



ASX ANNOUNCEMENT

1 October 2026

SportsHero Unlocks Major New SE Asian Market in Partnership With MAXIS, One of Malaysia's Largest Telcos

SportsHero Limited ('SportsHero' or the 'Company'), an integrated digital gaming and e-Sports business focused in the SE Asian market, is pleased to announce a partnership agreement with MAXIS, to launch the HeroPlay gaming product into the Malaysian market.

Highlights

- SportsHero has signed a new agreement with MAXIS, one of Malaysia's largest Telcos, to rollout the HeroPlay gaming product into this new market.
- The agreement includes full marketing support by MAXIS, targeting their customer base of 10.8m customers.¹
- MAXIS will offer their customers the ability to subscribe to the full suite of products offered in the SportsHero gaming catalogue, using their existing phone account via Direct Carrier Billing (DCB).
- Management believes securing MAXIS as our fourth major SE Asian telco partner further validates our gaming universe playbook being rolled out and confirms the appetite for the HeroPlay product with major telcos.
- Malaysia's higher value economy supports increased pricing for HeroPlay in Malaysia versus Indonesia, with average subscription values planned to be between 2.6x to 3.2x higher, which is expected to improve overall revenue per user over time.
- Integration work will commence immediately, and the platform is expected to be live with MAXIS in the December quarter, with marketing activity already being planned for the launch phase.
- HeroPlay revenue will be shared 65% to SportsHero and 35% to MAXIS.

¹ <https://www.maxis.com.my/en/about-maxis/newsroom/2026/may/maxis-builds-momentum-in-q1-2026-with-double-digit-profit-growth/>

Our SE Asian Expansion Strategy Builds Momentum

Adding MAXIS as our new telco partner in Malaysia brings another high-quality established telco to our growing distribution network, strengthening our regional presence. Expanding our footprint across SE Asia has been a priority for SportsHero. This agreement marks another milestone in our business plan and further builds our credibility in the gaming industry.

With this partnership, SportsHero now has agreements in place with four major telcos in three of our initial SE Asian target markets - Indonesia, Malaysia and Philippines. The combined distribution channel provides us with access to an estimated ~236.0 million customer accounts to promote our gaming and digital entertainment products.²

All current agreements include Direct Carrier Billing (DCB), allowing consumers to pay for HeroPlay products using their pre-paid or post paid phone accounts. This is particularly important in a region where a large percentage of the population are “unbanked”, (meaning they don’t have formal bank accounts or access to debit or credit cards), with nearly ~24% of SE Asia³, including ~48% of Indonesians estimated to belong in this category.⁴



² <https://static-cms-xlsmart.xlaxiata.my.id/production/2026/05/05/a8ac475c-dc88-4c6c-b253-d27ad35f2ed7.pdf>
<https://www.maxis.com.my/en/about-maxis/newsroom/2026/may/maxis-builds-momentum-in-q1-2026-with-double-digit-profit-growth/>

³ <https://marketresearchsoutheastasia.com/insights/articles/financial-inclusion-asean-fintech-innovations>

⁴ https://www.dbs.com/newsroom/Indonesia_Has_the_Fourth_Largest_Unbanked_Population_in_the_World_Heres_How_Bank_DBS_Indonesia_Promotes_Financial_Inclusion

Malaysia is an attractive market for HeroPlay

Management believes Malaysia is an attractive new market for SportsHero, with very high levels of mobile phone and internet usage. The latest data from the Department of Statistics Malaysia shows that 99.6% of individuals aged 15 and above used a mobile phone and 98.3% used the internet in 2025, while 97.1% of households had internet access. This provides a strong base for mobile gaming, vouchers and other digital entertainment services.⁵

The gaming market in Malaysia is also growing fast. IMARC estimates the Malaysian gaming industry was worth approximately US\$1.1 billion in 2025 and is forecast to grow at +8.04% per year to reach approximately US\$2.3 billion by 2034. The growth is being supported by increasing smartphone use, better internet connectivity and the continued shift towards mobile gaming.⁶

Digital payments are also becoming an increasingly important part of everyday consumer behaviour. Bank Negara Malaysia reported that e-payments increased +25% to 18.4 billion transactions in 2025.⁷ This is particularly relevant to HeroPlay as SportsHero expands its product offering beyond subscriptions into vouchers, ePINs, in-app purchases, webstores, digital content and other gaming products.

For SportsHero, the addition of MAXIS provides a direct channel into this new market. MAXIS had ~10.8 million customers at the end of Q1CY26, giving HeroPlay access to a further significant and economically valuable customer base.⁸ MAXIS gives HeroPlay an additional platform to distribute its gaming products, while Malaysia provides a market with strong mobile usage, growing gaming spend and widespread digital payments.

Using comparable 2025 World Bank figures, Malaysia's GDP per person is approximately 2.6x Indonesia's and 3.1x the Philippines', suggesting Malaysia can support higher spending per user. HeroPlay pricing in Malaysia is planned to be 2.6x to 3.2x higher on average across the product suite, compared to pricing throughout Indonesian telcos.⁹

As SportsHero expands the range of gaming and digital entertainment products available through HeroPlay, as highlighted by recent supplier announcements, the Company is executing on a business model that can be quickly and efficiently replicated across a growing number of global markets.

SportsHero's CEO Tom Lapping said:

"We're excited to be adding MAXIS as a new telco partner in Malaysia, a new territory for SportsHero. It's a great fit for HeroPlay, with a highly connected mobile market, a growing gaming sector and a large high value customer base.

It also gives us another strong platform to expand our presence across SE Asia. We see this as an important step in building the HeroPlay Gaming Universe as we continue to scale our business across the region."

⁵ <https://www.dosm.gov.my/portal-main/release-content/ict-use-and-access-by-individuals-and-households-survey-report-2025>

⁶ <https://www.maxis.com.my/en/about-maxis/newsroom/2026/may/maxis-builds-momentum-in-q1-2026-with-double-digit-profit-growth/>

⁷ <https://bnm.gov.my/publications/ar2025/ch1e>

⁸ <https://www.maxis.com.my/en/about-maxis/newsroom/2026/may/maxis-builds-momentum-in-q1-2026-with-double-digit-profit-growth/>

⁹ <https://databank.worldbank.org/reports.aspx?country=MYS&series=NY.GDP.PCAP.CD&source=2> (country = ID and PH)

Commercial Terms

Under SportsHero's agreement with MAXIS, there are no minimum subscriptions for the Company to earn its revenue share and no guaranteed minimum amounts payable by MAXIS to SportsHero. Any revenue derived from customer subscriptions will be shared 65% to SportsHero and 35% to MAXIS.

About MAXIS

MAXIS Berhad is a leading telecommunications provider in Malaysia, established in 1993, offering mobile, home fibre, and enterprise services to ~10.8 million users. It is renowned for its strong 4G and 5G network coverage, premium postpaid plans, and recently launched AI-powered, AI call assistant services to enhance customer experience. MAXIS has ~9.93 million total mobile subscribers as at May 2026 and ~807,000 home broadband subscribers.¹⁰

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

Stay Updated

Scan to sign up
to SportsHero's
InvestorHub



¹⁰ <https://www.maxis.com.my/en/about-maxis/newsroom/2026/may/maxis-builds-momentum-in-q1-2026-with-double-digit-profit-growth/>