Share Purchase Plan – Offer Booklet

Sports Entertainment Group Limited ABN 20 009 221 630 (ASX:SEG) (**SEG** or the **Company**) is pleased to announce that the share purchase plan (**SPP**) announced on 12 August 2026 is now open.

The SPP is expected to close on 11 September 2026.

Today, Eligible Shareholders will be sent a letter (**SPP Access Letter**) or, if they have elected to receive electronic communications, an email, containing instructions on how to view and download a copy of the SPP offer booklet and their personal application form online.

A copy of the SPP offer booklet and the SPP Access Letter are attached.

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

For more information please contact:

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Not for release to US wire services or distribution in the United States

This announcement has been prepared for publication in Australia and may not be released to US wire services or distributed in the United States. This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or any other jurisdiction. Any securities described in this announcement have not been, and will not be, registered under the U.S. Securities Act of 1933 (**US Securities Act**) 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 US Securities Act and in compliance with any other applicable securities laws of any state or other jurisdiction of the United States.

Disclaimers

Bell Potter Securities Limited and PAC Partners Securities Pty Ltd (**Joint Lead Managers**) acted as joint lead managers and bookrunners to the A$11.7 million institutional placement announced on 12 August 2026 (**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.

The JLM Parties take no responsibility for any Company specific information and make no recommendations as to whether any person should acquire securities in the Company nor do they make any representations or warranties (express or implied) concerning the Company and they disclaim (and by accepting this announcement you disclaim) any fiduciary relationship between them and the recipients of this announcement, or any duty to the recipients of this announcement or acquirers of Company securities or any other person. The JLM Parties have not authorised, permitted or caused the issue, submission, dispatch or provision of any Company specific information and do not make or purport to make any statement in this announcement and there is no statement in this announcement which is based on any statement by any of them. The JLM Parties may rely on information provided by or on behalf of the Company in preparing this announcement and without having independently verified that information and the JLM Parties do not assume any responsibility for the accuracy or completeness of that information. The JLM Parties may have interests in the securities of the Company, including by providing corporate advisory services to the Company. Further, the JLM Parties may act as market maker or buy or sell those securities or associated derivatives as principal or agent. The JLM Parties may receive fees for providing services to the Company.

21 August 2026

Dear Shareholder

Sports Entertainment Group Limited – Share Purchase Plan

On behalf of the Board, I am pleased to invite you to participate in the SEG Share Purchase Plan ("**SPP**"). The SPP provides each eligible shareholder ("**Eligible Shareholder**") with an opportunity to apply for up to A$30,000 worth of fully paid ordinary shares in SEG ("**Shares**") (subject to scale back) at an issue price of A$0.280 per Share ("**Issue Price**") without incurring any brokerage or transaction costs (the offer under the SPP, the "**SPP Offer**"). This Issue Price is the same price as the Placement and represents a:

- 8.2% discount to the closing price on Tuesday, 11 August 2026, being the last trading day immediately prior to the announcement date of the SPP. The closing price of Shares traded on the ASX on Tuesday, 11 August 2026 was A$0.305 per Share; and
- 14.6% discount to the volume weighted average market price (VWAP) of Shares over the last 15 days prior to the announcement date of the SPP.

The SPP is part of the capital raising announced by SEG on Wednesday, 12 August 2026, which also included a non-underwritten placement of approximately A$11.7 million of Shares to institutional investors (subject to the right to accept oversubscriptions with shareholder approval), the oversubscription of which was announced on Friday, 14 August 2026 ("**Placement**"). The proceeds of the Placement and the SPP will provide SEG with additional balance sheet flexibility and allow SEG to repay or reduce indebtedness incurred to fund the acquisition of MediaWorks Topco Limited ("**MediaWorks**"). MediaWorks is New Zealand's leading radio and audio business, with approximately 59% audience share in the 25-54 demographic, approximately 2.4 million weekly listeners, a portfolio of 10 station brands and a growing proprietary digital platform, Rova. Further information regarding this acquisition is contained in the announcement released to the ASX on Wednesday, 12 August 2026.

