

ASX ANNOUNCEMENT

19 November 2025

SportsHero's Mobile Casual Gaming Product "HeroPlay" Goes Live in Indonesia, with +600 Proven HTML5 Titles

Highlights

- **SportsHero's proprietary mobile casual gaming product "HeroPlay", has "Gone Live" in Indonesia via Indosat Ooredoo Hutchison (Indosat), Indonesia's second largest Telco.**
- **Through this partnership, Indosat's approximately 98.8[1] million customer accounts can now subscribe for unlimited access to a catalogue of +600 HTML5 mobile games, supplied by leading game distributors Yes2Games and V-Hunt.**
- **Instantly playable on Android or iOS without downloading any apps, games are streamed directly on any mobile internet browser.**
- **Users can quickly and easily subscribe directly to HeroPlay with as few as "two clicks" using their Indosat accounts via Direct Carrier Billing (DCB).**
- **Under the agreement, Indosat will provide full marketing support leveraging its base of 50.9 million average monthly active users[2] on their self-service apps MyIM3 and Bima+ and its extensive social media audience.**
- **Monthly Gross Sales Value (GSV) will be between IDR40,000 and IDR75,000 per user per month depending on subscription, split 65% to SportsHero and 35% to Indosat.**
- **HeroPlay will also be available directly to consumers via SportsHero's third party payment gateway at similar pricing, but without the Telco share being paid away.**
- **SportsHero expects its gross margin after licensing and platform partner costs to range from ~35% to ~85%, depending on subscriber mix, usage volumes and delivery platform.**

SportsHero Limited (ASX:SHO) ('SportsHero' or the 'Company') is pleased to announce that its proprietary mobile casual gaming product, HeroPlay, launched today via Indosat Ooredoo Hutchison (Indosat), Indonesia's second largest Telco.

This marks a significant milestone for SportsHero since the signing of the initial agreement with Indosat in December 2024. The culmination of 12 months of technical development, marketing, testing and product implementation, the Company now has both mobile and PC products live with Indosat in the Indonesian market and is ready to roll these out to the rest of SE Asia.

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

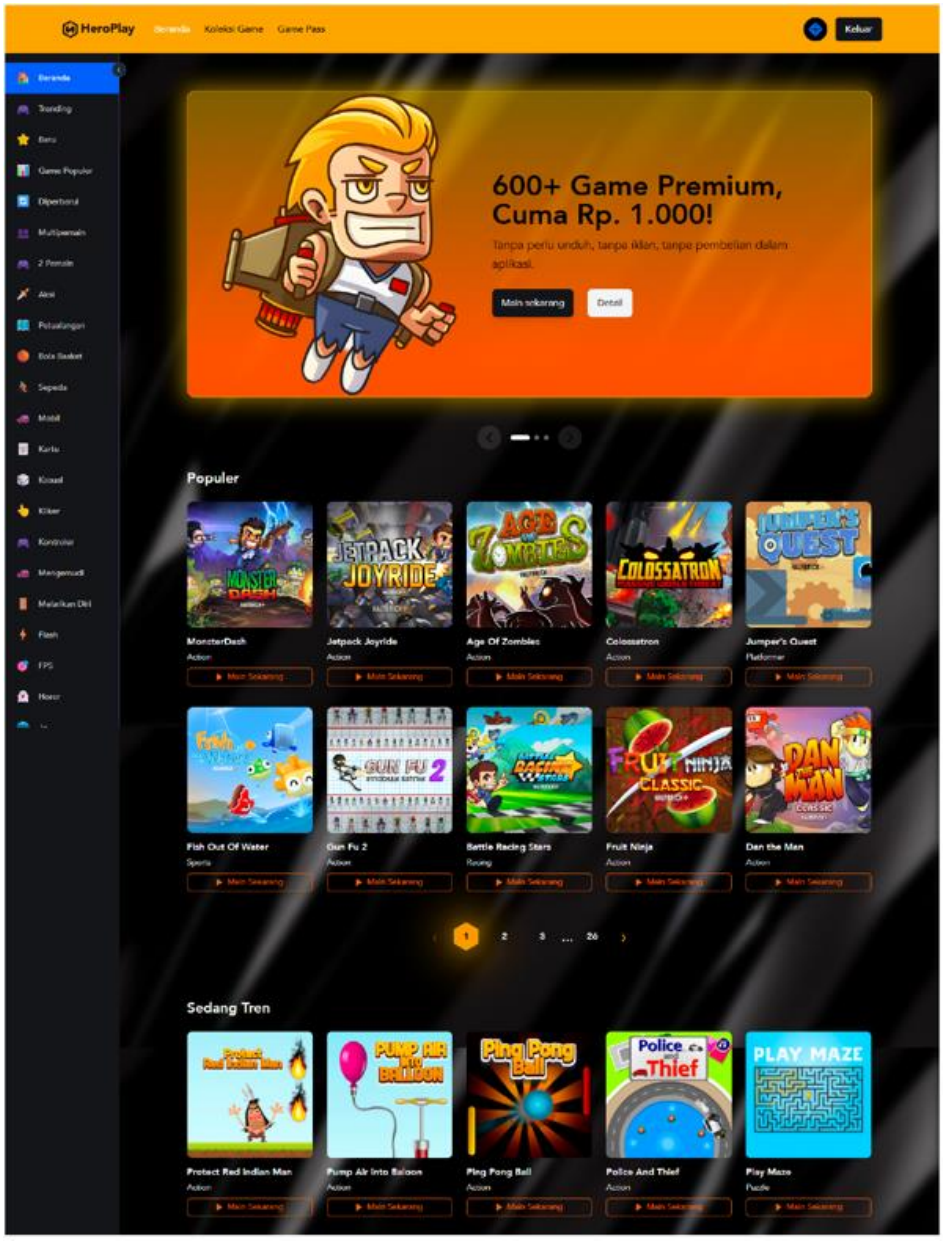
[2] Indosat Annual Report 2024 (pp89) – as above

