Quarterly Activities Report for the quarter ended September 30, 2025

31 October 2025

Highlights

- **During the September quarter, the company announced an agreement with PLDT Inc, the largest Telco in the Philippines, to distribute the iGV Family Game Pass product, which includes a minimum revenue agreement over the first 12 months.**
- **In August, SportsHero received A$1.65m from sophisticated and professional investors, via a Private Placement at $0.023/share, with a 1:2 option at $0.03 exercise price.**
- **The company entered into a mobile games content distribution agreement across four territories (Indonesia, the Philippines, Thailand and Malaysia) with Singapore-based gaming company Yes2Games, which has the global exclusive license to the web versions of a portfolio of popular mobile games.**
- **SportsHero strengthened its existing Indosat partnership, with the addition of a mobile casual gaming product, which is expected to be launched in the December quarter.**
- **Subsequent to the end of the quarter, the company signed a mobile casual gaming agreement with V-Hunt Digital Media Pvt Ltd for the rights to distribute a customised catalogue of ~600 instantly playable HTML5 hyper casual mobile games throughout Southeast Asia.**
- **The "Go Live" for iGV.Com Game Pass via PLDT in the Philippines was announced after the end of the quarter, with material cashflow for the company expected in the December quarter.**

Operational Activities

1. PC Gaming Agreement with PLDT Inc, the Largest Fully Integrated Telco in the Philippines

The Company signed a 2 year agreement (renewable for a further year by mutual agreement) to distribute the iGV Family Game Pass product throughout the Philippines, including offering Direct Carrier Billing (DCB) and comprehensive ongoing marketing support.

The agreement includes a first year minimum contract payment to SportsHero relating to a "premium broadband customer" model, providing SportsHero with cashflow post integration (expected in the December quarter 2025).

The signing of this agreement with PLDT shows there is market interest in the iGV Family Game Pass product across the region, reinforcing our belief in the strategic plan to roll out iGV and other products in partnership with major Telcos.

PLDT will include 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 and the wider gaming community, who will be able to subscribe at a mutually agreed price. PLDT will provide ongoing direct marketing and DCB support for the duration of this Agreement.

With an estimated 43 million people classified as PC gamers[1], the overall esports video game market in the Philippines was estimated to be US$1.8 billion in 2025 and is projected to reach US$6.7 billion by 2031 growing at a CAGR of 24.1% during the forecast period.[2] The e-Sports market in the Philippines, which includes PC gaming, is projected to reach US$27.7m in 2025.[3]

2. $1.65m Received for Private Placement

In August, the Company received $1.65m through the issuance of 71.8 million new fully paid ordinary shares in the Company ('Shares') at $0.023 per Share, together with a 1:2 free attaching options to acquire Shares ('Options') ('Placement Options'), via a Share placement ('Placement') to sophisticated and professional investors.

The Shares were issued at a $0.023/share price, which was an 18% discount to the last close price of $0.028 and a 15% discount to the 15 day VWAP. If all the Options are exercised it would raise an additional $1.08m for the Company on or before 31 July 2026.

The Company intends to utilise the funds to partially pay down the existing debt facility, expand the sales & marketing activities to broaden the product offering and distribution channels and to fund the Company's working capital requirements.

3. Mobile Gaming Product Added with Web Games Distribution Agreement Signed with Yes2Games

In August, the Company entered into an exclusive content distribution agreement with Singapore-based gaming company Yes2Games, which has the global exclusive license to the web versions of Halfbrick Studios' game library.

Under the agreement, SportsHero secured exclusive rights to distribute Yes2Games' portfolio of popular mobile game titles via SportsHero's telecommunications partner channels across four territories: Indonesia, the Philippines, Thailand and Malaysia.

[1] 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

[2] https://mobilityforesights.com/product/philippines-esports-market

[3] https://www.statista.com/outlook/amo/esports/philippines

The addition of the Yes2Games and Halfbrick "mobile gaming" product enables the company to target a significantly larger consumer base, in both existing and future potential distribution channels.