SEG is seeking to raise up to A$2 million (before costs) under the SPP, although the Board reserves the right to accept oversubscriptions above that amount in its absolute discretion, subject to compliance with the *Corporations Act 2001* (Cth) ("**Corporations Act**") and the ASX Listing Rules. The SPP is not underwritten. If applications exceed the number of SPP Shares SEG decides to issue, the Board may scale back applications in its absolute discretion, which may result in applicants receiving fewer SPP Shares than applied for. Any excess application monies may be refunded without interest.

The SPP Offer is made in Australia under and in accordance with *ASIC Corporations (Share and Interest Purchase Plans) Instrument* 2019/547 and therefore does not require a prospectus for the purposes of Chapter 6D of the Corporations Act.

Further details on how to apply and participate under the SPP Offer are set out below and are also detailed in the offer booklet released to the ASX on 21 August 2026 ("**SPP Booklet**"). Details can also be found on the Company's website at https://www.sportsentertainmentnetwork.com.au/investors-1.

The SPP Offer opens at 9.00am (AEST) on Friday, 21 August 2026 and is expected to close at 5.00pm (AEST) on Friday, 11 September 2026 ("**Closing Date**"). Participation in the SPP is optional. Should you decide to participate, your application must be made by payment via BPAY® (for holders of an account with an Australian financial institution that supports BPAY® transactions) or Electronic Funds Transfer (EFT), in accordance with the personalised payment instructions on your personalised application form ("**Application Form**"). If you make a payment by BPAY® or EFT, you are not required to return the Application Form but will be taken to have made the declarations set out in the Application Form.

Application Procedure

This letter is to notify you that the SPP Offer will open on Friday, 21 August 2026 and provide you with instructions as to how to obtain a copy of the SPP Booklet and your personalised Application Form.

The Company will not print or dispatch hard copies of the SPP Booklet or Application Forms, unless requested by an Eligible Shareholder.

How to obtain a copy of the SPP Booklet and your Application Form:

1. **Online**: The SPP Booklet and your personalised Application Form (including how to pay by BPAY®) can be accessed online at www.computersharecas.com.au/segspp . If you are an Eligible Shareholder with a registered address in New Zealand and are unable to pay by BPAY®, you may pay for SPP Shares by making an electronic funds transfer. Your personalised Application Form available at www.investorcentre.com/au will contain instructions on how to pay via electronic funds transfer.

2. **Paper**: If you are unable to access your Application Form online, you can request a paper copy of the SPP Booklet and your personalised Application Form by calling Computershare Investor Services Pty Limited on 1300 850 505 (within Australia) or +61 3 9415 4000 (international) between 8:30am and 5:00pm (AEST) Monday to Friday (excluding public holidays). To accept the SPP Offer using these paper copy documents, you will still need to make payment via BPAY® or EFT (New Zealand residents only).

You should read the SPP Booklet (together with the Application Form) carefully and in its entirety prior to making an application under the SPP Offer.

Indicative timetable

EVENT	DATE (AND TIME IF RELEVANT)
Record Date	7.00pm (AEST) Tuesday, 11 August 2026
Opening Date and date that the SPP Booklet is made available	9.00am (AEST) Friday, 21 August 2026
Closing Date	5.00pm (AEST) Friday, 11 September 2026
SPP results announcement	Wednesday, 16 September 2026
Issue Date	Friday, 18 September 2026
SPP Shares commence trading on ASX	Monday, 21 September 2026

Note: This timetable is indicative only and subject to change. The commencement of trading and quotation of SPP Shares is subject to confirmation from ASX. Subject to the requirements of the Corporations Act, the ASX Listing Rules and other applicable rules, SEG reserves the right to amend this timetable (other than the Record Date) at any time, including extending the period for the SPP or accepting late applications, either generally or in particular cases, without notice. All references to times in the SPP Booklet are to Australian Eastern Standard Time.

