ASX Announcement
9 September 2025

SportsHero Expands Indosat Agreement to Include Mobile Casual Gaming Product

Key Highlights

- **SportsHero has signed a variation to their existing agreement with Indosat Ooredoo Hutchison (Indosat), Indonesia's second largest Telco, to now include SportsHero's mobile casual gaming product.**
- **Under the expanded agreement, Indosat will offer their customers the ability to subscribe to a suite of mobile game titles, using their existing mobile phone accounts including a Direct Carrier Billing (DCB) option.**
- **The agreement includes full marketing support by Indosat, which has approximately 98.8m total customer accounts and averages 50.9m monthly active users on their self-service apps MyIM3 and Bima+.[1]**
- **Gross subscription value (GSV) per customer is estimated to be between IDR50,000 (~A$4.75) and IDR105,000 (~A$9.75) per month, depending on the variable service offerings each end user selects.**
- **The GSV revenue will be split 35% to Indosat and 65% to SportsHero, and the gross margin to SportsHero after platform partner costs is expected to be in the range of ~35% to ~65% depending on usage volumes.**
- **Any revenue from mobile gaming will be in addition to the existing iGV.Com Family Game Pass PC gaming product, which went live on 27 June 2025.**

SportsHero Limited (ASX: SHO) ('SHO' or the 'Company') is pleased to announce that its wholly owned subsidiary, SportsHero Enterprise Pte Ltd, has expanded the terms of their existing agreement with Indosat Ooredoo Hutchison (Indosat), to now include SportsHero's recently announced mobile casual gaming product, in addition to the PC based iGV.Com Family Game

[1] Indosat Annual Report 2024 (pp89) : https://ioh.co.id/portal/en/ioh-investor-document-detail/laporan-tahunan-indosat-2024?_id=10014744

Pass PC. The new mobile casual gaming product is expected to be integrated and available for Indosat's customers to access early in the December quarter.

Tom Lapping, SportsHero's CEO said:

"This agreement is a major expansion of our relationship with Indosat, Indonesia's second largest Telco. We announced the go live for our PC gaming product, the iGV.Com Family Game Pass, with Indosat in June. The addition of the mobile gaming product enables us to target a much larger customer base, with mobile gamers in Indonesia out-numbering PC gamers by 20-25 times."* *(* see table below)*

SE Asian Mobile Gaming Market is Significant

The SE Asian mobile gaming market is significant in terms of participants, with the majority of gamers in SE Asia utilising their mobile devices to access games (est ~286m mobile gamers or ~66.2% of total 432m gamers – see table below).

It's estimated that "*SE Asia's mobile player base is only second to the big Asian sub-regions (China, South Asia incl. India, and East Asia incl. Japan/Korea) and is comparable to, or larger than, Europe and/or North America in sheer player count."*[2]

Table 1: SE Asian Gaming Market (green highlight denotes existing Telco channel agreements)

		Gaming Rev US$m – 2024*		Gamers**		PC Gamers#	
Southeast Asia - Gamer Market	**Population**	**US$m**	**%**	**People (m)**	**%**	**People (m)**	**%**
Philippines	**119,106,224**	**$1,390.0**	**45.3%**	**83.4**	**19.3%**	**43.0**	**32.8%**
Thailand	71,801,279	$630.0	20.6%	52.7	12.2%	14.1	10.7%
Vietnam	99,497,680	$215.7	7.0%	73.1	17.0%	36.0	27.4%
Indonesia	**275,501,339**	**$316.8**	**10.3%**	**185.2**	**42.9%**	**8.3**	**6.3%**
Singapore	6,014,723	$71.4	2.3%	4.5	1.0%	3.8	2.9%
Malaysia	34,308,525	$313.4	10.2%	14.0	3.2%	9.6	7.3%
Myanmar	54,577,997	$128.2	4.2%	19.1	4.4%	16.5	12.6%
Total	**660,807,767**	**$3,065.5**	**100.0%**	**432.0**	**100.0%**	**131.3**	**100.0%**

** Gaming revenue is total revenue from all sources of gaming (mobile, cloud, PC, etc) ** Gamers constitutes the sum of mobile, console, PC and cloud gamers (can include the same users multiple times for each platform)*
 # PC gamers for Malaysia and Myanmar are management estimates based on % share vs those countries where data is available (no data available)

***Source**: Follow link to SportsHeros 2 July 2025 Investor Presentation for full table and source information*

[2] GlobeNewswirebest-of-gaming.be

Terms of the Agreement

All other terms of the agreement remain unchanged.

AUTHORISED FOR RELEASE BY THE BOARD

ROSS PEARSON
COMPANY SECRETARY