

Appendix 4E

Preliminary Final Statements to the Australian Securities Exchange

SportsHero Limited and its controlled entities
ABN 98 123 423 987

Reporting period – For the year ended 30 June 2025

Previous period – For the year ended 30 June 2024

1) Results for Announcement to the Market

	30 June 2025	30 June 2024 re-presented ¹	Change	Change
	AU\$	AU\$	AU\$	%
Revenue from ordinary activities	37,666	13,024	24,642	189%
Loss for the year after tax from continuing operations	(1,995,919)	(1,011,029)	(984,890)	(97%)
Profit for the year after tax from discontinued operations	-	63,359	(63,359)	(100%)
Loss attributable to members of the parent entity	(1,995,919)	(947,671)	(1,048,249)	(111%)

¹ Refer to Note 1 section Functional and presentation currency page 11

2) Dividends

No Dividends have been declared or paid during the financial year ended 30 June 2025.

3) Other significant information

SportsHero Limited is an integrated digital gaming and e-Sports business, bringing together world class game publishers & distributors, regional South East Asian Telco leaders, gamers and e-Sports fans across South East Asia.

Our goal is to become one of the world's most dynamic, engaging and largest sporting communities.

The SE Asian gaming market is significant in terms of participants, with the majority of gamers in SE Asia playing on their mobile devices (est ~286m mobile gamers or ~66.2% of total 432m gamers – see table below). It's estimated that "SE Asia's mobile player base is only second to the big Asian sub-regions (China, South Asia incl. India, and East Asia incl. Japan/Korea) and is comparable to, or larger than, Europe and/or North America in sheer player count."¹

Table 1: SE Asian Gaming Market (Green Highlight Denotes SportsHero's Existing Channel Agreements)

		Gaming Rev US\$m – 2024*		Gamers**		PC Gamers#	
Southeast Asia - Gamer Market	Population	US\$m	%	People (m)	%	People (m)	%
Philippines	119,106,224	\$1,390.0	45.3%	83.4	19.3%	43.0	32.8%
Thailand	71,801,279	\$630.0	20.6%	52.7	12.2%	14.1	10.7%
Vietnam	99,497,680	\$215.7	7.0%	73.1	17.0%	36.0	27.4%
Indonesia	275,501,339	\$316.8	10.3%	185.2	42.9%	8.3	6.3%
Singapore	6,014,723	\$71.4	2.3%	4.5	1.0%	3.8	2.9%
Malaysia	34,308,525	\$313.4	10.2%	14.0	3.2%	9.6	7.3%
Myanmar	54,577,997	\$128.2	4.2%	19.1	4.4%	16.5	12.6%
Total	660,807,767	\$3,065.5	100.0%	432.0	100.0%	131.3	100.0%

* Gaming revenue is total revenue from all sources of gaming (mobile, cloud, PC, etc) ** Gamers constitutes the sum of mobile, console, PC and cloud gamers (can include the same users multiple times for each platform)
PC gamers for Malaysia and Myanmar are management estimates based on % share vs those countries where data is available (no data available)

Source: Follow [link](#) to SportsHeros 2 July 2025 Investor Presentation for full table and source information

¹ GlobeNewswirebest-of-gaming.be

4) Review of operations

The following is a summary of the activities of SportsHero during the period 1 July 2024 to 30 June 2025. It is recommended that this report be read in conjunction with the 30 June 2025 Annual Report and any public announcements made by the Company during the year. In accordance with the continuous disclosure requirements, readers are referred to the announcements lodged with the Australian Securities Exchange regarding the activities of the Company.

First cash receipts from digital advertising partnership with PSSI Indonesia

In July 2024, the company announced that Whisper Media (a leading third-party digital advertising agency jointly appointed by PSSI and SHO) had successfully commenced selling all digital assets on the KitaGaruda app, generating the first advertising revenues for PSSI (Football Association of Indonesia).