The Company reserves the right, subject to the Corporations Act and the ASX Listing Rules, to vary the Closing Date without prior notice including closing the SPP Offer early or extending the Closing Date. If the Closing Date is varied, subsequent dates may also be varied accordingly. The Company therefore encourages any Eligible Shareholders (including custodians) wishing to participate in the SPP Offer to remit their application monies as soon as possible.

Further Information

If you have any questions in relation to the SPP Offer, please contact the Company's share registrar, Computershare Investor Services Pty Limited, on 1300 850 505 (within Australia) or +61 3 9415 4000 (international) between 8:30am and 5:00pm (AEST) Monday to Friday (excluding public holidays) during the SPP Offer period, or consult your broker, solicitor, accountant, financial adviser or other professional adviser.

Thank you for your continuing support as a valued Shareholder.

Yours faithfully

Craig Coleman
Chair
For and on behalf of Sports Entertainment Group Limited

Sports Entertainment Group Limited
Share Purchase Plan
Offer Booklet

This is an important document and requires your immediate attention. You should read this SPP Booklet in full. This SPP Booklet is not a prospectus or product disclosure statement under the Corporations Act and has not been lodged with ASIC. If you have any questions about this document, you should seek professional advice from an adviser who is licensed by ASIC to give that advice. The distribution of this document (including electronic copies) outside Australia and New Zealand may be restricted by law.

Eligible Shareholders have the opportunity to participate in the Share Purchase Plan offer by applying for up to A$30,000 of new Shares (subject to scale back) without incurring brokerage or other transaction costs. Details of the offer and how to participate are set out in this SPP Booklet.

Applications for new Shares under the SPP must be received by 5.00 pm (AEST) on Friday, 11 September 2026.

NOT FOR RELEASE TO US WIRE SERVICES OR DISTRIBUTION IN THE UNITED STATES

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KEY DATES

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Note: This timetable is indicative only and subject to change. The commencement of trading and quotation of SPP Shares is subject to confirmation from ASX. Subject to the requirements of the Corporations Act, the ASX Listing Rules and other applicable rules, SEG reserves the right to amend this timetable (other than the Record Date) at any time, including extending the period for the SPP or accepting late applications, either generally or in particular cases, without notice. All references to times in this SPP Booklet are to Australian Eastern Standard Time.

IMPORTANT NOTICES

This SPP Booklet is not a prospectus or product disclosure statement under the Corporations Act and has not been lodged with ASIC. The information in this SPP Booklet is not investment advice or a recommendation to acquire SPP Shares and has been prepared without taking into account your investment objectives, financial circumstances or particular needs as an investor (including financial and taxation considerations). It is recommended that you read the entire SPP Booklet and seek professional investment advice from your financial adviser or other professional adviser before deciding whether to apply for SPP Shares.

A cooling-off regime does not apply in relation to the acquisition of SPP Shares. You cannot withdraw your Application once it has been submitted.

By submitting your Application, you are accepting the risk that the market price of Shares may change (i.e. rise or fall) between the date of this SPP Booklet and the Issue Date. This means that the price you pay for the SPP Shares issued to you may be less than or more than the market price of Shares at the date of this SPP Booklet or the Issue Date.

SEG will not issue SPP Shares to an applicant if those SPP Shares, either alone or in conjunction with the issue of SPP Shares under other Applications received by SEG, would contravene any law or the ASX Listing Rules.

Capitalised terms used in this SPP Booklet have the meaning set out in the Glossary of this SPP Booklet.

OFFERING RESTRICTIONS

This SPP Booklet is intended for use only in connection with the offer of SPP Shares to Eligible Shareholders. This SPP Booklet does not constitute an offer of securities in any place outside Australia or New Zealand and no action has been taken to permit an offering of SPP Shares in any jurisdiction outside of Australia and New Zealand.

The laws of some countries prohibit or make impracticable participation in the SPP by certain overseas Shareholders. SEG has determined that it is not practical to permit Shareholders who do not have a registered address in Australia or New Zealand to participate in the SPP.

