



INVESTOR PRESENTATION

The Future of Sport has Arrived

October 2019

Investment Highlights



Global Sports Technology sector expected grow to be **USD\$31 billion by 2024.**



Sportcor is an Australian sporting technology company which **integrates proprietary advanced electronics** within traditional sports equipment and **licenses** the software and data rights **globally.**



Secured a **5 year agreement with Kookaburra.** Kookaburra **launched** their SmartBall with Sportcor electronics in August at the **Ashes** this year.



In agreement negotiations with **Gray Nicolls Sports** to **embed the Sportcor electronics** within the broad GNS product range: **Steeden rugby league ball**, cricket, hockey, water polo, netball, soccer, clothing, shoes and headgear.



First mover advantage on Sportcor's **movement sensor technology**, ready to accelerate to capitalise on this growing trend in sport globally.



An **independently tested** and working product which can be applied to **multiple sporting goods and wearables.**



Board of Directors chaired by **Michael Kasprowicz** (former Australian cricketer and currently a Cricket Australia Board Member, with a strong global network of athletes and administrators), and an **experienced management team to drive growth.**

What is Sportcor



Demand for performance & engagement



Sportcor is a sports technology company powering data-driven sports engagement.

Sportcor powers smart
sporting goods

Sportcor *integrates* its **proprietary, advanced electronics** with **traditional sports equipment** produced by leading global sport manufacturers.

Sportcor licenses the data

Sportcor sells the software that **delivers powerful, first time available data.**

Sportcor propels sport to a data-driven new horizon

- Delivering a data-enriched, entertaining, immersive experience for **fans**
- Delivering accurate individual data and performance monitoring for **players and coaches**
- Delivering never before seen data and content for **broadcasters**

One piece of technology.
Multiple applications. And many more.



One unique design.

Single manufacturing set up. Delivering cost efficiencies through scale.

Custom sensors inside the core

Records ball movement which streams directly to the Sportcor app, delivering essential **coaching and performance data** in real-time.

Capturing ball movement data like never before



The technology



Sensors embedded in the core of the ball

Embedded custom sensors capture movement data and transmit via Bluetooth to mobile.

Outer core can be customised to change weight, hardness, bounce and size to match the requirements of the sport, *making the technology applicable to multiple sports.*



