

**ASX ANNOUNCEMENT**

13 August 2026

Agreement with Razer Brings New Product Verticals to HeroPlay Gaming Universe

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 an agreement with Razer to distribute gaming top-up vouchers and e-pins, spanning gaming, entertainment and lifestyle brands, through HeroPlay.

Highlights

- The agreement covers the supply of over +1,000 gaming-related digital products and services, including top-up vouchers for leading gaming titles including Mobile Legends: Bang Bang, Free Fire, PUBG and Razer Gold, and e-pins for major platforms such as PlayStation Store, Xbox and Roblox.
- This deal is the first major supply agreement for the broader HeroPlay gaming and consumer engagement universe that SportsHero is building with its telco partners around SE Asia.
- Razer is a global lifestyle brand for gamers, with strong credibility and market share. Its Razer Gold platform is one of the world's largest online platforms, trusted by hundreds of millions of gamers across more than 200 markets.¹
- Provides a significantly expanded product range for HeroPlay, giving consumers access to leading gaming vouchers across Steam, PlayStation, Xbox and Razer Gold.
- Expands HeroPlay's reach into mass-market customers beyond its current mobile casual gaming subscription base, widening the Company's commercial opportunities and product mix to include console, PC and mobile platforms.
- 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).
- Integration will commence immediately, with Razer products expected to be available for purchase via our HeroPlay gaming platform in the current quarter.

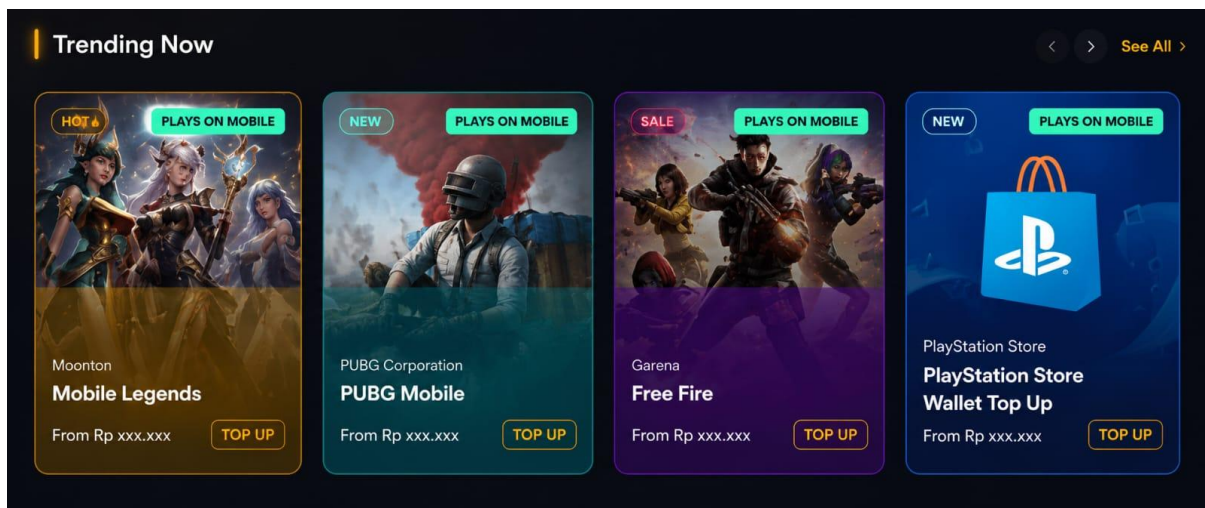
¹ <https://www.razer.com/about-razer>

Razer Agreement Brings Major New Product Category

Razer brings credibility, gaming expertise and access to engaged audiences that will widen HeroPlay's target customer base. Razer's global presence complements SportsHero's strategy of distributing subscription gaming products through telco channels, helping to reduce execution risk while strengthening its proposition to telco's, operators, publishers and consumers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, Razer has designed and built the world's largest gamer-focused ecosystem of hardware, software and services. Razer's software suite, which consists of Razer Chroma RGB, Razer Synapse and more, boasts over 200 million users, offering customization, lighting effects and optimization. Razer also offers payment services for gamers, youth, millennials and Gen Z, through Razer Gold, one of the world's largest game payment services to over 50,000 games and Razer Silver, the accompanying rewards program.²

Below is a small sample of the kinds of globally recognised top-ups which will be available on the HeroPlay gaming platform following integration of the Razer products.



The HeroPlay Gaming Universe Buildout – Our Strategy is Accelerating

The global gaming industry is estimated to be worth approximately US\$205 billion, with around 3.6 billion gamers worldwide. Within this market, gaming subscriptions account for an estimated US\$13 billion (approximately 6.3% of global spend), while vouchers and gift cards represent approximately US\$22 billion (10.7%). The largest revenue segments are in-app purchases, estimated at US\$103 billion (50.2%), and in-app advertising, estimated at US\$62 billion (30.2%).³

