

**ASX ANNOUNCEMENT**

24 September 2026

SportsHero Expands HeroPlay Offering with Giftery.Pro Distribution Agreement for Vouchers, Gift Cards and e-PINs

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 Giftery.Pro.

Highlights

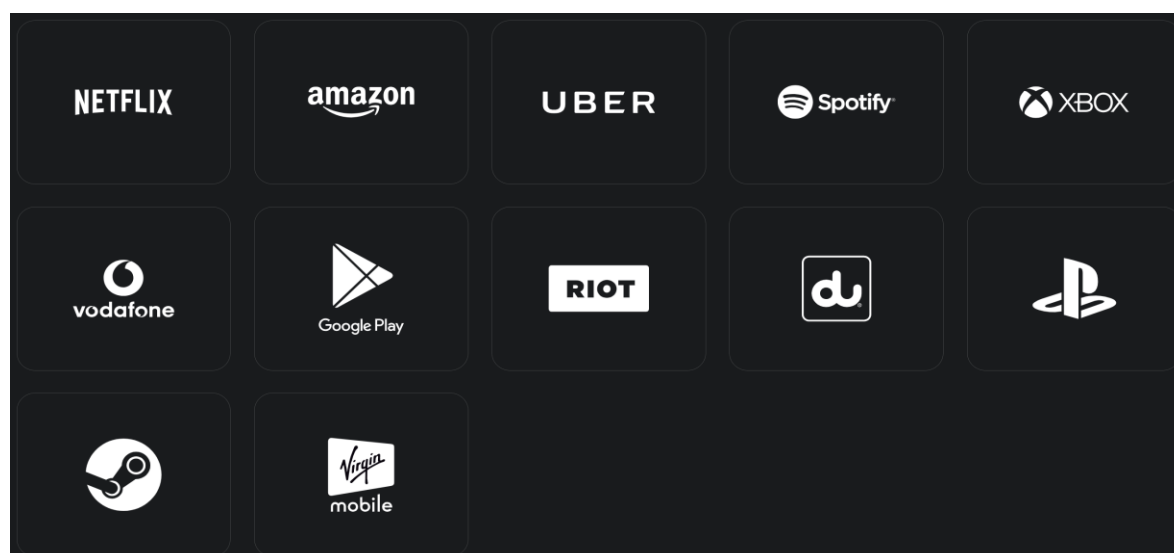
- **SportsHero has signed Giftery.Pro as a new voucher supplier for the HeroPlay Global Store, continuing the expansion of its digital goods catalogue, with additional gaming, entertainment and lifestyle brands, price points and regional coverage.**
- **SportsHero will gain access to more than 5,000 digital products from over 100 retail and brand partners, including vouchers for globally recognised gaming brands including Xbox, PlayStation, Steam, Riot Games and Google Play.**
- **In addition, entertainment and lifestyle branded products such as Netflix, Spotify, Amazon, Uber and Vodafone, will be added to the product catalogue, which takes HeroPlay beyond gaming further increasing HeroPlay's mainstream appeal.**
- **The expanded catalogue provides more reward and prize options for HeroPlay tournaments, promotions and loyalty campaigns, including the successful City Battle competitions that have been running throughout 2026.**
- **Revenue will be commission based, with varying margins earned on each voucher sold through HeroPlay. There is no minimum cost or ongoing fees payable by SportsHero.**
- **This agreement reinforces SportsHero's strategy to develop HeroPlay into a broader gaming universe incorporating a wide range of digital products, with the aim of increasing repeat visitation and spend per user.**

Expanding the HeroPlay Global Store

This agreement with Giftery.Pro builds on SportsHero's recently announced arrangements, further expanding the range of digital products available through HeroPlay and strengthening the Company's strategy to develop the platform beyond gaming subscriptions into a broader gaming, media and digital commerce ecosystem.

Each supplier brings a different mix of brands, products, price points and geographic coverage. Together, these partnerships are designed to give HeroPlay users a broader choice of gaming, entertainment and lifestyle products through a single destination, while extending the markets that can be serviced through the HeroPlay Global Store.

Through its integration with Giftery.Pro, HeroPlay will gain access to multiple global brands through a single API connection, removing the need for SportsHero to establish individual commercial and technical integrations with each brand. A sample of those globally recognised brands is included below.



Source: Giftery.Pro website

A Scalable, Capital-Light Model

The supplier model has been structured to allow SportsHero to continue expanding the HeroPlay catalogue efficiently as new products and markets are added.

Giftory.Pro will be integrated via API which provides SportsHero with the flexibility to broaden its product range without taking on material inventory risk or significant upfront expenditure.

The growing supplier network also provides HeroPlay with greater flexibility across different markets. As each partner offers different geographic coverage and product availability, combining multiple suppliers enables SportsHero to build a deeper catalogue while supporting the continued expansion of HeroPlay across SE Asia and other addressable markets.

Increasing the Value of the HeroPlay Universe

The addition of Giftery.Pro further broadens the role of HeroPlay from a gaming subscription platform into a destination where users can engage with, access and purchase a wider range of digital products.

A larger and more competitively priced catalogue provides more reasons for customers to return to HeroPlay, creating opportunities to increase transaction frequency and generate additional revenue from the same underlying user base.

The expanded catalogue can also support rewards, prizes and promotional campaigns across the HeroPlay ecosystem, including initiatives such as City Battle, providing SportsHero and its telco partners with a broader range of products to drive customer acquisition, engagement and loyalty.

SportsHero's strategy is to continue building HeroPlay around a growing combination of subscriptions, gaming content, vouchers and ePINs, webshops, in-game purchases and other digital products, creating multiple opportunities to monetise users across the platform.

SportsHero's CEO Tom Lapping said:

"We're delighted to welcome Giftery.Pro as a new HeroPlay partner. It's a great addition to the platform and further expands the range of gaming and digital products we can offer our users, creating more choice, more reasons to transact and additional revenue opportunities for SportsHero.

With our telco distribution already established across key Southeast Asian markets, we can bring Giftery.Pro's offering to a growing audience and further strengthen the value of the HeroPlay ecosystem.

This partnership adds real momentum to what we're building and takes us another step closer to making HeroPlay a broader gaming and commerce platform."

About Giftery.Pro

Giftery.Pro is a global provider of gift card solutions and technology for retailers, businesses and platform partners. Its E-Commerce Platform lets partners order through a B2B web portal or connect to the full catalogue through an API. Vouchers are delivered digitally and instantly. The platform is used for customer rewards, loyalty programmes, promotions and incentives. For more details see their website <https://giftery.pro/>

Commercial Terms

Giftery.Pro is operated by Prepaid Solutions FZCO (a Free Zone Company based in Dubai, United Arab Emirates). There is no minimum spend required under the agreement and no recurring cost for either party. Revenue depends on successful product sales and gross margins for SportsHero varies by product type and product brand.

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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