

SportsHero Limited

ASX: SHO



ASX ANNOUNCEMENT

19 January 2026

Record Quarterly Cash Receipts for 2QFY26 and Business Trading Update

SportsHero Limited ('SportsHero' or the 'Company'), an integrated digital gaming and e-Sports business focused in the South East Asia market, is pleased to provide the following quarterly report and business trading update.

Quarterly Highlights

- **2QFY26 cash receipts of A\$539,000 was the highest since the Company listed on the ASX in 2017, which includes receipt of the ~A\$527,000 milestone fee on implementation of the iGV.Com platform in Philippines.**
- **The Company confirms receipt of approx. A\$12,000 of cash flow from direct subscription sign-ups to the HeroPlay mobile casual gaming platform after the go live and initial trial marketing efforts in mid December.**
- **Following a loan repayment of A\$162,000 in December, the Company has undrawn debt facilities in the order of A\$1.1 million available to fund near term marketing, regional growth initiatives and working capital requirements.**
- **Cash at the end of the quarter was A\$500,000.**

Business Trading Update

- **HeroPlay subscriber sign-up numbers have increased to an average of approx. 880 per day over the last 7 days, up from an average of approx. 280-300 per day reported in Dec 2025, with our highest single daily sign-ups over the last week being 1,710 subscribers.**
- **The Company is seeing strong conversion of subscribers signing up to HeroPlay via SportsHero's direct payment platform utilising debit/credit/e-wallet facilities, with approx. 89% of total subscribers to date using this higher margin direct method.**
- **Indosat has confirmed its full-scale marketing support for the HeroPlay mobile gaming product is set to commence shortly, targeting their approx. 50.9 million monthly active users¹ on their self-service apps MyIM3 and Bima+.**
- **The balance of the US\$1 million (being US\$650,000 or ~A\$982,000) contract payment from our Philippines telco partner is expected in the March quarter and throughout the remainder of the initial 12-month minimum contract agreement, running to Sept 2026.**

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

1. Trading Update – HeroPlay Subscriber Sign-Up Numbers Growing

The Company can confirm that HeroPlay subscriber sign-up numbers have increased materially this month, with an average of approx. 880 sign-ups per day over the last 7 days, compared to an average of approx. 280-300 previously reported in mid-December 2025. The highest single daily subscriber sign-ups have been 1,710 subscribers, achieved in the last 7 days.

Indosat has confirmed its full scale marketing support for the HeroPlay mobile gaming product is set to commence shortly, targeting their approximately 50.9 million monthly active users on their self-service apps MyIM3 and Bima². Users can quickly and easily subscribe directly to HeroPlay with as few as “two clicks” using their Indosat accounts via Direct Carrier Billing (DCB).

HeroPlay is available through two distribution channels.

1. Through our Telco partner channels (eg: Indosat) which accesses their existing customer database, offering customers direct carrier billing (paying for HeroPlay via their existing telco account); and
2. Directly to consumers via SportsHero’s third party payment platform, where consumers subscribe using their debit/credit card or e-wallet.

The Company is experiencing strong conversion of subscribers signing up to HeroPlay via SportsHero’s direct payment platform utilising debit/credit/e-wallet facilities, with approx. 89% of total subscribers to date using this higher value and higher margin direct method.

Monthly Gross Sales Value (GSV) is expected to be between IDR40,000 (A\$3.55) and IDR75,000 (A\$6.65) per *monthly active user* per month depending on the subscription service selected (daily, weekly or monthly) and their preferred channel (telco or direct).

SportsHero expects its gross margin after licensing and platform partner costs to range from ~35% to ~85%, depending on subscription mix, usage volumes and delivery channel, with margins being at the higher end of this range through the direct model.

SportsHero’s CEO Tom Lapping said in relation to HeroPlay’s subscriber growth:

“We’re excited by the early growth in HeroPlay subscriber numbers, particularly given we’re only just starting our marketing efforts and Indosat are getting ready to pull the trigger on their scaled up marketing shortly.

The majority of Indonesia’s 148 million active gamers³ play games on their mobiles, so we feel HeroPlay is really well positioned to capture a good chunk of the market through our telco partners and via our direct payment platform.”

