SPORTS ENTERTAINMENT GROUP LIMITED
ABN 20 009 221 630
NOTICE OF GENERAL MEETING

Notice is given that the General Meeting will be held at:

TIME:	3:30 pm (Melbourne time)
DATE:	Tuesday 6 October 2026
PLACE:	Ground Floor, 111 Coventry Street Southbank, Victoria 3006

This Notice of Meeting and Explanatory Statement should be read in its entirety.

If Shareholders are in doubt as to how they should vote, they should seek advice from their professional advisers prior to voting.

CONTENTS

TIME AND PLACE OF MEETING AND HOW TO VOTE

VENUE

The General Meeting of the Shareholders of Sports Entertainment Group Limited to which this Notice of Meeting relates will be held at 3:30pm (Melbourne time) on Tuesday 6 October 2026 at Ground Floor, 111 Coventry Street, Southbank, Victoria 3006.

YOUR VOTE IS IMPORTANT

The business of the General Meeting affects your shareholding in the Company and your vote is important.

VOTING IN PERSON

To vote in person, attend the General Meeting on the date and at the place set out above. Please bring your personalised Proxy Form with you as it will help you register your attendance at the General Meeting.

VOTING ENTITLEMENTS

In accordance with Regulation 7.11.37 of the *Corporations Regulations 2001* (Cth), the Board has determined that a person's entitlement to vote at the General Meeting will be the entitlement of that person as at 7:00pm (Melbourne time) on Sunday 4 October 2026.

If you are not registered as a holder of the Company's shares at this time, you will not be entitled to attend or vote at the General Meeting as a Shareholder. Share transfers registered after that time will be disregarded in determining a Shareholder's entitlement to attend and vote at the General Meeting.

ATTENDING THE GENERAL MEETING ONLINE

A live webcast of the General Meeting will be available on the link provided below for those Shareholders that are not able to attend the meeting in person. Shareholders that participate in the General Meeting via the live webcast are encouraged to submit proxy votes and questions in advance, as you will not be able to ask questions or vote when viewing the live webcast.

https://us06web.zoom.us/j/88100665668?pwd=Kv0iiUrBbDPwebJiScBxNytwiEbp84.1
(Meeting ID: 881 0066 5668, Passcode: 144507)

VOTING BY PROXY

Appointing a proxy

If you are a Shareholder entitled to attend and vote at the General Meeting, you are entitled to appoint one or two proxies as an alternative to attending the General Meeting in person. Where more than one proxy is appointed, you may specify the number or proportion of votes that each may exercise, failing which, each may exercise half of the votes. A proxy need not be a Shareholder and can be an individual or a body corporate.

If you want to appoint one proxy, please use the Proxy Form provided. If you want to appoint two proxies, please follow the instructions on the front page of the Proxy Form.

Section 250BB and 250BC of the Corporations Act apply to voting by proxy. The effect of these sections is that if a proxy votes, they must cast all directed proxies as directed, and any directed proxies that are not voted will automatically default to the Chair, who must vote the proxies as directed.

The Chair intends to vote all undirected proxies in respect of which he is appointed in favour of all resolutions. If there is a change to how the Chair intends to vote undirected proxies, the Company will make an announcement to ASX.

Lodging your proxy

For it to be effective, the Proxy Form and any authorities under which the Proxy Form has been signed (or certified copies of those authorities) must be received by the Company or the Share Registry no later than 48 hours before the commencement of the General Meeting (that is, by 3:30pm (Melbourne time) on Sunday 4 October 2026).

VOTE ONLINE	www.investorvote.com.au or scan the QR Code on the Proxy Form with your mobile device and follow the instructions on the secure website to vote.
CUSTODIAN VOTING	For intermediary online subscribers only (custodians) please visit www.intermediaryonline.com to submit your voting intentions.
IN PERSON	Share Registry – Computershare Investor Services Pty Limited, Yarra Falls, 452 Johnston Street, Abbotsford Victoria 3067 or Sports Entertainment Group Limited, Level 5, 111 Coventry Street, Southbank, Victoria 3006
BY MAIL	Share Registry – Computershare Investor Services Pty Limited, GPO Box 242, Melbourne Victoria 3001 or Sports Entertainment Group Limited, Level 5, 111 Coventry Street, Southbank, Victoria 3006
BY FAX	Share Registry – 1800 783 447 (within Australia) or +61 3 9473 2555 (outside Australia) or Sports Entertainment Group – (03) 9421 5383

If you appoint a proxy, you may still attend the General Meeting. However, your proxy's rights to speak and vote are suspended while you are present. Accordingly, you will be asked to revoke your proxy if you register at the General Meeting.

