ASX RELEASE
10 November 2025

SportsHero Appoints Grace Clapham as Growth Strategy Advisor

SportsHero Limited (SHO) is pleased to announce the appointment of Grace Clapham as its new Growth Strategy Advisor.

Known as one of Asia-Pacific's most influential voices across tech, leadership, transformation and community-driven growth, Grace is a four-time founder, an award winning entrepreneur[1] and highly respected executive.

Throughout her distinguished career, Grace has partnered with leading global brands including Meta, LinkedIn, BMW, Nestlé, Aesop, Maybank, Dentsu, Bank of America, Canva, and Hootsuite, among others. She has scaled operations and led go-to-market strategies across 35+ markets, navigating diverse regulations and cultures to drive growth, and generated revenue through strategic brand and community partnerships. She was also on Danone Global's first ever Digital Advisory Board to help understand and develop opportunities to grow the community and digital division of Danone Early Life Nutrition across Asia Pacific, with a priority focus on Indonesia and India.

As the Director of Community Partnerships (Product & Programs) APAC at Meta, Grace led a team of regional experts to design, deliver and drive impactful community strategies engaging over 700 million members and supporting 14,000+ partners, resulting in 70% product activation.

Currently working in advisory and fractional executive capacities with technology companies, startups, and scale-ups across APAC and the UAE, she has delivered 250+ workshops and worked with 120+ organisations. Her impact extends across private enterprise, non-profits, public sector, and investment ecosystems.

Grace's leadership has earned prestigious recognition, including being named among Asia's 50 Women Leaders by CMO Asia, recognised as one of Robb Report's 2020

[1] https://generalassemb.ly/instructors/grace-clapham/15239

Thought Leaders, and receiving the Global Talent Unleashed Award judged by Richard Branson and Steve Wozniak[2].

Born in Jakarta, Indonesia, University educated in Melbourne, Australia and now based in Singapore, Grace's global experience, coupled with her passion for marketing innovation and community connection, perfectly aligns with SportsHero's strategy of growing e-sports gaming and community based platforms across SE Asia.

Grace's appointment enhances the leadership team, and positions the company to further accelerate growth and strategic market expansion, leveraging her proven expertise in driving innovation, partnership ecosystems, and sustainable engagement programs.

Commenting on her decision to join SportsHero, Grace shared:

> *"With my background in community-led growth, strategic partnerships, and market expansion across diverse sectors, I'm looking forward to working with the team to strengthen SportsHero's ecosystem, accelerate growth, and unlock new commercial and strategic value as the company positions itself for its next phase of growth in both core and emerging markets."*

The Board and management welcomes Grace and is confident her leadership and expertise will further strengthen our valued partnerships and drive the company's continued growth.

AUTHORISED FOR RELEASE BY THE BOARD

ROSS PEARSON
COMPANY SECRETARY

[2] https://www.humanresourcesonline.net/singapore-based-entrepreneur-wins-global-tech-award?utm_source=chatgpt.com