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20 August 2026

The Manager
Company Announcements Office
ASX Limited
Level 45, South Tower, Rialto
525 Collins Street, Melbourne VIC 3000

Notice under section 708A(5)(e) of the *Corporations Act 2001* (Cth)

Sports Entertainment Group Limited ABN 20 009 221 630 (ASX:SEG) (**SEG** or the **Company**) gives this notice pursuant to section 708A(5)(e) of the *Corporations Act 2001* (Cth) (**Corporations Act**).

SEG refers to its announcement on 12 August 2026 in relation to a placement of fully paid ordinary shares to sophisticated and professional investors at an issue price of A$0.28 per share (**Placement**) in connection with the proposed acquisition of 100% of the shares in MediaWorks Topco Limited, together with a separate share purchase plan. The Placement comprises an initial allotment of 34,972,081 shares raising approximately A$9,792,182.68 million utilising the Company's existing placement capacity under ASX Listing Rule 7.1 (**Initial Placement Shares**), a deferred allotment of approximately 6.9 million shares for approximately A$1.9 million (**Deferred Placement Shares**) and oversubscriptions of approximately 10.4 million shares for approximately $2.9 million (as at 13 August 2026), the issue of which is subject to shareholder approval under ASX Listing Rule 7.1 at a general meeting of the Company (**Oversubscription Shares**). Having received strong support for the Placement the Company remains in discussions with investors about potential further over subscriptions The Deferred Placement Shares and Oversubscription Shares are scheduled to be issued after a general meeting to approve the issue of the Oversubscription Shares to be held in due course.

On 20 August 2026, SEG issued 34,972,081 Initial Placement Shares to sophisticated and professional investors. This notice relates to the Initial Placement Shares only.

For the purposes of section 708A(6) of the Corporations Act, the Company confirms that:

1. the Company issued the Initial Placement Shares without disclosure to investors under Part 6D.2 of the Corporations Act;

2. as at the date of this notice, the Company has complied with:

    a. the provisions of Chapter 2M of the Corporations Act as they apply to the Company; and
    b. sections 674 and 674A of the Corporations Act; and

as at the date of this notice, there is no information that is "excluded information" (within the meaning of sections 708A(7) and 708A(8) of the Corporations Act) which is required to be set out in this notice.

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

Yours faithfully

Jodie Simm
Company Secretary
Sports Entertainment Group Limited

IMPORTANT NOTICE

This notice is not a prospectus or offering document under Australian law or under any other law. It has been prepared for information purposes only and does not constitute an offer, invitation or recommendation to subscribe for, retain or purchase any securities in the Company in any jurisdiction. This notice does not constitute financial product advice and does not and will not form part of any contract for the acquisition of securities in the Company.

This notice (including an electronic copy) may not be released to US wire services or distributed in the United States and it does not constitute an offer to sell, or the solicitation of an offer to buy, any securities in the United States or any other jurisdiction in which such an offer would be unlawful. The securities referred to in this notice have not been, and will not be, registered under the U.S. Securities Act of 1933 (U.S. Securities Act) or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act and in compliance with any other applicable securities laws of any state or other jurisdiction of the United States.

The distribution of this notice (including an electronic copy) in the United States and elsewhere outside Australia may be restricted by law. Any person who comes into possession of this notice should observe such restrictions. Non-compliance with these restrictions may contravene applicable securities laws.