NOTICE OF GENERAL MEETING

Notice is hereby given that a General Meeting of Shareholders of Sports Entertainment Group Limited will be held at Ground Floor, 111 Coventry Street, Southbank, Victoria 3006 at 3:30pm (Melbourne time) on Tuesday 6 October 2026.

The Explanatory Statement accompanying (and forming part of) this Notice of Meeting is intended to provide Shareholders with sufficient information to assess the merits of the Resolutions. The Directors recommend Shareholders read the Explanatory Statement in full before making any decision in relation to the Resolutions.

Capitalised terms and abbreviations used in this Notice of Meeting and Explanatory Statement are defined in the Glossary at the end of the Explanatory Statement.

AGENDA

1. RESOLUTION 1 – RATIFICATION OF INITIAL PLACEMENT SHARES

To consider and, if thought fit, to pass, with or without amendment, the following resolution as an **ordinary resolution**:

> *"That, for the purposes of Listing Rule 7.4 and for all other purposes, Shareholders ratify the issue of 34,972,081 Shares to the Placement Participants at an issue price of $0.28 per Share pursuant to Listing Rule 7.1, on the terms and conditions set out in the Explanatory Statement."*

Voting exclusion statement: The Company will disregard any votes cast in favour of Resolution 1 by or on behalf of:

(a) the Placement Participants or any person who participated in the issue of the Initial Placement Shares; or

(b) an associate of that person or those persons.

However, this does not apply to a vote cast in favour of the Resolution by:

(a) a person as a proxy or attorney for a person who is entitled to vote on the Resolution, in accordance with directions given to the proxy or attorney to vote on the Resolution in that way;

(b) the Chair as proxy or attorney for a person who is entitled to vote on the Resolution, in accordance with a direction given to the Chair to vote on the Resolution as the Chair decides; or

(c) a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:

  (i) the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on the Resolution; and

  (ii) the holder votes on the Resolution in accordance with directions given by the beneficiary to the holder to vote in that way.

2. RESOLUTION 2 – APPROVAL TO ISSUE DEFERRED SETTLEMENT SHARES AND OVERSUBSCRIPTION SHARES

To consider and, if thought fit, to pass, with or without amendment, the following resolution as an **ordinary resolution**:

> *"That, for the purposes of Listing Rule 7.1 and for all other purposes, Shareholders approve the issue of up to 7,104,032 Deferred Settlement Shares and up to 9,503,115 Oversubscription Shares to the Placement Participants at an issue price of $0.28 per Share, on the terms and conditions set out in the Explanatory Statement."*

Voting exclusion statement: The Company will disregard any votes cast in favour of Resolution 2 by or on behalf of:

(a) the Placement Participants who will be issued Deferred Settlement Shares or Oversubscription Shares or any other person who is expected to participate in, or who will obtain a material benefit as a result of, the proposed issue (except a benefit solely by reason of being a holder of ordinary securities in the Company); or

(b) an associate of that person or those persons.

However, this does not apply to a vote cast in favour of the Resolution by:

(a) a person as a proxy or attorney for a person who is entitled to vote on the Resolution, in accordance with directions given to the proxy or attorney to vote on the Resolution in that way;

(b) the Chair as proxy or attorney for a person who is entitled to vote on the Resolution, in accordance with a direction given to the Chair to vote on the Resolution as the Chair decides; or

(c) a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:

    (i) the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on the Resolution; and

    (ii) the holder votes on the Resolution in accordance with directions given by the beneficiary to the holder to vote in that way.

Dated: 4 September 2026

By order of the Board

Craig Coleman
Chairman
Sports Entertainment Group Limited

EXPLANATORY STATEMENT

This Explanatory Statement has been prepared to provide information which the Directors believe to be material to Shareholders in deciding whether or not to pass the Resolutions. Shareholders should read this Explanatory Statement in full. This Explanatory Statement forms part of the accompanying Notice of Meeting and should be read with the Notice of Meeting.

This Explanatory Statement does not take into account the individual investment objectives, financial situation and needs of individual Shareholders or any other person. If you are in any doubt about what to do in relation to the Resolutions, you should consult your financial or other professional adviser.

