



## ASX Announcement

15 August 2025

### Further information on the web games distribution agreement with Yes2Games

SportsHero Limited (“**SportsHero**” or the “**Company**”) wishes to provide the further details set out below in relation to its distribution agreement with Yes2Games (“**Agreement**”) that was announced by the Company on 15 August 2025:

- The Agreement is strategically significant to the Company’s ongoing growth plans, however it does not have an immediate commercial impact on the Company.
- Under the Agreement, the Company has secured exclusive rights to distribute Yes2Games’ portfolio of popular mobile game titles via the Company’s telecommunications partner channels across four territories: Indonesia, the Philippines, Thailand and Malaysia. The Company will look to integrate the mobile gaming product into its existing distribution channels in Indonesia and Philippines and generate revenue through these distribution channels.
- As the Company has not yet entered into arrangements with distribution partners in relation to the Yes2Games portfolio, no revenue is currently able to be generated as a result of the Agreement. The Company is therefore not currently able to ascertain the commercial impact of any potential distribution arrangements. The Company will make further announcements when this integration occurs in accordance with its continuous disclosure obligations.
- The initial term of the Agreement is 12 months. The Agreement renews automatically every 12 months.
- A minimum monthly licensing fee is payable by the Company once customer integration has commenced. The Company does not consider that the quantum of the minimum monthly licensing fee is information that a reasonable person would consider to have an impact on the price or value of the Company’s securities and is commercially sensitive to the Company and Yes2Games.



- The Agreement contemplates that a percentage of revenue will be shared with Yes2Games upon the Company commencing distribution through distribution arrangements with customers. The revenue sharing arrangements are in the range of customary arrangements of this type. SportsHero will be able to provide a market update with respect to the value of the Agreement once the arrangements with distribution partners (which, as is mentioned above, are required for the Agreement to commence generating revenue) are in place. Until these arrangements are entered into, the value of the Agreement cannot be quantified.
- As no distribution arrangements are currently in place with respect to the Yes2Games portfolio, the Company is of the view that the percentage of revenue to be shared with Yes2Games is not currently considered to be information that a reasonable person would consider to have an impact on the price or value of the Company's securities.
- There are no material conditions that need to be satisfied before the Agreement can proceed, other than that no revenue will be generated until such time as distribution arrangements have been entered into by the Company.
- There is no other material information to be released in relation to the Agreement.

The Company confirms that it is in compliance with its disclosure obligations pursuant to Listing Rule 3.1.

#### **AUTHORISED FOR RELEASE BY THE BOARD**

**ROSS PEARSON**  
**COMPANY SECRETARY**