Due to legal restrictions, nominees and custodians may not distribute this document, and may not permit any beneficial shareholder to participate in the SPP, in any country outside Australia or New Zealand.

NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES

This SPP Booklet does not constitute an offer to sell, or a solicitation of an offer to buy, any Shares in the United States or any other jurisdiction in which such an offer would be illegal. The Shares to be offered and sold under the SPP have not been, and will not be, registered under the *U.S. Securities Act of 1933* (the "**U.S. Securities Act**") or the securities laws of any state or other jurisdiction of the United States. Accordingly, the Shares to be offered and sold under the SPP may not be offered or sold, directly or indirectly, in the United States or to any person acting for the account or benefit of a person 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 SPP Shares may only be offered and sold to Eligible Shareholders outside the United States in "offshore transactions" (as defined in Rule 902(h) under the U.S. Securities Act) in reliance on Regulation S under the U.S. Securities Act.

BPAY®[1] PAYMENTS
SEG recommends that payments are made via BPAY® wherever possible. New Zealand residents will have the option of making their payment by BPAY® or electronic funds transfer.

[1] Registered to BPAY Pty Limited ABN 69 079 137 518.

CHAIR'S LETTER

21 August 2026

Dear Shareholder

SPORTS ENTERTAINMENT GROUP LIMITED – SHARE PURCHASE PLAN

On behalf of the Board, I am pleased to invite you to participate in the SEG Share Purchase Plan ("**SPP**"). The SPP provides each Eligible Shareholder with an opportunity to apply for up to A$30,000 worth of fully paid ordinary shares in SEG ("**Shares**") (subject to scale back) at an issue price of A$0.280 per Share ("**Issue Price**") without incurring any brokerage or transaction costs. This Issue Price is the same price as the Placement and represents a:

- 8.2% discount to the closing price on Tuesday, 11 August 2026, being the last trading day immediately prior to the announcement date of the SPP. The closing price of Shares traded on the ASX on Tuesday, 11 August 2026 was A$0.305 per Share; and
- 14.6% discount to the volume weighted average market price (VWAP) of Shares over the last 15 days prior to the announcement date of the SPP.

The SPP is part of the capital raising announced by SEG on Wednesday, 12 August 2026, which also included a non-underwritten placement of approximately A$11.7 million of Shares to institutional investors (subject to the right to accept oversubscriptions with shareholder approval), which we announced had completed on Friday, 14 August 2026 ("**Placement**"). The proceeds of the Placement and the SPP will provide SEG with additional balance sheet flexibility and allow SEG to repay or reduce indebtedness incurred to fund the acquisition of MediaWorks Topco Limited ("**MediaWorks**"). MediaWorks is New Zealand's leading radio and audio business, with approximately 59% audience share in the 25-54 demographic, approximately 2.4 million weekly listeners, a portfolio of 10 station brands and a growing proprietary digital platform, Rova. Further information regarding this acquisition is contained in the announcement released to the ASX on Wednesday, 12 August 2026.

SEG is seeking to raise up to A$2 million (before costs) under the SPP, although the Board reserves the right to accept oversubscriptions above that amount in its absolute discretion, subject to compliance with the *Corporations Act 2001* (Cth) and the ASX Listing Rules. The SPP is not underwritten. If applications exceed the number of SPP Shares SEG decides to issue, the Board may scale back Applications in its absolute discretion, which may result in applicants receiving fewer SPP Shares than applied for. Any excess Application Monies may be refunded without interest.

To be eligible to participate in the SPP, you must:

- have been a registered holder of Shares at the Record Date (being 7.00pm (AEST) on 11 August 2026);
- be shown on the Register to have an address in Australia or New Zealand; and
- not be in the United States or acting for the account or benefit of a person in the United States.

The SPP Offer opens at 9.00am (AEST) on Friday, 21 August 2026 and is expected to close at 5.00pm (AEST) on Friday, 11 September 2026 ("**Closing Date**"). Please ensure that the Registry receives your Application and Application Monies by the Closing Date. Participation in the SPP is optional.

