

**ASX ANNOUNCEMENT**

1 April 2026

## **New Mobile Game Content Deal with Playades Adds +400 Games to HeroPlay Catalogue**

SportsHero Limited ('SportsHero' or the 'Company'), an integrated digital gaming and e-Sports business focused in the South East Asian market, is pleased to announce a new mobile game content deal and provide a trading update.

**Highlights**

- **SportsHero has signed an agreement with Playades for the rights to distribute a customised catalogue of HTML5 hyper casual mobile games throughout SE Asia.**
- **This agreement adds +400 titles to HeroPlay, increasing SportsHero's total playable mobile casual content catalogue to +1,000. This includes a number of globally recognised HTML5 games, including Temple Run 2, Flappy Bird and Doodle God.**
- **Integration of these new mobile games will commence immediately, with titles progressively becoming available to HeroPlay customers from May.**
- **The games portfolio includes a series of football (soccer) games, which SportsHero will promote for the next "City Battle" marketing campaign scheduled to kick off in May leading up to the FIFA World Cup 2026.**
- **SportsHero has a long history of football community building and fan engagement in Indonesia via its proprietary award winning OlahBola platform, which has ~2.3m subscribers and followers across all social channels.**
- **Playades will receive a fixed monthly licensing fee from SportsHero.**
- **Game licensing has been secured for all four key target countries - Indonesia, Philippines, Malaysia and Thailand - allowing SportsHero to roll-out the HeroPlay product across those countries seamlessly.**
- **Subscriber sign-up numbers continue to climb, with the latest 7-day average reaching 3,032 per day, a ~48% increase on the previously reported average of 2,049 per day a month ago.**

**New Games Make HeroPlay Even More Attractive in SE Asian Market**

The agreement with Playades brings a collection of globally recognised mobile games including Temple Run 2, Flappy Bird, eFootball Storm Strike Challenge, Doodle God, and Penalty Rivals, among many others. Collectively, these titles represent some of the most played and recognised franchises

in casual mobile gaming history - the Temple Run 2 franchise has surpassed 1 billion downloads<sup>1</sup>, Flappy Bird reached 90 million downloads<sup>2</sup> at its peak and Doodle God has amassed over 190 million<sup>3</sup> players worldwide.

The addition of the +400 new titles significantly strengthens HeroPlay's content proposition, broadening its appeal across age groups and gaming preferences - from action and sports to puzzle and strategy. By delivering these globally recognised brands as HTML5 games, HeroPlay removes the device and storage barriers associated with native app downloads, making popular gaming titles accessible to the widest possible audience across SE Asia.

HeroPlay was successfully launched in November 2025 via Indosat, Indonesia's second largest telco. As part of the rollout, Indosat are providing full marketing support (see our recent news release [here](#) highlighting the "City Battle" joint marketing campaign launched in February 2026) and offer Direct Carrier Billing (DCB) to their ~98m customers.

With "feature games" being jointly promoted by Indosat and SportsHero each quarter as part of a continuous "City Battle" marketing rotation, the new football (soccer) mobile games from Playades provide a great opportunity to align with the FIFA World Cup 2026, which runs from 11<sup>th</sup> June to 19<sup>th</sup> July 2026.

### **Leveraging SportsHero's OlahBola Platform to Drive Subscriber Growth & Retention**

SportsHero has spent the last 6 years building a significant football community in Indonesia, with large numbers of "followers" on social media across various platforms. OlahBola, developed and owned by SportsHero, is a fully localised international football app launched in Indonesia with international reach.

OlahBola's 1.7 million TikTok followers positions it as one of Indonesia's most influential football "voices". This audience will be activated directly as part of the City Battle Football engagement strategy leading up to the FIFA World Cup 2026.

#### **OlahBola – An Award Winning Proprietary "Football" Media Platform**

OlahBola has been ranked among the Top 5 Most Influential Sports Agencies in Indonesia under the Sports Media category, alongside the likes of Persib (a top football club from Bandung), Timnas Indonesia (Indonesia's national football team), Indosiar (official broadcaster of top tier Liga 1), and Vidio (<https://www.vidio.com/>). At the 2025 Santini JMTV Awards, a respected sports media event organised by Jebreet Media TV, OlahBola was nominated in the Favourite Sports Media Coverage category. It was also selected as an Official TikTok Media Partner to cover the SE Asia Games 2025 (Thailand) event, a meaningful endorsement of its TikTok reach and content credibility.

Due to their established relationship with PSSI (Football Association of Indonesia), SportsHero employees working on the platform are regularly invited to official football federation events as recognised media. Not just a casual arrangement, management believe it reflects the respect OlahBola has earned within Indonesia's official football ecosystem.

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<sup>1</sup> <https://www.gamespot.com/articles/temple-run-franchise-joins-angry-birds-in-reaching-1-billion-downloads/1100-6420081/>

<sup>2</sup> <https://president.temple.edu/news/2024/09/flappy-bird-return-after-10-year-hiatus-true-story-behind-worlds-most-viral-mobile-game>

<sup>3</sup> <https://apps.microsoft.com/detail/9wzdncrfjcsz?hl=en-US&gl=AU>

The main on-screen host for OlahBola is sponsored to cover football events internationally, providing a global content presence that extends well beyond domestic coverage. This positions the brand as a serious football media operation and supports the confidence management have in marketing the football based mobile games through these channels.

