Appendix 4E

Preliminary Final Statement to the Australian Securities Exchange

SportsHero Limited and its controlled entities
ABN 98 123 423 987

Reporting period – For the year ended 30 June 2026
Previous period – For the year ended 30 June 2025

1) Results for Announcement to the Market

	30 June 2026	30 June 2025	Change	Change
	AU$	AU$	AU$	%
Revenue from ordinary activities	1,046,044	37,666	1,008,378	2,677%
Loss for the year after tax from continuing operations	(2,571,124)	(1,995,919)	(575,205)	(29%)
Profit for the year after tax from discontinued operations	-	-	-	-
Loss attributable to members of the parent entity	(2,571,124)	(1,995,919)	(575,205)	(29%)

2) Dividends

No Dividends have been declared or paid during the financial year ended 30 June 2026.

3) Other significant information

SportsHero Limited is an integrated digital gaming and e-Sports business, bringing together world class game publishers & distributors, regional South East Asian Telco leaders, gamers and e-Sports fans across South East Asia.

Our goal is to build an integrated Digital Gaming and Engagement Universe, which encapsulates all key revenue components of the international gaming segment.

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%).[1]

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 partnership with Indosat, Indonesia's second-largest telco provider with approximately 94 million customers[2], continues to generate very encouraging subscriber acquisition and engagement metrics.

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

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[1] 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

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

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.

The Company is currently in advanced commercial discussions with additional gaming publishers, brands and content providers across multiple product categories. Subject to the successful completion of these negotiations, these agreements are 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.

Review of operations

The following is a summary of the activities of SportsHero during the period 1 July 2025 to 30 June 2026. It is recommended that this report be read in conjunction with the 30 June 2026 Annual Report (expected to be released in September 2026) and any public announcements made by the Company during the year. In accordance with the continuous disclosure requirements, readers are referred to the announcements lodged with the Australian Securities Exchange regarding the activities of the Company.

Financial results

The result for the year was a loss of $2,571,124 (2025 $1,995,919).

Revenue increased significantly by $1,008,378 to $1,046,044 (2025 $37,666) reflecting the commencement of revenue flowing from Telco contracts secured in the last 12 months.

Expenses increased significantly with increases in marketing $504,250, platform and operating costs $259,550 and software development $365,972.

These cost increases reflected product development and marketing support for HeroPlay and capability investment and expertise acquisition to support business development growth plans.

There was also an increase in non-cash share based payments of $243,954.

Agreement with PLDT Inc, the Largest Fully Integrated Telco in the Philippines

On 1 July 2025 the Company signed a 2-year agreement (renewable for a further year by mutual agreement) to distribute the iGV Family Game Pass product throughout the Philippines, including offering Direct Carrier Billing (DCB) and comprehensive ongoing marketing support.

The agreement includes a first year minimum contract payment to SportsHero relating to a “premium broadband customer” model, providing SportsHero with cashflow post integration (expected in the September quarter 2025).

PLDT will include a 12-month iGV Game Pass subscription for its premium home broadband customers. Those wishing to renew their subscription for a second year will be offered an exclusive extension option. In parallel, PLDT will directly market the iGV Game Pass to its non-premium home broadband customers and the wider gaming community, who will be able to subscribe at a mutually agreed price. PLDT will provide ongoing direct marketing and DCB support for the duration of this Agreement.

With an estimated 43 million people classified as PC gamers[3], the overall video games and consoles market in the Philippines was valued at US$1.15 billion in 2024 and is projected to reach US$1.9 billion by 2030[4], growing at a CAGR of 9.1% during the forecast period[5]. The e-Sports market in the Philippines, which includes PC gaming, is projected to reach US$27.7m in 2025[6].

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[3] https://vibox.co.uk/blog/how-many-pc-gamers-are-there-in-the-world ; https://ycp.com/insights/whitepaper/the-next-level-the-rise-of-esports-in-the-philippines

[4] https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/

[5] https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/

[6] https://www.statista.com/outlook/amo/esports/philippines

$1.65m in Firm Commitments Received for Private Placement

On 30 July 2025, the Company announced that it had received firm commitments to raise $1.65m through the issuance of ~ 71.8 million new fully paid ordinary shares in the Company ('Shares) at $0.023 per Share, together with a 1:2 free attaching option to acquire Shares ('Options') ('Placement Options'), via a Share placement ('Placement') to sophisticated and professional investors.

