

Announcement Summary

Entity name

SPORTS ENTERTAINMENT GROUP LIMITED

Date of this announcement

Thursday September 24, 2026

The +securities the subject of this notification are:

Unquoted options that have been exercised or other unquoted +convertible securities that have been converted

Total number of +securities to be issued/transferred

ASX +security code	Security description	Total number of +securities to be issued/transferred	Issue date
SEG	ORDINARY FULLY PAID	3,259,795	24/09/2026

Refer to next page for full details of the announcement

Part 1 - Entity and announcement details

1.1 Name of entity

SPORTS ENTERTAINMENT GROUP LIMITED

We (the entity named above) give notice of the issue, conversion or payment up of the following unquoted +securities.

1.2 Registered number type

ABN

Registration number

20009221630

1.3 ASX issuer code

SEG

1.4 The announcement is

New announcement

1.5 Date of this announcement

24/9/2026

Part 2 - Issue details

2.1 The +securities the subject of this notification are:

Unquoted options that have been exercised or other unquoted +convertible securities that have been converted

2.2b The +securities being issued, transferred or re-classified as a result of the options being exercised or other +convertible securities being converted are:

securities that have already been quoted on ASX ("existing class")

Part 3B - number and type of +securities the subject of this notification (existing class) where issue has not previously been notified to ASX in an Appendix 3B

The right of the holder of the options or other +convertible securities to receive the +underlying securities is being satisfied by:

A transfer of existing +securities

The underlying securities being received by the holder are:

Already quoted by ASX

Existing +securities converting into an existing class

FROM (Existing Class)

ASX +Security code and description

SEGAB : PERFORMANCE RIGHTS

TO (Existing Class)

ASX +Security code and description

SEG : ORDINARY FULLY PAID

Please state the number of options that were exercised or other +convertible securities that were converted

3,259,795

The first date the options were exercised or other +convertible securities were converted

21/9/2026

The last date the options were exercised or other +convertible securities were converted

23/9/2026

Is this all of the options or other +convertible securities on issue of that type?

No

Were the options being exercised or other +convertible securities being converted issued under an +employee incentive scheme?

Yes

Are any of the options being exercised or other +convertible securities being converted held by +key management personnel (KMP) or an +associate?

Yes

Provide details of the KMP or +associates who are exercising options or converting +convertible securities.

Name of KMP	Name of registered holder	Number of +securities
Craig Hutchison	Craig Hutchison Media Pty Ltd (as Trustee for Craig Hutchison Family Trust)	787,890
Chris Giannopoulos	Chris Giannopoulos	335,886
Jodie Simm	Jodie Simm	310,398
Richard Simkiss	Richard Simkiss	349,877
Trent Bond	Trent Bond	170,707

Date the +securities the subject of this notification were issued/transferred

24/9/2026

Any other information the entity wishes to provide about the +securities the subject of this notification

Ordinary shares have been issued to Sports Entertainment Group Employee Share Plan Pty Ltd as Trustee for the Sports Entertainment Group Employee Share Trust and are held on behalf of Employee Share Scheme participants. Ordinary shares issued to the Sports Entertainment Group Employee Share Trust have been allocated to participants of the Sports Entertainment Group Performance Share Rights Plan in satisfaction of their share entitlements.

Issue details**Number of +securities**3,259,795

Part 4 - +Securities on issue

Following the issue, conversion or payment up of the +securities the subject of this notification, the +securities of the entity will comprise:

The figures in parts 4.1 and 4.2 below are automatically generated and may not reflect the entity's current issued capital if other Appendix 2A, Appendix 3G or Appendix 3H forms are currently with ASX for processing.

4.1 Quoted +securities (Total number of each +class of +securities issued and quoted on ASX)

ASX +security code and description	Total number of +securities on issue
SEG : ORDINARY FULLY PAID	316,672,344

4.2 Unquoted +securities (Total number of each +class of +securities issued but not quoted on ASX)

ASX +security code and description	Total number of +securities on issue
SEGAB : PERFORMANCE RIGHTS	3,259,891