ASX Announcement

23 April 2025

Go Live via XL Axiata for the iGV.Com Family Game Pass in Indonesia

- SportsHero (SHO) is pleased to announce the iGV.Com Family Game Pass product has "Gone Live" via Indonesia's 3rd largest telco, XL Axiata.
- The iGV.Com Family Game Pass allows Indonesia's estimated 8.3m PC gamers[1] access to a subscription based platform with over 200 of the latest and most popular game titles, including Call of Duty, Counter Strike 2, PUBG and GTA5, etc.
- XL Axiata will offer their customers the opportunity to use Direct Carrier Billing (DCB) to subscribe and seamlessly pay for the iGV Family Game Pass using their existing billing account, reducing the need for a separate sign up process.
- XL Axiata is Indonesia's 3rd largest Telco with 12.4% of the market[2], approx. 57.5 million customers and 2023 revenue of IDR32.3 trillion (approximately A$3.146 billion)[3].
- XL has implemented several loyalty programs targeting different segments such as MyXL Prepaid for general users, Axisnet for gamers and youth and Sisternet for supporting Indonesian women.[4]
- Revenues will be shared between the companies, with SportsHero receiving 75% and XL Axiata receiving 25%.
- SHO is expected to realise a margin on Gross Subscription Value (net of XL revenue share and iGV.com partner costs) of at least 38%

[1] https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/
[2] https://cdn.twimbit.com/uploads/2023/08/18165559/Indonesia-Telecoms-Update-2023-2.pdf
[3] XL Axiata Integrated Annual Report 2023, 4 April 2024: https://staticxl.ext.xlaxiata.co.id/s3fs-public/media/documents/Integrated%20Annual%20Report%202023.pdf
[4] https://www.comarch.com/trade-and-services/loyalty-marketing/news/empowering-50-million-customers-xl-axiatas-collaboration-with-comarch/?t

SHO Limited (ASX: SHO) is pleased to announce that the iGV.Com Family Game Pass product has been integrated with the 3rd largest Indonesian telco, XL Axiata, and has officially "gone live". This means that XL's customers now have the ability to subscribe to the Family Game Pass product using XL's Direct Carrier Billing (DCB) infrastructure, which provides customers the opportunity to purchase certain products directly via their existing phone billing accounts.

Tom Lapping, SportsHero's CEO said:

> *"Both our respective tech teams have worked incredibly hard to integrate the iGV.Com Family Game Pass product in Indonesia. Now we are officially "live", XL's share of Indonesia's estimated 8.3m PC gamers have instant access to over 200 of the latest games via a subscription service using Direct Carrier Billing. This means customers can seamlessly sign up with their existing telco accounts."*

The partnership with XL includes a revenue-sharing agreement, of a type usual in agreements of this nature ensuring benefits for all parties involved over the duration of the agreements (which have been outlined in previous announcements). There is no consideration payable between the parties upfront, and any consideration is subject to uptake. There is no minimum subscription under the agreement.

About iGV Family Game Pass

As announced in November 2023, SportsHero secured the exclusive rights to promote and distribute IGV.com products throughout Indonesia and Thailand over the next 3 years. Subsequent to this event, SportsHero officially launched iGV's new product called "Family Game Room" which offers a game sharing experience with access to over 200 of the most popular gaming titles including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5 and Rust.

Authorised for release by the Board

Ross Pearson
Company Secretary