This SPP Booklet sets out the details and the terms and conditions of the SPP and I encourage you to read it carefully and in full, and to seek your own financial and taxation advice in relation to the SPP Offer, before making a decision on whether to participate.

If you have any questions in relation to the SPP, please contact SEG's share registry, Computershare Investor Services on 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia) between 8:30am and 5:00pm (Sydney time), Monday to Friday.

On behalf of the Board, I thank you for your continued support of SEG and invite you to consider participating in the SPP.

Yours faithfully

Craig Coleman
Chair
Sports Entertainment Group Limited

SUMMARY OF THE SPP

What is the SPP?	The SPP is an offer by SEG to Eligible Shareholders to apply for up to A$30,000 worth of Shares (subject to scale back) at A$0.280 per SPP Share without paying any brokerage or transaction costs. The Issue Price is the same price as the Placement and represents a: • 8.2% discount to the closing price on Tuesday, 11 August 2026, being the last trading day immediately prior to the announcement date of the SPP. The closing price of Shares traded on the ASX on Tuesday, 11 August 2026 was A$0.305 per Share; and • 14.6% discount to the volume weighted average market price (VWAP) of Shares over the last 15 days prior to the announcement date of the SPP.
Who is eligible to participate in the SPP?	An Eligible Shareholder is a registered holder of Shares at the Record Date (being 7.00pm (AEST) on 11 August 2026) and shown on the Register to have an address in Australia or New Zealand and who is outside the United States and not acting for the account or benefit of a person in the United States. Shareholders who hold Shares on behalf of persons who reside outside Australia or New Zealand, are in the United States or are acting for the account or benefit of a person in the United States are not eligible to participate in the SPP on behalf of those persons. Custodians, trustees and nominees may only distribute documents relating to the SPP to Eligible Beneficiaries. In particular, Custodians, trustees and nominees must not distribute any documents relating to the SPP to any person in the United States or to any person acting for the account or benefit of a person in the United States.
How much can I invest under the SPP?	Eligible Shareholders can apply for a Parcel of SPP Shares, up to an aggregate of A$30,000 across all their holdings, regardless of how many Shares they currently hold, subject to scale back at the discretion of the Board if subscriptions for a total of more than A$2 million are received. Parcels have a dollar value of A$2,000, A$5,000, A$10,000, A$15,000, A$20,000, A$25,000 or A$30,000.
Do I have to participate in the SPP?	No, participation in the SPP is optional. If you do not wish to participate in the SPP, no action is required on your part. To decide if you would like to participate in the SPP, SEG recommends you seek professional investment advice from your financial adviser or other professional adviser, and you monitor the market price of Shares (which is quoted on the ASX website at www.asx.com.au). This SPP Booklet does not purport to contain all of the information that you may need to make an investment decision.
How much is SEG targeting to raise under the SPP?	SEG is seeking to raise up to A$2 million (before costs) under the SPP, although the Board reserves the right to accept oversubscriptions above that amount in its absolute discretion, subject to compliance with the Corporations Act and the ASX Listing Rules. If Applications exceed the number of SPP Shares SEG decides to issue, the Board may scale back Applications in its absolute discretion, which may result in applicants receiving fewer SPP Shares than applied for.