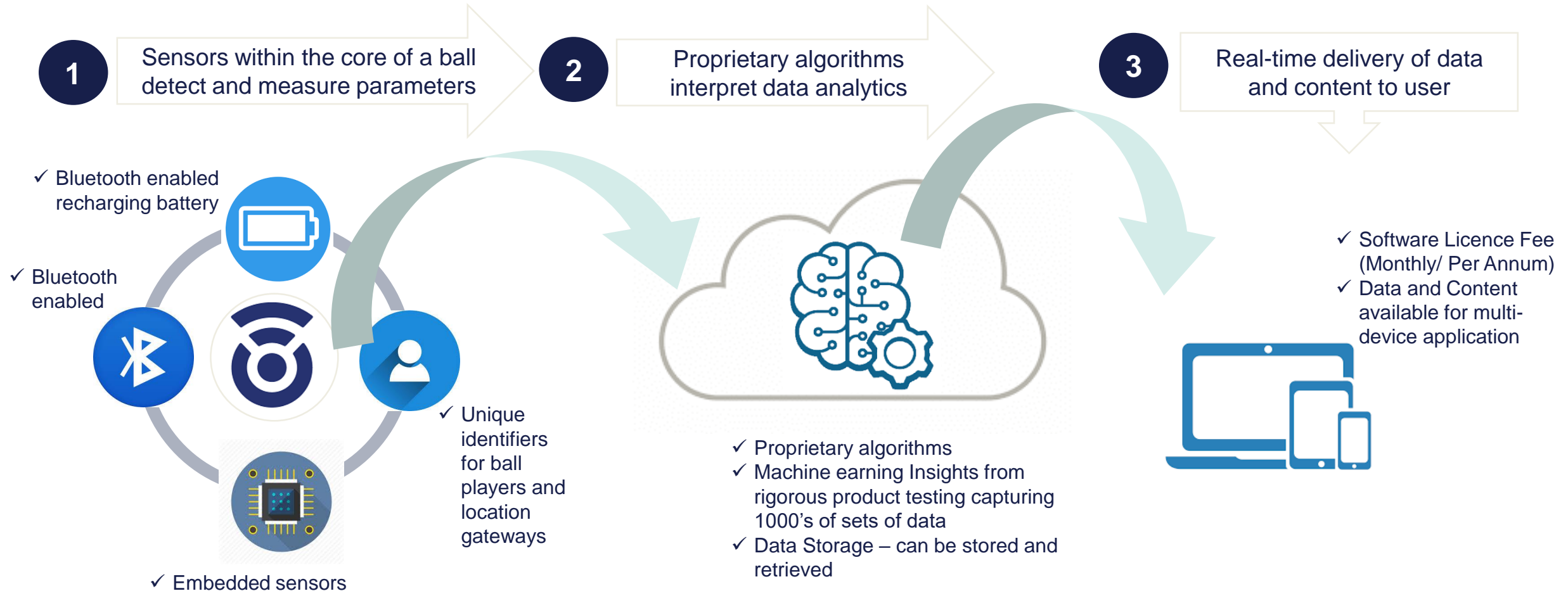
5 x Movement
Sensors

Bluetooth 5.0

Wireless
Recharging

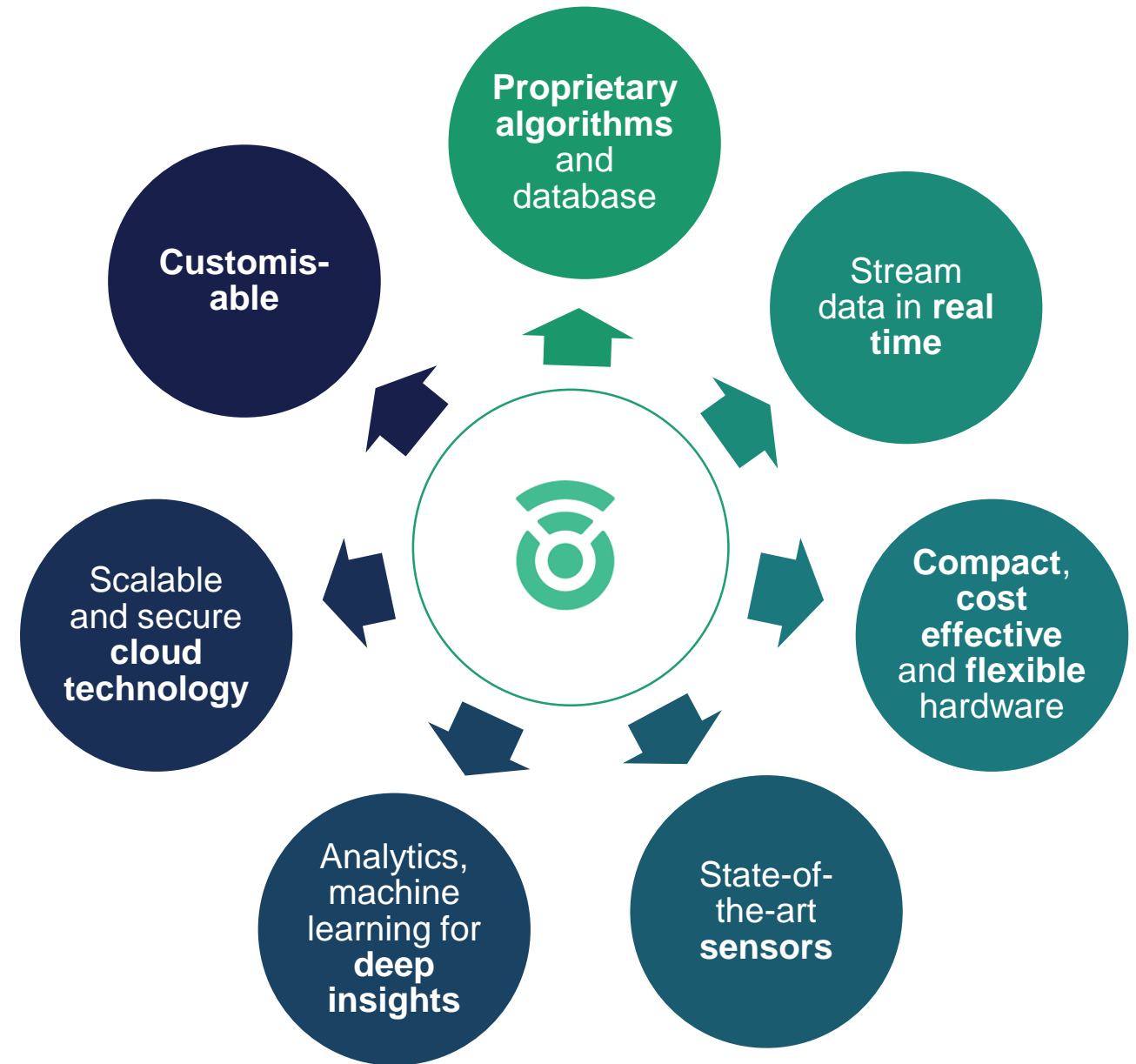
Impact Resistant
Outer Core

How does the technology work?



Sportcor is capturing data from the heart of the game.

