SportsHero

SportsHero Limited

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ASX ANNOUNCEMENT

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HeroPlay Gaming Universe Platform Soft Launch Validates Adoption, Scalability and User Engagement

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 the following update.

Highlights

- **The HeroPlay Gaming Universe officially debuted over the weekend, with a soft launch timed to coincide with MLBB MPL Indonesia Season 18 Playoffs (4-8 Nov), one of Indonesia's most watched gaming events of the year.**
- **The focus for this launch was intentionally narrow: one event, one game title, one product, in order to validate the platform's robustness and the multi-channel acquisition model, without the benefit of integrated Direct Carrier Billing.**
- **The platform received 80,000+ site visits and 215,000+ page views over the 5 days and performed seamlessly throughout, with no technical issues or interruptions.**
- **9,322 new registered users signed up over the 5 days, representing a site visit-to-registration conversion rate of 11.6%, which is in the top 10% based on industry benchmarks.[1]**
- **3,728 users redeemed in-game rewards, representing 40% of registered users. This demonstrates low friction, despite users being required to enter their unique gamer ID to claim the reward.**
- **Integration of the expanded range of products will be carried out over the coming weeks, adding new categories from our existing supplier partners and further expanding the product range available to users.**
- **Once integrated, the HeroPlay Gaming Universe will contain thousands of products including: gaming top-up vouchers, ePINs, direct-to-consumer webshops, in-app purchases and global payment capabilities, significantly broadening our revenue opportunities to include up to 100% of the full gaming market opportunity.**
- **The expanded HeroPlay Gaming Universe represents a significant opportunity for SportsHero and our Telco partners, as shown in the investor focused product teaser.**

[1] https://blog.mean.ceo/startup-conversion-rate-benchmarks/

HeroPlay Gaming Universe Soft Launch Validates Multi-Channel Model

SportsHero conducted a five-day soft-launch proof-of-concept campaign timed to coincide with the MLBB MPL Indonesia (Mobile Legends: Bang Bang – Professional League), Season 18 Playoffs, designed to validate the following:

1. Will gamers move to a new platform outside their game app or browser?
2. Will gamers claim a gift?
3. Will they buy other products while on our site?
4. How well does organic traffic convert?

Management believe all four key tests were successfully validated:

1. Gamers were happy to move from "free to view" channels such as Youtube or other websites, to come to the HeroPlay site, with community and partner referrals driving 68% of consumer sessions. Over 5 days, the platform had a total of 80,220 sessions, with 9,322 gamers registering to join HeroPlay.
2. Gamers showed clear desire to claim a gift, with 3,728 or ~40% of registered users redeeming an in-game gift.
3. More than ~600 purchases were attempted with an average purchase value of ~A$6.69 over the 5 days, while "insufficient funds" was the main reason for cart abandonment - the friction Direct Carrier Billing is designed to reduce.
4. Organic conversion was strong, with 13.3% visit-to-signup in the first days of the campaign, 84% of those users claimed a gift and 80% of them redeemed.

The soft launch was a valuable exercise for SportsHero, as the campaign validated the platform's robustness and the multi-channel acquisition model. It also provided important metrics to help guide the company's strategy with telco partners in SE Asia and beyond.

SportsHero's CEO Tom Lapping said:

> *"The successful soft launch of the HeroPlay Gaming Universe is an exciting achievement, validating all our key metrics. With just one game title and one product voucher, we attracted 9,322 new registered users in five days and gained valuable insights for the next stage of our commercial roll out.*
>
> *We're now bringing our other content supply partners on board, adding thousands of items to HeroPlay in the coming weeks, and are looking forward to what comes next. With a much broader range on the platform, we know HeroPlay is well positioned to drive consumer acquisition, engagement and retention together with our telco partners."*

Revenue Streams - Targeting the Full Gaming Industry Opportunity

HeroPlay Gaming Universe – An Exciting and Unique Fully Integrated Gaming Platform

Watch the HeroPlay Gaming Universe investor video teaser here.



Over the coming weeks, integration of all our existing partners' products and content will be added to the platform. Due to the architecture of our central API connected HeroPlay hub, additional supplier content and products will be quickly and seamlessly added to the platform as new partnership agreements are put in place, further enhancing the customer experience and increasing available revenue streams for SportsHero.

The fully built out supplier and commerce partnerships create opportunities across vouchers, digital goods, webstores, in-app purchases, in-app advertising and payments platforms, designed to encapsulate 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%).[2]

[2] 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

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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