



ASX Announcement

27 June 2025

Go Live via Indosat for the iGV Family Game Pass

- SportsHero (SHO) is pleased to announce the iGV Family Game Pass product has “Gone Live” via Indonesia’s 2nd largest Telco’s, Indosat.
- The iGV Family Game Pass allows Indonesia’s estimated 8.3m PC gamers¹ access to a subscription based platform with over 200 of the latest and most popular game titles, including Call of Duty, Counter Strike 2, PUBG and GTA5, etc.
- Indosat will offer their customers the opportunity to use Direct Carrier Billing (DCB) to subscribe and seamlessly pay for the iGV Family Game Pass using their existing billing account, reducing the need for a separate sign up process.
- The Indosat agreement includes full marketing support, where Indosat will promote the Family Game Pass through their digital applications, MyIM3 and Bima+, which collectively reach over 50.9 million monthly active users (MAU), an increase of more than 62% compared to the previous year²
- Indosat ranks as Indonesia’s 2nd largest Telco holding 19.9% market share³ with 98.8 million subscribers and an annual turnover of US\$3.323 billion (approximately A\$5.11 billion)⁴
- Revenues will be shared between the companies, with SportsHero receiving 65% and Indosat receiving 35%

SHO Limited (ASX: SHO) is pleased to announce that the iGV Family Game Pass product has been integrated with the 2nd largest Indonesian Telco, Indosat and has “gone live”. This means that both Indosat and XL customers now have the ability to subscribe to the

¹ <https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/>

² Indosat Annual Report 2024 (pp91): https://ioh.co.id/portal/en/ioh-investor-document-detail/laporan-tahunan-indosat-2024?_id=10014744

³ Indonesia Telecoms Update 2023, <https://cdn.twimbit.com/uploads/2023/08/18165559/Indonesia-Telecoms-Update-2023-2.pdf>

⁴ 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>

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iGV Family Game Pass product using the Direct Carrier Billing (DCB) infrastructure, which provides customers the opportunity to purchase certain products directly via their existing phone billing accounts.

Indosat Marketing Support - Banner ad placement on MyIM3 and Bima+

Indosat will publish banner ads for iGV Family Game Pass on both their proprietary MyIM3 and Bima+ apps, which collectively have 50.9m monthly active users, highlighting the company's robust digital footprint in Indonesia's telecommunications sector.⁵

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.

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.

Tom Lapping, SportsHero's CEO said:

"We have worked hard to integrate the iGV Family Game Pass product with our Telco's partners in Indonesia, Indosat and XL. This product offers Indonesia's estimated 8.3m PC gamers access to over 200 of the latest games, using Direct Carrier Billing, meaning customers can add the subscription to their existing telco billing account."

The agreements with Indosat and XL include a revenue-sharing agreement, of a type usual in agreements of this nature ensuring benefits for all parties involved over the duration of the agreements (which have been outlined in previous announcements). There is no consideration payable between the parties upfront, and any consideration is subject to uptake. There is no minimum subscription under the agreement.

About iGV Family Game Pass

As announced in November 2023, SportsHero secured the exclusive rights to promote and distribute iGV products throughout Indonesia and Thailand over the next 3 years.

⁵ Indosat Annual Report 2024 (pp91): https://ioh.co.id/portal/en/ioh-investor-document-detail/laporan-tahunan-indosat-2024?_id=10014744



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.

Authorised for release by the Board

Ross Pearson
Company Secretary