SPORTS ENTERTAINMENT GROUP.

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

20 August 2026

Completion of 1st Tranche 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 first tranche of the placement of new fully paid ordinary shares (**New Shares**) to new professional and sophisticated investors at an issue price of A$0.28 per New Share (**Placement**), as announced on 12 August 2026. SEG has today issued 34,972,081 New Shares for a total of A$9,792,182.68 million (before costs) in accordance with its placement capacity under ASX Listing Rule 7.1. A cleansing notice is attached to this announcement in respect of this first tranche of shares issued pursuant to the Placement.

As announced on 14 August 2026 approximately:

- A$1.9 million (~6.9 million New Shares) are scheduled to settle on a deferred settlement basis (**Deferred Placement Shares**); and
- Oversubscriptions of approximately A$2.9 million (~10.4 million New Shares) as at 13 August 2026, are subject to the Company obtaining shareholder approval for the purposes of ASX Listing Rule 7.1 at a general meeting of the Company to be convened in due course, with further details to be provided to shareholders in the notice of meeting. Having received strong support for the Placement the Company remains in discussions with investors about potential further over subscriptions (**Oversubscription Shares**).

Settlement of the Deferred Placement Shares and Oversubscription Shares is scheduled to take place 3 business days after the general meeting.

Bell Potter Securities Limited and PAC Partners Securities Pty Ltd (**Joint Lead Managers**) acted as joint lead managers and bookrunners to the Placement.

Overview of the SPP

As announced on 12 August 2026, the Company will also offer eligible shareholders the opportunity to participate in a share purchase plan (**SPP**) to raise up to A$2 million (before costs). The Board reserves the right, in its absolute discretion, to scale back applications under the SPP if demand exceeds A$2 million or to accept oversubscriptions, subject to the ASX Listing Rules and the *Corporations Act 2001* (Cth) (**Corporations Act**).

The SPP is expected to open on 21 August 2026 and close on 11 September 2026, with shares under the SPP expected to be issued on or before 18 September 2026.

Further details of the SPP will be set out in the SPP Offer Booklet, which is expected to be released to the ASX and made available to eligible shareholders on or about 21 August 2026.

The SPP is not underwritten and participation is optional.

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

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Disclaimers

The Joint Lead Managers have 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.

To the maximum extent permitted by law, the Joint Lead Managers and their respective related bodies corporate and affiliates, and their respective officers, directors, employees, agents and advisers (collectively, **JLM Parties**): (i) disclaim all responsibility and liability (including, without limitation, any liability arising from fault, negligence or negligent misstatement) for any loss (including consequential or contingent loss or damage) arising from this announcement or reliance on anything contained in or omitted from it or otherwise arising in connection with this announcement; (ii) disclaim any obligations or undertaking to release any updates or revision to the information in this announcement to reflect any change in expectations or assumptions; and (iii) do not make any representation or warranty, express or implied, as to the accuracy, reliability, completeness of the information in this announcement or that this announcement contains all material information about the Company or that a prospective investor or purchaser may require in evaluating a possible investment in the Company or acquisition of securities in the Company, or likelihood of fulfilment of any forward-looking statement or any event or results expressed or implied in any forward-looking statement.

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