Features of HeroPlay, SportsHero's mobile casual gaming product

HeroPlay is a proprietary mobile casual gaming platform which has been developed in house by SportsHero, combining a content management system (CMS), customer relationship management (CRM) and integrated access via Telco partners Direct Carrier Billing APIs to a large library of HTML5 based mobile game titles from leading mobile game distribution partners.

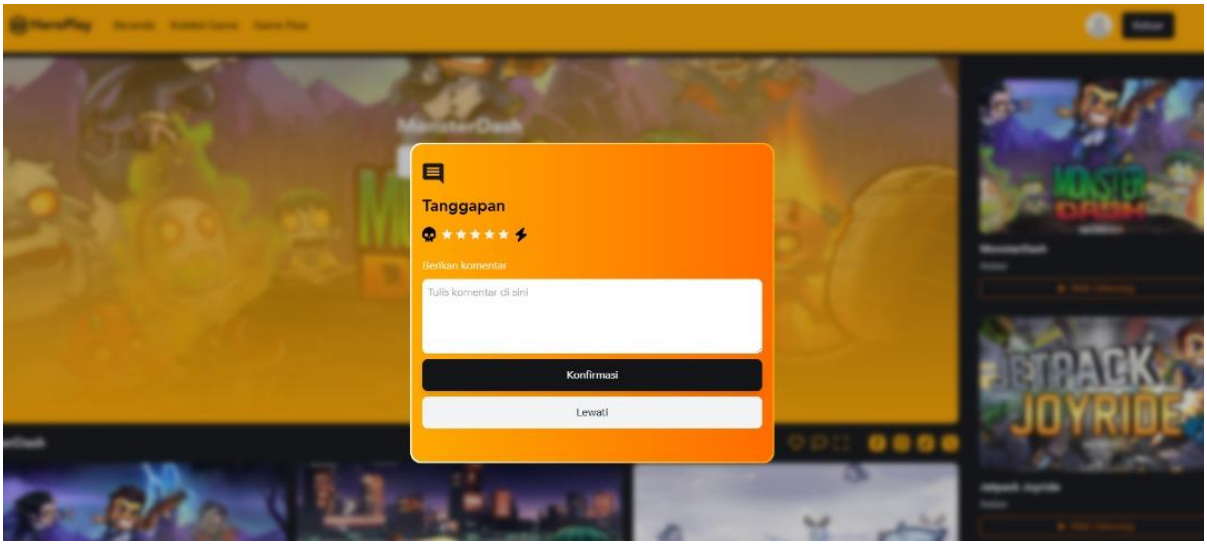
HeroPlay offers subscribers a range of benefits including:

- Unlimited access to the first suite of +600 premium mobile games (HTML5 versions)
- Instantly playable on either Android or iOS phone without downloading any apps
- Premium versions of games - Free from ads, no spending on in-game purchases
- Stream games directly from the cloud through any mobile internet browser
- Includes puzzles, educational family-friendly titles, sports, racing, arcade, strategy, and word games, designed for fast, fun, seamless entertainment
- Daily, weekly and monthly subscription packages available (prices vary)



Customer-First Curation

SportsHero's new mobile product **HeroPlay** will enhance the customer experience by introducing a rating and testimonial feature for each game. This functionality is designed to support the ongoing curation and improvement of the **HeroPlay** games catalogue, ensuring that customer feedback directly informs product selection and overall quality.



Development and Roll-out of HeroPlay

Development of **HeroPlay** has been a key operational focus of the Company throughout the past 12 months and commercial launch is a significant milestone to the Company.

The Company's initial agreement with Indosat, announced in December 2024, was entered into to provide for the marketing of the Company's iGV Game Pass. Since then, given the substantial market of mobile gamers within the Company's key target markets in SE Asia, the Company has been systematically working toward an expansion of its product offering from desktop to mobile gaming, resulting in the development and commercial release of **HeroPlay**.

To this end, the Company announced a licensing arrangement with Yes2Games in August 2025 for distribution of mobile games developed by Yes2Games within the Company's key markets, an extension of its agreement with Indosat to include mobile gaming in September 2025, and an expansion of its library of games through a licensing agreement with V-Hunt in October 2025.

