



ASX Release

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SportsHero Signs US\$1.0m (A\$1.55m) Agreement with PLDT Inc, the Largest Fully Integrated Telco in the Philippines

- PLDT Inc (**PLDT**) and SportsHero Enterprise Pte Ltd, a wholly owned subsidiary of SportsHero Ltd, (together referred to herein as **SHO**) have signed a 2 year agreement (renewable for a further year by mutual agreement) to distribute the iGV Family Game Pass product throughout the Philippines, including offering Direct Carrier Billing (**DCB**) and comprehensive ongoing marketing support
- PLDT Home represents 50.6% share of Philippines industry revenues and 50% of the total fiber-to-the-home industry customers, with 3.2 million users as of end-2023¹
- The agreement includes a first year contract payment of US\$1.0m (A\$1.55m) to SHO relating to a “premium broadband customer” model, providing SHO with cashflow post integration
- In addition to the premium product, there are further revenue opportunities across PLDT’s wider existing and new customer base, with revenue shared between the companies 65% to SHO and 35% to PLDT.
- The Philippines market represents a significant opportunity for SHO with an estimated 43 million people classified as PC gamers², who form the direct target market for the iGV Family Game Pass product
- Signing this agreement shows the company’s Southeast Asian expansion strategy is starting to reap rewards for shareholders, with major Telco partners now secured in Philippines (PLDT) and Indonesia (Indosat and XL Axiata)

Background

On 12th March 2025, SHO announced the expansion of its partnership with iGV to include the Philippines as part of its Southeast Asia (**SEA**) market strategy, in addition to the Indonesia and Thailand target markets that were announced in November 2023. The signing of this agreement with PLDT shows there is market interest in the iGV Family Game Pass product

¹ <https://pldthome.com/news-media/2024/04/24/pldt-home-sustains-market-leadership-expands-innovative-portfolio-to-elevate-ph-internet>

² <https://vibox.co.uk/blog/how-many-pc-gamers-are-there-in-the-world>; <https://ycp.com/insights/whitepaper/the-next-level-the-rise-of-esports-in-the-philippines>

across the region, reinforcing our belief in the strategic plan to roll out iGV and other products in partnership with major Telcos.

The PLDT – iGV Game Pass Offer

PLDT will bundle a 12-month iGV Game Pass subscription for its premium home broadband customers. Those wishing to renew their subscription for a second year will be offered an exclusive extension option.

In parallel, PLDT will directly market the iGV Game Pass to its non-premium home broadband customers, who will be able to subscribe at a mutually agreed price. PLDT will provide ongoing direct marketing and DCB support for the duration of this Agreement.

SportsHero's CEO Tom Lapping said:

“This PLDT agreement is a significant step change for SportsHero in the Southeast Asian gaming market, by securing another market leading Telco partner in a new country. The Philippines is estimated to have 43 million PC gamers, which is our primary target customer. Securing the US\$1.0m contract value over the first 12 months helps to underpin the company's growth both in the Philippines and the rest of the region. I want to say thank you to Crispin and the rest of the team who helped put this agreement in place.”

Philippines PC Gaming Market Opportunity

With an estimated 43 million people classified as PC gamers³, the overall video games and consoles market in the Philippines was valued at US\$1.15 billion in 2024 and is projected to reach US\$1.9 billion by 2030, growing at a CAGR of 9.1% during the forecast period⁴. The e-Sports market in the Philippines, which includes PC gaming, is projected to reach US\$27.7m in 2025⁵. The iGV Family Game Pass is a PC based platform offering subscribers access to over 200+ of the latest gaming titles under a single subscription payment, including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5, Rust and the latest addition, Black Myth: Wukong.

