

Appendix 4E

Preliminary Final Statements to the Australian Securities Exchange

SportsHero Limited and its controlled entities
ABN 98 123 423 987

Reporting period – For the year ended 30 June 2024

Previous period – For the year ended 30 June 2023

Results for Announcement to the Market

	30 June 2024	30 June 2023	Change	Change
	US\$	US \$	US\$	%
Revenue	399,797	16,728	383,069	2,290%
Loss for the year after tax from continuing operations	(623,572)	(1,939,645)	1,316,073	68%
Loss for the year after tax from discontinued operations	(19,908)	(243,248)	223,340	92%
Loss attributable to members of the parent entity	(643,480)	(2,182,894)	1,539,414	71%

Dividends

No Dividends have been declared or paid during the financial year ended 30 June 2024.

Other significant information

The Company's goal is to become one of world's most dynamic, engaging and largest sporting communities.

Our vision is to deploy our white label digital solutions across multiple sports to sporting groups and other partners globally.

SportsHero is positioning itself to be a world leader in the rapidly expanding esports market by introducing our artificial intelligence predictor and delivering unique esports prediction competitions.

Review of operations

The following is a summary of the activities of SportsHero during the period 1 July 2023 to 30 June 2024. It is recommended that this half yearly report be read in conjunction with any public announcements made by the Company during the year. In accordance with the continuous disclosure requirements, readers are referred to the announcements lodged with the Australian Securities Exchange regarding the activities of the Company.

On 1 September 2023, the Company announced a new exclusive 3 year revenue share agreement with the Football Association of Indonesia, known as PSSI.

PSSI will promote the newly launched KitaGaruda web app across all the digital and marketing channels as this will be their centralized platform for fan community and engagement. The parties have agreed that 30% of all revenue generated from third-party sponsorship, direct marketing and gamification will be distributed to SHO.

SHO and PSSI have agreed to appoint Whisper Media, owned by one of Indonesia's largest conglomerate EMTEK Group, who are also the second largest media company in the country. Whisper Media will manage all advertising sales for KitaGaruda web app.

On 13 November 2023, the Company announced a 3 year partnership agreement with IGVault HK Limited, owner and operator of iGV.com, a global leader in esports virtual asset trading.

Over the last 17 years, iGV.com has become a trusted name among gamers in North America and Europe as being the safest and most reliable online trading platform for esports digital assets for over 500 game

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titles. SportsHero has secured the rights to promote and distribute iGV.com to Indonesia and Thailand over the next 3 years. The parties have agreed that 70% of all revenue generated from transaction commissions in both markets will be distributed to SHO. Localisation of the iGV site for Indonesia was completed 20 December 2023 and ready for launch in January 2024.

On 4 December 2023, the Company issued the following securities:

- 1,331,753 shares to Mr Stratos Karousos (upon share holder approved received 24 November 2023)
- 41,500,000 shares @ A\$0.02 per share, raising A\$830,000 in share capital which translated to US\$551,992.

On 16 January 2024, the Company received a Research and Development reimbursement of AU\$427,391 from the Australian Tax Office under the Australian Government Research and Development Tax Incentive Scheme.

On 16 February 2024 the Company announced the following changes to Officers of the Company and business addresses;

- resignation of Mr Michael Higginson as Director and Company Secretary
- appointment of Ms Adele Sim as Executive Director
- appointment of Ross Pearson as Company Secretary
- change of registered office and principal place of business.

Subsequent events

Subsequent to the end of the financial year the Company announced the following business update:

- Whisper Media have commenced selling all digital assets on KitaGaruda, generating first advertising revenues for PSSI and SHO
- PSSI and SHO confirmed IDR 7.4 billion (approximately AUD 717,000) in advertising contracts in Indonesia with PSSI, Football Federation of Indonesia
- Nett digital revenue to SHO to date is IDR 991,000,000 (approximately AUD 90,000)
- Advertisers this quarter include Djarum, McDonalds, Mitsubishi, Pepsodent, SOHO, Tango and Aqua
- Whisper Media has undertaken to continue to maximise sales over the next 6 to 12 months as app traffic has increased substantially with the National Team's recent performance and progress to the next round of the football World Cup Qualifiers
- PSSI has confirmed major sponsorship renewals with all 7 key brand partners, including Bank Mandiri and AQUA, IndoSat, IndoMilk, FreePort, Sinarmas and AstraFinance
- The Company confirms that its wholly owned KitaGaruda app, as part of the digital inventory and rights, is included in the major sponsorship renewal contracts
- The Company will advise our sponsorship revenue share under the 70% PSSI/30% SportsHero partnership split as soon as revenue allocation has been determined.

No other matter or circumstance has arisen since 30 June 2024 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

Control gained over entities and loss of control over entities

During the financial year the Company did not gain control or lose control over any entity.

Net Tangible Assets

	30 June 2024	30 June 2023
Net tangible assets/(liabilities) per share (US cents/share)	(0.08)	(0.09)

Audit Status

This report is based on accounts which are in the process of being audited. The audited financial statements to be included in the Company’s 2024 Annual Report are expected to be released by 30 September 2024.

