

SportsHero

6 August 2025

Ms V Nevjestic
Senior Adviser, Listings Compliance (Perth)
Australian Securities Exchange

Your ref: ODIN111482

By email: ListingsCompliancePerth@asx.com.au

Dear Vanessa,

SportsHero Limited - Response to ASX Price Query Letter

SportsHero Limited ('SHO' or 'the Company') refers to ASX's price query letter dated 6 August 2025 and provides the following responses to the specific questions set out in that letter.

Capitalised terms which are defined in ASX's query letter have the same meaning where used in this letter, unless specified otherwise.

- 1. *Is SHO aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?***

No.

- 2. *If the answer to question 1 is "yes".***

- a) *Is SHO relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1? Please note that the recent trading in SHO's securities would suggest to ASX that such information may have ceased to be confidential and therefore SHO may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is "yes", you need to contact us immediately to discuss the situation.***
- b) *Can an announcement be made immediately? Please note, if the answer to this question is "no", you need to contact us immediately to discuss requesting a trading halt (see below).***
- c) *If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?***

Not applicable, see the response to question 1.

3. If the answer to question 1 is "no", is there any other explanation that SHO may have for the recent trading in its securities?

No, SHO considers that all information concerning it that a reasonable person would expect to have a material effect on the price or value of SHO's securities (i.e. price sensitive information) has been announced.

SHO is not currently relying on an ASX Listing Rule 3.1A exception to withhold the announcement of any price sensitive information, as SHO considers that it has announced all of the price sensitive information that relates to the Company.

The Company notes that SHO is in discussions with various parties with respect to potential platforming or licensing arrangements in relation to SHO's offerings. As of the date of this letter, these discussions are at a very early-stage and no commercial terms have been discussed or exchanged between the parties. Given the potential commercial impact of any arrangement to be entered into with these parties is not currently ascertainable, the Company is not able to ascertain whether any potential future arrangement could be price sensitive information. As such, the Company does not consider that it is relying on Listing Rule 3.1A with respect to these discussions.

If discussions progress to the point that proposed commercial terms are exchanged, it is only at this stage that SHO will be able to determine whether or not a proposed arrangement is price sensitive. SHO will determine the price sensitivity of any proposed commercial terms and manage its continuous disclosure obligations accordingly.

4. Please confirm that SHO is complying with the Listing Rules and, in particular, Listing Rule 3.1.


The Directors of SHO confirm that the Company is complying with the ASX Listing Rules, in particular ASX Listing Rule 3.1.

5. Please confirm that SHO's responses to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of SHO with delegated authority from the board to respond to ASX on disclosure matters.

SHO confirms that the responses to the questions above have been authorised and approved, consistent with its continuous disclosure policy, by its Continuous Disclosure Committee.

Should you require any further clarification, please do not hesitate to contact us.

Yours sincerely,



Ross Pearson
Company Secretary
SportsHero Limited

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6 August 2025

Reference: ODIN111482

Mr Ross Pearson
Company Secretary
Sportshero Limited
22 Glenview Road
Mt Ku-Ring-Gai, New South Wales 2080

By email: ross_pearson@bigpond.com

Dear Mr Pearson

Sportshero Limited ('SHO'): Price and Volume - Query

ASX refers to the following:

- A. The change in the price of SHO's securities from a low of A\$0.027 at the close of trade on Tuesday, 5 July 2025 to an intraday high of A\$0.038 at the time of writing this letter today.
- B. The significant increase in the volume of SHO's securities traded today.

Request for information

In light of this, ASX asks SHO to respond separately to each of the following questions and requests for information:

- 1. Is SHO aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?
- 2. If the answer to question 1 is "yes".
 - (a) Is SHO relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1? Please note that the recent trading in SHO's securities would suggest to ASX that such information may have ceased to be confidential and therefore SHO may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is "yes", you need to contact us immediately to discuss the situation.
 - (b) Can an announcement be made immediately? Please note, if the answer to this question is "no", you need to contact us immediately to discuss requesting a trading halt (see below).
 - (c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?
- 3. If the answer to question 1 is "no", is there any other explanation that SHO may have for the recent trading in its securities?
- 4. Please confirm that SHO is complying with the Listing Rules and, in particular, Listing Rule 3.1.
- 5. Please confirm that SHO's responses to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of SHO with delegated authority from the board to respond to ASX on disclosure matters.

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When and where to send your response

This request is made under Listing Rule 18.7. Your response is required as soon as reasonably possible and, in any event, by no later than **3:15 PM AWST Wednesday, 6 August 2025**. You should note that if the information requested by this letter is information required to be given to ASX under Listing Rule 3.1 and it does not fall within the exceptions mentioned in Listing Rule 3.1A, SHO's obligation is to disclose the information 'immediately'. This may require the information to be disclosed before the deadline set out in the previous paragraph and may require SHO to request a trading halt immediately.

Your response should be sent to me by e-mail at **ListingsCompliancePerth@asx.com.au**. It should not be sent directly to the ASX Market Announcements Office. This is to allow me to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

Trading halt

If you are unable to respond to this letter by the time specified above, or if the answer to question 1 is "yes" and an announcement cannot be made immediately, you should discuss with us whether it is appropriate to request a trading halt in SHO's securities under Listing Rule 17.1. If you wish a trading halt, you must tell us:

- the reasons for the trading halt;
- how long you want the trading halt to last;
- the event you expect to happen that will end the trading halt;
- that you are not aware of any reason why the trading halt should not be granted; and
- any other information necessary to inform the market about the trading halt, or that we ask for.

We require the request for a trading halt to be in writing. The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted. You can find further information about trading halts in Guidance Note 16 *Trading Halts & Voluntary Suspensions*.

Suspension

If you are unable to respond to this letter by the time specified above, ASX will likely suspend trading in SHO's securities under Listing Rule 17.3.

Listing Rules 3.1 and 3.1A

In responding to this letter, you should have regard to SHO's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure*: Listing Rules 3.1 – 3.1B. It should be noted that SHO's obligation to disclose information under Listing Rule 3.1 is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

Release of correspondence between ASX and entity

ASX reserves the right to release all or any part of this letter, your reply and any other related correspondence between us to the market under Listing Rule 18.7A.

Yours sincerely

ASX Compliance

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