



ASX Release  
10 February 2025

## **Appointment of Crispin Tristram as Chief Commercial Officer (CCO)**

SportsHero is pleased to announce the appointment of Mr Crispin Tristram to the full time executive position of Chief Commercial Officer (CCO). Crispin brings extensive expertise in the eSports video games industry and has been instrumental in re-shaping the Company's eSports strategy during his advisory tenure announced on 11th September 2024. With the original agreement due to expire in February, this permanent appointment provides a seamless transition, enabling us to capitalise on the significant pipeline of opportunities generated in recent months.

His deep industry knowledge, proven track record and regional market expertise position him as the ideal leader to drive our growth in this rapidly expanding sector. He has already shown his ability to secure partnerships with some of the largest potential partners in the region through the signing of the Indosat and XL Axiata agreements announced recently.

Crispin will continue to provide strategic oversight to scale eSports operations, drive ongoing product innovation and develop new partnerships to accelerate commercial success across the entire South East Asian region.

### **Crispin Tristram said:**

"I'm excited to step into the executive role of Chief Commercial Officer for SportsHero. With a long history of building successful gaming and eSports related businesses around the world, and a strong network across Southeast Asia and MENA, I'm looking forward to converting more opportunities and building the company with the rest of the team."

### **SportsHero's CEO Tom Lapping said:**

"Securing Crispin as the Chief Commercial Officer ensures continuity and mitigates risks associated with executing eSports strategies. The signing of Indosat and XL so quickly in his advisory tenure, demonstrates his ability to deliver results which can transform our business and deliver value to shareholders. The Board is confident that Crispin's appointment will enhance our operational capabilities and strengthen our commitment to achieving excellence in eSports."

### **Background and Experience**

Crispin has over 25 years' experience in the Telecommunication and Entertainment industries. He has a proven track record in organisation-wide digital transformation and new business unit



rapid revenue growth. Crispin is a telecommunications and digital entertainment veteran having worked extensively in Europe, Asia and Oceania for major blue-chip brands such as Vodafone, France Telecom, Singtel Group, Optus, Hoyts and Bain.

During his tenure in Indonesia he was appointed by the Telkomsel board and was responsible for the delivery of 'Telkomsel Digital World' transforming revenue lines, customer engagement and self service across a customer base of 180 million active subscribers. Crispin expanded Telkomsel's digital business, moving the organisation into games distribution, esports, publishing and content production and micro-loans. He successfully grew Telkomsel to be the leading digital Entertainment and Gaming brand in Indonesia through the launching of Dunia Games brand and MAXstream original scripted content studios.

#### **Dunia Games (<https://duniagames.co.id/>)**

Dunia Games' digital presence rapidly grew under his leadership to over 30 million monthly active users. It became the leading Indonesian esports brand, an Academy that fielded the Indonesian Valorant team at the 2023 SEA Games and an e-commerce business billing over U\$250 million per annum.

#### **MAXStream (<https://www.telkomsel.com/en/maxstream>)**

He also took Telkomsel into the digital Home Entertainment category building MAXstream video on demand platform. The MAXstream entertainment brand consisted of MAXstream video platform with 20 million users supported by MAXstream original content studios. MAXstream studios is now a major independent content creator in Indonesia creating over 130 titles of scripted long and short form content.

#### **Early Career**

Prior to Telkomsel, Crispin was part of the leadership that executed the sale of Hoyts Entertainment (largest screened entertainment group in Oceania) to Wanda Group for US\$900M. He also worked for the Singtel Group (Singapore's largest telco), building and managing digital and direct sales and service channels in Australia (Optus) and Singapore (Singtel). He is a certified Agile Scrum Master and has created and filed several technology patents within the gaming and payments category.

#### **Executive Services Agreement**

Subject to the receipt of shareholder approval and in accordance with the terms and conditions of Crispin's Executive Services Agreement, the Company has agreed to issue the following fully paid ordinary shares upon achievement of certain milestones detailed below.



Class	Performance Hurdle	Entitlement
Class A Performance Rights	Upon achieving 10,000 monthly subscribers to the IGV Family Game Pass product	1,000,000 shares
Class B Performance Rights	Upon achieving 30,000 monthly subscribers to the IGV Family Game Pass product	2,000,000 shares
Class C Performance Rights	Upon achieving 50,000 monthly subscribers to the IGV Family Game Pass product	2,000,000 shares
Class D Performance Rights	Upon achieving 100,000 monthly subscribers to the IGV Family Game Pass product	5,000,000 shares
Class E Performance Rights	Upon securing an esports commercial partnership with PSSI, Indonesia's Football Association, with any of the Company's esports digital products.	3,000,000 shares
Class F Performance Rights	Upon securing a partnership with any of the major telco companies in Southeast Asia, excluding Indonesia, for any of the Company's digital products.	5,000,000 shares

The Performance Rights will expire 24 months from issue.

Other terms and conditions of the Executive Services Agreement are considered standard for an agreement of this nature.

**Authorised for release by the Board**

Ross Pearson  
Company Secretary