 Piala Cup season, PSSI will host up to 1,200 matches, with an estimated average game attendance of between 20,000 to 30,000 fans from an estimated total supporter base of over 120 million Indonesians.

What makes football fans in Indonesia unique, in comparison to their neighbouring countries, is their high level of loyal support for both their National Team and their domestic football leagues. Unlike their regional neighbours, the level of local support exceeds the level of support for the world's two most followed leagues, being the English Premier league and Spain's LaLiga. Indonesia also boasts an impressive supporter base demographic, which is represented by 85% males between 17-34 years of age.

## **Mobile, Social & Internet Penetration in Indonesia**

Indonesia has a population of 265 million people. According to Hootsuite's Digital in a 2018 report, 45% of the population are active mobile social users. That's a staggering 120 million individual users.

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