



ASX RELEASE
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SportsHero and IGV Launch New Unique Gaming Product Exclusively into the Indonesian Market

- 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
- This week, SportsHero officially launched IGV's new product called "Family Game Room", which offers Indonesia's estimated 8.3 million PC gamers a unique cloud based, game sharing experience, with access to over 200 of the most popular titles including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5 and Rust
- Monthly subscriptions start at US\$9.90 upon launch
- Revenue generated from monthly subscriptions will be split 70% to SportsHero and 30% to IGV
- SportsHero expects initial revenue contributions and cashflow in the December quarter
- PC gaming in Indonesia accounts for \$270 million in revenue out of a total gaming market size of \$1.79 billion (May 2024)¹

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

SportsHero Limited
ABN 98 123 423 987

Principal and Registered Office: 22 Glenview Road Mt Ku-ring-gai NSW 2080
Tel: +61 2 9457 0276

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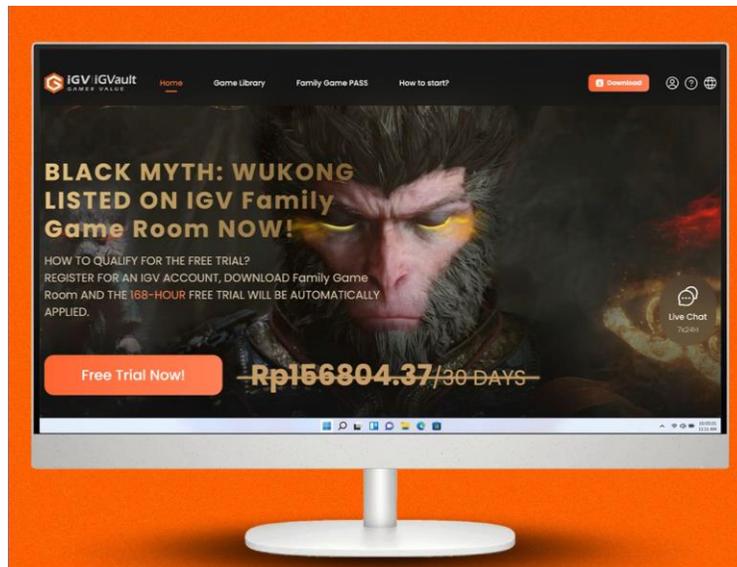
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New subscription service offers groundbreaking access to PC games

SportsHero and IGV.com, a leading innovator in the esports gaming industry, has announced the launch of its groundbreaking gaming pass into the Indonesian market this week. This revolutionary cloud-based product is set to transform the way PC gamers experience and access their favourite titles, including Call of Duty, Among Us, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5, Rust and the latest addition, Black Myth: Wukong.

Key Features of the IGV Family Game Room Pass:

- Full access to all games available on current catalogue (over 200 games)
- Cloud based, auto updates, family sharing across multiple users
- Introductory monthly subscription offers start at US\$9.90 (increasing to US\$20)
- Available in North America, Europe, and Indonesia
- Compatible with desktop computers and PCs



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Indonesia's Esports Market

The launch in Indonesia is particularly significant, as the country boasts 149.28 million gamers, with 8.3 million dedicated PC based gamers.

PC Gaming Market Share and Growth Potential

- PC gaming revenue in Indonesia: \$270 million
- Total gaming market size in Indonesia: \$1.79 billion
- PC gaming's share of the total market: approximately 15.1%

This data indicates that PC gaming represents a significant portion of the overall gaming market in Indonesia, though it is not the dominant segment. Indonesia accounts for 45.8% of all gamers in Southeast Asia. This growth makes Indonesia an attractive target for gaming companies.

Local Indonesian Payment Methods

To cater to this substantial market, SportsHero and iGV has integrated two established local payment methods for Indonesia, OVO and Link Aja, meaning the Family Game Room service is easily accessible for tech savvy PC gamers throughout the country.

OVO is one of Indonesia's leading e-wallets in a country where almost 40% of consumers use e-wallets to pay for the goods and services they buy online. Over 110 million people currently use OVO, which is spread across 300 Indonesian cities, making the payment method ripe for continued e-wallet adoption and growth.² Founded in 2017, OVO was available on nine out of the top 10 e-commerce platforms in Indonesia. A 2021 report by Boku Inc. showed that OVO controlled 38.2% of the domestic market share for digital wallets in 2020.³ OVO has partnerships with various companies, including Grab, which increased its stake in OVO to 90% in 2021.

²<https://www.ppro.com/payment-methods/ovo/>

³<https://www.thejakartapost.com/business/2022/03/31/ovos-path-to-growth-giving-financial-access-to-92-million-unbanked-indonesians.html>

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Link Aja has over 89 million registered users, which represents more than 27% of the Indonesian population.⁴ A flagship product of PT Fintek Karya Nusantara (Finarya), as an inception between 10 State-Owned Enterprises (SOEs) and two largest regional Decacorns in SEA. Link Aja launched its Sharia-compliant wallet in 2020 as the first Sharia e-wallet in Indonesia. Their network includes over 1.5 million local merchants and more than 400,000 national merchants.

Commercialisation Strategy

SportsHero has a long history of operating in the Indonesian market and conducted pre-release market testing earlier in 2024 with encouraging results.

Revenue generated from monthly subscription payments are to be split 70% to SportsHero and 30% to IGV as per the agreement signed in November 2023.

Management expects to see initial revenue contributions and cashflow in the December quarter and forecast to scale up throughout the remainder of the financial year, in line with a suitable marketing and customer acquisition spend, with a focus on building a scalable and profitable SaaS based business segment.

AUTHORISED FOR ISSUE TO ASX BY THE BOARD OF SPORTSHERO LIMITED

⁴<https://blog.reloadly.com/blog/89-million-of-indonesians-can-now-top-up-airtime-worldwide-with-linkaja-thanks-to-reloadly/>

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