



ASX Release
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“Go Live” for iGV.Com Game Pass via PLDT Home, the Largest Fully Integrated Telco in the Philippines

- SportsHero (SHO) is pleased to announce the iGV Game Pass product has “Gone Live” in the Philippines via PLDT Home (PLDT), the country’s leading integrated telecommunications network, pursuant to the agreement announced on 1 July 2025.
- As of end-June 2025, PLDT Home delivered the highest average revenue per user (ARPU) in the industry at ₱1,485, underscoring strong customer loyalty and trust, as well as sustained value delivery. Subscriber growth remained robust, with total fiber subscribers reaching 3.53 million.¹
- Under the agreement, PLDT will bundle a 12-month iGV Game Pass subscription for its premium home broadband customers, providing them with access to over 200 premium PC gaming titles.
- In addition to the premium product, there are further revenue opportunities from a concurrent retail offering to PLDT’s wider existing and potential new customer base.
- PLDT will offer customers the opportunity to use Direct Carrier Billing (DCB) to subscribe and seamlessly pay for the iGV Game Pass using their existing billing account, reducing the need for a separate sign-up process.
- With integration now complete and the product “live” in the Philippines market, SHO expects to receive material cashflow in the December quarter.
- The Philippines market represents a significant opportunity for SHO with an estimated 43 million people classified as PC gamers², who form the direct target market for the iGV Game Pass product.

Background

On 1st July 2025, SHO announced a 2-year agreement (renewable for a further year by mutual agreement) to distribute the iGV Game Pass product throughout the Philippines, including offering Direct Carrier Billing (**DCB**) and comprehensive ongoing marketing support. Please refer to that announcement for further details.

¹ https://cms.pldt.com/drupal/sites/default/files/irpressreleases/PSE_SEC%20-%20Press%20Release%201H2025%20Financial%20Results%20%2808.12.25%29_2.pdf Page7

² <https://vibox.co.uk/blog/how-many-pc-gamers-are-there-in-the-world>; <https://ycp.com/insights/whitepaper/the-next-level-the-rise-of-esports-in-the-philippines>

The PLDT – iGV Game Pass Offer

PLDT will bundle a 12-month iGV Game Pass subscription for its premium home broadband customers. Those wishing to renew their subscription for a second year will be offered an exclusive extension option.

In parallel, PLDT will directly market the iGV Game Pass to its non-premium home broadband customers, who will be able to subscribe at a mutually agreed price.

SportsHero’s CEO Tom Lapping said:

“We are excited to have the iGV Game Pass live and transacting in the Philippines via PLDT, the largest Telco in the country. Breaking into this new market is a major milestone for SportsHero and the minimum contracted value agreement strengthens our company financially. We are looking forward to working closely together to build a strong subscriber base and expand our product offering.”

Philippines PC Gaming Market Opportunity

With an estimated 43 million people classified as PC gamers³, the overall video games and consoles market in the Philippines was valued at US\$1.15 billion in 2024 and is projected to reach US\$1.9 billion by 2030, growing at a CAGR of 9.1% during the forecast period⁴. The e-Sports market in the Philippines, which includes PC gaming, is projected to reach US\$27.7m in 2025⁵. The iGV Game Pass is a PC based platform offering subscribers access to over 200+ of the latest gaming titles under a single subscription payment.

About PLDT Inc (www.pldt.com)

PLDT is the Philippines’ largest fully integrated telco company. Through its principal business groups – from fixed lines to wireless – PLDT offers a wide range of telecommunications and digital services across the Philippines’ most extensive fiber optic backbone, and fixed line and cellular networks. PLDT is listed on the Philippine Stock Exchange (PSE:TEL).⁶

Authorised for release by the Board

Ross Pearson
Company Secretary

³ <https://ycp.com/insights/whitepaper/the-next-level-the-rise-of-esports-in-the-philippines>

⁴ <https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/>

⁵ <https://www.statista.com/outlook/amo/esports/philippines>

⁶ <https://main.pldt.com/about-us>