Delivering real-time, relevant data in a compact, cost effective, robust and a scalable solution.



Examples of Sportcor data

Currently Available Data

- Speed of release
- Pre-bounce speed
- Post-bounce speed
- Spin revolutions on release
- Spin revolutions post bounce

In Development

- Change in direction
- Hit force
- Distance
- Release angle
- Throw angle & speed
- Ball Tracking



KOOKABURRA DEMO				RELEASE	BOUNCE	SPEED	SPIN
NAME	RELEASE SPEED	RELEASE SPIN	PRE BOUNCE SPEED	BOUNCE SPEED	BOUNCE SPIN	BOWLED	
1 SHANNON GILL	104.8 KM/H	916 RPM	96.4 KM/H	86.7 KM/H	299 RPM	13	
2 DAVID ORCHARD	100.3 KM/H	1,010 RPM	92.0 KM/H	82.3 KM/H	0 RPM	2	
3 CHRIS HALL	90.0 KM/H	1,111 RPM	82.0 KM/H	72.5 KM/H	1,979 RPM	10	
4 JORDAN INTURRISI	81.6 KM/H	883 RPM	73.8 KM/H	64.5 KM/H	1,241 RPM	7	
5 CHRIS EDWARDS	79.3 KM/H	758 RPM	71.5 KM/H	62.2 KM/H	213 RPM	2	

Kookaburra

Kookaburra are the world's leading supplier of cricket and hockey balls, providing for leading competitions in over 50 countries

Total Addressable Market

330m+
participants

Each participant is a
potential software
licence for Sportcor

- Official Test cricket ball supplier for 8 test playing nations.
- Official supplier for all One-Day and Twenty20 international cricket and the major domestic Twenty20 competitions
- Exclusive supplier of hockey balls for the Olympic Games since 1956 and the World Cup since 1984.
- The Kookaburra Dimple Elite is the only hockey ball with full international Hockey Federation (FIH) approval

SPORTCOR



Sportcor is proud to power Kookaburra's SmartBall

Sportcor has provided Kookaburra with the electronics in an embedded chip, designed to enable real-time feedback that will change the way we coach, play, officiate and experience the game.



POWERED BY

SPORTCÖR

Commercial in Confidence

Gray Nicolls Sports

Gray Nicolls Sports are a leading supplier of Cricket, Rugby League and Hockey balls, clothing and equipment

Total Addressable Market

340m+
participants

Each participant is a
potential software
licence for Sportcor

- Sportcor is currently working with Gray Nicolls Sports on an agreement to commercialise their products
- Leading sports brands Gray Nicolls, Grays and Steeden are all part of the Gray Nicolls Sports family
- Steeden is the official ball supplier for the NRL and the UK Super League
- Grays hockey stick was rated the best in the world in 2019



Media Coverage

The Sydney Morning Herald

SPORT CRICKET AUSTRALIA

Microchipped cricket ball may soon help umpires in Big Bash League

By Rob Forsaith
August 11, 2019 – 11.41am

A cricket ball with an embedded microchip could be the latest innovation to hit the Big Bash League this summer, with Kookaburra also keen to see it used at Test level soon.



Australian firm to debut smart cricket ball

ComputerWeekly.com - 19 Aug 2019

Developed by Sportcor and Kookaburra, which makes cricket balls, the smart ball has an in-built gyroscope, magnetometer, accelerometer and ...

w product that could give it a



Microchipped cricket ball may soon help umpires in Big Bash ...

The Sydney Morning Herald - 10 Aug 2019

A cricket ball with an embedded microchip could be the latest innovation to hit the Big Bash League this summer, with Kookaburra also keen to ...

Cricket Smart Ball set to revolutionise the game
Australasian Leisure Management (press release) - 10 Aug 2019

[View all](#)



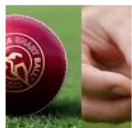
New microchipped cricket SmartBall could be used in ...

Sportstar - 12 Aug 2019

SportCor, a firm chaired by former Australian pacer Michael Kasprovicz, has teamed up with Kookaburra to make the innovation happen.

Kookaburra takes a swing at creating a smart cricket ball
ZDNet - 11 Aug 2019

[View all](#)



Ball will talk: All you need to know about Kookaburra SmartBall

MyNation - 13 Aug 2019

The Kookaburra SmartBall is a partnership between Kookaburra Sports and SportCor, which takes a regular Kookaburra cricket ball and ...

Cricket's next big invention Smart Ball may take time for ...
InsideSport - 12 Aug 2019

ComputerWeekly.com

IT Management

Industry Sectors

Technology Topics

Search Computer Weekly

Australian firm to debut smart cricket ball

With the cloud-connected ball and machine learning, amateur cricket players will soon be able to analyse their bowls and improve their game



Beverley Head

Published: 20 Aug 2019 3:33

A smart cricket ball powered by the internet of things (IoT) and [machine learning smarts of Amazon Web Services \(AWS\)](#) will soon be able to help amateur players improve their game.