In the December quarter, the first cash receipts from this agreement in the order of A\$33,000 were received into the company's bank account, with further receipts expected to be received in the coming quarters, as the partnership continues to commercialise the advertising agreements with sponsors.

Whilst this amount was relatively low value, it showed some commercial traction and confidence from the PSSI relationship, which the company hopes can expand over the coming years.

SportsHero and iGV.Com Family Game Room Product Launch

On 12 September 2024, the Company announced the launch of the SportsHero and iGV.Com Family Game Room Product. iGV.com is a leading innovator in the esports gaming industry. This revolutionary cloud-based product is expected to transform the way PC gamers experience and access their favourite titles in the Indonesian market, including Call of Duty, Counter Strike 2, Elden Ring, PUBG, Grand Theft Auto 5 and Black Myth:Wukong.

The launch in Indonesia is particularly significant, as the country boasts 185.2 million gamers, with 8.3 million dedicated PC based gamers.²

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
- Available in North America, Europe, and Indonesia
- Compatible with desktop computers and PCs

Successful Completion of A\$500,000 Private Placement

On 8th October 2024, the Company completed an equity raise of A\$500,000 through the issue of 50 million new fully paid ordinary shares in the Company at A\$0.01 per share via a Share Placement.

The funds were raised to accelerate the commercialisation of existing partnerships with iGV.Com and PSSI in Indonesia), to expand the sales & marketing efforts and for ongoing admin & working capital requirements.

Activ8 Capital Advisors acted as Lead Manager for the Placement and subsequently a corporate advisory mandate was signed. Activ8 is a boutique corporate advisory firm headquartered in Melbourne, with expertise in providing investment capital, professional services, equity research, investor relations, management consulting, and real-world venture expertise to private and publicly listed startups and micro-cap growth companies.

Signed 5-year deal with Indosat Ooredoo Hutchison (Indosat)

² NewZoo <https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/>

On the 9th December 2024, SportsHero announced a strategic partnership with Indosat Ooredoo Hutchison (Indosat) the 2nd largest Telco in Indonesia³, to market the iGV Family Game Room product in Indonesia. This collaboration will leverage Indosat's digital platforms, myIM3 and bima+, which have reached 50.9 million monthly active users (MAU) in 2024 (based on Indosat's 2024 annual report).

It was initially agreed that the partnership would kick off with a three-month proof of concept marketing campaign in January 2025. Subsequently Indosat agreed to waive the proof of concept phase and move directly to commercialisation. See below for further details.

This campaign aims to develop targeted messaging for Indosat's audience, enhancing customer engagement and adoption of the iGV Family Game Room product. SportsHero will provide all Indosat customers with an exclusive 14-day free trial of the iGV Family Game Room, followed by a special monthly subscription rate of IDR 65,000 (A\$6.30), reduced from the usual rate of IDR 160,000 (A\$15.60).

This partnership represents a strategic move for both companies to leverage their strengths in digital innovation and customer engagement. For Indosat, it enhances its service portfolio by integrating a popular gaming platform into its digital ecosystem, thereby increasing user engagement and retention. For SportsHero, partnering with a major telco like Indosat provides access to a vast customer base and will facilitate rapid market penetration.

Appointment of Crispin Tristram as Chief Commercial Officer (CCO)

In February 2025, the Company announced the appointment of Mr Crispin Tristram to the full time executive position of Chief Commercial Officer (CCO), after a 6-month consultancy period. Crispin brings extensive expertise in the eSports video games industry and was instrumental in re-shaping the Company's eSports strategy during his advisory tenure.

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.

Agreement with XL Axiata (XL), 3rd largest Telco in Indonesia, to market iGV Family Game Pass

In February 2025, the Company signed a significant DCB payment and marketing partnership with XL Axiata (XL), Indonesia's third largest telecommunications company,⁴ to market the iGV Family Game Pass. This strategic alliance positions SportsHero to capitalize on the rapidly growing esports market in Southeast Asia with Indonesia boasting the largest gaming market.

