

Market Announcement

12 August 2026

Sports Entertainment Group Limited (ASX: SEG) – Trading Halt

Trading in the securities of Sports Entertainment Group Limited ('SEG') will be halted at the request of SEG, pending the release of an announcement by SEG.

Unless ASX decides otherwise, the securities will remain in trading halt until the earlier of:

- the commencement of normal trading on Friday, 14 August 2026; or
- the release of the announcement to the market.

SEG's request for a trading halt is attached below for the information of the market.

Issued by

ASX Supervision



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12 August 2026

SPORTS ENTERTAINMENT GROUP LIMITED – REQUEST FOR TRADING HALT

Pursuant to ASX Listing Rule 17.1, Sports Entertainment Group Limited (ASX: SEG) (the **Company**) requests an immediate trading halt to be placed on its securities from the commencement of trading today, 12 August 2026.

The Company provides the following information for the purposes of ASX Listing Rule 17.1:

- (a) The trading halt is requested pending an announcement regarding a potential material acquisition and associated capital raising, comprising an institutional placement (**Placement**) and a share purchase plan.
- (b) The Company requests that the trading halt remain in place until the earlier of:
 - (i) the Company making an announcement to the market regarding the completion of the Placement; or
 - (ii) the commencement of trading on Friday, 14 August 2026.
- (c) The Company is not aware of any reason why the trading halt should not be granted and the Company is not aware of any further information necessary to inform the market about the trading halt.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Jodie Simm".

Jodie Simm
Company Secretary

Approved for release by the Board.

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