	In the event of a scale-back, the difference between the value of SPP Shares issued to you (calculated using the Issue Price) and the Application Monies will be refunded to you, without interest, unless the refund amount is less than A$2, in which case it will be donated to a charity or charities nominated by SEG.
How do I apply?	If you would like to apply to participate in the SPP, please follow the instructions on your Application Form. You can access your personalised Application Form at www.computersharecas.com.au/segspp. **Applying by BPAY®** You can make a payment by BPAY® equivalent to the dollar amount of the Parcel you wish to apply for. This is the fastest and easiest way to apply. To do this, you must use the Biller Code and unique reference number shown on your personalised Application Form which you can access from the SPP website at www.computersharecas.com.au/segspp. If you make your payment with BPAY® you do not need to return your Application Form. Application Monies must be paid in Australian dollars. SEG will not accept payment by cash, cheque, bank draft or money order. If you are paying by BPAY® please check your daily transaction limit and the processing cut-off time for BPAY® with your financial institution. It is strongly recommended that you apply by BPAY® to ensure that your Application is received by the Closing Date. **Applying by electronic funds transfer (New Zealand residents only)** If you are an Eligible Shareholder with a registered address in New Zealand and are unable to pay by BPAY®, you may pay for SPP Shares by making an electronic funds transfer. Your personalised Application Form available at www.investorcentre.com/au will contain instructions on how to pay via electronic funds transfer. If you make your payment via electronic funds transfer, please ensure that you use the reference number provided. The SPP Offer opens on Friday, 21 August 2026 and closes on the Closing Date (expected to be 5.00pm (AEST) on Friday, 11 September 2026). If you would like to participate in the SPP, you must ensure that your Application and payment is received (in cleared funds) by the Closing Date.
What do I do if I am a Custodian?	If you are a Custodian, you may choose whether or not to apply for SPP Shares on behalf of your Eligible Beneficiaries. "**Eligible Beneficiaries**" are Beneficiaries with a registered address in either Australia or New Zealand as at the Record Date, and who are not in the United States or acting for the account or benefit of a person in the United States. If you wish to apply as a Custodian to receive SPP Shares for one or more Eligible Beneficiaries, you must complete and submit an additional Custodian Certificate before your Application will be accepted. Applications by Custodians that are not accompanied by a duly completed Custodian Certificate will be rejected.

	If you require a Custodian Certificate or require further information about the Custodian application process, you should contact the Registry. By applying as a Custodian on behalf of Eligible Beneficiaries to purchase SPP Shares, you certify (among other things) that each Eligible Beneficiary has not applied for an amount exceeding A$30,000 across all of their holdings. SEG is not required to determine, and will not determine, the identity or residence of any beneficial owners of Shares. Each Custodian will need to determine for itself whether its beneficiaries are Eligible Beneficiaries. Each Custodian must not participate in the SPP on behalf of, and must not distribute this SPP Booklet or any other document relating to the SPP to, any person in the United States. Failure to comply with these restrictions may result in violations of applicable securities laws.
What do I do if I receive more than one Application Form?	Eligible Shareholders who receive more than one Application Form under the SPP because, for example, they hold Shares in more than one capacity or in different registered holdings, may apply on different Application Forms for SPP Shares but may not apply for SPP Shares with a total dollar amount exceeding A$30,000 across all of their holdings.
What rights will the Shares issued under the SPP have?	SPP Shares will rank equally with existing Shares quoted on the ASX, with the same voting rights, dividend rights and other entitlements from the Issue Date.
Is the SPP Offer underwritten?	No.
When will the SPP Shares be issued?	It is expected that SPP Shares will be issued on Friday, 18 September 2026 and SPP Shares will commence trading on the ASX on Monday, 21 September 2026.
Will I receive notification of my issue?	Yes, holding statements are expected to be dispatched on or around the end of September 2026. You are responsible for confirming your allocation of SPP Shares before trading SPP Shares to avoid the risk of selling SPP Shares you do not own.
Can my SPP Offer be transferred to a third party?	No, you cannot transfer your SPP Offer to apply for SPP Shares to anyone else.
Can I withdraw my Application, if the market price of Shares falls after submitting my Application?	No. Your Application, once submitted, is unconditional and may not be withdrawn even if the market price of Shares is less than the Issue Price. By submitting your Application, you are accepting the risk that the market price of Shares may change (i.e. rise or fall) between the date of this SPP Booklet and the Issue Date. This means that the price you pay for the SPP Shares issued to you may be less than or more than the market price of Shares at the date of this SPP Booklet or the Issue Date. Interest will not be paid on any Application Monies received.
What costs are associated with the SPP?	There are no brokerage or transaction costs payable by Eligible Shareholders in relation to the application for, and the issue of, SPP Shares.