Note: The Directors highlight that HeroPlay was launched in November 2025 and initial subscriber numbers disclosed in this report are only a small sample set from the first 6 weeks of actively marketed/promoted commercial operations (including the December holiday period). It is likely to take some time for the Company to fully understand the long term metrics relating to subscriber retention/renewals (churn), cost of acquisition (CAC), average revenue per user (ARPU), long term value (LTV), monthly active users (MAU) and other factors that can impact a subscription based business model such as HeroPlay.

² Indosat Annual Report 2024 (pp89): https://ioh.co.id/portal/en/ioh-investor-document-detail/laporan-tahunan-indosat-2024?_id=10014744

³ <https://www.techinasia.com/news/local-games-only-5-on-ids-booming-game-market-minister-says>

Indosat/SportsHero Joint Press Release 14 January 2026

On 14 January 2026 Indosat and SportsHero shared a joint Press Release about HeroPlay, with Bilal Kazmi, Director & Chief Commercial Officer of Indosat Ooredoo Hutchison, stating that the collaboration with SportsHero aligns with Indosat's commitment to delivering digital services that are simple, easy to use, and relevant for younger generations.

“Through HeroPlay, we are expanding our digital entertainment ecosystem to reach more customers, supported by Indosat’s AI-powered 5G network, Alvolusi5G, to deliver a smoother and more optimal gaming experience,” he said. Read more [here](#).

2. Operational Summary for the Quarter

The following key events occurred during the December 2025 quarter. To see full details of our announcements follow this [link](#).

Record Cash Receipt following Philippines Launch

Late in December 2025, the Company received a significant cash payment of ~A\$527,000 (US\$350,000 – final A\$ FX conversion was slightly different to the previously announced A\$530,000 after bank margin and fees) following the successful integration and launch of the iGV.Com Game Pass product in the Philippines. The Company expects to receive regular monthly payments starting this month, throughout the remainder of the initial 12- month minimum contract agreement, which runs through to September 2026. Beyond that time, there is potential for ongoing revenue from the original agreement, together with potential increased revenue from any expansion or new customer acquisition. Read more [here](#).

Early HeroPlay Subscriber Growth Confirms Initial Product Validation and Revenue is Materialising

Subscriber sign-ups as at 17 December 2025 for the HeroPlay mobile casual gaming platform in Indonesia confirmed strong consumer appetite for the product, with initial results averaging 280-300 new subscribers per day. Read more [here](#).

HeroPlay Goes Live in Indonesia, with +600 Proven HTML5 Titles

HeroPlay went live on 19 November 2025 via Indosat, a significant milestone for SportsHero, offering subscriptions to a catalogue of +600 HTML5 mobile games supplied by leading game distributors Yes2Games and V-Hunt.

HeroPlay is a SportsHero 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).

Read more [here](#).

SportsHero Appoints Grace Clapham as Growth Strategy Advisor

The Company expanded their executive team with the appointment of Grace Clapham as its new Growth Strategy Advisor in November 2025, positioning the Company to further accelerate growth and strategic market expansion. Throughout her distinguished career, Grace has partnered with leading global brands including Meta, LinkedIn, BMW, Nestlé, Aesop, Maybank, Dentsu, Bank of America, Canva, and Hootsuite, among others. She has scaled operations and led go-to-market strategies across 35+ markets, navigating diverse regulations and cultures to drive growth, and generated revenue through strategic brand and community partnerships. Read more [here](#).

Go Live for iGV.Com Game Pass via PLDT Home, the Largest Fully Integrated Telco in the Philippines

The iGV Game Pass product was launched in the Philippines via PLDT Home in October 2025. PLDT plans to include a 12-month iGV Game Pass subscription as part of its premium home broadband package. Those wishing to renew their subscription for a second year will be offered an exclusive extension option. In parallel, PLDT would directly market the iGV Game Pass to its non-premium home broadband customers, who will be able to subscribe at a mutually agreed price. The agreement includes PLDT offering Direct Carrier Billing (DCB) and comprehensive ongoing marketing support. Read more [here](#).

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

The Company signed an agreement in October 2025 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, adding approximately 600 games to the HeroPlay offering. This added to the mobile games catalogue from Yes2Games (announced in the previous quarter) and took the total number of games to +620 available on SportsHero's mobile casual gaming platform. Read more [here](#).