XL will offer Direct Carrier Billing services, allowing its customers to seamlessly pay for the iGV Family Game Pass product using their existing XL billing accounts. This integration simplifies the payment process and enhances customer convenience. The partnership includes a revenue-sharing agreement, of a type usual in agreements of this nature ensuring benefits for all parties involved over the two-year duration of the agreement.

Indosat Skips Trial Phase and Moves to Full Commercial Launch of iGV Family Game Pass

In February 2025, the Company announced that further to the previous announcement on the Indosat partnership dated 9 December 2024, it had advanced to Full Commercial Launch of iGV Family Game Pass with Indosat, skipping Proof of Concept Stage. Initially planning a 3-month proof of concept period, Indosat's confidence in the Family Game Pass offering had led them to proceed directly to a commercial

³ Telkom.co.id, XL Axiata & Indosat Annual Reports 2024, <https://telconews.asia/story/indosat-sees-robust-growth-in-all-sectors-during-2023?t>, Statistika 2022 / XL includes Smartfren (acquired Dec 2024) / Indosat includes 3 (acquired Jan 2022)

⁴ <https://www.xlaxiata.co.id/en/news/xl-axiata-successfully-achieved-solid-performance-in-2024>

launch early June quarter. Indosat agreed to expand the commercial partnership to offer Direct Carrier Billing (DCB) and comprehensive ongoing marketing support for the iGV Family Game Pass.

Expands Southeast Asia Partnership with iGV.Com to Include the Philippines

In March 2025, the Company 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 market, as announced in November 2023. This development builds on the successful collaboration between SHO and iGV, and underscores the growing demand for iGV's innovative gaming solutions in the region.

The Philippines represents a significant opportunity for the iGV Family Game Pass, which was launched in September 2024. With a large and rapidly growing population of tech-savvy consumers and a robust gaming culture, the Philippines offers a substantial addressable market that aligns well with the product's family-oriented entertainment value.

Expands PSSI Relationship - Named e-Sports Digital Partner/Launch KitaGaruda Gaming Hub

In April 2025, SportsHero announced the relationship with the Indonesian Football Association (PSSI) has been expanded, being appointed as their e-Sports gaming partner. The Company plans to launch the KitaGaruda Gaming Hub in the coming September quarter, which will provide Indonesia's large football fan base access to exclusive e-Sports content, tournaments, gaming platforms, and rewards opportunities. It is estimated that 80% of the Indonesian population or ~223m people, are football/soccer fans and 65% of those are following football via the internet.⁵

Go Live via Indosat for the iGV Family Game Pass

On 27 June 2025, the Company announced that the iGV Family Game Pass product was successfully integrated and launched with the 2nd largest Indonesian Telco, Indosat. This means that both Indosat and XL customers had now gone live and users can subscribe to the iGV Family Game Pass product using the Direct Carrier Billing (DCB) infrastructure, which provides them with the opportunity to purchase certain products directly via their existing phone billing accounts.

5) Subsequent events

Agreement with PLDT Inc, the Largest Fully Integrated Telco in the Philippines

On 1 July 2025 the Company 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.

The agreement includes a first year minimum contract payment to SportsHero relating to a "premium broadband customer" model, providing SportsHero with cashflow post integration (expected in the September quarter 2025).

The signing of this agreement with PLDT shows there is market interest in the iGV Family Game Pass product across the region, reinforcing our belief in the strategic plan to roll out iGV and other products in partnership with major Telcos.

PLDT will include 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 and the wider gaming community, 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.

With an estimated 43 million people classified as PC gamers⁶, 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 2030⁷,

⁵ <https://tgmresearch.com/euro-2024-insights-in-indonesia.html> (Est ~279m population x 80% = ~223m)

⁶ <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>

⁷ <https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/>

growing at a CAGR of 9.1% during the forecast period⁸. The e-Sports market in the Philippines, which includes PC gaming, is projected to reach US\$27.7m in 2025⁹.

