SEG successfully completes Share Purchase Plan

Sports Entertainment Group Limited ABN 20 009 221 630 (ASX:SEG) (**SEG** or the **Company**) is pleased to announce the results of the share purchase plan (**SPP**) which opened on 21 August 2026 and closed at 5.00pm (AEST) on 11 September 2026.

The SPP entitled eligible shareholders to apply for up to A$30,000 worth of fully paid ordinary shares (**Shares**) at an issue price of A$0.28 per Share, the same issue price as under the institutional placement announced on 12 August 2026 (**Placement**). The Company received applications under the SPP of approximately A$334,000.

The Company is also pleased to confirm director participation in the SPP to the amount of $110,000 which represented 33% of the overall subscriptions.

Shares under the SPP will be issued on Friday, 18 September 2026 and are expected to commence trading on ASX on 21 September 2026.

The Company thanks all existing shareholders who made applications under the SPP.

Approximately A$2.66 million of the Placement remains subject to shareholder approval, which will be sought at SEG's general meeting to be held at 3:30pm (Melbourne time) on Tuesday, 6 October 2026. Subject to the Company obtaining such approval, settlement of those Shares is expected on Friday, 9 October 2026, together with settlement of approximately A$1.99 million of the Placement which is scheduled to settle on a deferred settlement basis.

This announcement is authorised for release by the Board of Sports Entertainment Group Limited.

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Disclaimers

Bell Potter Securities Limited and PAC Partners Securities Pty Ltd (Joint Lead Managers) acted as joint lead managers and bookrunners to the Placement. The SPP is not underwritten and the Joint Lead Managers have not acted as joint lead managers or bookrunners to the SPP.

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