Developed by Sportcor and Kookaburra, which makes cricket balls, the smart ball has an in-built gyroscope, magnetometer, accelerometer and a Bluetooth chip.



How

Latest



New chipped SmartBall launched at Lord's cricket stadium

TechJuice - 17 Aug 2019

Launched in collaboration with SportCor, this SmartBall is made up of embedded microchips, Bluetooth module and rechargeable batteries that ...



Kookaburra is Working on a Smart Ball that Provides Real ...

Beebom (blog) - 17 Aug 2019

The company has been working closely with SportCor for adding the "smart" factor to cricket balls. This new smart ball will have a microchip ...



Opinion | Cricket's charm

Livemint - 19 Aug 2019

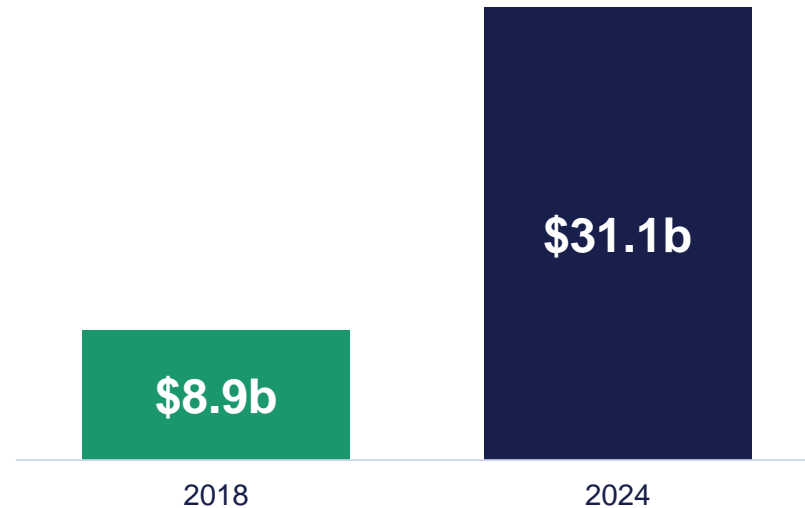
Australia's sports equipment maker Kookaburra has joined hands with SportCor, a technology firm, to develop what it calls a SmartBall, ...

The opportunity



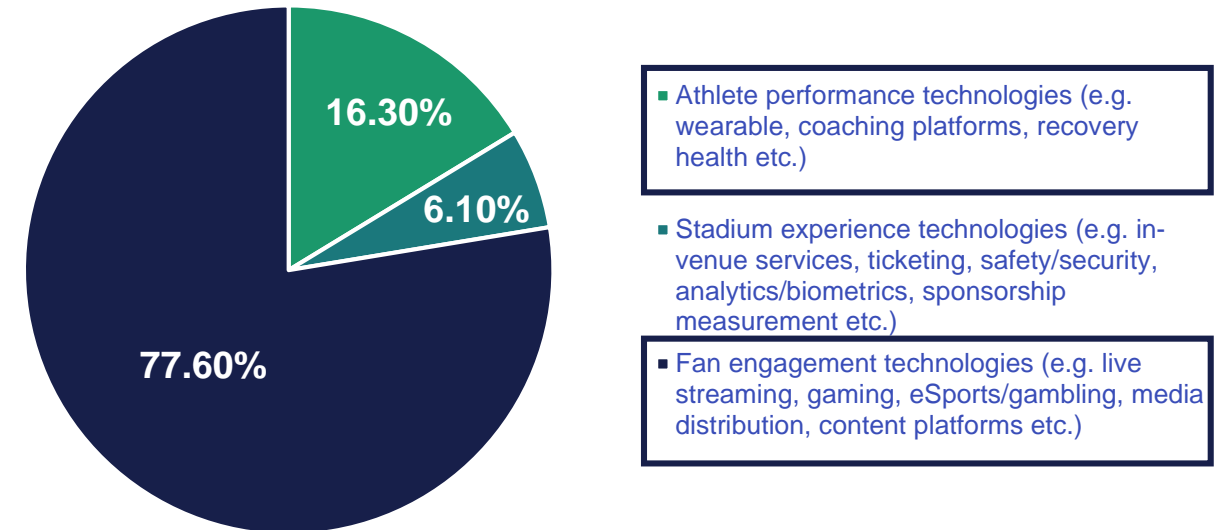
Sports Tech sector set to soar

Annual Revenue in the Sports Technology Market (USD)



Market growth attributed to improvement in audience engagement, growing demand for data-driven decisions and operations, and increase in sports events (online and offline).