About PLDT Inc (www.pldt.com)

PLDT is the Philippines' largest fully integrated telco company. Through its principal business groups – from fixed lines to wireless – PLDT offers a wide range of telecommunications and digital services across the Philippines' most extensive fiber optic backbone, and fixed line and cellular networks. PLDT is listed on the Philippine Stock Exchange (PSE:TEL).⁶

³ <https://ycp.com/insights/whitepaper/the-next-level-the-rise-of-esports-in-the-philippines>

⁴ <https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/>

⁵ <https://www.statista.com/outlook/amo/esports/philippines>

⁶ <https://main.pldt.com/about-us>

About PLDT Home broadband service

PLDT Home, the home broadband unit of PLDT, sustains its leadership in the country, eclipsing competition, and elevating customer experience by introducing innovative products for the home. Fiber-only revenues now account for 92% of PLDT Home's total ₱60.7 billion revenues in 2024, posting ₱56.0 billion in 2024, marking a 6 percent year-on-year increase⁷.

In Q4 of 2024, PLDT Home introduced the industry's first Always On broadband service. This cutting-edge service leverages on the PLDT group's strength with Fiber and mobile technology to deliver a superior Home broadband experience. As of end 2024, PLDT Home's total fiber subscribers reached 3.4 million, with Fiber net adds increasing by 190% between the 1st and 2nd half of 2024.⁷ A first in the industry, the new Always-On broadband service delivers uninterrupted connectivity for PLDT Home customers. This innovation provides a seamless, ultra high-speed connection ensuring customers 24/7 access for work, study, or entertainment.

PLDT and Esports

Smart Omega Esports, also known as Omega Esports or OMG, is a Philippine franchise-based professional esports team which competes in The Nationals, the top esports league in the Philippines sanctioned by the eSports National Association of the Philippines, and MPL Philippines. It was formed as a result of a partnership between eSports team Sterling Global Dragons and PLDT and its mobile arm, Smart Communications⁸. This commitment shows PLDT's focus on hard core eSports gaming, particularly PC based games such as those available on the iGV Family Game Pass platform.

Commercial Terms

SportsHero has agreed with PLDT on the following terms:

Term:	2 years with an option to renew for a further 1 year subject to the mutual agreement of the Parties by giving written notice to the other Party at least sixty (60) days prior to the expiration of the Term, and on such terms and conditions as may be agreed by the Parties in writing,
Value:	a fixed fee of US\$1.0 million in the first 12 months, with a concurrent retail product offering running for the duration of the 2 year partnership.

⁷ https://cms.pldt.com/drupal/sites/default/files/irpressreleases/PSE_SEC%20-%20FY2024%20Financial%20and%20Operating%20Results%20%2802.27.25%29.pdf

⁸ <https://pldthome.com/news-media/2019/02/18/smart-launch-pro-gaming-team-omega>

All revenue generated (after sales tax) under this partnership shall be split between the parties on a 65% SHO and 35% PLDT basis.

No minimum subscriptions apply.

Obligations: SHO to provide platform for PLDT customers to subscribe and access the iGV Game Pass product in the Philippines including but not limited to the end-to-end management of the PLDT Direct Carrier Billing (DCB) API integration, conducting quality assurance (QA) and user acceptance testing (UAT), all server related support and day-to-day maintenance and operational support.

PLDT will include the iGV Game Pass product as part of the PLDT Home broadband service to their premium customers for the first 12 months. PLDT will also directly market the iGV Game Pass at a mutually agreed retail price to all non-premium PLDT customers for the duration of this Agreement. PLDT shall provide all exclusive marketing support for the iGV Game Pass that includes marketing campaigns, partnerships and promotions.

Termination: Either party may terminate immediately by written notice if there is a material breach of this Agreement that is not capable of remedy, or if capable of being remedied is not remedied within 21 days of notice, or if an insolvency event occurs in respect of the other party.

This agreement is expected to generate immediate market share in the Philippines, in addition to the contracted revenue of US\$1.0 million (A\$1.55m) over the next 12 months.

Authorised for release by the Board

Ross Pearson
Company Secretary