



ASX Release
19 February 2025

SportsHero advances to Full Commercial Launch of iGV Family Game Pass with Indosat Ooredoo Hutchison (Indosat), Skipping Proof of Concept Stage

Highlights

- Initially planning a 3-month proof of concept period, Indosat's confidence in the Family Game Pass offering has led them to proceed directly to a commercial launch early next quarter
- SportsHero and Indosat have agreed to expand the commercial partnership to offer Direct Carrier Billing (DCB) and comprehensive ongoing marketing support for the iGV Family Game Pass
- Direct Carrier Billing (DCB) will be made available to all of Indosat's 100.9 million subscribers¹, allowing customers to seamlessly pay for the iGV Family Game Pass using their existing Indosat billing account
- Indosat will market the iGV Family Game Pass product on two of their most popular platforms, MyIM3 app 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)²
- Revenues will be shared between the companies, with SportsHero receiving 65% and Indosat receiving 35%

Further to the previous announcement on the Indosat partnership dated 9 December 2024, SportsHero is pleased to announce an advantageous revision to the agreement with Indosat Ooredoo Hutchison (Indosat), who have opted to proceed directly to a full commercial deployment of the iGV.Com Family Game Room cloud-based gaming platform. Both parties will expedite tech integration and launch is scheduled for early next quarter.

Indosat's decision to fast-track the launch underscores their expectation that the Family Game Pass product will offer customers exceptional performance and value for money.

¹Indosat Ooredoo Hutchison Announces Strong H1 2024 Results
<https://telecomreviewasia.com/news/industry-news/4435-indosat-ooredoo-hutchison-announces-strong-h1-2024-results/>

²Indosat Ooredoo Hutchison Transforms into Leading AI-Driven TechCo
<https://www.telecomreviewasia.com/news/featured-articles/4004-indosat-ooredoo-hutchison-transforms-into-leading->

By skipping the proof-of-concept phase, this will accelerate integration and implementation to bring forward product launch and potential revenue generation for SportsHero and Indosat.

SportsHero's CEO Tom Lapping said:

"We are thrilled that Indosat has chosen to move directly to a full commercial rollout. This decision validates the strength of the iGV Family Game Pass product and the opportunity it offers for Indosat to expand its gaming division. We look forward to a successful collaboration which we expect will bring significant value to both companies."

Marketing plan

1. Push notification to Indosat customers

Indosat will provide a minimum of 100,000 push notifications to their customers per day with the option to increase up to 500,000 per day. Customers will receive this on their mobile phone with a link to the iGV Family Game Pass product. Indosat believes this is the most effective marketing to reach their customer base.

2. Banner ad placement on MyIM3 and Bima+

Indosat will publish banner ads for iGV Family Game Pass on both the MyIM3 and Bima+ apps. User engagement on Indosat's myIM3 and Bima+ apps, which collectively reached 37.7 million monthly active users (MAU)³, reflects a strong digital presence in Indonesia's telecommunications sector.

My IM3 is a digital service from Indosat Ooredoo Hutchison that primarily provides mobile data, voice, and SMS services. It is a prepaid and postpaid mobile phone plan that focuses on offering affordable internet packages, calling minutes, and text messages. MyIM3 has 60 million subscribers.⁴

Bima+ is a mobile app that allows users to manage their mobile accounts, purchase data plans, check balances, get exclusive promotions, and access value-added services like games and music. It is more of a digital service platform for managing mobile subscriptions and offers added convenience to users. Bima+ has 40 million subscribers.⁵

These apps are central to Indosat's strategy of enhancing customer experience through digital innovations, such as instant credit services (via UCan) and partnerships like the integration of gaming platforms to boost engagement and retention.

Commercial terms

Subsequent to the announcement on 9 December 2024, this partnership has now expanded to include Direct Carrier Billing (DCB) and full ongoing marketing support where customers can pay seamlessly with their Indosat account. Revenues generated from this partnership will be shared between the companies, with SportsHero receiving 65% and Indosat receiving 35%.

³ <https://www.thejakartapost.com/business/2024/02/07/indosat-ooredoo-hutchison-reports-strong-growth-revenue-up-10-ebitda-up-23-in-fy-2023.html?t>

⁴ <https://www.indonesia-investments.com/news/todays-headlines/looming-merger-in-indonesia-s-telecommunication-sector-indosat-ooredoo-hutchison-3-indonesia/item9453>

About iGV Family Game Room

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.

About Indosat Ooredoo Hutchison (IOH)

PT Indosat Ooredoo Hutchison Tbk (IOH), a subsidiary of Ooredoo Hutchison Asia Pte Ltd, is a provider of telecommunication and information services. The company provides cellular, fixed data and wireless broadband services, fixed wireless and fixed phone services, fixed telecommunication and fixed voice services such as IDD, and digital services. It also offers multimedia services, fixed data, internet and data communication services such as IPVPN, leased line, internet services and IT services to corporate users through its subsidiary, PT Aplikasi Lintasarta. IOH serves domestic and regional corporate, wholesale customers, and domestic retail customers. It also offers international calling, digital services, and roaming services. The company's major brands include IM3 and Tri. IOH is headquartered in Jakarta, Indonesia and is listed on the Indonesia Stock Exchange under the ticket ISAT.

Authorised for release by the Board

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Company Secretary