Capitalised words used in the Notice of Meeting and in this Explanatory Statement are defined in the Glossary section at the end of this Explanatory Statement.

1. BACKGROUND TO NOTICE

1.1 Placement

As announced on Friday, 14 August 2026, and Thursday, 20 August 2026, the Company received binding commitments to raise approximately $14.6 million (before costs) via a placement to institutional and sophisticated investors at an issue price of $0.28 per Share (**Placement**). The Placement has concluded and comprises the issue of:

- 34,972,081 Shares which were issued on Thursday, 20 August 2026 utilising the Company's existing placement capacity under Listing Rule 7.1 (**Initial Placement Shares**) (ratification of which is sought under Resolution 1);
- 7,104,032 Shares to be issued on a deferred settlement basis at the same time as the Oversubscription Shares (**Deferred Settlement Shares**) (refer to Resolution 2); and
- 9,503,115 Shares, being oversubscriptions under the Placement which exceed the Company's existing placement capacity under Listing Rule 7.1 (**Oversubscription Shares**), the issue of which is subject to the Company obtaining Shareholder approval at the General Meeting (refer to Resolution 2).

1.2 Share Purchase Plan

In addition to the Placement, the Company is conducting a share purchase plan to raise up to approximately $2.0 million (before costs) (**SPP**). Eligible Shareholders are able to apply for up to $30,000 worth of Shares at an issue price of $0.28 per Share under the SPP Offer Booklet. The SPP is not underwritten. The Board reserves the right to accept oversubscriptions above the target amount in its absolute discretion, subject to compliance with the Corporations Act and the ASX Listing Rules. The issue of SPP Shares falls within Exception 5 of Listing Rule 7.2 and accordingly Shareholder approval is not required for the issue of SPP Shares.

The Placement and the SPP are collectively referred to as the **Equity Raising**.

1.3 Use of Funds

The Company intends to use the funds raised from the Equity Raising to partially repay, or reduce the need to draw on, a bridging component of the CBA Debt Facility, to assist in funding the purchase price for the acquisition of MediaWorks Topco Limited, as announced on Wednesday, 12 August 2026 (**MediaWorks Acquisition**).

2. RESOLUTION 1 – RATIFICATION OF INITIAL PLACEMENT SHARES

2.1 General

The Initial Placement Shares were issued pursuant to the Company's capacity under Listing Rule 7.1 on Thursday, 20 August 2026. The purpose of Resolution 1 is to ratify the prior issue of the Initial Placement Shares.

2.2 Listing Rule 7.1

Broadly speaking, and subject to a number of exceptions, Listing Rule 7.1 limits the amount of equity securities that a listed company can issue without the approval of its shareholders over any 12 month period to 15% of the fully paid ordinary securities it had on issue at the start of that 12 month period.

The issue does not fit within any of the exceptions set out in Listing Rule 7.2 and, as it has not yet been approved by Shareholders, it effectively uses up the balance of the 15% limit in Listing Rule 7.1, significantly reducing the

Company's capacity to issue further equity securities without Shareholder approval under Listing Rule 7.1 for the 12 month period following the date of the issue.

2.3 Listing Rule 7.4

Listing Rule 7.4 allows the shareholders of a listed company to approve an issue of equity securities after it has been made or agreed to be made. If they do, the issue is taken to have been approved under Listing Rule 7.1 and so does not reduce the company's capacity to issue further equity securities without shareholder approval under that rule.

The Company wishes to retain as much flexibility as possible to issue additional equity securities in the future without having to obtain Shareholder approval for such issues under Listing Rule 7.1. Accordingly, the Company is seeking Shareholder ratification pursuant to Listing Rule 7.4 for the issue.

2.4 Technical information required by Listing Rule 14.1A

If this Resolution is passed, the issue will be excluded in calculating the Company's 15% limit in Listing Rule 7.1, effectively increasing the number of equity securities the Company can issue without Shareholder approval over the 12 month period following the date of the issue.

If this Resolution is not passed, the issue will be included in calculating the Company's 15% limit in Listing Rule 7.1, effectively decreasing the number of equity securities the Company can issue without Shareholder approval over the 12 month period following the date of the issue.

