

**ASX ANNOUNCEMENT**

30 July 2026

XLSMART Expands Agreement to Rollout HeroPlay With Full Marketing Support

SportsHero Limited ('SportsHero' or the 'Company'), an integrated digital gaming and e-Sports business focused in the Southeast Asia market, is pleased to provide the following announcement regarding their HeroPlay mobile casual gaming product being distributed by a second major telco.

Highlights

- **SportsHero has expanded the existing agreement with XLSMART (previously XL Axiata), Indonesia's third largest telco, to now include the HeroPlay mobile casual gaming product which was launched in the December quarter 2025.**
- **The new agreement includes full marketing support by XLSMART, targeting their fast-growing customer base of 73.0m, up 24.1% from 58.8m in 2024.¹**
- **XLSMART will offer their customers the ability to subscribe to the full suite of over 1,000 mobile game titles offered in the SportsHero catalogue, using their existing phone account via Direct Carrier Billing (DCB).**
- **Consumers will have the flexibility to be able to select from daily, weekly or monthly subscription options.**
- **Integration work will commence immediately, and the platform is expected to be live with first revenue flowing in the September quarter.**
- **The new HeroPlay revenue stream will be in addition to the iGV.Com Family Game Pass PC gaming product sales revenue, which went live via XLSMART in April 2025.**
- **SportsHero expects gross margin from the HeroPlay product, after all partner share expenses are paid, to be in the range of 32% and 85%, depending on the mix of daily, weekly or monthly subscriptions, customer usage and sign-up channel.**
- **Management believes securing XLSMART as our second major telco partner for HeroPlay further validates the mobile gaming playbook being rolled out across SE Asia, and supports the strategy to secure other major telcos in the region.**

¹ <https://static-cms-xlsmart.xlaxiata.my.id/production/2026/05/05/a8ac475c-dc88-4c6c-b253-d27ad35f2ed7.pdf>

Further Validation For The SE Asian Roll-Out Playbook

Since the launch of the HeroPlay mobile casual gaming platform in Indonesia in November via the second largest telco in that country, SportsHero has focused on testing, refining and adapting their broader “SE Asian playbook strategy” for a wider roll-out across the region.

The addition of XLSMART to the distribution channel in Indonesia brings a major commercial opportunity for the Company, growing the overall reach of the mobile casual gaming product and expanding the marketing support of this product category.

It also shows that the longer term “land and expand model” is working - securing telco customers initially on one product and then increasing the product offering as the relationship grows and the business develops. It is noteworthy that SportsHero has been partnered with XLSMART on the iGV.Com PC gaming platform for over 12 months (launched in April 2025).

With a strategy to pursue further telco deals underway, management feel confident that each new agreement further supports our sales and marketing efforts both regionally in SE Asia and more broadly.

SportsHero’s CEO Tom Lapping said:

“This expansion is a pivotal milestone, driven by the early commercial success of HeroPlay in Indonesia and our deepening partnership with XLSMART. This execution aligns perfectly with our long-term strategic playbook, and we look forward to accelerating this rollout with additional regional partners in the future.”

About XLSMART

XLSMART was formed following three-way merger of PT XL Axiata Tbk (“XL Axiata”), PT Smartfren Telecom Tbk (“Smartfren”), and PT Smart Telcom (“SmartTel”) in March 2025. With the tagline “Bersama, Melaju Tanpa Batas” (Go Beyond, Together), XLSMART is dedicated to delivering digital inclusion, national progress, and long-term value for Indonesia. As per their 2025 Annual Report, XLSMART has a subscriber base of 73.0 million customers, annual revenue of IDR 42.5 trillion (~A\$4.3bn) and an EBITDA of IDR 17.8 trillion (A\$1.9bn).² XLSMART’s network covers 21,000 villages and 5,135 sub-districts spanning 475 cities and 6 regions.³ For more information, visit www.XLSMART.co.id.

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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² <https://static-cms-xlsmart.xlaxiata.my.id/production/2026/05/05/a8ac475c-dc88-4c6c-b253-d27ad35f2ed7.pdf>

³ <https://www.axiata.com/about-us/our-businesses/digital-telcos>