What Kinds of Technology Will Make The Biggest Impact on Sports in The Next 12 Months?



Sportcor operates in the above highlighted subsectors accounting for 93.9% of the technology that will have an impact on sport in the next 12 months.

Technology is innovating sport

Examples of the wide-ranging technology developments occurring across sport.*



**Athlete tracking
gear and video
analysis**



**Sports equipment and
apparel**



ZEBRA

**NFL Official On-Field
Player-Tracking Provider**



Smart Soccer Ball
Training ball with
integrated sensor,
external charger



Storelli – Headgear
Manufactures FIFA
sanctioned medical grade
headgear, used by USA
Club/ Premier Soccer
teams



**SmartHockey Slider
Speed Puck**
Smart training puck tracks
shooting, passing and grip
approved for US pro
hockey



**Hawk-Eye's ball
tracking system is the
current officiating tool
used in sport**

*See slide 38 for source material

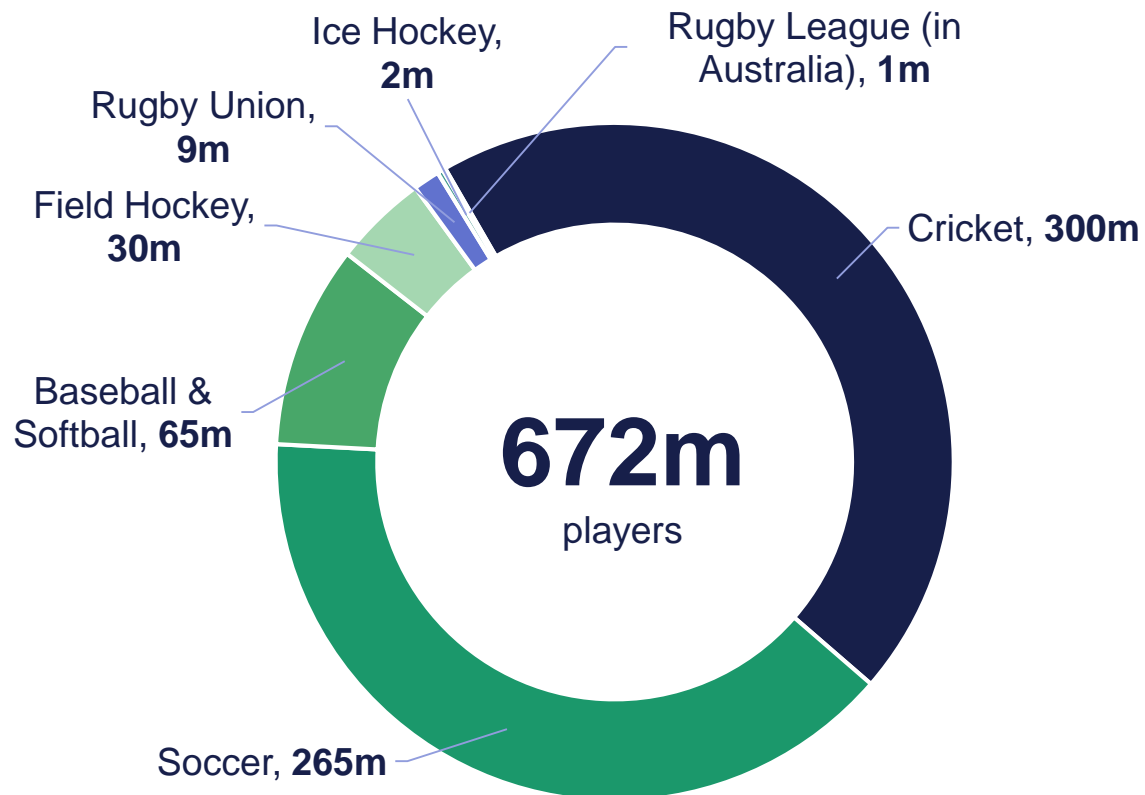
● Possible partner

● Possible partner to evolve products

Addressable Market in 7 Sports (in discussion)

Sporting good manufacturers will distribute Sportcor embedded products via established go to market channels such as online and direct retail.

A piece of sporting equipment sold by a sporting good manufacturer represents prospective software licence revenue.



Serviceable Addressable Market

- 1% market share of 7 sports (6,720,000 participants)
- Each player purchases a piece of sporting equipment with Sportcor electronics embedded
- Downloads Sportcor app from app store
- Annual Sportcor app subscription @ \$2 p.m. = \$24 p.a.

~6.7m
players



\$24
per player p.a.



\$161m
Revenue p.a.