2.5 Technical information required by Listing Rules 7.4 and 7.5

REQUIRED INFORMATION	DETAILS
Names of persons to whom securities were issued or the basis on which those persons were identified/selected	The Placement Participants who were issued Initial Placement Shares were identified through a bookbuild process, which involved the Joint Lead Managers seeking expressions of interest to participate in the Placement from non-related parties of the Company. In accordance with section 7.4 of ASX Guidance Note 21, the Company confirms that none of the following persons were issued more than 1% of the Company's issued capital: • a Related Party; • a member of Key Management Personnel; • a substantial holder; • an adviser; or • an associate of any of the above.
Number and class of Securities issued	34,972,081 Shares were issued under the Company's Listing Rule 7.1 capacity.
Terms of securities	The Initial Placement Shares are fully paid ordinary shares in the capital of the Company and have the same terms and conditions as the Shares.
Date(s) on which the securities were issued	Thursday, 20 August 2026
Price or other consideration the Company received for the Securities	$0.28 per Share.
Purpose of the issue, including the intended use of any funds raised by the issue	Refer to Section 1.3 for details of the proposed use of funds.
Summary of material terms of agreement to issue	The Initial Placement Shares were agreed to be issued pursuant to the terms of a standard commitment letter issued in accordance with the Master ECM Terms available on the AFMA website.
Voting Exclusion Statement	A voting exclusion statement applies to this Resolution.
Compliance	The issue did not breach Listing Rule 7.1.

Board Recommendation

The Directors unanimously recommend that Shareholders vote in favour of Resolution 1.

3. RESOLUTION 2 – APPROVAL TO ISSUE DEFERRED SETTLEMENT SHARES AND OVERSUBSCRIPTION SHARES

3.1 General

The Company is seeking Shareholder approval for the purposes of Listing Rule 7.1 to issue up to 7,104,032 Deferred Settlement Shares and up to 9,503,115 Oversubscription Shares under the Placement to the Placement Participants at an issue price of $0.28 per Share, to raise up to $4,650,001.16 (before costs). The Deferred Settlement Shares were committed within the Company's existing placement capacity under Listing Rule 7.1 and accordingly do not strictly require Shareholder approval to be issued; however, approval is being sought so that the issue of the Deferred Settlement Shares will not count towards the Company's 15% placement capacity under Listing Rule 7.1. The Oversubscription Shares represent oversubscriptions in excess of the Company's existing placement capacity under Listing Rule 7.1 and accordingly require Shareholder approval before they can be issued.

3.2 Listing Rule 7.1

A summary of Listing Rule 7.1 is set out in Section 2.2 above.

The effect of Shareholders passing Resolution 2 will be to allow the Company to issue up to 9,503,115 Oversubscription Shares under the Placement and to retain the flexibility to issue equity securities in the future up to the 15% placement capacity set out in Listing Rule 7.1 without the requirement to obtain prior Shareholder approval.

3.3 Technical information required by Listing Rule 14.1A

If this Resolution is passed, the Company will be able to proceed with the issue of the Oversubscription Shares under the Placement. In addition, the issue of the Deferred Settlement Shares and the Oversubscription Shares will be excluded from the calculation of the number of equity securities that the Company can issue without Shareholder approval under Listing Rule 7.1.

If this Resolution is not passed, the Company will not be able to proceed with the issue of the Oversubscription Shares under the Placement and the issue of the Deferred Settlement Shares will continue to count towards the Company's 15% placement capacity under Listing Rule 7.1. In those circumstances, the Company will not raise a further $2,660,872.20 under the Placement and, for the purposes of funding the MediaWorks Acquisition, the Company would be required to draw down additional funds from the bridging component of the CBA Senior Facility, which would increase its leverage. The Company would also have less flexibility to issue equity securities in the future up to the 15% placement capacity set out in Listing Rule 7.1.

3.4 Technical information required by Listing Rule 7.3

REQUIRED INFORMATION	DETAILS
Names of persons to whom securities will be issued or the basis on which those persons will be identified/selected	The Placement Participants who will be issued Deferred Settlement Shares and Oversubscription Shares were identified through a bookbuild process, which involved the Joint Lead Managers and the Board seeking expressions of interest to participate in the Placement from non-related parties of the Company. In accordance with section 7.4 of ASX Guidance Note 21, the Company confirms that none of the following persons will be issued more than 1% of the Company's issued capital: • a Related Party; • a member of Key Management Personnel; • a substantial holder; • an adviser; or • an associate of any of the above.
Number and class of securities to be issued	7,104,032 Deferred Settlement Shares and 9,503,115 Oversubscription Shares.

