



ASX ANNOUNCEMENT

24 August 2026

SportsHero Expands HeroPlay Gaming Universe with Carry1st Gaming Top-Ups and ePINs

SportsHero Limited ('SportsHero' or the 'Company'), an integrated digital gaming and e-Sports business focused in the South East Asia market, is pleased to announce that it has entered into a distribution agreement with Carry1st for gaming top-up vouchers and ePINs through HeroPlay.

Highlights

- **SportsHero has entered into a distribution agreement with Carry1st, the mobile games publisher and digital content distributor, backed by Andreessen Horowitz (a16z), Sony, BITKRAFT, Google, and Riot Games.**
- **Under the agreement, HeroPlay will distribute Carry1st's catalogue of gaming top-up vouchers and ePINs to its subscriber base across SE Asia.**
- **Their catalogue includes globally popular titles: Garena Free Fire, Mobile Legends: Bang Bang and PUBG Mobile.**
- **Also included are platform vouchers for PlayStation Store and more.**
- **This agreement reflects SportsHero's strategy of partnering with multiple leading content suppliers to build the broadest possible digital voucher and top-up range for gaming customers.**
- **Revenue is generated through commission on vouchers sold to consumers. SportsHero retains the full margin on sales made directly through its own channel, while margin is to be shared with the telco on sales made through telco channels (margins may vary by channel and/or product).**

SportsHero's CEO Tom Lapping said:

"This is another significant addition to the HeroPlay Gaming Universe and builds on the work we've done so far. Carry1st gives us access to a broader selection of products, including some of the biggest titles in the market, as well as Steam and PlayStation Store vouchers.

We're creating a more comprehensive gaming platform, giving consumers greater choice while opening up additional revenue streams. We're extremely encouraged by the progress we're making and the opportunity to keep growing our exposure to the mass-market gaming verticals."

Another Step in our HeroPlay Gaming Universe Buildout

This agreement with Carry1st is a further step in SportsHero's strategy to build a broad based HeroPlay Gaming Universe, with the addition of another high-quality partner increasing the offering of top-up vouchers and ePINs available through the platform.

HeroPlay Gaming Universe Buildout



Subscriptions



Mobile Casual Gaming



Vouchers & Rewards



Razer



Carry1st



Webstores



In-App Advertising



In-App Purchases

The Company continues to progress other commercial discussions with gaming publishers, brands and content providers across multiple product categories with the intention of further enhancing the range of digital products and services.

Commercial Terms

There is no minimum expenditure or recurring cost associated with the agreement. SportsHero receives a commission and/or fee on products sold. Revenue is subject to successful sales of products through the HeroPlay platform.

About Carry1st

Carry1st is building the dominant commerce platform for Africa and the Middle East. Operating at the intersection of video games, publishing, and fintech, its mission is to scale awesome content in frontier markets by solving hard problems. Carry1st distributes and monetizes games effectively with Pay1st, a proprietary payments solution and the Carry1st Shop, their online marketplace. The company has scaled games such as Call of Duty®: Mobile, VALORANT, and Mergedom. Founded in 2018, the company is backed by Andreessen Horowitz (a16z), Sony, BITKRAFT, Google, and Riot Games.

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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