

4 May 2026

Sports Entertainment Group Upgraded FY26 Guidance

Sports Entertainment Group Limited (ASX: SEG) (“SEG”) is pleased to provide an update to the market regarding its financial guidance for FY26, reflecting continued operating momentum.

Based on trading for the nine months to 31 March 2026 and the Group's forecast performance for the remaining three months of FY26, SEG now expects Underlying EBITDA¹ for FY26 to be in the range of:

\$15.5 million to \$16.5 million, up 50-60% on pcip

This represents an improvement on the Group's previously issued guidance of at least 40% EBITDA growth, announced on 18 February 2026.

The Group's growth continues to be broad-based, with momentum in both the Media and Complementary Services segments continuing from the first half of the financial year.

The improved outlook reflects:

- sustained revenue growth across Media, TV production (Rainmaker) and Events (Ballpark);
- continued margin expansion driven by operational efficiencies associated with increased scale; and
- growth from targeted investment areas, including Racing and TV Production.

While top-line revenue and margins have expanded, the Group continues to actively manage its cost base while investing selectively to support future growth opportunities.

While the Group remains mindful of broader macroeconomic uncertainty, current trading performance provides increased confidence in SEG's ability to deliver a stronger FY26 financial outcome. This guidance assumes no material deterioration in market or operating conditions for the remainder of the financial year.

Approved for release by the Board.

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¹ Pre-AASB16 and excluding restructuring, transaction and abnormal costs