See slide 38 for source material

Commercial in Confidence

Revenue model



Revenue generated via 3 channels

Channel	1. Broadcast Networks	2. Elite teams, Academies, Clubs & Schools	3. Retail
End User	Broadcast networks who provide live, in-game data delivered from the embedded Sportcor technology to television and online viewers.	Professional & semi-professional players, club players and school students, who need to access data for coaching & performance purposes.	Non-professional players, children, and fans who purchase the Sportcor embedded sports equipment (cricket ball, baseball, football, cricket bat, headgear etc.).
Source of Revenue	Sportcor derives a licence fee from each sport's governing body. They on-sell the data to broadcasters allowing them to utilise the data in their live coverage of sporting events.	<ol style="list-style-type: none"> 1) Annual enterprise level fee for access to data and inclusion of set number of player licences. 2) Additional individual player licences required incur subscription fee. 	Monthly recurring subscription to the Sportcor mobile app, for access to data (speed, spin/rotation, distance, movement etc.).



Broadcast networks

Estimated data rights revenue (illustration only)

Sportcor commissioned Publicis Media to assess the value of our data to a sponsor for broadcast. Below is an estimated level of revenue Sportcor could expect to generate from data rights sales to the governing bodies for cricket for on-sale to broadcasters.



Sportcor Estimated Data Rights Revenue – based on cricket only, 3 markets, 2 data sets

Region	Estimated range (low-high)	
Australian Cricket Sponsors – All networks and matches <i>Estimated Revenue from data rights sales</i>	\$500,000	\$1,000,000
Indian Cricket Sponsors – All networks and matches <i>Estimated Revenue from data rights sales</i>	\$2,000,000	\$5,000,000
United Kingdom Cricket Sponsors – All networks and matches <i>Estimated Revenue from data rights sales</i>	\$1,500,000	\$3,000,000
Estimated Total Revenue from Data rights sales <i>- based on cricket only, 3 markets, 2 data sets</i>	\$4,000,000	\$9,000,000

Disclaimer: The above numbers are indicative only and based on initial high level discussions with several of the governing bodies for cricket and some broadcasters and are based on the total revenue a broadcaster could generate from sponsors. These revenue estimates are based on a report written by Publicis media who placed an indicative value on the Sportcor data to a broadcaster. The sales model - Sportcor sell the data rights to governing bodies of cricket, Cricket Australia, BCCI, ECB, etc and they on sell to the broadcaster who then sells to the sponsor who is then displayed on screen during a match. The numbers above reflect the estimated price a governing body would pay Sportcor. This revenue and licensing model could change from market to market and sport to sport. This model is for cricket only and is subject to change at any time with out notice. The use and ownership of data has not been discussed or taken into account with any of these numbers and will form part of the ongoing negotiations.

Elite teams, Academies, Clubs & Schools

Estimated software licensing sales revenue (illustration only)

The following estimated revenue model is an indicative 3-year return and formulated upon Sportcor research and discussions with several High-Performance Academies and Schools.

	Sportcor Estimated Software Licensing Sales Revenue (based on cricket)		
	Elite teams, Academies, Clubs and Schools	Estimated range (low-high)	
Elite teams, Academies	Based on 250 partners paying flat rate of \$25,000-\$50,000 per Academy per annum	\$ 6,250,000	\$ 12,500,000
Sporting Clubs	Based on 250 – 500 sporting clubs @ \$3,600 per club per annum <i>(Corporate access to enterprise dashboard and 5 player licences per club. Additional player licences incur additional subscription fee)</i>	\$ 1,500,000	\$ 3,000,000
Schools	Based on 500-1000 schools @ \$6,000 per school per annum <i>(Corporate access to enterprise dashboard and 10 player licences per school. Additional player licences incur additional subscription fee)</i>	\$ 3,000,000	\$ 6,000,000
	Estimated Total Revenue per annum from Elite teams, Academies, Clubs and Schools	\$10,750.000	\$ 21,500,000

Retail

Estimated software licensing sales revenue (illustration only)

The following estimated revenue model illustrates the potential for revenue across the global addressable market of players for just 7 sports. These 7 sports have been selected **based upon Sportcor's existing agreements and discussions with sports manufacturers (eg. Kookaburra, Gray Nicholls)**, and the likelihood of Sportcor's technology being embedded in the equipment for those sports.

The revenue estimates are centred upon **the purchaser of the sports equipment downloading the Sportcor app** and subscribing.

Sportcor is currently developing year on year forecasts for retail, based upon prospective partnerships with sporting equipment manufacturers.