\$1.65m in Firm Commitments Received for Private Placement

On 30 July 2025, the Company announced that it had received firm commitments to raise \$1.65m through the issuance of ~ 71.8 million new fully paid ordinary shares in the Company ('Shares') at \$0.023 per Share, together with a 1:2 free attaching options to acquire Shares ('Options') ('Placement Options'), via a Share placement ('Placement') to sophisticated and professional investors.

The Shares were issued at a A\$0.023/share price, which was a ~18% discount to the last close price of \$0.028 and ~15% discount to the 15 day VWAP. If exercised, the Options would raise an additional A\$1.08m for the Company on or before 31 July 2026.

The Company intends to utilise the funds to partially pay down the existing debt facility, expand the sales & marketing activities to broaden the product offering and distribution channels and to fund the Company's working capital requirements.

Activ8 Capital Advisors (Activ8) acted as lead manager for the raise and was paid a cash fee of 6% commission on the capital raised.

Mobile gaming product added with web games distribution agreement signed with Yes2Games

On 15th August 2025, the Company entered into an exclusive content distribution agreement with Singapore-based gaming company Yes2Games, which has the global exclusive license to the web versions of Halfbrick Studios' game library.

Under the agreement, SportsHero has secured exclusive rights to distribute Yes2Games' portfolio of popular mobile game titles via SportsHero's telecommunications partner channels across four territories: Indonesia, the Philippines, Thailand and Malaysia.

The addition of the Yes2Games and Halfbrick "mobile gaming" product enables the company to target a significantly larger consumer base, in both existing and future potential distribution channels.

The portfolio includes several global hit titles from Halfbrick Studios, including Fruit Ninja, Jetpack Joyride, Dan The Man and Monster Dash, plus a recently launched original IP from Yes2Games "NSR Street Car Racing", which garnered 1M users in its first week of launching on the web.

Fruit Ninja, first released in 2010 was Halfbrick's breakout global phenomenon, reaching 1 billion + downloads and appearing on 1/3 of all iPhones in the US by 2012.¹⁰ Fruit Ninja 2 has over 14+ million downloads on Google Play and 62,000+ reviews averaging 4.2 stars as of 2025.¹¹

Since its debut, Jetpack Joyride has achieved over 750 million downloads worldwide¹², placing it among the most-played mobile titles of all time, while Dan the Man has surpassed 110 million downloads on both Google Play and the Apple App Store, establishing itself as a staple in the arcade platformer genre.¹³

¹⁴

6) Control gained over entities and loss of control over entities

During the financial year the Company did not gain control of any other entity or lose control over any entity.

⁸ <https://store.strategyh.com/report/video-games-and-consoles-market-in-philippines/>

⁹ <https://www.statista.com/outlook/amo/esports/philippines>

¹⁰ https://en.wikipedia.org/wiki/Halfbrick_Studios?utm_source=chatgpt.com

¹¹ https://www.androidrank.org/application/fruit_ninja_2_fun_action_games/com.halfbrick.fruitninja?utm_source=chatgpt.com

¹² https://www.prnewswire.com/news-releases/with-over-1-8-billion-downloads-storms-and-halfbrick-studios-bring-instantly-playable-fruit-ninja-and-jetpack-joyride-games-to-the-emerging-markets-301243426.html?utm_source=chatgpt.com

¹³ https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

¹⁴ https://www.androidrank.org/application/dan_the_man_action_platformer/com.halfbrick.dantheman

7) Net Tangible Assets

	30 June 2025	30 June 2024
Net tangible assets/(liabilities) per share (AU cents/share)	(0.19)	(0.14)

8) Audit Status

This report is based on accounts which are in the process of being audited. The audited financial statements to be included in the Company's 2025 Annual Report are expected to be released by 30 September 2025.