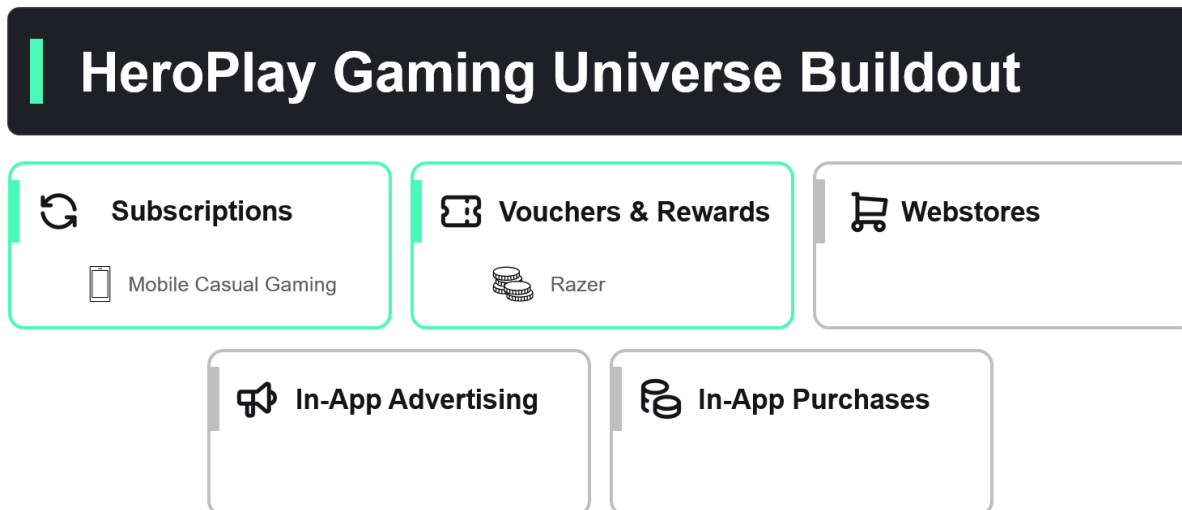
SportsHero launched the HeroPlay mobile casual gaming subscription platform in November 2025 as the first product within the broader HeroPlay Gaming Universe strategy. The launch, in

² <https://partners.gold.razer.com/en/content-partners/>

³ Market figures are 2025 industry estimates (Newzoo, Sensor Tower, Statista) <https://newzoo.com/reports/global-games-market-report> <https://sensortower.com/press/press-release-sensor-tower-state-of-gaming-gaming-drove-52-billion-downloads-82b-iap-revenue-on-mobile-and-12b-premium-revenue-on-steam>

partnership with Indosat, Indonesia's second-largest telco provider with approximately 94 million customers⁴, generated very encouraging subscriber acquisition and engagement metrics during the first six months of operation.

This initial performance of the mobile casual gaming subscription platform has supported the Company's strategy to accelerate the expansion of the HeroPlay Gaming Universe. While the subscription offering provides exposure to approximately 6.3% of global gaming expenditure as outlined above, the Company's product roadmap is focused on expanding into the significantly larger and more mass-market product segments, including vouchers and gift cards, in-app purchases, in-app advertising and integrated gaming webstores:



The addition of these product categories is intended to progressively increase SportsHero's exposure to a broader proportion of the global gaming market. The Company plans to establish multiple supplier relationships with recognised gaming publishers, brands and aggregators across each of these segments, creating a diversified gaming commerce ecosystem accessible through its telco distribution partners.

This agreement with Razer represents SportsHero's first expansion into the vouchers, gift cards and digital rewards segment, and will provide customers with access to an extensive catalogue of over +1,000 gaming-related digital products and services.

The Company is currently involved in a number of commercial discussions with additional gaming publishers, brands and content providers across multiple product categories. If these negotiations were to be successfully completed, the resulting agreements would be expected to further expand the HeroPlay Gaming Universe and enhance the range of products and services available through the platform.

As SportsHero continues to broaden both its supplier network and telco distribution footprint across Southeast Asia, the Company is executing its strategy of developing HeroPlay into a comprehensive gaming universe addressing all key segments of the global gaming market.

⁴ Indosat 2025 Results Presentation: https://www.idx.co.id/StaticData/NewsAndAnnouncement/ANNOUNCEMENTSTOCK/From_EREP/202502/20260209114515-59345-0/Info%20Memo%20FY25%20Eng%20vFinal.pdf

SportsHero's CEO Tom Lapping said:

"We've built the core HeroPlay platform, partnered with major telcos and proven we can drive strong traffic and consumer engagement with our hyper-casual subscription gaming product. Our next phase is to scale up by plugging in the other key product verticals in partnership with globally recognised gaming brands, which have wide reach and mass market appeal."

"This agreement with Razer is the first in what we expect will be a series of strategic supply partnerships as we continue to expand the HeroPlay Gaming Universe. It materially broadens the product range we can offer and represents an important step in our strategy to build a larger, more diversified gaming platform."

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 Razer

Founded in 2005 by Min-Liang Tan and Robert Krakoff, Razer grew from a gaming-peripherals specialist into one of the world's most recognisable gaming and esports brands. Its early success was built around high-performance products such as the DeathAdder mouse, before expanding into keyboards, headsets, controllers, Razer Blade laptops and software including Synapse and Chroma RGB. Razer has also invested in esports for almost two decades, sponsoring leading teams and players including Team Liquid, Fnatic, SK Telecom T1 and Lee "Faker" Sang-hyeok.⁵ Today, Razer describes itself as operating the world's largest gamer-focused ecosystem across hardware, software and services. Its software platform has more than 200 million users, while Razer Gold provides gaming payments across tens of thousands of titles and millions of distribution touchpoints.⁶

Razer Gold continues to be the leading virtual credit for gamers worldwide, with over 28 million registered users. With a network of close to 6 million channel touchpoints, users can easily buy and use Razer Gold in over 42,000 games and entertainment titles. Furthermore, with every spend of a Razer Gold credit, users earn Razer Silver, the only loyalty rewards program designed for gamers. With the expansion of the Razer Silver rewards program, users now enjoy more ways to earn and redeem Silver across categories such as Razer hardware, games, and entertainment. Razer Gold is the unified virtual credit for gamers worldwide, available in over 42,000 games and entertainment titles. Use Razer Gold to buy games and in-game content to get more bang for your buck—including getting rewarded with Razer Silver and exclusive game deals.

⁵ <https://www.razer.com/about-razer>

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Authorised for release by the Board

Ross Pearson
Company Secretary

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