FOR IMMEDIATE RELEASE

SportsHero And YuuZoo Partnership Kicks Off, Bringing Fantasy Sports To Over 118 Million Users Across 164 Countries

- ***SportsHero is Asia's first real-time fantasy sports app; it secured US$2.4 million in Series A funding and is accelerating plans to list on the Australian Securities Exchange (ASX)[1]***
- ***YuuZoo is the first social media company to be listed on the Singapore Exchange (SGX)[2]; it was founded and is helmed by former Regional Head of Nokia Asia-Pacific, Thomas Zilliacus***
- ***Extends the sporting experience for fans and gamers to beyond the stadium bleachers, television screen and projectors to their mobile devices***
- ***Partnership taps a global e-sports market expected to surpass US$1.1 billion in revenues by 2019[3]***

SINGAPORE, 6th JUNE 2016 – SportsHero (SportsHero.mobi), Asia's first real-time fantasy sports app and social prediction platform, has partnered with Singapore-based YuuZoo Corp ("YuuZoo", SGX: AFC), one of the world's fastest growing third generation social e-commerce networks. The two companies will jointly bring SportsHero to YuuZoo's network of over 118 million consumers across 164 countries.[4] YuuZoo's users will leverage on SportsHero's highly engaging, gamified social sports prediction platform, which includes daily, weekly, and monthly prizes – a new gaming experience for their registered users. At launch, daily average user engagement on SportsHero exceeds 10 minutes.[1]

SportsHero is formed under Singapore's MyHero, which also owns and develops TradeHero (TradeHero.mobi). TradeHero has been ranked the world's #1 finance app in over 91 countries with over 8 million users (App Annie). [5]

SportsHero, which launched in May 2016, has plans to list on the Australian Securities Exchange (ASX) through a conditional and staged reverse takeover of Nevada Iron (NVI), will be marketed through YuuZoo's franchisee and partner platforms. YuuZoo's registered users will stand a chance to play games on SportsHero and win prizes on a regular basis. SportsHero has rolled out native user log-in support for YuuZoo registered users.

Maradona, Messi, Ronaldo Jerseys Up For Grabs

Players in SportsHero can compete to win prizes around the UEFA Euro Championships (Euro 2016) and Copa América Centenario football tournaments, which commence June 10 and June 3 respectively. Top players in SportsHero can compete to win prizes, including autographed official jerseys of football legends Diego Maradona, Lionel Messi, and Cristiano Ronaldo. SportsHero's football offering perfectly complements YuuZoo's existing partnership with Sweden-based Circle of Champions (CoC), the world's leading developer on mobile games for leading football clubs, including Barcelona, Chelsea, Liverpool, Manchester City and Real Madrid.

Dinesh Bhatia, CEO of SportsHero and Fast Company Magazine's 100 Most Creative People in Business in 2015[6] (the only Singaporean honoured to date), said, "For any sports fan, the experience doesn't begin and end with the referee's whistle. What SportsHero does so successfully is to engage these fans, building a community of likeminded people who interact and can take part in competitions, with rare and valuable sporting memorabilia up for grabs. With YuuZoo, we're now able to take SportsHero to millions more people across hundreds of countries, continuing to realise our vision of being the leading mobile-first social network dedicated to sports."

Thomas Zilliacus, Co-founder and Executive Chairman of YuuZoo, said, "Since we founded YuuZoo, the focus has always been on our users -- providing different interest groups with relevant and immersive content, and building engagement. Continuing that narrative, we're excited to provide our users with a quality gaming experience through this new tie-up with SportsHero. As Asia's first real-time sports prediction app, SportsHero understands all too well what sports fans in 2016 want from a unique mobile experience. The app brings better sports predictions to fans, complete with social sentiment that leverages every fan in its community. We believe SportsHero complements YuuZoo and Circle of Champions and we're pleased to be bringing this new dynamic, fun, and addictive and gamified mobile sports experience to a global audience."

Users on SportsHero can follow top players on the app – who can in turn charge other players a fee to follow them (up to US$100 per month) to receive their real-time sports tips and predictions. Of this, SportsHero takes 50 per cent and YuuZoo takes 50 percent. The revenue from subscription on SportsHero is then split 50-50 between SportsHero and the person being followed, paving the way for sustainable revenue model where everyone wins. It also positions SportsHero favourably to tap into the growth of global e-sports revenues which are expected to surpass US$1.1 billion by 2019, up from US$463 million in 2016, according to Newzoo (a compounded annual growth rate of over 24 per cent).[3] Through the partnership, SportsHero and YuuZoo also aim to connect to the rise of daily fantasy sports (DFS). In 2015 in the US alone, 1.5 million people paid more than US$3.7 billion in DFS tournament entry fees, according to Legal Sports Report.[7] Smartphones globally generated gaming revenues of US11.93 billion, according to Statista, of which contributions from eSports and fantasy sports are on a rise. [8] An installation fee has also been put in place where YuuZoo will charge SportsHero for each SportsHero install by a YuuZoo user.

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About SportsHero

SportsHero is a gamified social sports prediction platform where users can predict, interact and compete on all major sports – virtually and in real-time – to become a SportsHero. With a Heads of Agreement live since 20 May 2016, SportsHero is intending to list on the Australian Securities Exchange (ASX) via a conditional and staged reverse takeover of Nevada Iron Ltd. (ASX:NVI).[9] Partners looking to be featured in SportsHero can do so by contacting partnerships@sportshero.mobi.

What "sports prediction" means is that any user on SportsHero can compete with other users, predicting outcomes of games, matches, competitions spanning a number of sports including football (soccer) and baseball (Major League Baseball), with Tennis, American Football (National Football League), Basketball (NBA), and hockey (NHL) in development. They do this within SportsHero's community which comprises hundreds of thousands of users. We look 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. Top ranked sports fans are included on our leader board, eligible to win daily, weekly and monthly prizes, in conjunction with our brand partners. They can also interact with other sports fans on our network in a number of ways to make any game so much more interesting and engaging. SportsHero was founded by Singapore-based MyHero Pte Ltd., rebranding a previous app FootballHero to include a broader sporting focus.

Download SportsHero for your iOS device here (link).

Download SportsHero for your Android device here (link).

About YuuZoo

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 118 million registered users in 164 countries, YuuZoo uniquely combines social networking, e-commerce and gaming in a mobile-optimised, fully localised tribal marketplace, where the consumer can access hundreds of tribal social networks, shops and entertainment through one single login. YuuZoo grows it international business through a network of franchisees and partners. The network currently covers 68 countries.

To see YuuZoo's tribal marketplace, log into: www.yuuzoo.com.
For more information about YuuZoo, please log on to: www.yuucorp.com

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[4]Source: YuuZoo (via the Singapore Exchange) (YUUZOO 2015 RESULTS) – Published February 25, 2016
[5]Source: App Annie data for TradeHero and 全民股神 (TradeHero's Chinese language app)
[6]Source: Fast Company Magazine: Most Creative People in Business in 2015: Dinesh Bhatia, For teaching aspiring investors to make the leap, Published May 11, 2015
[7]Source: Legal Sports Review (Daily Fantasy Sports Metrics For 2015: NBA, MLB Made In-Roads On NFL In Entry Fees) – Published January 22, 2016
[8]Source: Statista (Statistics and facts on Mobile Gaming) – Published September 15, 2015
[8]Source: TechCrunch (New fantasy sports app SportsHero raises $2.4M ahead of planned Australia IPO) – Published May 26, 2016