26 August 2026

FY26 RESULTS ANNOUNCEMENT

Sports Entertainment Group Limited **(SEG)** today announced its full year financial results for 30 June 2026 (**FY26**)

Highlights

- $18.2m Underlying EBITDA[1] reflecting organic growth of 73%
- $8.6m profit before tax
- $14.4m net cash[2] as at 30 June 2026
- Operating cashflows of $18.9m

1. FY26 RESULTS COMMENTARY

($ million)	FY26	FY25	Variance ($)	Variance (%)
Profit for the year before Income tax	**8.6**	**23.3**	**(14.7)**	**(63.0%)**
- Profit from Discontinued Operation (including sale proceeds	0.0	(28.0)	28.0	n/a
+ Depreciation & amortisation	10.9	8.3	2.6	n/a
+ Net Finance Costs	2.7	2.1	0.6	n/a
+ Non Cash Impairment of Publishing Division	0.0	5.0	(5.0)	n/a
+ Non cash Share of loss from Investments accounted for using the equity method (JV)	(0.1)	0.8	(0.9)	n/a
+ M&A / Restructuring costs / one-off items	0.4	2.4	(2.0)	n/a
Underlying EBITDA	**22.6**	**13.9**	**8.6**	**62.1%**
- AASB16 impact	(4.3)	(3.4)	(0.9)	27.7%
Underlying EBITDA (Pre AASB16)	**18.2**	**10.5**	**7.7**	**73.2%**

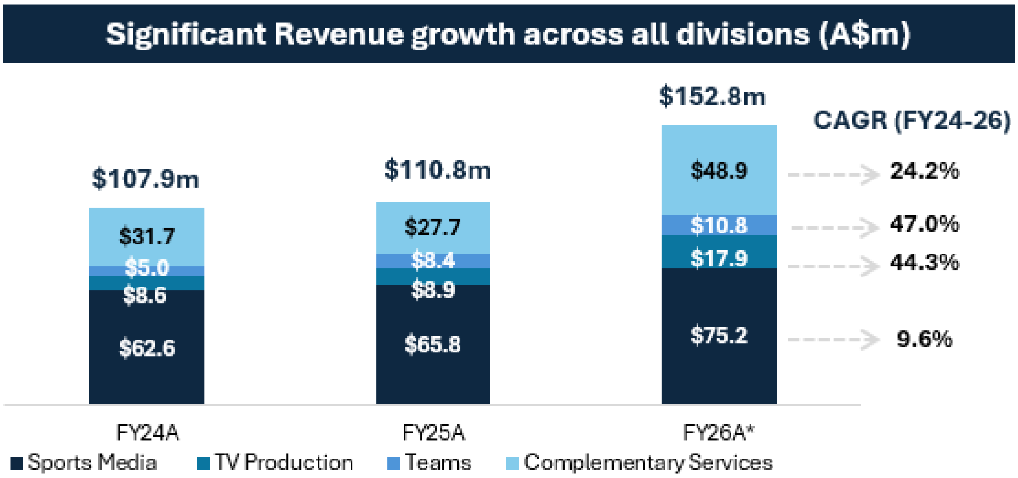
- Revenue and EBITDA growth was broad-based with Media, TV Production and Complementary Services all growing strongly.
- Media revenue grew 14%, compared to a flat broader market. Sport continues to provide a premium platform for brands to connect with fans and has proven resilient.
- TV Production benefited from winning several long-term contracts, including HRV, WNBL, Agenda Setters (NRL) and AFL Media, allowing further investment in the segment, including the addition of a full studio capability in Melbourne and Sydney and four mobile outside broadcast trucks.
- Complementary Services is capturing increasing brands-to-fans engagement. Major live sporting events, including the FIFA World Cup, the Ashes, the Legends Game, and the AFL and NFL finals, drove increased revenue as the Group leant further into fan experiences.
- The Group has a relatively fixed cost base which will support continued growth in revenues and expanded margins going forward
- The Group was again highly cash generative, delivering strong operating cash conversion of 104% in FY26.
- Q1 FY27 is forecasted to be stronger than Q1 FY26 with large scale sporting events, including Legends Game, AFL Wildcard Round, AFL & NRL finals and the first-ever NFL game in Melbourne in high demand

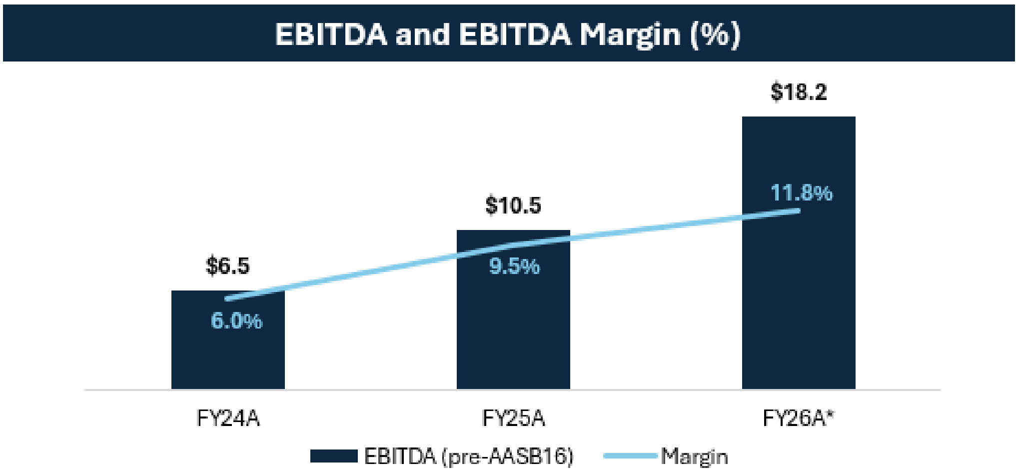
Cashflow & Balance Sheet

- Operating cashflow of $18.9m reflecting a pre-tax operating cashflow conversion of 114%.
- Cash on hand of $24.4m as at 30 June 2026
- Senior bank debt was reduced to $10m.
- The strength of the balance sheet has been used to acquire MediaWorks, NZ largest audio business

[1] Pre-AASB16 and excluding restructuring, transaction and abnormal costs
2 Net Cash is Total Cash on hand less borrowings. Borrowings exclude finance leases and AASB16 lease adjustments

2. CONSISTENT AND SUSTAINABLE MOMENTUM CONTINUED THROUGH FY26





EBITDA growth from FY24, has been consistent and broad based across all segments of the Group. EBITDA margins have consistently improved, as revenue continues to grow, we expect margins to expand with a relatively fixed cost base.

The revenue base has been diversified with the broadcasting and media segment now 49% the Group's Australian revenue. Post the acquisition of MediaWorks, the Group will have further diversified its revenue base across Sport, Entertainment and Music

3. CAPITAL MANAGEMENT

Since the beginning of FY25, SEG has returned a total of $19.6m in fully franked dividends to shareholders and repaid $17.0m of debt.

With the recently announced acquisition of MediaWorks, the Group has decided to pause Dividends for FY26 to reduce debt leverage promptly. As disclosed in the MediaWorks investor presentation lodged on 14th August 2026, SEG expects to return to 1.2 x senior debt leverage within 2 years.

Approved for release by the Board.

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