	Sportcor Estimated Software Licensing Sales Revenue		
		Estimated range (low-high)	
Retail	Based on 1%- 5% x 672m global player population across seven example sports per annum @ \$24.00 per player licence		
	<ul style="list-style-type: none"> 1% = 6,720,000 players x \$24 (subscription licence cost) = \$161,040,000 5% = 33,550,000 players x \$24 (subscription licence cost) = \$805,200,000 	\$161,040,000	\$805,200,000

Traction

SPORTC**R**

Sportcor Traction Highlights

Secured 5-year exclusive contract with Kookaburra for cricket balls and field hockey balls

Partnership discussions
Gray Nicholls Australia
Baseball and softball manufacturers
Major Head Gear manufacturer
Largest US track and field equipment company

First order for commercial quantity of cores and electronics placed

First agreements with multiple schools signed

Launched the Kookaburra SmartBall (BETA) - UK

First prototype of Kookaburra field hockey ball released

Broadcaster discussions commenced

Sales Activity Commenced

Australia, India and UK
High- Performance Academies/ Clubs/ Schools

First prototype bladder ball
Testing has commenced

Caribbean Premier League
Confirmation to use balls, once ready (likely 2020)

Active discussions
Kookaburra and Federation of International Hockey

Active discussions
Major cricket governing bodies for full endorsement of the cricket ball

Sportcor 12-month key focus areas

Product Commercialisation

- Kookaburra SmartBall and Hockey Ball
- Selected products with Gray Nicolls Australia (pending agreement)
- HOA with baseball and softball manufacturer,
- HOA with large US track and field equipment company

Scale up of sales activities across high performance academies, clubs and schools

- Aim for 2 IPL teams India
- Schools and Clubs (sales ramp up)
- Academies (active discussion)

Commercial agreements with broadcasters

- HOA with various TV networks for broadcast – year round

Sportcor in active use (Smartball Cricket, Bladder Ball)

- U23 cricket match (Q1) – (underway by Kookaburra);
- League Ball used in pre-season training (Q1); NRL (Q2);
- 100 Tournament (Q3)

Discussions and agreements with governing bodies

Cricket NZ, Federation of International Hockey, BCCI, Baseball Australia (for testing), ICC Endorsement, Cricket Australia

Market entry

Australia, India, UK (Cricket), USA (Cricket, Hockey), Singapore, UK (offices), Early Stage Development Baseball and Softball

Commercialisation of technology

Sportcor is committed to high pursuit of the growth strategy

Through partnership with leading sporting manufacturers, Sportcor plans to actively pursue multiple sports across multiple regions and channels. The following proposed commercialisation plan illustrates sports in which Sportcor has current, active discussions in play.

And this is just the beginning.

USA/ Canada	UK/ Europe	India	New Zealand	Australia
Soccer	Soccer	Cricket	Soccer	Soccer
Cricket	Cricket	Field Hockey	Cricket	Cricket
Field Hockey	Rugby League		Rugby League	Rugby League
Baseball	Field Hockey	Asia	Field Hockey	Field Hockey
Ice Hockey	Wearables	Baseball	Ice Hockey	Baseball
Wearables			Wearables	Ice Hockey
				Wearables

Board of Directors



Sportcor Board of Directors



Michael Kasprovicz
Chairman



Paul Leitch
Director



Anthony Owen
Director/ CEO

- Australia's most experienced cricket administrator having held official positions in every major stakeholder group.
- Played professional cricket for 19 years at club, state and national level, including playing county cricket in the UK.
- Upon retirement, completed an MBA while working in the cricket media and launched a consultancy business, Venture India.
- Former president of the Australian Cricketers Association.
- Board member of Cricket Australia (since 2011).

- Experienced executive, board member and advisor in public and private sector organisations.
- Former CEO for QIC, the Queensland based institutional fund manager.
- Former leader of the Brisbane office of the Nous Group, Australia's largest privately-owned management consultancy firm.
- Holds several directorships with a special interest in family-owned and operated companies.
- Chair of a Queensland charitable organisation looking after the interests of disadvantaged children, youth and their families.

- Experience across local and global digital media and technology companies.
- Experience in public markets as a director and CEO, capital raising, global expansion, sales management and strategic commercial experience across global and multinational channel distribution, media agency environments, direct-to-market and government.
- Founder and former CEO of Manalto Limited, U.S based global social media management provider – with operations across Europe, Australia, North America and South Africa.
- Experience in international markets working with partners – Microsoft, IBM Watson, Ingram Micro and AppDirect as well as directly with many large corporations and Fortune 500 companies.
- Experience with cloud distribution and artificial intelligence.