The portfolio includes several global hit titles from Halfbrick Studios, including Fruit Ninja, Jetpack Joyride, Dan The Man and Monster Dash, plus a recently launched original IP from Yes2Games "NSR Street Car Racing", which garnered 1 million users in its first week of launching on the web.

Fruit Ninja, first released in 2010 was Halfbrick's breakout global phenomenon, reaching 1 billion + downloads and appearing on 1/3 of all iPhones in the US by 2012.[4] Fruit Ninja 2 has over 14+ million downloads on Google Play and 62,000+ reviews averaging 4.2 stars as of 2025.[5]

Since its debut, Jetpack Joyride has achieved over 750 million downloads worldwide[6], placing it among the most-played mobile titles of all time, while Dan the Man has surpassed 110 million downloads on both Google Play and the Apple App Store, establishing itself as a staple in the arcade platformer genre.[7]

4. SportsHero Strengthened its' Indosat Partnership, expanding to Mobile Casual Gaming Product

In September, the company expanded the terms of their existing agreement with Indosat Ooredoo Hutchison (Indosat), to include the distribution of SportsHero's recently announced mobile casual gaming products, in addition to the PC based iGV.Com Family Game Pass PC.

Under the expanded agreement, Indosat will offer their customers the ability to subscribe to the suite of mobile game titles offered in the SportsHero catalogue, using their existing phone account via Direct Carrier Billing (DCB).

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+.[8]

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 remain the same as per the existing agreement 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.

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

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[4] https://en.wikipedia.org/wiki/Halfbrick_Studios?utm_source=chatgpt.com

[5] https://www.androidrank.org/application/fruit_ninja_2_fun_action_games/com.halfbrick.fruitninjax?utm_source=chatgpt.com

[6] https://www.prnewswire.com/news-releases/with-over-1-8-billion-downloads-storms-and-halfbrick-studios-bring-instantly-playable-fruit-ninja-and-jetpack-joyride-games-to-the-emerging-markets-301243426.html?utm_source=chatgpt.com

[7] https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

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

5. SportsHero Grows Mobile Gaming Catalogue with V-Hunt Adding ~600 Hyper Casual Mobile Gaming Titles

In October, after the end of the quarter, the company announced that its wholly owned subsidiary, SportsHero Enterprise Pte Ltd, has signed an agreement with V Hunt Digital Media Pvt Ltd (V-Hunt) for the rights to distribute a customised catalogue of instantly playable HTML5 hyper casual mobile games throughout Southeast Asia. The agreement adds approximately 600 games to SHO's mobile gaming catalogue, in addition to the premium Yes2Games catalogue announced on 15th August 2025 to enhance the game user's experience.

The addition of these games provides SHO with a competitive offering in the Southeast Asian market, which will be progressively rolled out via our distribution channels. The company announced in September that Indosat will offer their customers access to SHO's mobile gaming product via Direct Carrier Billing (DCB) throughout Indonesia, which is expected to be live in the December quarter.

6. iGV Game Pass Product Went "Live" in the Philippines via PLDT

Subsequent to the end of the quarter, in late October, SHO announced that the iGV Game Pass product had "Gone Live" in the Philippines via PLDT Home. PLDT Home is the Philippines' largest integrated telecommunications business, representing 50.6% share of Philippines industry revenues and 50% of the total fiber-to-the-home industry customers, with 3.2 million users as of end 2023.[9]

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 will be further revenue opportunities from a concurrent retail offering to PLDT's wider existing and potential new customer base. Customers can choose to utilise Direct Carrier Billing (DCB) to subscribe and pay for the product through their existing billing account, without the need for a separate sign-up process.

SHO expects to receive material cashflow in the December quarter under this agreement. For more details, see the announcement from 1st July 2025.

7. Cash and expenditure (A$'000)

Net cash used in operating activities for Q1 FY26 totalled $600k, which included the following:

- Staff cost including retrospective payments to related parties $203k
- Product development and marketing $64k
- Accounting and audit $66k
- Corporate costs including ASX fees and admin costs $111k
- Professional fees $156k

[9] https://pldthome.com/news-media/2024/04/24/pldt-home-sustains-market-leadership-expands-innovative-portfolio-to-elevate-ph-internet

Cash at bank as at 30 September 2025 totalled $700k.