Attachments forming part of the Appendix 4E:

Preliminary Financial Report of SportsHero Limited for the year ended 30 June 2024 is attached.

Signed By30 August 2024

Ross Pearson
Company Secretary
NSW

**Preliminary Statement of Comprehensive Income
for the year ended as at 30 June 2024**

	Consolidated	
	30 June 2024 US\$	30 June 2023 US\$
Income		
Revenue	9,394	16,643
Other income	390,403	84
Expenses		
Administration expenses	(526,805)	(878,068)
Employee and consulting expenses	(495,031)	(922,879)
Depreciation and Amortisation expense	(1,171)	(1,037)
Interest expense	(361)	(736)
Share based payments	-	(153,652)
Loss before income tax from continuing operations	(623,572)	(1,939,645)
Income tax expense	-	-
Loss after income tax from continuing operations	(623,572)	(1,939,645)
Loss after income tax expense from discontinued operations	(19,908)	(243,249)
Loss after income tax expense for the year	(643,480)	(2,182,894)
Other comprehensive income for the year		
Items that may be reclassified subsequently to profit and loss		
Foreign currency translation	(52,536)	(65,205)
Total comprehensive loss for the year	(590,944)	(2,248,099)
Loss attributable to:		
Owners of the entity	(590,944)	(2,248,099)
	Cents	Cents
Basic and diluted loss per share for continued operations (cents per share)	0.11	0.38
Basic and diluted loss per share (cents per share)	0.11	0.38

*The above consolidated statement of comprehensive income
should be read in conjunction with the accompanying notes.*

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Preliminary Statement of Financial Position
as at 30 June 2024

	Consolidated	
	30 June 2024 US\$	30 June 2023 US\$
Current assets		
Cash and cash equivalents	26,717	121,547
Other receivables	8,766	3,642
	<u>35,483</u>	<u>125,190</u>
Asset of disposal group classified as held for sale	-	53,347
Total current assets	<u>35,483</u>	<u>178,537</u>
Non-current assets		
Right of use assets	-	17,476
Plant and equipment	2,412	7,669
Total non-current assets	<u>2,412</u>	<u>25,145</u>
Total assets	<u>37,895</u>	<u>203,682</u>
Current liabilities		
Trade payables	221,908	222,837
Borrowings	317,048	331,500
Lease liability – current	-	-
	<u>538,956</u>	<u>554,337</u>
Liabilities directly associated with asset held for sale	-	112,820
Total current liabilities	<u>538,956</u>	<u>667,157</u>
Non-current liabilities		
Lease liability - non-current	13,679	13,679
Total non- current liabilities	<u>13,679</u>	<u>13,679</u>
Total liabilities	<u>538,956</u>	<u>680,835</u>
Net assets/(liabilities)	<u>(501,061)</u>	<u>(449,808)</u>
Equity		
Issued capital	16,866,985	16,299,946
Share based payments reserve	219,754	342,004
Foreign currency translation reserve	(328,789)	(381,844)
Accumulated losses	(17,259,011)	(16,709,914)
Total equity	<u>(501,061)</u>	<u>(449,808)</u>

*The above consolidated statement of financial position
should be read in conjunction with the accompanying notes.*

SportsHero Limited
Preliminary Statement of Changes in Equity
for the year ended 30 June 2024

	Issued Capital	Share Based Payments Reserve	Foreign Currency Translation Reserve	Accumulated Losses	Total Equity
	US\$	US\$	US\$	US\$	US\$
Consolidated					
Balance at 1 July 2023	16,299,945	342,006	(381,325)	(16,737,781)	(477,155)
Total comprehensive loss for the year	-	-	52,536	(643,480)	(590,944))
Share based payments		(122,250)	-	122,250	-
Share based payments for settlement of liability	18,595	-	-	-	18,595
Shares issued during the year	551,993	-	-	-	-
Share issue costs	(3,548)	-	-	-	(3,548)
Balance at 30 June 2024	16,866,985	219,756	(328,789)	(17,259,010)	(501,059)
Balance at 1 July 2022	16,207,345	1,176,927	(316,120)	(15,483,521)	1,584,631
Total comprehensive loss for the year	-	-	(65,205)	(2,182,894)	(2,248,099)
Performance rights issued during the year	-	-	-	-	-
Share based payments	59,940	(834,921)	-	928,634	153,653
Share based payments for settlement of liability	33,530	-	-	-	33,530
Shares issued during the year	-	-	-	-	-
Share issue costs	(870)	-	-	-	(870)
Balance at 30 June 2023	16,299,946	342,006	(381,325)	(16,737,781)	(477,155)

*The above consolidated statement of changes in equity
should be read in conjunction with the accompanying notes*

SportsHero Limited
Preliminary Statement of Cash Flows
for the year ended 30 June 2024

