



Announcement Summary

Entity name

SPORTS ENTERTAINMENT GROUP LIMITED

Announcement Type

New announcement

Date of this announcement

Friday September 12, 2025

The +securities to be quoted are:

+Securities issued under an +employee incentive scheme that are not subject to a restriction on transfer or that are to be quoted notwithstanding there is a restriction on transfer

Total number of +securities to be quoted

| ASX +security code | Security description | Number of +securities to be quoted | Issue date |
|--------------------|----------------------|------------------------------------|------------|
| SEG                | ORDINARY FULLY PAID  | 3,176,458                          | 12/09/2025 |

Refer to next page for full details of the announcement



## Part 1 - Entity and announcement details

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### 1.1 Name of entity

SPORTS ENTERTAINMENT GROUP LIMITED

We (the entity named above) apply for +quotation of the following +securities and agree to the matters set out in Appendix 2A of the ASX Listing Rules.

### 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

12/9/2025



## Part 2 - Type of Issue

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### **2.1 The +securities to be quoted are:**

+Securities issued under an +employee incentive scheme that are not subject to a restriction on transfer or that are to be quoted notwithstanding there is a restriction on transfer

### **2.2 The +class of +securities to be quoted is:**

Additional +securities in a class that is already quoted on ASX ("existing class")



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

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**Additional +securities to be quoted in an existing class issued under an +employee incentive scheme**

**FROM (Existing Class)**

**ASX +security code and description**

No security currently exists

**FROM (Existing Class)**

**+Security description**

N/A

**TO (Existing Class)**

**ASX +security code and description**

SEG : ORDINARY FULLY PAID

**Please state the number of +securities issued under the +employee incentive scheme that are not subject to a restriction on transfer or that are to be quoted notwithstanding there is a restriction on transfer**

3,176,458

**Please provide details of a URL link for a document lodged with ASX detailing the terms of the +employee incentive scheme or a summary of the terms**

The terms of the Sports Entertainment Group Performance Share Rights Plan, which was approved at the Company's Annual General meeting held on 27th November 2024 can be found at: <https://www.sportsentertainmentnetwork.com.au/investors-1>

**Are any of these +securities being issued to +key management personnel (KMP) or an +associate**

No

**Issue date**

12/9/2025

**Will the +securities to be quoted rank equally in all respects from their issue date with the existing issued +securities in that class?**

Yes



Issue details

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**Number of +securities to be quoted**

3,176,458

**Are the +securities being issued for a cash consideration?**

Yes

**In what currency is the cash consideration being paid?      What is the issue price per +security?**

AUD - Australian Dollar

AUD 0.33500000

**Any other information the entity wishes to provide about the +securities to be quoted**

Ordinary shares issued to the Sports Entertainment Group Employee Share Plan Pty Ltd as Trustee for the Sports Entertainment Group Employee Share Trust which will be allocated in due course to participants of the Sports Entertainment Group Performance Share Rights Plan in satisfaction of their share entitlements under the plan. The issue price is the 5 day VWAP up to and including 11th September 2025.

Part 4 - Issued capital following quotation

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**Following the quotation of the +securities the subject of this application, the issued capital 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 quoted on ASX following the +quotation of the +securities subject of this application)**

| <b>ASX +security code and description</b> | <b>Total number of +securities on issue</b> |
|-------------------------------------------|---------------------------------------------|
| SEG : ORDINARY FULLY PAID                 | 280,874,770                                 |

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

| <b>ASX +security code and description</b> | <b>Total number of +securities on issue</b> |
|-------------------------------------------|---------------------------------------------|
| SEGAB : PERFORMANCE RIGHTS                | 9,529,477                                   |



## Part 5 - Other Listing Rule requirements

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**5.1 Are the +securities being issued under an exception in Listing Rule 7.2 and therefore the issue does not need any security holder approval under Listing Rule 7.1?**

Yes

**5.1a Select the number of the applicable exception in Listing Rule 7.2**

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