3. Cash and Expenditure

Cash outflows for the quarter were slightly higher due to increased once off platform implementation fees relating to the go live of HeroPlay in November (which was successfully launched on time as previously announced) and payment of annual audit fees and ASX fees.

Net operating cash flow for 2QFY26 was -\$10k, which included the following:

- Cash receipts \$539k
- Staff costs including payments to related parties -\$165k
- Product manufacturing and operating costs -\$90k
- Advertising and marketing -\$18k

- Accounting and audit -\$72k
- Corporate and admin costs -\$107k
- Professional fees -\$97k

Cash at bank as at 31 December 2025 was \$500k, including proceeds from the exercise of options during the quarter totalling \$23k.

Undrawn debt facility capacity as at 31 December 2025 was \$1.1 million.

During 2QFY26 a total of \$146k was paid to related parties of the Company as follows:

- \$64k for the provision of full-time services by a Director
- \$55k for salary, statutory superannuation to Exec Director; and
- \$27k for Non-Exec Director fees

4. Other Information

Corporate advisory mandate renewed with Activ8 Capital

The Company has renewed an exclusive corporate advisory mandate with Activ8 Capital, a boutique corporate advisory firm headquartered in Melbourne which provides professional services for capital raising, investor relations, management consulting, and real-world venture expertise to private and publicly listed startups and micro-cap companies.

This renewed mandate engagement is for a period of 12 months and includes a monthly retainer payment together with at-risk success-based options of up to 3 tranches of 3.0m options (9.0m options total) with a \$0.05/share exercise price and an expiry date being 3 years from the date of issue (if any).

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Questions: To ask a question or find out more about the company, go to this [link](#)

Authorised for release by the Board

Ross Pearson
Company Secretary

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Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity:

SportsHero Limited

ABN

98 123 423 987

Quarter ended (“current quarter”)

31 December 2025

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	539	541
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(90)	(224)
(c) advertising and marketing	(18)	(25)
(d) leased assets	-	-
(e) staff costs	(165)	(368)
(f) administration and corporate costs	(276)	(536)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	-
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (provide details if material)	-	-
1.9 Net cash from / (used in) operating activities	(10)	(612)
2. Cash flows from investing activities		
2.1 Payments to acquire:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	-	-
3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	1,651
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	23	88
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(5)	(115)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(162)	(532)
3.7	Transaction costs related to loans and borrowings	(13)	(52)
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	(158)	1,040
4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	700	118
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(10)	(612)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(158)	1,040
4.5	Effect of movement in exchange rates on cash held	(32)	(46)
4.6	Cash and cash equivalents at end of period	500	500

5. Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1 Bank balances	500	700
5.2 Call deposits	-	-
5.3 Bank overdrafts	-	-
5.4 Other (provide details)	-	-
5.5 Cash and cash equivalents at end of quarter (should equal item 4.6 above)	500	700

6. Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1 Aggregate amount of payments to related parties and their associates included in item 1	146
6.2 Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

7. Financing facilities

Note: the term "facility" includes all forms of financing arrangements available to the entity.

Add notes as necessary for an understanding of the sources of finance available to the entity.

- 7.1 Loan facilities
- 7.2 Credit standby arrangements
- 7.3 Other (please specify)
- 7.4 **Total financing facilities**

Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
1,500	388
-	-
-	-
1,500	388

7.5 Unused financing facilities available at quarter end

1,112

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

Lender	Facility amount \$000s	Interest rate	Security	Maturity date
Colin Jee Fai Low	500	10% of the amount repaid	Unsecured	18/03/2026
Colin Jee Fai Low	1,000	10% of the amount repaid	Unsecured	22/01/2027

8. Estimated cash available for future operating activities

\$A'000

8.1 Net cash from / (used in) operating activities (Item 1.9)	(10)
8.2 Cash and cash equivalents at quarter end (Item 4.6)	500
8.3 Unused finance facilities available at quarter end (Item 7.5)	1,112
8.4 Total available funding (Item 8.2 + Item 8.3)	1,612
8.5 Estimated quarters of funding available (Item 8.4 divided by Item 8.1)	154

8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer:

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer:

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer:

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 19 January 2026.....

Authorised by: The Board of SportsHero Limited.....

(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.