9) Attachments forming part of the Appendix 4E:

Preliminary Financial Report of SportsHero Limited for the year ended 30 June 2025 is attached.

Signed By

29 August 2025

Director/Company Secretary
New South Wales

**Preliminary Statement of Comprehensive Income
for the year ended as at 30 June 2025**

	Consolidated	
	30 June 2025	30 June 2024
	AU\$	re-presented ¹ AU\$
Income		
Revenue	37,666	13,024
Other income	8,228	595,384
Expenses		
Administration expenses	(718,923)	(770,849)
Employee and consulting expenses	(818,179)	(770,139)
Depreciation and Amortisation expense	(1,881)	(1,801)
Interest expense	-	(736)
Finance cost	(139,700)	(51,300)
Impairment loss - GST receivables	-	(25,463)
Share based payments	(363,130)	-
Loss before income tax from continuing operations	(1,995,919)	(1,011,029)
Income tax expense	-	-
Loss after income tax from continuing operations	(1,995,919)	(1,011,029)
Profit after income tax expense from discontinued operations	-	63,359
Loss after income tax expense for the year	(1,995,919)	(947,671)
Other comprehensive income for the year		
Items that may be reclassified subsequently to profit and loss		
Foreign currency translation	53,602	(46,179)
Total comprehensive loss for the year	(1,942,317)	(993,850)
Loss attributable to:		
Members of the entity	(1,942,317)	(993,850)
	Cents	Cents
Basic and diluted earnings (loss) per share for continued operations (cents per share)	(0.29)	(0.18)
Basic and diluted earnings (loss) per share for discontinued operations (cents per share)	-	0.01
Basic and diluted earnings (loss) per share (cents per share)	(0.29)	(0.17)

¹ Refer to Note 1 section Functional and presentation currency page 11

*The above consolidated statement of comprehensive income
should be read in conjunction with the accompanying notes.*

SportsHero Limited
Preliminary Statement of Financial Position
as at 30 June 2025

	Consolidated	
	30 June 2025	30 June 2024
		re-presented ¹
	AU\$	AU\$
Current assets		
Cash and cash equivalents	118,144	40,340
Other receivables and other assets	6,893	7,420
Total current assets	125,037	47,760
Non-current assets		
Plant and equipment	2,107	3,647
Total non-current assets	2,107	3,647
Total assets	127,144	51,407
Current liabilities		
Trade payables	530,343	453,244
Employee benefits	44,497	33,300
Borrowings	920,000	413,000
Total current liabilities	1,494,840	899,543
Non-current liabilities		
Total non- current liabilities	-	-
Total liabilities	1,494,840	899,543
Net assets/(liabilities)	(1,367,696)	(848,136)
Equity		
Issued capital	23,078,839	22,013,791
Share based payments reserve	623,555	301,030
Foreign currency translation reserve	2,913,092	2,859,490
Accumulated losses	(27,983,182)	(26,022,447)
Total equity	(1,367,696)	(848,136)

¹ Refer to Note 1 section Functional and presentation currency page 11

*The above consolidated statement of financial position
should be read in conjunction with the accompanying notes.*

SportsHero Limited
Preliminary Statement of Changes in Equity
for the year ended 30 June 2025

