



5 February 2025

## **SportsHero signs 2 year agreement with XL Axiata (XL), 3<sup>rd</sup> largest Telco in Indonesia, to market iGV Family Game Room Pass**

### **Highlights**

- **SportsHero has partnered with XL Axiata (XL) to market the iGV Family Game Pass, enhancing digital entertainment options in Indonesia, targeting XL's share of the estimated 8.3m PC gamers<sup>1</sup> in the country**
- **XL will offer all of their Indonesian customers Direct Carrier Billing (DCB) to subscribe to iGV Family Game Room, which is expected to significantly improve potential customer conversion**
- **XL is Indonesia's 3<sup>rd</sup> largest Telco with 12.4% of the market<sup>2</sup>, approx. 57.5 million customers and 2023 revenue of IDR32.3 trillion (approximately A\$3.146 billion)<sup>3</sup>**
- **The monthly subscription price of IDR 65,000 (approx. A\$6.30) has been determined to offer XL's PC gaming customers and their families, affordable access to a world class gaming platform with over 200 of the most popular gaming titles**
- **SHO is expected to realise a Margin on Gross Subscription Value (net of XL and iGV partner costs) of at least 38%**
- **XL provides a wide range of services including standard fixed broadband services with download speeds of 21.1 Mbps and their premium XL Satu Fiber offering gamers much faster speeds of between 30 Mbps to 50 Mbps<sup>4</sup>**

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<sup>1</sup> <https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/>

<sup>2</sup> <https://cdn.twimbit.com/uploads/2023/08/18165559/Indonesia-Telecoms-Update-2023-2.pdf>

<sup>3</sup> XL Axiata Integrated Annual Report 2023, 4 April 2024: <https://staticxl.ext.xlaxiata.co.id/s3fs-public/media/documents/Integrated%20Annual%20Report%202023.pdf>

<sup>4</sup> Internet Speed Comparison for Telkomsel, XL, Indosat, Tri, and Smartfren in 2024: <https://esimbaliok.com/blog/internet-speed-comparison-telkomsel-xl-indosat-tri-smartfren-2024/?t> and <https://www.xlaxiata.co.id/en/news/xlsatu-fiber-available-in-63-cities>

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# SportsHero

- **XL has implemented several loyalty programs targeting different segments such as MyXL Prepaid for general users, Axisnet for gamers and youth and Sisternet for supporting Indonesian women<sup>5</sup>**

SportsHero Limited (ASX: SHO) is pleased to announce the signing of a significant DCB payment and marketing partnership with XL Axiata (XL), Indonesia's third largest telecommunications company. This strategic alliance positions SportsHero to capitalize on the rapidly growing esports market in Southeast Asia with Indonesia boasting the largest gaming market.

*SportsHero's CEO Tom Lapping commented: "We are proud to be partnering with XL-Axiata. This collaboration brings together our innovative gaming solutions and their expansive network infrastructure, which enables us to deliver a unique, engaging and affordable experience. Sincere thanks and credit to Crispin Tristram for negotiating and securing this partnership, we are now partnered with the second and third largest telcos in the country, giving us access to a large share of Indonesia's 8.3 million online gaming customers."*

XL will offer Direct Carrier Billing services, allowing its customers to seamlessly pay for the iGV Family Game Pass product using their existing XL billing accounts. This integration simplifies the payment process and enhances customer convenience. The partnership includes a revenue-sharing agreement, of a type usual in agreements of this nature ensuring benefits for all parties involved over the two-year duration of the agreement. There is no consideration payable between the parties, the consideration is subject to uptake. There is no minimum subscription under the agreement.

With XL providing Direct Carrier Billing, all new iGV Family Game Pass subscription customers will benefit from:

## 1. Convenience and Ease of Use

- Customers can make payments directly through their mobile device at checkout.
- There is no need for prior registration or credit card details.
- Simple transaction process requiring only phone number and PIN/OTP verification.