**SportsHero’s CEO Tom Lapping said:**

*“Adding over 400 games to the catalogue from Playades means gamers can now access more than 1,000 games with a single subscription, either through their Indosat mobile phone bill or directly via SportsHero’s payment gateway. With the new football games, we can leverage our long history of fan engagement from our OlahBola platform, as we head into the FIFA World Cup 2026 tournament which starts in June.”*

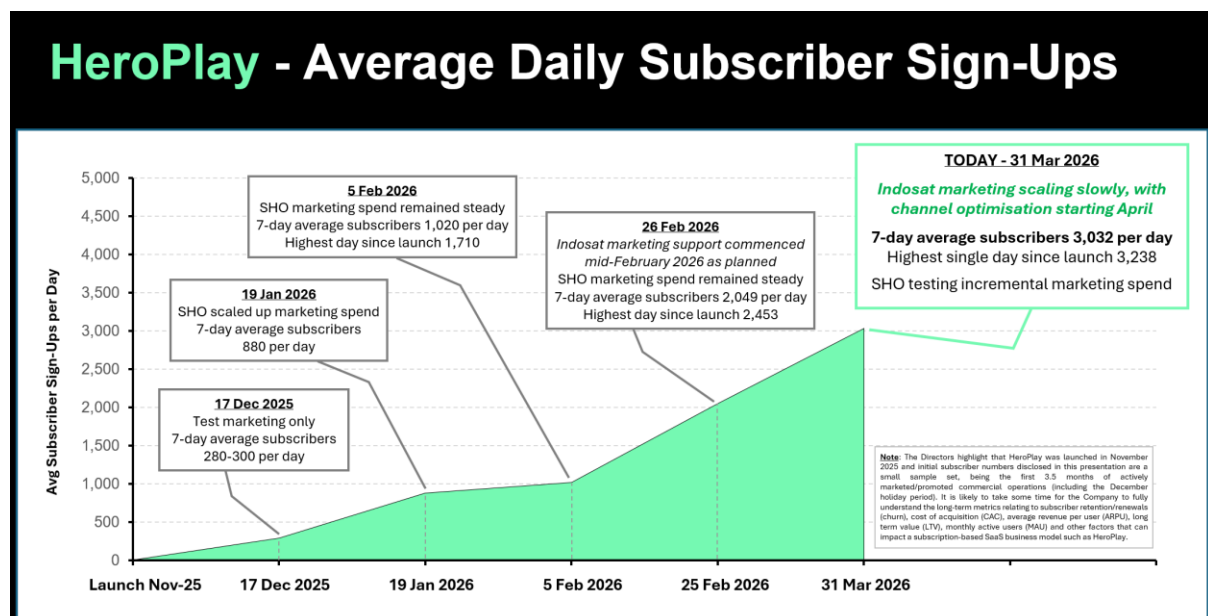
**Terms of the Agreement**

The monthly fixed fee is not material from SportsHero’s perspective and does not include any major variable commissions or other initial costs. The confidential agreement is for 12 months and will rollover year on year unless either party gives 90 days’ notice to terminate the agreement.

Payment terms will commence with the delivery of games to a fully live and working SportsHero casual gaming subscription product, or after 3 months of the execution of this agreement, whichever is earlier and otherwise includes terms and conditions typical of an agreement of this kind.

No revenue with respect to the games will be generated until the platform goes live. The Company is therefore not currently able to ascertain the commercial impact of this agreement. The Company will make further announcements with any updates with respect to the SportsHero casual gaming subscription product described above.

**Trading Update – Subscriber Sign-Ups Increase ~48% Month on Month**



Daily subscriber sign-up numbers continued to climb throughout March as Indosat scaled up its full marketing support. The current 7-day average for subscriber sign-ups is 3,032 per day, a ~48%

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increase versus the previously reported daily average of 2,049 a month ago. In the last few days, HeroPlay achieved a new record high for daily subscriber sign-ups of 3,238 compared to the previously reported high of 2,453.

SportsHero's direct marketing advertising spend has remained steady since early January 2026, in order to more clearly interpret the impact of Indosat's marketing on total sign-ups growth. Following the initial phase of the Indosat marketing partnership, management has commenced testing incrementally higher direct marketing spend to understand the impact on subscriber acquisition and the return on advertising spend (ROAS) of the direct marketing model. Results from this testing will be used to determine the next steps for direct marketing in the Indonesian market and to establish a benchmark for future direct marketing activity as the Company expands HeroPlay across SE Asia.

### **About Playades**

Headquartered in the USA, with offices around Europe, Playades International LLC is a global mobile games distributor and publisher founded in 2016, specialising in aggregating and monetising a catalogue of over 1,000+ mobile and HTML5 titles for distribution beyond traditional app stores. Acting as a one-stop gateway for developers, Playades connects games to alternative markets worldwide—including telcos, OEM platforms, subscription services and regional game portals—to unlock new audiences and revenue streams. Playades has a proven track record working with leading industry partners and a reputation for delivering high-quality content across diverse international markets.

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

### **Authorised for release by the Board**

Ross Pearson  
Company Secretary

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