



SportsHero signs 5-year agreement with Indosat Ooredoo Hutchison (Indosat), 2nd largest Telco in Indonesia

Highlights:

- **Indosat Ooredoo Hutchison (Indosat), ranks as Indonesia's 2nd largest Telco holding 19.9% market share¹ with 98.8 million subscribers and an annual turnover of US\$3.323 billion (approximately A\$5.11 billion)²**
- **Indosat is listed on the Indonesia Stock Exchange under the ticket ISAT with a market capitalization of approximately US\$4.88 billion (approximately A\$7.51 billion)³**
- **SportsHero partners with Indosat to market the iGV Family Game Room product in Indonesia via their myIM3 and bima+ apps**
- **Indosat's digital applications, myIM3 and bima+ reached 37.7 million monthly active users (MAU) in 2023 (based on Indosat's 2023 annual report)⁴**
- **Indosat will kickoff with a 3 month proof of concept marketing campaign in January 2025 which involves developing the optimum marketing strategy for the iGV Family Game Room product for the remainder of the 5 year agreement period**
- **SportsHero will offer all Indosat customers an exclusive 14 day free trial and a monthly subscription rate of IDR 65,000 or A\$6.30**
- **SHO is expected to realise a Margin on Gross Subscription Value (net of Indosat and iGV partner costs) of at least 38%**

¹ Indonesia Telecoms Update 2023, <https://cdn.twimbit.com/uploads/2023/08/18165559/Indonesia-Telecoms-Update-2023-2.pdf>

² Indosat sees robust growth in all sectors during 2023, 9 February 2024
<https://telconews.asia/story/indosat-sees-robust-growth-in-all-sectors-during-2023?t>

³ Market capitalization of Indosat (ISAT.JK), December 2024
<https://companiesmarketcap.com/indosat/marketcap/>

⁴ Indosat Ooredoo Hutchison Transforms into Leading AI-Driven TechCo, 23 February 2024
<https://www.telecomreviewasia.com/news/featured-articles/4004-indosat-ooredoo-hutchison-transforms-into-leading-ai-driven-techco-2/?t>



SportsHero (SHO) is pleased to announce a strategic partnership with Indosat Ooredoo Hutchison (Indosat) to market the iGV Family Game Room product in Indonesia. This collaboration will leverage Indosat's digital platforms, myIM3 and bima+, which have reached 37.7 million monthly active users in 2023⁵.

SportsHero's CEO Tom Lapping commented: "We are excited to partner with Indosat and believe this to be a transformational partnership for SportsHero. The Indosat partnership will accelerate our esports strategy and commercial opportunities in the Indonesian gaming market. I would like to extend my sincere thanks to Crispin Tristram, our recently appointed Esports Advisor, who has been instrumental in securing this partnership."

The partnership will kick off with a three-month proof of concept marketing campaign in January 2025. This campaign aims to develop targeted messaging for Indosat's audience, enhancing customer engagement and adoption of the iGV Family Game Room product. SportsHero will provide all Indosat customers with an exclusive 14-day free trial of the iGV Family Game Room, followed by a special monthly subscription rate of IDR 65,000 (A\$6.30), reduced from the usual rate of IDR 160,000 (A\$15.60).

During this period, the focus of the Indosat App marketing team is to curate a segment of users who will be interested in making purchases of the iGV Family Game Room product for the commercial phase that follows. Indosat will leverage the learnings from the proof of concept phase to better target new potential subscriptions from the current 37.7 million monthly active users on both the digital lifestyle apps. Additionally, Indosat will implement Direct Carrier Billing for all their customers, offering a seamless payment service for the monthly subscription on the iGV Family Game Room product.

This partnership represents a strategic move for both companies to leverage their strengths in digital innovation and customer engagement. For Indosat, it enhances its service portfolio by integrating a popular gaming platform into its digital ecosystem, thereby increasing user engagement and retention. For SportsHero, partnering with a major telco like Indosat provides access to a vast customer base and will facilitate rapid market penetration. **In 2023, Indonesia recorded over 150 million active gamers⁶ out of a population of over 284 million⁷ people.**

⁵Indosat Ooredoo Hutchison Posts Impressive FY 2023 Results: Revenue Surges 10%, EBITDA Soars 23%, 8 February 2024

<https://telecomreviewasia.com/news/industry-news/3955-indosat-ooredoo-hutchison-posts-impressive-fy-2023-results-revenue-surges-10-ebitda-soars-23/?t>

⁶Indonesia: The Largest Gaming Market in Southeast Asia with Growing Potential, 4 Nov 2024

<https://media.inti.asia/read/indonesia-the-largest-gaming-market-in-southeast-asia-with-growing-potential?t>

⁷Indonesia Population(Live) <https://www.worldometers.info/world-population/indonesia-population/>



Additionally, this collaboration aligns with both companies' goals to expand their digital offerings and capitalize on Indonesia's growing digital economy. By offering exclusive content and promotions through Indosat's established digital channels, both companies aim to create a compelling value proposition for Indonesian consumers.

About iGV Family Game Pass

As announced in November 2023, SportsHero secured the exclusive rights to promote and distribute IGV.com products throughout Indonesia and Thailand over the next 3 years. Subsequent to this event, SportsHero officially launched iGV's new product called "Family Game Room" which offers a game sharing experience with access to over 200 of the most popular gaming titles including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5 and Rust.

For further information, please contact:

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Authorised for release by SHO Board