Terms of securities	The Deferred Settlement Shares and the Oversubscription Shares will be fully paid ordinary shares in the capital of the Company and will have the same terms and conditions as the Shares.
Date(s) on or by which the securities will be issued	If Resolution 2 is passed, the Company expects to issue the Deferred Settlement Shares and the Oversubscription Shares at the same time and within 5 Business Days of the General Meeting. In any event, the Company will not issue any Deferred Settlement Shares or Oversubscription Shares later than three months after the date of the General Meeting (or such later date to the extent permitted by any ASX waiver or modification of the Listing Rules).
Price or other consideration the Company will receive for the securities	$0.28 per Share.
Purpose of the issue, including the intended use of any funds raised by the issue	Refer to Section 1.3 for details of the proposed use of funds.
Summary of material terms of agreement to issue	The Deferred Settlement Shares and the Oversubscription Shares were agreed to be issued pursuant to the terms of a commitment letter issued in accordance with the Master ECM Terms available on the AFMA website.
The Shares are not being issued under, or to fund, a reverse takeover	N/A.
Voting Exclusion Statement	A voting exclusion statement applies to this Resolution.

Board Recommendation

The Directors unanimously recommend that Shareholders vote in favour of Resolution 2.

GLOSSARY

$ means Australian dollars.

ASX means ASX Limited (ACN 008 624 691) or the financial market operated by ASX Limited, as the context requires.

Board means the current board of Directors of the Company.

Business Day means Monday to Friday inclusive, except New Year's Day, Good Friday, Easter Monday, Christmas Day, Boxing Day, and any other day that ASX declares is not a business day.

CBA Senior Facility means the debt facility made available pursuant to the senior debt facility agreement between the Company and the Commonwealth Bank of Australia, as in existence at the date of this Notice or as varied or replaced after the date of this Notice to accommodate the funding of the purchase price for the MediaWorks Acquisition.

Chair means the chair of the General Meeting.

Company means Sports Entertainment Group Limited (ABN 20 009 221 630).

Corporations Act means the *Corporations Act 2001* (Cth).

Director means a director of the Company.

Deferred Settlement Shares has the meaning given to that term in Section 1.1.

Explanatory Statement means the explanatory statement accompanying the Notice.

Equity Raising means the Placement and the SPP.

General Meeting means the meeting of the Shareholders of the Company convened by the Notice.

Initial Placement Shares has the meaning given to that term in Section 1.1.

Joint Lead Managers means Bell Potter Securities Limited (ACN 006 390 772) and PAC Partners Securities Pty Ltd (ACN 623 653 912).

Key Management Personnel has the same meaning as in the accounting standards issued by the Australian Accounting Standards Board and means those persons having authority and responsibility for planning, directing and controlling the activities of the Company, or if the Company is part of a consolidated entity, of the consolidated entity, directly or indirectly, including any director (whether executive or otherwise) of the Company, or if the Company is part of a consolidated entity, of an entity within the consolidated group.

Listing Rules means the Listing Rules of ASX.

Notice or **Notice of Meeting** means this notice of meeting including the Explanatory Statement and the Proxy Form.

MediaWorks Acquisition has the meaning given to that term in Section 1.3.

Placement has the meaning given to that term in Section 1.1.

Oversubscription Shares has the meaning given to that term in Section 1.1.

Placement Participants means the institutional and sophisticated investors who participated in the Placement.

Proxy Form means the proxy form accompanying the Notice.

Related Party means a party so defined by section 228 of the Corporations Act.

Resolutions means the resolutions set out in the Notice, and **Resolution** means any one of them, as the context requires.

Section means a section of the Explanatory Statement.

Share means a fully paid ordinary share in the capital of the Company.

Share Registry means Computershare Investor Services Pty Limited (ACN 078 279 277).

Shareholder means a registered holder of a Share.

SPP means the share purchase plan conducted by the Company as described in this Notice.

SPP Offer Booklet means the offer booklet in respect of the SPP.

SPP Shares means Shares to be issued under the SPP.

SPORTS ENTERTAINMENT GROUP.

ABN 20 009 221 630

Need assistance?

Phone:
1300 850 505 (within Australia)
+61 3 9415 4000 (outside Australia)

Online:
www.investorcentre.com/contact

SEG

MR SAM SAMPLE
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

YOUR VOTE IS IMPORTANT

For your proxy appointment to be effective it must be received by **3:30pm (AEDT) on Sunday, 4 October 2026.**

Proxy Form

How to Vote on Items of Business

All your securities will be voted in accordance with your directions.