The Shares were issued at an issue price of A$0.023 per share, which was a 18% discount to the last close price of $0.028 and 15% discount to the 15 day VWAP.

Mobile gaming product added with web games distribution agreement signed with Yes2Games

On 15 August 2025, the Company entered into an exclusive content distribution agreement with Singapore-based gaming company Yes2Games, which has the global exclusive license to the web versions of Halfbrick Studios' game library.

Under the agreement, SportsHero has secured exclusive rights to distribute Yes2Games' portfolio of popular mobile game titles via SportsHero's telecommunications partner channels across four territories: Indonesia, the Philippines, Thailand and Malaysia.

The addition of the Yes2Games and Halfbrick "mobile gaming" product enables the company to target a significantly larger consumer base, in both existing and future potential distribution channels.

The portfolio includes several global hit titles from Halfbrick Studios, including Fruit Ninja, Jetpack Joyride, Dan The Man and Monster Dash, plus a recently launched original IP from Yes2Games "NSR Street Car Racing", which garnered 1M users in its first week of launching on the web.

Fruit Ninja, first released in 2010 was Halfbrick's breakout global phenomenon, reaching 1 billion + downloads and appearing on 1/3 of all iPhones in the US by 2012.[7] Fruit Ninja 2 has over 14+ million downloads on Google Play and 62,000+ reviews averaging 4.2 stars as of 2025.[8]

Since its debut, Jetpack Joyride has achieved over 750 million downloads worldwide[9], placing it among the most-played mobile titles of all time, while Dan the Man has surpassed 110 million downloads on both Google Play and the Apple App Store, establishing itself as a staple in the arcade platformer genre.[10] 11

SportsHero Strengthened its Indosat Partnership, expanding to Mobile Casual Gaming Product

On 9 September 2025, the company expanded the terms of their existing agreement with Indosat Ooredoo Hutchison (Indosat), to include the distribution of SportsHero's previously announced mobile casual gaming products, in addition to the PC based iGV.Com Family Game Pass PC.

Under the expanded agreement, Indosat will offer their customers the ability to subscribe to the suite of mobile game titles offered in the SportsHero catalogue, using their existing phone account via Direct Carrier Billing (DCB).

The agreement includes full marketing support by Indosat, which has approximately 98.8m total customer accounts and averages 50.9m monthly active users on their self-service apps MyIM3 and Bima+.[12]

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7 https://en.wikipedia.org/wiki/Halfbrick_Studios?utm_source=chatgpt.com

8 https://www.androidrank.org/application/fruit_ninja_2_fun_action_games/com.halfbrick.fruitninjax?utm_source=chatgpt.com

9 https://www.prnewswire.com/news-releases/with-over-1-8-billion-downloads-storms-and-halfbrick-studios-bring-instantly-playable-fruit-ninja-and-jetpack-joyride-games-to-the-emerging-markets-301243426.html?utm_source=chatgpt.com

10 https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

11 https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

12 https://www.androidrank.org/application/fruit_ninja_2_fun_action_games/com.halfbrick.fruitninjax?utm_source=chatgpt.com

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

On 15 October 2025, the company announced that its wholly owned subsidiary, SportsHero Enterprise Pte Ltd, has signed an agreement 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. The agreement adds approximately 600 games to SportsHero's mobile gaming catalogue, in addition to the premium Yes2Games catalogue announced on 15th August 2025 to enhance the game user's experience.

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.

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 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.

Record Cash Receipt following Philippines Launch

Late in December 2025, the Company received a significant cash payment of ~A$530,000 (US$350,000) 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 from December, 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.

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, AIvolusi5G, to deliver a smoother and more optimal gaming experience," he said.