Investment offer



Use of Funds & Valuation

Estimated current valuation of Sportcor: AUD\$ 7m

Sportcor is an early stage growth company (R&D transitioning to commercialisation) which has a 5-year agreement with Kookaburra for the commercialisation of its Smart Ball and is currently working with Gray Nicolls to work on an agreed commercialisation plan of its technology into their suite of traditional products to transform their range to smarter sporting goods. Sportcor are also in active discussions with a Baseball and softball manufacturer and the largest US track and field equipment company

Proposed Immediate Use of Funds	Raise amount AUD \$1.2m	Raise amount AUD \$2.0m	Raise amount AUD \$2.5m
General Administration	\$ 150,000	\$ 200,000	\$ 250,000
Resources	\$ 300,000	\$ 300,000	\$ 300,000
Channel Growth (Sales & Marketing)	\$ 250,000	\$ 600,000	\$ 850,000
Software and Sport App Development	\$ 200,000	\$ 300,000	\$ 400,000
Hardware Orders	\$ 300,000	\$ 600,000	\$ 700,000
Total	\$ 1,200,000	\$ 2,000,000	\$ 2,500,000

Investment Offer

Sportcor is seeking investment of up to AUD\$2.5m to commercialise its technology and achieve growth across multiple sporting applications and multiple regions.

Planned use of funds will be directed to the commercialisation of the recently launched SmartBall, channel distribution, sales and marketing, expansion of operations and development of Sportcor Mobile App version 1.0.

Offer Minimum	AUD\$ 1.2m
Offer Maximum	AUD\$ 2.5m
Offer type	Equity Raise
Details	<ol style="list-style-type: none">1. Offer is open to all Professional, Sophisticated & Experienced Investors, Family Offices, Companies, Trusts, Investment Funds and other Institutions2. Investors will be issued with Fully Paid Ordinary Shares

Appendix



Sportcor Risk Mitigation

Brand partner/ sporting good manufacturer market rollout plans change impacting Sportcor revenue forecast	Agree minimum contractual market rollout commitments with Brand Partner/ Sporting Good Manufacturer and maintain active stakeholder engagement to address issues in advance.
Product does not receive timely approval/ approval from regional sporting governing body for match play	Ensure Sportcor comprehensively understands the respective governing body's approval process requirements and milestones to be reached. Maintain active stakeholder engagement and rigor. Regularly evaluate and implement early issue management and decision making if deliverable is not expected to be achieved.
Product does not pass sporting good manufacturer's minimum standard	Ensure comprehensive understanding of standards and include agreed standards in contract. Implement rigor around pass/fail tests.
USA tariffs on parts and components increasing Sportcor costs	Maintain productive commercial relationships with suppliers external to China and actively monitor impact of economic conditions.
Lack of capital to continue to produce product	Attempt for interim absorption of manufacturing costs by sporting good manufacturer to maintain commercial production.
Competitive price pressure on monthly license fees	Ensure continued development and innovation of software and in availability of new in-App products to increase user value.
Product cost is too high as set by manufacturer.	Implement contractually agreed retail margin range
Foreign exchange exposure impacting Sportcor costs	Development of a proper FX strategy (Q4 2019)
Cheap take offs of product both hardware and software	Maintain patent application and actively monitor and respond to significant commercial threat. Maintain value driven software through innovation.
Key man departure	Implementation of central and shared repository for all corporate documentation, stakeholder management, contracts and corporate governance. Duplicated code on USB for software. Appropriate processes and procedures in place as deemed necessary.

Sportcor Patents

SHORT REF: SMART BALL

Country	Application Number		Duration	Status
Australia	2017309823	<p>Title SMART BALL, LOCATOR SYSTEM AND METHOD THEREFOR</p> <p>Description Several inventions disclosed, such as a ball structure for housing electronics; and a simulation system for improving player performance.</p>	11 August 2037	Pending
Canada	3,033,410			
China	201780063118.0			
Europe	17838227.1			
India	201927009154			
Japan	2019-529302			
Korea	10-2019-7007063			
United States	16/324,121			
United States	16/276,629			

SHORT REF: PERSONAL DONGLE

Country	Application Number		Duration	Status
United States	PCT/AU2019/050705	<p>Title SYSTEM FOR TRACKING SPORTS INTERACTIONS INCORPORATING A USER ASSOCIATED DEVICE</p> <p>Description A system that includes a smart ball and wearable device combination, the wearable device and smart ball being in communication with each other.</p>	4 January 2022 (world-wide preliminarily), then until 3 July 2039 depending upon which countries will be pursued for patent protection.	Active

References

Sports Tech sector is set to soar (Slide 17) and Technology is innovating sport (Slide 18)

Sports Technology Market: Markets and Markets. (2019). Retrieved from Markets and Markets: <http://www.marketsandmarkets.com>

The future of sports tech: Here's where investors are placing their bets. (2019). Retrieved from Tech Crunch: <http://www.techcrunch.com>

Estimated global addressable market participation (Slide 19)

Federation of International Hockey. (2019). *Developing waterless Hockey Turfs for elite level hockey.*

First global market research project unveils more than one billion cricket fans. (2018, June 27). Retrieved from International Cricket Council: <https://www.icc-cricket.com/>

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