	Consolidated	
	30 June	30 June
	2024	2023
	US\$	US\$
Cash flows from operating activities		
Receipts from customers	399,797	16,643
Payments to suppliers and employees	(986,653)	(2,015,009)
Interest received	-	84
Net cash used in operating activities	(586,857)	(1,998,284)
Cash flows from investing activities		
Payments for plant and equipment	(1,521)	(8,068)
Net cash used in investing activities	(1,521)	(8,068)
Cash flows from financing activities		
Proceeds from issues of shares	551,993	-
Share issue transaction costs	(3,548)	(870)
Borrowings	(57,629)	331,500
Lease liability	(11,077)	(14,012)
Net cash provided by financing activities	479,739	316,618
Net increase in cash and cash equivalents held	(108,639)	(1,689,734)
Cash and cash equivalents at the beginning of the financial year	135,461	1,761,612
Effect of exchange rate changes on cash and cash equivalents	(105)	63,581
Cash and cash equivalents at the end of the financial year	26,717	135,461

*The above consolidated statement of cash flows
should be read in conjunction with the accompanying notes.*

SportsHero Limited
Notes to the preliminary financial statements
for the financial year ended 30 June 2024

Note 1. Basis of Preparation

This preliminary final report has been prepared in accordance with ASX Listing Rule 4.3A and the disclosure requirements of ASX Appendix 4E. This report is to be read in conjunction with any public announcements made by SportsHero Limited during the reporting period in accordance with the continuous disclosure obligations arising under the Corporations Act 2001 and Australian Securities Exchange Listing Rules.

The Preliminary Financial Statements of SportsHero Limited and its controlled entities (the **Group**), comply with International Financial Reporting Standards as issued by the International Accounting Standards Board.

New and Revised Accounting Standards and Interpretations

In the current year, the Consolidated Entity has adopted all of the new and revised Standards and Interpretations issued by the Australian Accounting Standards Board that are relevant to its operations and effective for the current annual reporting period. The adoption of these new and revised Standards and Interpretations has not resulted in a significant or material change to the Consolidated Entity's accounting policies.

Functional and presentation currency

The preliminary financial report is presented in US dollars, which is the Group's functional currency.

Note 2. Segment reporting

For management purposes the Group is organised into three strategic units:

- Corporate head office in Australia
- Technology development based in Singapore – operations
- Operations based in Indonesia and China

Such structural organisation is determined by the nature of risks and returns associated with each business segment and define the management structure as well as the internal reporting system. It represents the basis on which the Group reports its primary segment information to the Board.

The operating segment analysis presented in these preliminary financial statements reflects operations analysis by business. It best describes the way the Group is managed and provides a meaningful insight into the business activities of the Group.

The following table presents details of revenue and operating loss by business segment as well as reconciliation between the information disclosed for reportable segments and the aggregated information in the preliminary financial statements. The information disclosed in the table below is derived directly from the internal financial reporting system used by the Board of Directors to monitor and evaluate the performance of our operating segments separately.

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Notes to the preliminary financial statements
for the financial year ended 30 June 2024

Note 2. Segment reporting (continued)

	Australia US\$	Singapore US\$	Indonesia US\$	China US\$	Total US\$
Year ended 30 June 2023					
Revenue from external customers	75	490	16,162	-	16,727
Inter-segment revenue	-	-	-	-	-
Reportable segment loss before tax					
Continuing operations	(1,287,189)	(481,115)	(89,131)	-	(1,857,435)
Discounting operations	-	-	-	(342,186)	(342,186)
	(1,287,114)	(480,625)	(72,969)	(342,186)	(2,182,894)
Year ended 30 June 2024					
Revenue from external customers	390,283	9,513	-	-	399,797
Inter-segment revenue	-	-	-	-	-
Reportable segment loss before tax					
Continuing operations	(451,033)	(474,582)	(97,753)	-	(1,023,368)
Discontinued Operations	-	-	-	(19,908)	(19,908)
	(60,750)	(465,069)	(97,753)	(19,908)	(643,480))
Reportable segments assets at 30 June 2023					
Continuing operations	69,113	48,736	9,391	-	127,240
Discontinued operations	-	-	-	76,442	76,442
	69,113	48,736	9,391	76,442	203,682
Reportable segments assets at 30 June 2024					
Continuing operations	1,098	33,766	619	-	35,483
Discontinued Operations	-	-	-	-	-
	1,098	33,766	619	-	35,483

Note 3. Contingent assets and liabilities

The Group does not have any contingent assets or contingent liabilities at the date of this report.

Note 4. Controlled entities

	Date control gained	Country of Incorporation	Principal Activities	Ownership %
Parent entity				
SportsHero Limited		Australia	Parent	
Name of Controlled Entity				
Sportz Hero Pty Ltd	7 February 2017	Australia	Investment holding	100%
SportsHero Enterprise Pte Ltd	7 February 2017	Singapore	Technology development	100%
PT Sport Hero Indonesia	4 November 2020	Indonesia	Operations	100%
EsportsHero Pty Ltd	17 November 2021	Australia	Operations	100%

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