

**ASX ANNOUNCEMENT**

28 September 2026

SportsHero Announces Strategic Partnership with Xsolla to Power the 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 provide a copy of the joint Press Release with Xsolla (USA), Inc announcing our strategic partnership.

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.

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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SportsHero Announces Strategic Partnership with Xsolla to Power the HeroPlay Gaming Universe

Partnership brings Xsolla's global commerce and payments infrastructure to HeroPlay's growing gaming universe in Southeast Asia

SINGAPORE/LOS ANGELES – SEPTEMBER 2026 – SportsHero Limited ("SportsHero" or "the Company"), an integrated digital gaming and esports business focused on the Southeast Asia market, today announced a strategic partnership with Xsolla, a global video game commerce company. The agreement integrates Xsolla's commerce, payments and distribution infrastructure into the HeroPlay Gaming Universe, opening new revenue pillars alongside SportsHero's existing subscription and Direct Carrier Billing model.

SportsHero has signed an agreement with Xsolla to integrate its products, payments and distribution capabilities into HeroPlay. The partnership brings direct-to-consumer webshops and in-game purchase capabilities to HeroPlay, opening new revenue opportunities alongside access to Xsolla's catalogues of game and digital content through pre-aggregated content collections. Together, the agreement advances HeroPlay's evolution into a full gaming universe spanning subscriptions, vouchers, webstores, in-app purchases and advertising.

A Broader Commerce Layer for HeroPlay

The global gaming industry is valued at approximately 205 billion US dollars across 3.6 billion players (Newzoo, Global Games Market Report 2026). In-app purchases and advertising together account for roughly 80 percent of that spend, the two largest segments in the market. The partnership positions HeroPlay to capture more of that spectrum, rather than remain reliant on subscriptions and vouchers alone.

Through Xsolla, SportsHero gains direct-to-consumer game webstores where players can purchase in-game currency, digital goods and bundles using locally relevant payment methods, or via Direct Carrier Billing through SportsHero's telco network across Southeast Asia. Because the Xsolla platform is not dependent on those telco relationships, SportsHero can also monetize players outside its carrier partner base, diversifying its acquisition channels rather than concentrating them in one place.

Xsolla brings over 21 years of commerce infrastructure to the partnership. The company operates as merchant of record across more than 200 geographies, with access to over 1,000 payment methods and 130 currencies and has launched more than 700 direct-to-consumer webshops for developers worldwide. That scale gives SportsHero established infrastructure on day one, rather than requiring HeroPlay to build a global commerce and payments stack internally.

*"We're thrilled about this partnership with Xsolla," said **Tom Lapping, CEO of SportsHero**. "It's another step in building HeroPlay from a subscription gaming product into a broader gaming and commerce ecosystem. Xsolla brings more content, direct-to-consumer webshops and global payment options into HeroPlay, while reaching gamers beyond our existing telco networks."*

*"Southeast Asia is one of the fastest growing gaming regions in the world, and SportsHero has built real distribution strength through its telco relationships and the HeroPlay platform," said **Chris Roution, VP of Strategic Partnerships at Xsolla.***

"This partnership brings our commerce and payments infrastructure into that ecosystem, so players can access webshops, in-game currency and digital goods as HeroPlay grows into a full gaming commerce destination."

About Xsolla

Xsolla is a global commerce company that builds and provides all the things developers need to launch, grow, and monetize video games. Headquartered in Los Angeles, California, the company supports studios of every size, from indie to AAA, with solutions across direct-to-consumer commerce, intelligent payments, entertainment-based IP, and player engagement products. Xsolla helps developers fund, distribute, market, and monetize their games at scale. Trusted by more than 70% of the top 100 highest-grossing games, Xsolla operates as the merchant of record across 200+ geographies with access to over 1,000+ local payment methods worldwide. Grounded in a deep belief in the future of gaming, Xsolla is resolute in bringing opportunities together and unlocking growth for creators everywhere.

For more information, visit xsolla.com