The Board considers that the product and user diversification presented through **HeroPlay** has the potential to deliver significant benefit to the Company and its shareholders. Monthly average GSV will be between IDR40,000 and IDR75,000 per user per month, depending on the subscription level of users (daily, weekly or monthly prices vary), which will be split 65% to SportsHero and 35% to Indosat. SportsHero expects its gross margin after licensing and platform partner costs will range from ~35% to ~85% of GSV, depending on the subscription levels of users, usage volumes and delivery platform (Indosat or direct). However, as revenue generated will be dependent on the above factors, as well as subscription rates, which remain uncertain, the Company is not currently in a position to provide a forecast with respect to expected revenue generated, nor final margins through, the **HeroPlay** product offering.

The Company intends to continue to grow its library of games and seek implementation of **HeroPlay** with other commercial partners. Updates with respect to these arrangements are intended to be made periodically, through disclosure in quarterly reports, other than in circumstances where individual arrangements are considered by the Board to be of sufficient materiality to warrant standalone disclosure.

Strategic Importance of the Indosat Partnership

Since the launch of the iGV Game Pass for PC, SportsHero has collaborated closely with Indosat to refine its market strategy and enhance customer engagement. Leveraging Indosat's robust marketing capabilities, including direct in-app notifications, banner advertisements and social media channels, SportsHero recently secured a customised landing page within the MyIM3 app. This initiative enables SportsHero to effectively showcase its products to Indosat's extensive user base, further strengthening its market presence in Indonesia.

The partnership offers SportsHero a unique foothold in Indonesia, one of the world's most dynamic gaming markets fuelled by rising consumer engagement, mobile-first behaviour, and ongoing improvements in digital infrastructure.[3] By leveraging Indosat's user base and leading digital distribution channels, SportsHero is positioned to scale its product adoption and brand presence while minimising acquisition costs. This strategic alignment has the potential to deliver significant long-term value, providing exposure to SE Asia's high-growth digital economy.

SportsHero's CEO Tom Lapping said:

> *"Going live with our mobile gaming product via Indosat is a massive milestone for SportsHero. It's been an incredible effort by the whole team over the last 12 months, building the tech stack, partnering with leading game distributors, integrating with one of SE Asia's largest Telcos and developing a marketing strategy together with Indosat to appeal to their huge mobile customer base. It's an exciting time for everyone involved."*

Indonesia – the largest gaming market in Southeast Asia

With 148 million active gamers[4], Indonesia's growth is being driven primarily by mobile gaming which generates around $1.38 billion annually, compared to $270 million for PC and $134 million for consoles. Over 83% of Indonesian gamers play on smartphones, compared to 34% on PCs and 21% on consoles.[5]

Other Information

Under SportsHero's agreement with Indosat, there are no minimum subscriptions for the Company to earn its revenue share and no guaranteed minimum payable by Indosat to SportsHero.

The content made available through **HeroPlay** is made available through licensing arrangements with Yes2Games and V-Hunt. The Company's licensing arrangement with Yes2Games requires payment of licensing fees, including revenue sharing with respect to Yes2Games titles made available through **HeroPlay**, which is determined by reference to the actual usage of licensed content. The Company will

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[3] https://www.pwc.com/id/en/media-centre/press-release/2025/english/pwc-forecasts-steady-growth-indonesia-entertainment-media-industry-global-outlook-2025-2029.html

[4] https://www.techinasia.com/news/local-games-only-5-on-ids-booming-game-market-minister-says

[5] https://80.lv/articles/indonesia-s-gaming-market-a-rising-force-in-southeast-asia

be responsible for payment of licensing fees in relation to the games made available through the **HeroPlay** product.

Refer to announcement dated 14 August 2025 in relation to games licensed from Yes2Games, and the announcements that were released on 15 & 17 October 2025 in relation to games licensed from V-Hunt, for further detail with respect to the licensing agreements in place.

About Indosat Ooredoo Hutchison (Indosat)

Indosat Ooredoo Hutchison (IDX: ISAT) is Indonesia's second-largest telecommunications provider, formed by the merger of Indosat Ooredoo and Hutchison 3 Indonesia.[6] The company delivers a broad suite of advanced digital and mobile services to over 95 million cellular subscribers. Guided by strong financials, strategic partnerships, and ongoing investment in 4G and AI-powered network technologies[7], Indosat is at the forefront of Indonesia's digital transformation and is committed to enabling reliable, high-speed connectivity for customers and enterprises[8] across the country.

New SportsHero Website & InvestorHub

SportsHero has launched a new website, where existing and potential new investors can sign up to receive up to date news releases, email alerts and other content.

Go to https://asx.sportshero.live/

Questions? To ask a question or find out more about this announcement, go to this **link**

Authorised for release by the Board

Ross Pearson
Company Secretary

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[6] https://greatplacetowork.co.id/companies/indosat-ooredoo-hutchison/
[7] https://heaptalk.com/industry/indosat-ooredoo-hutchison-delivers-strong-q1-2025-earnings-and-advances-ai-powered-network-transformation/
[8] https://www.linkedin.com/company/indosat/?originalSubdomain=au