

The Manager
Company Announcements Office
Australian Securities Exchange Limited
Level 4, 20 Bridge Street
SYDNEY NSW 2000

12 October 2026

Completion of remainder of Institutional Placement

Sports Entertainment Group Limited ABN 20 009 221 630 (ASX:SEG) (**SEG** or the **Company**) is pleased to announce the successful completion of the remainder of the institutional placement of new fully paid ordinary shares (**New Shares**) to professional or sophisticated investors announced on 12 August 2026 (**Placement**). The first tranche of the Placement completed on 20 August 2026 with the issue of 34,972,081 New Shares issued at \$0.28 per New Share for a total of \$9,792,182.68 (before costs) in accordance with SEG's placement capacity under ASX Listing Rule 7.1. SEG has today issued a further 16,964,290 New Shares to new institutional and sophisticated investors and supportive existing shareholders \$0.28 per New Share for a total of \$4,750,001.20 (before costs). Shareholder approval for the issue of 16,607,147 of these New Shares was obtained at SEG's General Meeting on 6 October 2026. 357,143 New Shares were issued under SEG's placement capacity under ASX Listing Rule 7.1. A cleansing notice follows this announcement in respect of the New Shares issued.

SPP

Alongside the Placement (and also as announced on 12 August 2026), the Company also offered eligible shareholders the opportunity to participate in a share purchase plan (**SPP**). The SPP closed on 11 September 2026 and the results of the SPP were announced on 16 September 2026.

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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