

SportsHero

ASX Announcement

15 August 2025

SportsHero adds mobile gaming product, signing a web games distribution agreement with Yes2Games for iconic titles Fruit Ninja, Jetpack Joyride & more

Key Highlights

- **SportsHero has added the “mobile gaming” product segment to its product offering by signing a content distribution agreement with Yes2Games for key markets in SE Asia.**
- **Under the agreement, SportsHero has the exclusive rights to distribute a suite of globally recognised mobile gaming titles in web formats, to mobile operators in Indonesia, the Philippines, Thailand and Malaysia.**
- **The most popular game titles include Fruit Ninja, Jetpack Joyride and Dan The Man, with close to 2 billion downloads across their full game portfolio**
- **SportsHero will look to integrate the mobile gaming product into its existing distribution channels in Indonesia and Philippines**
- **Yes2Games will receive a monthly minimum licensing fee, plus a share of revenue and in return will provide full technical support for integration to existing and new customers.**

SportsHero Limited (ASX: SHO) ('SHO' or the 'Company') is pleased to announce that its wholly owned subsidiary, SportsHero Enterprise Pte Ltd, has 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 has 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.

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Tom Lapping, SportsHero's CEO said:

"This agreement allows SportsHero to expand into the substantial mobile gaming market, in addition to our existing PC gaming product. By combining Yes2Games' and Halfbrick Studios' world-famous mobile titles with SportsHero's growing Telco distribution channels, we are well-positioned to capture a piece of this potentially very large opportunity over the coming months and years."

Tanu Gulati, Yes2Games Co-Founder said:

"We are very excited to bring our amazing portfolio of games to the fast growing and substantial region in SE Asia. We believe that content is absolutely critical in the gaming value chain and we have been impressed with SportsHero's platform and partnerships in the region. We look forward to entertaining hundreds of millions of gamers in the region with our well loved games."

SE Asian Mobile Gaming Market is Significant

The SE Asian mobile gaming market is significant in terms of participants, with the majority of gamers in SE Asia playing on their mobile devices (est ~286m mobile gamers or ~66.2% of total 432m gamers – see table below). It's estimated that *"SE Asia's mobile player base is only second to the big Asian sub-regions (China, South Asia incl. India, and East Asia incl. Japan/Korea) and is comparable to, or larger than, Europe and/or North America in sheer player count."*¹

Table 1: SE Asian Gaming Market

Southeast Asia - Gamer Market	Population	Gaming Rev US\$m – 2024*		Gamers**		PC Gamers#	
		US\$m	%	People (m)	%	People (m)	%
Philippines	119,106,224	\$1,390.0	45.3%	83.4	19.3%	43.0	32.8%
Thailand	71,801,279	\$630.0	20.6%	52.7	12.2%	14.1	10.7%
Vietnam	99,497,680	\$215.7	7.0%	73.1	17.0%	36.0	27.4%
Indonesia	275,501,339	\$316.8	10.3%	185.2	42.9%	8.3	6.3%
Singapore	6,014,723	\$71.4	2.3%	4.5	1.0%	3.8	2.9%
Malaysia	34,308,525	\$313.4	10.2%	14.0	3.2%	9.6	7.3%
Myanmar	54,577,997	\$128.2	4.2%	19.1	4.4%	16.5	12.6%
Total	660,807,767	\$3,065.5	100.0%	432.0	100.0%	131.3	100.0%

* Gaming revenue is total revenue from all sources of gaming (mobile, cloud, PC, etc) ** Gamers constitutes the sum of mobile, console, PC and cloud gamers (can include the same users multiple times for each platform)
PC gamers for Malaysia and Myanmar are management estimates based on % share vs those countries where data is available (no data available)

Source: Follow [link](#) to SportsHeros 2 July 2025 Investor Presentation for full table and source information

¹ [GlobeNewswirebest-of-gaming.be](https://www.globenewswire.com/press-releases/1078117)

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SportsHero currently has three major Telco partners in Indonesia and Philippines for its PC gaming product, the iGV.Com Family Game Pass. 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.

Globally Popular Mobile Gaming Titles

The portfolio includes a number of 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 1M 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 2012.² Fruit Ninja 2 has over 14+ million downloads on Google Play and 62,000+ reviews averaging 4.2 stars as of 2025.³

Since its debut, Jetpack Joyride has achieved over 750 million downloads worldwide⁴, 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.⁵



Yes2Games will provide SportsHero with all technical assistance, metadata, and compliance support required to ensure seamless integration and distribution.

² https://en.wikipedia.org/wiki/Halfbrick_Studios?utm_source=chatgpt.com

³ https://www.androidrank.org/application/fruit_ninja_2_fun_action_games/com.halfbrick.fruitninja?utm_source=chatgpt.com

⁴ 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

⁵ https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

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About Yes2Games

Yes2Games (Y2G Pte. Ltd.) is a Singapore-based mobile gaming studio specializing in IP licensing, game distribution, and monetization through partnerships across a vast international network. The company enables developers to bring their games to wider audiences, focusing on web and mobile platforms, and facilitates premium content distribution through established and emerging markets. Yes2Games works directly with Halfbrick as a licensee partner to develop and distribute adaptations of these well-known mobile games for web-based play.

About Halfbrick Studios

Halfbrick Studios is a leading Australian video game developer founded in Brisbane in 2001, renowned globally for creating the smash-hit mobile games Fruit Ninja, Jetpack Joyride, and Dan the Man. Initially focused on developing licensed titles for consoles like Game Boy Advance and PlayStation Portable, the company transitioned to original IPs around 2008, achieving massive international success with independently released games across multiple platforms, including mobile, console, and VR. Halfbrick has cemented its position as a powerhouse in the mobile gaming industry, with a reputation for innovation, quality, and a broad international reach.

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