

30 June 2026

Sports Entertainment Group – Further Upgraded FY26 Performance

FY26 Guidance Update

Sports Entertainment Group Limited (ASX: SEG) (“**SEG**”) is pleased to provide an update to the market regarding its financial performance in FY26.

The momentum of the Group's 'Whole of Sport' strategy has continued strongly into Q4. As a result, SEG expects underlying EBITDA¹ to be **\$18m** and net cash² to be at least **\$14m**.

This represents an improvement on the Group's previously issued guidance of EBITDA of \$15.5 - \$16.5m, announced on 4 May 2026.

Q4 outperformance was primarily driven by:

- The FIFA World Cup delivered material upside, further demonstrating the diversified nature of the Group's reach
- Sustained revenue growth across the Media segment.

Further demonstrating the Group's 'Whole of Sport' strategy, the outlook for Q1 FY27 is positive, with the return of the Legends Game, the AFL Wildcard Round, AFL & NRL Finals and the historic first-ever NFL game in Melbourne.

Senior Debt Refinancing

SEG recently refinanced and extended the Group's senior debt facility with CBA through to 31 July 2028. As part of this refinancing, senior debt was reduced from \$11.5m to \$10m, with the facility converted to a revolving structure, providing greater flexibility for the Group's capital management.

Approved for release by the Board.

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

² Total cash on hand less senior debt (excluding asset finance facility)