



Announcement Summary

Name of entity

SPORTS ENTERTAINMENT GROUP LIMITED

Announcement type

Update announcement

Type of update

Daily buy-back notification

Date of this announcement

14/5/2026

Reason for update

Daily buy-back notification

ASX Security code and description of the class of +securities the subject of the buy-back

SEG : ORDINARY FULLY PAID

The type of buy-back is:

On market buy-back

Total number of +securities bought back before previous day

265,696

Total number of +securities bought back on previous day

34,345

Refer to next page for full details of the announcement



Part 1 - Entity and announcement details

1.1 Name of entity

SPORTS ENTERTAINMENT GROUP LIMITED

We (the entity named above) provide the following information about our buy-back.

1.2 Registration number type

ABN

Registration number

20009221630

1.3 ASX issuer code

SEG

1.4 The announcement is

Update/amendment to previous announcement

1.4a Type of update

Daily buy-back notification

1.4b Reason for update

Daily buy-back notification

1.4c Date of initial notification of buy-back

10/3/2026

1.4d Date of previous announcement to this update

7/5/2026

1.5 Date of this announcement

14/5/2026

1.6 ASX Security code and description of the class of +securities the subject of the buy-back

SEG : ORDINARY FULLY PAID



Part 2 - Type of buy-back

2.1 The type of buy-back is:
On market buy-back



Part 3 - Buy-back details

Part 3A - Details of +securities, price and reason

3A.1 Total number of +securities on issue in the class of +securities to be bought back

280,874,770

3A.4 Does the entity intend to buy back a minimum number of +securities

No

3A.5 Does the entity intend to buy back a maximum number of securities

Yes

3A.5a Maximum number of securities proposed to be bought back

28,087,477

3A.6 Name of broker or brokers who will offer to buy back +securities on the entity's behalf

Broker name:

PAC Partners

3A.9 Are the +securities being bought back for a cash consideration?

Yes

3A.9a Is the price to be paid for +securities bought back known?

No

3A.9a.1 In what currency will the buy-back consideration be paid?

AUD - Australian Dollar

Part 3B - Buy-back restrictions and conditions

3B.1 Does the buy-back require security holder approval?

No



Part 3C - Key dates

On-market buy-back

3C.2 Proposed buy-back start date

24/3/2026

3C.3 Proposed buy-back end date

23/3/2027

Part 3D - Other Information

3D.1 Any other information the entity wishes to notify to ASX about the buy-back

Refer to SEG ASX Announcement for further information



Part 4 - Daily buy-back notification

A daily buy-back notification must be submitted for Employee share scheme, On-market, Equal access share scheme and Other buy-backs at least half an hour before the commencement of trading on the +business day after any day on which +securities are bought back (per listing rule 3.8A)

Please verify if the pre-populated values are accurate as they are only indicative based on previous online submissions. The pre-populated values may not be accurate if previous online submissions are still in-flight or in case of announcements made via a MS Word form.

Whilst you may over-ride a pre-populated value, once over-ridden it will not be possible to retrieve the previously pre-populated value.

4.1 Date of this notification

14/5/2026

4.2 Previous day on which +securities were bought back

13/5/2026

	Before previous day	On previous day
4.3 Total number of +securities bought back, or in relation to which acceptances have been received	265,696	34,345
4.4 Total consideration paid or payable for the +securities	AUD 62,920.34000	AUD 9,788.33000
4.5 Highest price paid	AUD 0.29500000	AUD 0.28500000

Date highest price was paid:

7/5/2026

4.6 Lowest price paid	AUD 0.21000000	AUD 0.28500000
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Date lowest price was paid:

22/4/2026

4.7 Highest price allowed to be paid by entity on the previous day under listing rule 7.33:

AUD 0.30500000

4.8 If the entity has disclosed an intention to buy back a maximum number of +securities, the remaining number of +securities to be bought back as at the end of the previous day

27,787,436