APPOINTMENT OF PROXY

Voting 100% of your holding: Direct your proxy how to vote by marking one of the boxes opposite each item of business. If you do not mark a box your proxy may vote or abstain as they choose (to the extent permitted by law). If you mark more than one box on an item your vote will be invalid on that item.

Voting a portion of your holding: Indicate a portion of your voting rights by inserting the percentage or number of securities you wish to vote in the For, Against or Abstain box or boxes. The sum of the votes cast must not exceed your voting entitlement or 100%.

Appointing a second proxy: You are entitled to appoint up to two proxies to attend the meeting and vote on a poll. If you appoint two proxies you must specify the percentage of votes or number of securities for each proxy, otherwise each proxy may exercise half of the votes. When appointing a second proxy write both names and the percentage of votes or number of securities for each in Step 1 overleaf.

A proxy need not be a securityholder of the Company.

SIGNING INSTRUCTIONS FOR POSTAL FORMS

Individual: Where the holding is in one name, the securityholder must sign.

Joint Holding: Where the holding is in more than one name, all of the securityholders should sign.

Power of Attorney: If you have not already lodged the Power of Attorney with the registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: Where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the Corporations Act 2001) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please sign in the appropriate place to indicate the office held. Delete titles as applicable.

PARTICIPATING IN THE MEETING

Corporate Representative
If a representative of a corporate securityholder or proxy is to participate in the meeting you will need to provide the appropriate “Appointment of Corporate Representative”. A form may be obtained from Computershare or online at www.investorcentre.com/au and select "Printable Forms".

Lodge your Proxy Form:

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Online:

Lodge your vote online at www.investorvote.com.au using your secure access information or use your mobile device to scan the personalised QR code.

Your secure access information is

Control Number: 999999

SRN/HIN: I9999999999

PIN: 99999

For Intermediary Online subscribers (custodians) go to www.intermediaryonline.com

By Mail:

Computershare Investor Services Pty Limited
GPO Box 242
Melbourne VIC 3001
Australia

By Fax:

1800 783 447 within Australia or
+61 3 9473 2555 outside Australia

PLEASE NOTE: For security reasons it is important that you keep your SRN/HIN confidential.

You may elect to receive meeting-related documents, or request a particular one, in electronic or physical form and may elect not to receive annual reports. To do so, contact Computershare.

MR SAM SAMPLE
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

☐ **Change of address.** If incorrect, mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with '**X**') should advise your broker of any changes.

I 9999999999 IND

Proxy Form

Please mark ☒ to indicate your directions

Step 1 Appoint a Proxy to Vote on Your Behalf

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I/We being a member/s of Sports Entertainment Group Limited hereby appoint

☐ **the Chairman of the Meeting** **OR** ____________________

PLEASE NOTE: Leave this box blank if you have selected the Chairman of the Meeting. Do not insert your own name(s).

or failing the individual or body corporate named, or if no individual or body corporate is named, the Chairman of the Meeting, as my/our proxy to act generally at the meeting on my/our behalf and to vote in accordance with the following directions (or if no directions have been given, and to the extent permitted by law, as the proxy sees fit) at the General Meeting of Sports Entertainment Group Limited to be held at Ground Floor, 111 Coventry Street, Southbank, VIC 3006 on Tuesday, 6 October 2026 at 3:30pm (AEDT) and at any adjournment or postponement of that meeting.

Step 2 Items of Business

PLEASE NOTE: If you mark the **Abstain** box for an item, you are directing your proxy not to vote on your behalf on a show of hands or a poll and your votes will not be counted in computing the required majority.

		For	Against	Abstain
Resolution 1	Ratification of Initial Placement Shares	☐	☐	☐
Resolution 2	Approval to Issue Deferred Settlement Shares and Oversubscription Shares	☐	☐	☐

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business. In exceptional circumstances, the Chairman of the Meeting may change his/her voting intention on any resolution, in which case an ASX announcement will be made.

Step 3 Signature of Securityholder(s)

This section must be completed.

Individual or Securityholder 1	**Securityholder 2**	**Securityholder 3**	
			/ /
Sole Director & Sole Company Secretary	**Director**	**Director/Company Secretary**	**Date**

Update your communication details *(Optional)*

By providing your email address, you consent to receive future Notice of Meeting & Proxy communications electronically

Mobile Number	**Email Address**