$4.3m in Firm Commitments Received for Private Placement

On 16 February 2026, the company received firm commitments to raise $4.3 million through the issuance of approximately 57.3 million new fully paid ordinary shares in the Company ('Shares') at $0.075 per Share ('Offer Price'), via a Share placement ('Placement') to institutional, sophisticated and professional investors. In a strong endorsement of the Company's strategy and early traction rolling out the HeroPlay product across

SE Asia, SportsHero's CEO Tom Lapping, committed to invest $300,000 in the placement, subject to shareholder approval, which was approved at a General Meeting on 24 April 2026.

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

On 1 April 2026, the company 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.

Olahbola Gaming Pass: Football Funnel & Upgrade Pipeline

The Company launched the Olahbola Gaming Pass in May 2026, an entry-level subscription tier purpose-built for Indonesian football fans, giving subscribers access to 30+ football-specific game titles on the HeroPlay platform.

- The Gaming Pass represents a natural bridge between the two brands converting Olahbola's existing football audience into paying HeroPlay subscribers,
- The strategic value of the Olahbola Gaming Pass extends beyond the subscription revenue it generates directly, as each Gaming Pass subscriber enters an active upgrade pathway toward full HeroPlay Premium access, unlocking 1,000+ titles across all sports and gaming categories,
- Originally scheduled to conclude on 28 June, the campaign was extended through to 20 July 2026 aligning with the FIFA World Cup 2026 final,
- Supporting the campaign extension was a coordinated multi-channel activation program to drive sign-ups and brand presence

4) Subsequent Events

Other than those matters referred to in announcements to ASX after 30 June 2026, no matter or circumstance has arisen since 30 June 2026 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

5) Control gained over entities and loss of control over entities

During the financial year the Company did not gain control of any other entity or lose control over any entity.

6) Net Tangible Assets

	30 June 2026	**30 June 2025**
Net tangible assets/(liabilities) per share (AU cents/share)	0.31	(0.19)

7) Audit Status

This report is based on accounts which are in the process of being audited. The audited financial statements to be included in the Company's 2026 Annual Report are expected to be released by 30 September 2026.

8) Attachments forming part of the Appendix 4E:

Preliminary Financial Report of SportsHero Limited for the year ended 30 June 2026 is attached.

Signed By 31 August 2026

Ross Pearson
Company Secretary
Sydney
On behalf of the Board

SportsHero Limited
Preliminary Statement of Comprehensive Income
for the year ended 30 June 2026

	Consolidated	
	30 June 2026	**30 June 2025**
	AU$	**AU$**
Income		
Revenue	1,046,044	37,666
Other income	3,241	8,228
Expenses		
Administration expenses	(216,918)	(122,734)
Employee and consulting expenses	(775,104)	(762,994)
Compliance and professional expenses	(726,965)	(496,304)
Marketing and investor relations expenses	(515,648)	(11,398)
Platform and operating cost	(334,829)	(75,279)
Software development	(434,365)	(68,393)
Depreciation and amortisation expense	(1,203)	(1,881)
Interest expense	(8,293)	-
Finance cost	-	(139,700)
Share based payments	(607,084)	(363,130)
Loss before income tax from continuing operations	(2,571,124)	(1,995,919)
Income tax expense	-	-
Loss after income tax from continuing operations	(2,571,124)	(1,995,919)
Profit after income tax expense from discontinued operations	-	-
Loss after income tax expense for the year	**(2,571,124)**	**(1,995,919)**
Other comprehensive income for the year		
Items that may be reclassified subsequently to profit and loss		
Foreign currency translation	(52,803)	53,602
Total comprehensive loss for the year	**(2,623,927)**	**(1,942,317)**
Total comprehensive loss attributable to:		
Members of the entity	**(2,623,927)**	**(1,942,317)**
	Cents	**Cents**
Basic and diluted earnings (loss) per share from continuing operations (cents per share)	(0.31)	(0.29)
Basic and diluted earnings (loss) per share from discontinued operations (cents per share)	-	-
Basic and diluted earnings (loss) per share (cents per share)	(0.31)	(0.29)

The above consolidated statement of comprehensive income should be read in conjunction with the accompanying notes.

