

SportsHero

ASX Announcement

15 October 2025

SportsHero Grows Mobile Gaming Catalogue with V-Hunt Adding ~600 Hyper Casual Mobile Gaming Titles

Key Highlights

- SportsHero (SHO) has signed an agreement with V Hunt Digital Media Pvt Ltd (V-Hunt) for the rights to distribute a customised catalogue of instantly playable HTML5 hyper casual mobile games throughout Southeast Asia.
- This agreement increases SHO's total playable mobile casual game catalogue to 600+ games, creating one of the largest hybrid (premium + instant-play) subscription mobile game portfolios in emerging markets.
- The HTML5 "zero download" format reduces friction and data use for end users, which can help to increase session starts vs app installs in emerging markets, where handsets are typically low data storage models.
- According to Business Research Insights, the HTML5 gaming market is forecast to reach US\$9.2 billion growing at ~6 % CAGR by 2033.¹
- V-Hunt is an established developer of casual mobile games supplying a large catalogue of titles for subscription services with blue chip partners across EMENA and APAC, including Telefonica, Vodafone, Frane Telecom, E&, STC, Deutsche Telecom and others.

SportsHero Limited (ASX: SHO) ('SHO' or the 'Company') is pleased to announce that its wholly owned subsidiary, SportsHero Enterprise Pte Ltd, has signed an agreement with V Hunt Digital Media Pvt Ltd (V-Hunt) for the rights to distribute a customised catalogue of instantly playable HTML5 hyper casual mobile games throughout Southeast Asia. The agreement adds

¹ Business Research Insights, HTML5 Games Market Report 2024–2033 (<https://www.businessresearchinsights.com/market-reports/html5-games-market-122374>)

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approximately ~600 games to SHO's mobile gaming catalogue, in addition to the premium Yes2Games catalogue announced on 15th August 2025 to enhance the game user's experience.

The addition of these games provides SHO with a competitive offering in the Southeast Asian market, which will be progressively rolled out via our distribution channels. The company announced in September that Indosat will offer their customers access to SHO's mobile gaming product via Direct Carrier Billing (DCB) throughout Indonesia, which is expected to be live in the December quarter.

Tom Lapping, SportsHero's CEO said:

"This agreement now gives us a curated mix of premium and hyper casual gaming content to ensure we have a market leading mobile gaming subscription product when we launch via our Telco partners in November. V-Hunt's catalogue of games has proven commercial success with blue chip Telco partners in developed gaming markets globally, making them a perfect addition to our premium gaming titles announced in August."

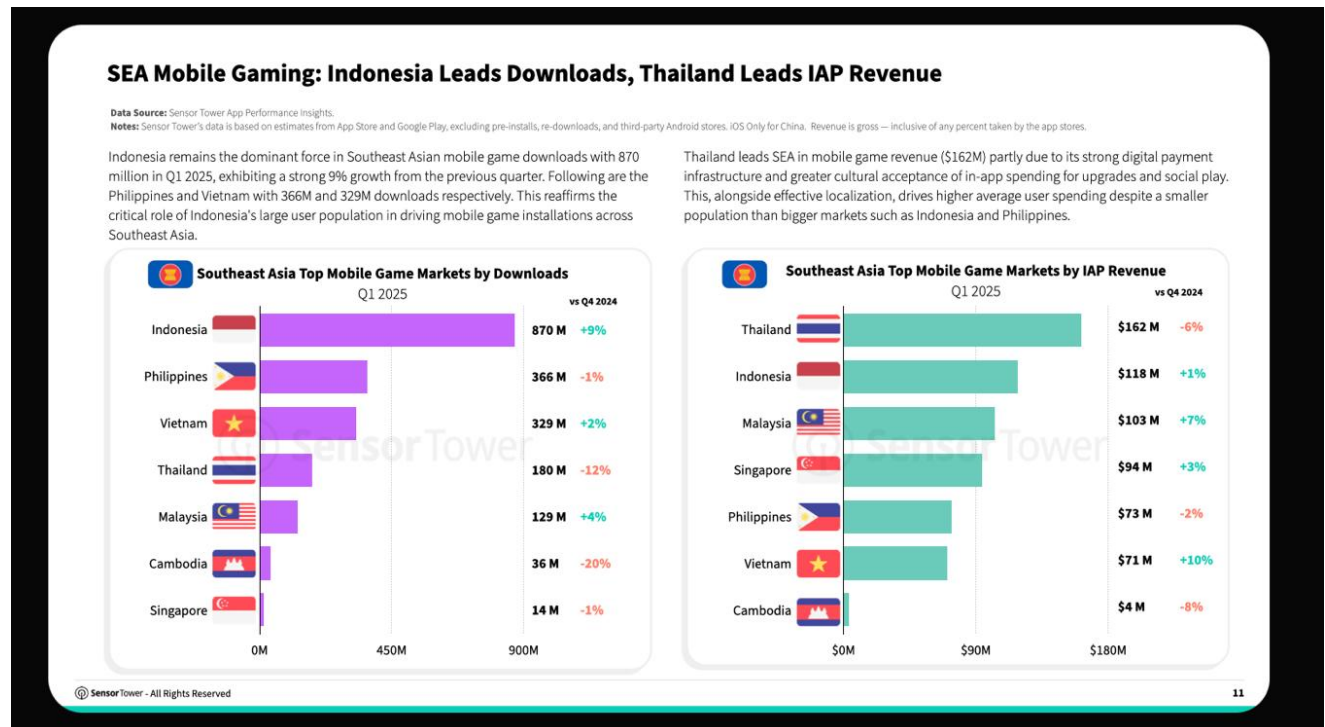
Indonesia's mobile gaming market boasts largest user population in SE Asia

In the first quarter of 2025, Southeast Asia surpassed 1.9 billion game downloads, ranking as the second-largest mobile gaming market in the world.

In the same period, Indonesia ranked highest amongst SE Asian countries for mobile game download volumes at 870m downloads and was also the fastest growing at +9% QoQ. This suggests a strong demand for lightweight, easy-to-learn, and socially viral games² and highlights the potential opportunity for SportsHero's mobile gaming product offering in the region.

² [2025 Southeast Asia Mobile Gaming Market Insight Report, Fox Data, July 2025](#)

Table 2: SE Asian Mobile Game Downloads



Source: Sensor Tower - [Southeast Asian Mobile Game Market Insights 2025](#). Sensor Tower, May 2025

SE Asian Mobile Gaming Market

The SE Asian mobile gaming market is significant in terms of participants, with the majority of gamers in SE Asia utilising their mobile devices to access games (est ~286m mobile gamers or ~66.2% of total 432m gamers – see table below).

Table 1: SE Asian Gaming Market (green highlight denotes existing Telco channel agreements)

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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 SportsHero 2 July 2025 Investor Presentation for full table and source information

Terms of the Agreement

The monthly fixed fee is not material from SHO's perspective and does not include any variable commissions or other costs. The agreement includes terms and conditions typical of an agreement of this kind.

About V Hunt Digital Media Pvt Ltd

Founded in 2012, V Hunt Digital Media Pvt. Ltd. is a technology-driven content company specializing in dynamic digital solutions. V Hunt offers an extensive suite of services including content creation, content management, digital marketing, product development and media monetization. The firm emphasizes digital engagement, subscriber retention, and delivering innovative, deadline-driven solutions across diverse digital platforms.

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