Rule 3.19A.2

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Sports Entertainment Group Limited
ABN	20 009 221 630

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Craig Coleman
Date of last notice	2 September 2026

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	1) CE & P Coleman ATF The Coleman Superannuation Fund – Member 2) Viburnum Funds Pty Ltd – Shareholder and Director
Date of change	7 September 2026, 9 September 2026 and 18 September 2026
No. of securities held prior to change	1) CE & P Colman - 669,697 ordinary shares 2) Viburnum Funds - 50,670,142 ordinary shares
Class	Ordinary Shares
Number acquired	6,175 – 7 September 2026 18,825 – 9 September 2026 107,142 – 18 September 2026
Number disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	6,175 at 26.5 cents per share 18,825 at 27 cents per share 107,142 at 28 cents per share

+ See chapter 19 for defined terms.

No. of securities held after change	1) CE & P Coleman – 801,839 ordinary shares 2) Viburnum Funds – 50,670,142
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	- Purchase of shares on market on 7 & 9 September 2026 – 25,000 ordinary shares - Shares purchased as part of the Company's Share Purchase Plan on 18 September 2026 – 107,142 ordinary shares

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.