	Issued Capital	Share Based Payments Reserve	Foreign Currency Translation Reserve	Accumulated Losses	Total Equity
	AU\$	AU\$	AU\$	AU\$	AU\$
Consolidated					
Balance at 1 July 2024	22,013,791	301,031	2,859,490	(26,022,448)	(848,136)
Total comprehensive loss for the year	-	-	53,602	(1,995,919)	(1,942,317)
Performance rights issued during the year	35,000	(35,000)	-	-	-
Share based payments		363,130	-	-	363,130
Share based payments for settlement of liability	49,267	-	-	-	49,267
Transfer of expired options (prior year)		(35,185)		35,185	-
Shares issued during the year	1,039,000	-	-	-	1,039,000
Share issue costs	(58,219)	29,579	-	-	(28,640)
Balance at 30 June 2025	23,078,839	623,555	2,913,092	(27,983,182)	(1,367,696)
Balance at 1 July 2023 re-presented ¹	21,160,645	471,774	2,905,669	(25,245,520)	(707,432)
Total comprehensive loss for the year	-	-	(46,179)	(947,671)	(993,850)
Performance rights issued during the year	-	-	-	-	-
Share based payments	-	(170,744)	-	170,744	-
Share based payments for settlement of liability	28,333	-	-	-	28,333
Shares issued during the year	830,000	-	-	-	830,000
Share issue costs	(5,187)	-	-	-	(5,187)
Balance at 30 June 2024	22,013,791	301,030	2,859,490	(26,022,447)	(848,136)

¹ Refer to Note 1 section Functional and presentation currency page 11

The above consolidated statement of changes in equity should be read in conjunction with the accompanying notes

SportsHero Limited
Preliminary Statement of Cash Flows
for the year ended 30 June 2025

	Consolidated	
	30 June 2025	30 June 2024
	AU\$	re-presented ¹ AU\$
Cash flows from operating activities		
Receipts from customers	43,630	11,286
Payments to suppliers and employees	(1,410,719)	(1,422,132)
Receipt of Research and Development	-	589,159
Interest received	1,737	-
Net cash used in operating activities	(1,365,352)	(821,687)
Cash flows from investing activities		
Payments for plant and equipment	(340)	(2,296)
Net cash used in investing activities	(340)	(2,296)
Cash flows from financing activities		
Proceeds from issues of shares	500,000	830,000
Share issue transaction costs	(28,640)	(5,187)
Proceeds from borrowings	1,097,000	513,000
Repayment of borrowings	(100,000)	(600,000)
Finance cost	(40,000)	(60,000)
Lease liability	-	(16,659)
Net cash provided by financing activities	1,428,360	661,154
Net increase in cash and cash equivalents held	62,668	(162,829)
Cash and cash equivalents at the beginning of the financial year	40,339	204,500
Effect of exchange rate changes on cash and cash equivalents	15,137	(1,332)
Cash and cash equivalents at the end of the financial year	118,144	40,339

¹ Refer to Note 1 section Functional and presentation currency page 11

*The above consolidated statement of cash flows
should be read in conjunction with the accompanying notes.*

SportsHero Limited
Notes to the preliminary financial statements
for the financial year ended 30 June 2025

Note 1. Basis of Preparation

This preliminary final report has been prepared in accordance with ASX Listing Rule 4.3A and the disclosure requirements of ASX Appendix 4E. This report is to be read in conjunction with any public announcements made by SportsHero Limited during the reporting period in accordance with the continuous disclosure obligations arising under the Corporations Act 2001 and Australian Securities Exchange Listing Rules.

The Preliminary Financial Statements of SportsHero Limited and its controlled entities (the **Group**), comply with International Financial Reporting Standards as issued by the International Accounting Standards Board.

New and Revised Accounting Standards and Interpretations

In the current year, the Group has adopted all of the new and revised Standards and Interpretations issued by the Australian Accounting Standards Board that are relevant to its operations and effective for the current annual reporting period. The adoption of these new and revised Standards and Interpretations has not resulted in a significant or material change to the Group's accounting policies.

Functional and presentation currency

Change in Presentation Currency

The Company has changed its presentation currency from United States dollars (USD) to Australian dollars (AUD) with effect from 1 July 2024. The change has been made to better reflect the economic environment of the Group's operations and to enhance comparability with industry peers.

In accordance with AASB 121 *The Effects of Changes in Foreign Exchange Rates*, the consolidated financial statements for the year ended 30 June 2025, including the comparative year ended 30 June 2024, have been presented in AUD.