## 2. Enhanced Security

- Payments are protected by two-factor authentication (2FA).
- No transmission of sensitive financial information like credit card numbers.
- Reduced risk of cybersecurity threats compared to traditional payment methods.

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<sup>5</sup> Empowering 50 Million Customers: XL Axiata's Collaboration with Comarch, 22 November 2023: <https://www.comarch.com/trade-and-services/loyalty-marketing/news/empowering-50-million-customers-xl-axiatas-collaboration-with-comarch/?t>

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### 3. Financial Accessibility

- Enables customers without bank accounts or credit cards to make purchases.
- Allows seamless payment for digital services using mobile phone billing.
- Particularly beneficial in markets with limited banking infrastructure.

### 4. Seamless Payment Experience

- One-click payment solution.
- Immediate access to purchased services, without the need for pre-approval.
- Transactions can be added to monthly mobile bill or deducted from prepaid credits.

These benefits make Direct Carrier Billing an attractive and effective payment method offering a convenient, secure, and inclusive digital payment solution, which is expected to significantly improve customer conversion.

## Indonesia's PC Gaming Market Share and Growth Potential

Currently Indonesia has 149.28 million gamers, of which 8.3 million are dedicated PC based gamers. This is a promising addressable market with iGV Game Pass being a PC based product<sup>6</sup>.

The PC gaming market in Indonesia is expected to be poised for rapid growth in 2025 due to several compelling factors. The country's large and youthful population, which is increasingly interested in competitive gaming, serves as a robust foundation for this expansion<sup>7</sup>.

The Indonesian government has been actively supporting the esports industry through initiatives like INTI 2024 (Indonesia Technology and Innovation), which aims to professionalize and mainstream esports, further boosting the sector's development. INTI 2024 in Indonesia refers to a significant collaborative initiative between INTI International University and 19 Indonesian Higher Education Institutes (HEIs). Additionally, the availability of high-speed internet and investments in gaming infrastructure are enhancing accessibility and engagement<sup>8</sup>. With a strong cultural affinity for gaming and the rise of professional esports teams, Indonesia is set to

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<sup>6</sup> The Gaming Market in Indonesia, 31 May 2024:

<https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/>

<sup>7</sup> Indonesia Esports Market (2024-2030) | Trends, Outlook & Forecast, January 2024:

<https://www.6wresearch.com/industry-report/indonesia-esports-market>

<sup>8</sup> Esports Revolution: INTI 2024 Drives Growth and ... - INTI MEDIA, March 2024:

<https://media.inti.asia/read/esports-revolution-inti-2024-drives-growth-and-professionalization-of-indonesias-competitive-gaming-scene>

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become a significant player in the global esports landscape, driving substantial growth in the PC gaming market<sup>9</sup>.

The Indonesian government has recently intensified its support for the esports industry through Presidential Regulation Number 19/2024, signed by President Joko Widodo. This regulation focuses on accelerating the development of the national

gaming sector by investing in human resources, improving access to financing, and enhancing technology infrastructure. It also aims to boost marketing for local games, strengthen intellectual property protection, and promote Indonesian-made games globally<sup>10</sup>.

### **About iGV Family Game Pass**

As announced in November 2023, SportsHero secured the exclusive rights to promote and distribute iGV.com products throughout Indonesia and Thailand over the next 3 years. Subsequent to this event, SportsHero officially launched iGV's new product called "Family Game Room" which offers a game sharing experience with access to over 200 of the most popular gaming titles including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5 and Rust.

For further information, please contact:

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**Authorised for release by SHO Board**

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<sup>9</sup> From Casual to Competitive: INTI 2024 Explores the Future of E-sports Training and Technology in Indonesia, March 2024:

<https://media.inti.asia/read/from-casual-to-competitive-inti-2024-explores-the-future-of-esports-training-and-technology-in-indonesia>

<sup>10</sup> Indonesia's game industry levels up, August 8 2024:

<https://en.antaranews.com/news/321747/indonesias-game-industry-levels-up>

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