SportsHero Limited
Preliminary Statement of Financial Position
as at 30 June 2026

	Consolidated	
	30 June 2026 AU$	**30 June 2025 AU$**
Current assets		
Cash and cash equivalents	3,446,184	118,144
Other receivables and other assets	319,764	6,893
Total current assets	3,765,948	125,037
Non-current assets		
Plant and equipment	1,060	2,107
Total non-current assets	1,060	2,107
Total assets	3,767,008	127,144
Current liabilities		
Trade payables	460,955	530,343
Contract liabilities	354,246	-
Employee benefits	51,275	44,497
Borrowings	-	920,000
Total current liabilities	866,476	1,494,840
Non-current liabilities		
Total non-current liabilities	-	-
Total liabilities	866,476	1,494,840
Net assets/(liabilities)	2,900,532	(1,367,696)
Equity		
Issued capital	29,498,438	23,078,839
Share based payments reserve	960,599	623,555
Foreign currency translation reserve	2,860,289	2,913,092
Accumulated losses	(30,418,794)	(27,983,182)
Total equity	2,900,532	(1,367,696)

The above consolidated statement of financial position should be read in conjunction with the accompanying notes.

SportsHero Limited
Preliminary Statement of Changes in Equity
for the year ended 30 June 2026

	Issued Capital	Share Based Payments Reserve	Foreign Currency Translation Reserve	Accumulated Losses	Total Equity
	AU$	AU$	AU$	AU$	AU$
Consolidated					
Balance at 1 July 2025	23,078,839	623,555	2,913,092	(27,983,182)	(1,367,696)
Total comprehensive loss for the year	-	-	(52,803)	(2,571,124)	(2,623,927)
Performance rights issued during the year	297,000	(297,000)	-	-	-
Share based payments		538,469	-	68,615	607,084
Share based payments for settlement of liability	40,000	-	-	-	40,000
Transfer of expired options (prior year)		(66,897)		66,897	-
Options exercised	896,177	(218,437)	-	-	677,740
Shares issued during the year	5,950,202	-	-	-	5,950,202
Share issue costs	(763,780)	380,909	-	-	(382,871)
Balance at 30 June 2026	29,498,438	960,599	2,860,289	(30,418,794)	2,900,532
Balance at 1 July 2024	22,013,791	301,031	2,859,490	(26,022,448)	(848,136)
Total comprehensive loss for the year	-	-	53,602	(1,995,919)	(1,942,317)
Performance rights issued during the year	35,000	(35,000)	-	-	-
Share based payments		363,130	-	-	363,130
Share based payments for settlement of liability	49,267	-	-	-	49,267
Transfer of expired options (prior year)		(35,185)		35,185	-
Shares issued during the year	1,039,000	-	-	-	1,039,000
Share issue costs	(58,219)	29,579	-	-	(28,640)
Balance at 30 June 2025	23,078,839	623,555	2,913,092	(27,983,182)	(1,367,696)

The above consolidated statement of changes in equity should be read in conjunction with the accompanying notes

SportsHero Limited
Preliminary Statement of Cash Flows
for the year ended 30 June 2026

	Consolidated	
	30 June 2026 AU$	**30 June 2025 AU$**
Cash flows from operating activities		
Receipts from customers	764,171	43,630
Payments to suppliers and employees	(2,663,556)	(1,410,719)
Interest received	29	1,737
Net cash used in operating activities	**(1,899,356)**	**(1,365,352)**
Cash flows from investing activities		
Payments for plant and equipment	(295)	(340)
Net cash used in investing activities	**(295)**	**(340)**
Cash flows from financing activities		
Proceeds from issues of shares	6,630,208	500,000
Share issue transaction costs	(426,333)	(28,640)
Proceeds from borrowings	-	1,097,000
Repayment of borrowings	(920,000)	(100,000)
Finance cost	(92,000)	(40,000)
Net cash provided by financing activities	**5,191,875**	**1,428,360**
Net increase in cash and cash equivalents held	3,292,224	62,668
Cash and cash equivalents at the beginning of the financial year	118,144	40,339
Effect of exchange rate changes on cash and cash equivalents	35,816	15,137
Cash and cash equivalents at the end of the financial year	**3,446,184**	**118,144**

The above consolidated statement of cash flows should be read in conjunction with the accompanying notes.