Undrawn debt facility capacity as at 30 September 2025 was $950k.

During Q1 FY26 a total of $172k was paid to related parties of the Company as follows:

- $65k for the provision of full-time services by a director
- $28k includes retrospective director fees to non-executive director
- $79k for salary, statutory superannuation and retrospective director fees.

Authorised for release by the Board

Ross Pearson
Company Secretary
Telephone: +61 419 255 305

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity: Sportshero Ltd

ABN	Quarter ended ("current quarter")
98 123 423 987	30 September 2025

Consolidated statement of cash flows		Current quarter $A'000	Year to date (3 months) $A'000
1.	**Cash flows from operating activities**		
1.1	Receipts from customers	3	3
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(134)	(134)
	(c) advertising and marketing	(6)	(6)
	(d) leased assets	-	-
	(e) staff costs	(203)	(203)
	(f) administration and corporate costs	(260)	(260)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	-	-
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	-
1.8	Other (provide details if material)	-	-
1.9	**Net cash from / (used in) operating activities**	**(600)**	**(600)**

Consolidated statement of cash flows		Current quarter $A'000	Year to date (3 months) $A'000
2.	**Cash flows from investing activities**		
2.1	Payments to acquire:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(g) entities	-	-
	(h) businesses	-	-
	(i) property, plant and equipment	-	-
	(j) investments	-	-
	(k) intellectual property	-	-
	(l) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	**Net cash from / (used in) investing activities**	**-**	**-**

3.	**Cash flows from financing activities**		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	1,651	1,651
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	65	65
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(110)	(110)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(370)	(370)
3.7	Transaction costs related to loans and borrowings	(40)	(40)
3.8	Dividends paid	-	-

Consolidated statement of cash flows		Current quarter $A'000	Year to date (3 months) $A'000
3.9	Other (provide details if material)	-	-
3.10	**Net cash from / (used in) financing activities**	**1,196**	**1,196**

4.	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of period	**118**	**118**
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(600)	(600)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	-
4.4	Net cash from / (used in) financing activities (item 3.10 above)	1,196	1,196
4.5	Effect of movement in exchange rates on cash held	(14)	(14)
4.6	**Cash and cash equivalents at end of period**	**700**	**700**

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter $A'000	Previous quarter $A'000
5.1	Bank balances	700	118
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	**Cash and cash equivalents at end of quarter (should equal item 4.6 above)**	**700**	**118**

6.	Payments to related parties of the entity and their associates	Current quarter $A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	171
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

7.	Financing facilities *Note: the term "facility' includes all forms of financing arrangements available to the entity.* *Add notes as necessary for an understanding of the sources of finance available to the entity.*	**Total facility amount at quarter end $A'000**	**Amount drawn at quarter end $A'000**
7.1	Loan facilities	1,500	550
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	**Total financing facilities**	1,500	550

7.5	**Unused financing facilities available at quarter end**	950

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

Lender	Facility amount $000s	Interest rate	Security	Maturity date
Colin Jee Fai Low	500	10% of the amount repaid	Unsecured	18/03/2026
Colin Jee Fai Low	1,000	10% of the amount repaid	Unsecured	22/01/2026

8.	Estimated cash available for future operating activities	$A'000
8.1	Net cash from / (used in) operating activities (Item 1.9)	(600)
8.2	Cash and cash equivalents at quarter end (Item 4.6)	700
8.3	Unused finance facilities available at quarter end (Item 7.5)	950
8.4	Total available funding (Item 8.2 + Item 8.3)	1,650
8.5	**Estimated quarters of funding available (Item 8.4 divided by Item 8.1)**	2.75

8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer:

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer:

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer:

Compliance statement

1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.

2 This statement gives a true and fair view of the matters disclosed.

Date: 31 October 2025

Authorised by: The Board of SportsHero Limited

(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.

2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.

3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.

4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".

5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal contr