The translation process applied was as follows:

- Assets and liabilities were translated at the closing exchange rate at each reporting date.
- Income and expenses were translated at average exchange rates for the reporting period.
- Share capital was translated at historical rates on the date of issue.
- Retained earnings were translated at the translated opening balance plus profit or loss for the year (translated at average rates).
- Exchange differences arising on translation have been recognised in the Foreign Currency Translation Reserve within equity.

The translation of the opening financial position at 1 July 2023 was undertaken to establish comparative balances. Periods prior to 1 July 2023 have not been restated.

Key Exchange Rates Applied

Date /Period	USD/AUD
1 July 2023 (opening)	1.5082
Average financial year 2024	1.5250
Closing 30 June 2024	1.5097
Average financial year 2025	1.5427
Closing 30 June 2025	1.5267

The preliminary financial report is presented in AUD dollars, which is the Group's functional currency.

SportsHero Limited
Notes to the preliminary financial statements
for the financial year ended 30 June 2025

Note 2. Segment reporting

For management purposes the Group is organised into three strategic units:

- Corporate head office in Australia
- Technology development and operations based in Singapore
- Operations based in Indonesia

Such structural organisation is determined by the nature of risks and returns associated with each business segment and define the management structure as well as the internal reporting system. It represents the basis on which the Group reports its primary segment information to the Board.

The operating segment analysis presented in these preliminary financial statements reflects operations analysis by business. It best describes the way the Group is managed and provides a meaningful insight into the business activities of the Group.

The following table presents details of revenue and operating loss by business segment as well as reconciliation between the information disclosed for reportable segments and the aggregated information in the preliminary financial statements. The information disclosed in the table below is derived directly from the internal financial reporting system used by the Board of Directors to monitor and evaluate the performance of our operating segments separately.

	Australia	Singapore	Indonesia	China	Total
	AU\$	AU\$	AU\$	AU\$	AU\$
Year ended 30 June 2024					
Revenue from external customers	595,194	1,985	11,229	-	608,406
Inter-segment revenue	-	-	-	-	-
Reportable segment loss before tax					
Continuing operations	(705,884)	(762,480)	(151,072)	-	(1,619,436)
Discontinued operations	-	-	-	63,359	63,359
	(110,690)	(760,495)	(139,843)	63,359	(947,671)
Year ended 30 June 2025					
Revenue from external customers	4	6,562	39,328	-	45,894
Inter-segment revenue	-	-	-	-	-
Reportable segment loss before tax					
Continuing operations	(1,207,403)	(613,319)	(221,091)	-	(2,041,811)
Discontinued operations	-	-	-	-	-
	(1,207,399)	(606,757)	(181,763)	-	(1,995,919)
Reportable segments assets at 30 June 2024					
Continuing operations	1,658	46,402	3,347	-	51,407
Discontinued operations	-	-	-	-	-
	1,658	46,402	3,347	-	51,407
Reportable segments assets at 30 June 2025					
Continuing operations	38,677	86,105	2,362	-	127,144
Discontinued operations	-	-	-	-	-
	38,677	86,105	2,362	-	127,144

SportsHero Limited
Notes to the preliminary financial statements
for the financial year ended 30 June 2025

Note 3. Contingent assets and liabilities

The Group does not have any contingent assets or liabilities as at 30 June 2025 (same as at 30 June 2024).

Note 4. Controlled entities

	Date control gained	Country of Incorporation	Principal Activities	Ownership %
Parent entity				
SportsHero Limited		Australia	Corporate head office	
Name of Controlled Entity				
Sportz Hero Pty Ltd	7 February 2017	Australia	Investment holding	100%
SportsHero Enterprise Pte Ltd	7 February 2017	Singapore	Technology development and operations	100%
PT Sport Hero Indonesia	4 November 2020	Indonesia	Operations	100%
EsportsHero Pty Ltd	17 November 2021	Australia	Operations	100%