Note 1. Basis of Preparation

This preliminary final report has been prepared in accordance with ASX Listing Rule 4.3A and the disclosure requirements of ASX Appendix 4E. This report is to be read in conjunction with any public announcements made by SportsHero Limited during the reporting period in accordance with the continuous disclosure obligations arising under the Corporations Act 2001 and Australian Securities Exchange Listing Rules.

The Preliminary Financial Statements of SportsHero Limited and its controlled entities (the **Group**), comply with International Financial Reporting Standards as issued by the International Accounting Standards Board.

New and Revised Accounting Standards and Interpretations

In the current year, the Group has adopted all of the new and revised Standards and Interpretations issued by the Australian Accounting Standards Board that are relevant to its operations and effective for the current annual reporting period. The adoption of these new and revised Standards and Interpretations has not resulted in a significant or material change to the Group's accounting policies.

Functional and presentation currency

The preliminary financial report is presented in AUD dollars, which is the Group's functional currency.

Note 2. Segment reporting

For management purposes the Group is organised into three strategic units:

- Corporate head office in Australia
- Technology development and operations based in Singapore
- Operations based in Indonesia

This organisational structure is determined by the nature of risks and returns associated with each business segment and define the management structure as well as the internal reporting system. It represents the basis on which the Group reports its primary segment information to the Board.

The operating segment analysis presented in these preliminary financial statements reflects operations analysis by business. It best describes the way the Group is managed and provides a meaningful insight into the business activities of the Group.

The following table presents details of revenue and operating loss by business segment as well as reconciliation between the information disclosed for reportable segments and the aggregated information in the preliminary financial statements. The information disclosed in the table below is derived directly from the internal financial reporting system used by the Board of Directors to monitor and evaluate the performance of our operating segments separately.

	Australia	Singapore	Indonesia	Total
	AU$	AU$	AU$	AU$
Year ended 30 June 2025				
Revenue and other income	4	6,562	39,328	45,894
Inter-segment revenue	-	-	-	-
Reportable segment loss before tax				
Continuing operations	(1,207,403)	(613,319)	(221,091)	(2,041,813)
Discontinued operations	-	-	-	-
	(1,207,399)	(606,757)	(181,763)	(1,995,919)

Year ended 30 June 2026				
Revenue and other income	-	985,471	63,814	1,049,285
Inter-segment revenue	-	-	-	-
Reportable segment loss before tax				
Continuing operations	(1,489,370)	(1,642,426)	(488,613)	(3,620,409)
Discontinued operations	-	-	-	-
	(1,489,370)	(656,955)	(424,799)	(2,571,124)
Reportable segments assets at 30 June 2025				
Continuing operations	38,677	86,105	2,362	127,144
Discontinued operations	-	-	-	-
	38,677	86,105	2,362	127,144
Reportable segments assets at 30 June 2026				
Continuing operations	3,277,165	454,447	35,396	3,767,008
Discontinued operations	-	-	-	-
	3,277,165	454,447	35,396	3,767,008

Note 3. Contingent assets and liabilities

The Group does not have any contingent assets or liabilities as at 30 June 2026 (same as at 30 June 2025).

Note 4. Controlled entities

	Date control gained	Country of Incorporation	Principal Activities	Ownership %
Parent entity				
SportsHero Limited		Australia	Corporate head office	
Name of Controlled Entity				
Sportz Hero Pty Ltd	7 February 2017	Australia	Investment holding	100%
SportsHero Enterprise Pte Ltd	7 February 2017	Singapore	Technology development and operations	100%
PT Sport Hero Indonesia	4 November 2020	Indonesia	Operations	100%
EsportsHero Pty Ltd	17 November 2021	Australia	Operations	100%