Where can I obtain more information on the risks associated with SEG and holding Shares?	The market price of Shares may change between the date you apply for SPP Shares and the date of issue of SPP Shares to you. Accordingly, the value of SPP Shares applied for may rise or fall. This SPP Booklet is not a prospectus and does not require the type of disclosures required under the Corporations Act for a disclosure document. You must rely on your own knowledge of SEG, previous disclosures made by SEG to the ASX, and, if necessary, consult your professional adviser when deciding whether or not to participate in the SPP Offer. This SPP Booklet should be read in conjunction with SEG's continuous and periodic disclosures given to the ASX (including in particular the Investor Presentation released on Friday, 14 August 2026 which includes a section on risk factors), which are available on the ASX's website at www.asx.com.au (under SEG's code "SEG") and SEG's website at https://www.sportsentertainmentnetwork.com.au/.

SPP TERMS AND CONDITIONS

Important Notice
Please read these SPP Terms and Conditions carefully as you will be bound by them if you apply for SPP Shares. Eligible Shareholders whose Applications are accepted will also be bound by SEG's Constitution (as may be amended from time to time).

1. **OFFER**

(a) SEG offers each Eligible Shareholder the opportunity to apply for specific Parcels of Shares up to A$30,000 worth of Shares under the SPP subject to and in accordance with these SPP Terms and Conditions (the "**SPP Offer**").

(b) The SPP Offer opens on Friday, 21 August 2026 and closes on the Closing Date (expected to be 5.00pm (AEST) on Friday, 11 September 2026).

(c) The SPP Offer is made in Australia under and in accordance with the *ASIC Corporations (Share and Interest Purchase Plans) Instrument* 2019/547.

(d) The SPP Offer is made in New Zealand under and in accordance with the *Financial Markets Conduct (Incidental Offers) Exemption Notice*.

(e) The SPP Offer to each Eligible Shareholder (whether you are a Custodian or you hold Shares on your own account) is made on the same terms and conditions.

(f) SEG will issue the SPP Shares under ASX Listing Rule 7.2 (Exception 5). Accordingly, Shareholder approval is not required for the issue of SPP Shares pursuant to the SPP Offer, and the issue of the SPP Shares will not count towards SEG's placement capacity under ASX Listing Rule 7.1.

2. **ELIGIBLE SHAREHOLDERS**

(a) Subject to sections 2(c) to 2(j) (inclusive) of these SPP Terms and Conditions, all persons registered as holders of Shares at the Record Date and shown on the Register to have an address in Australia or New Zealand and who are outside the United States and not acting for the account or benefit of a person in the United States may participate in the SPP (referred to as "Eligible Shareholders").

(b) Subject to ASX Listing Rule 10.12 (Exception 4) being satisfied at the Issue Date, Directors and employees of SEG are entitled to participate in the SPP if they are Eligible Shareholders, on the same terms as all other Eligible Shareholders, without the requirement for prior Shareholder approval.

(c) Shareholders who hold Shares on behalf of persons who:
   (i) reside outside Australia or New Zealand;
   (ii) are in the United States; or
   (iii) are acting for the account or benefit of a person in the United States,

   are not entitled to participate in the SPP on behalf of those persons.

(d) The Shares to be offered and sold under the SPP have not been, and will not be, registered under the U.S. Securities Act, or the securities laws of any state or other jurisdiction of the United States. Accordingly, shareholders who are located in the United States or are acting for the account or benefit of a person in the United States are not Eligible Shareholders and are not entitled to participate in the SPP. Shares to be offered and sold under the SPP may only be offered and sold outside the United States in "offshore transactions" (as defined in Rule 902(h) under the U.S. Securities Act) in reliance on Regulation S under the U.S. Securities Act.

(e) A Custodian must not participate in the SPP on behalf of, nor distribute this SPP Booklet or any other document relating to the SPP to, any person in the United States.

(f) Consistent with the representations, warranties and acknowledgements contained in section 4 of these SPP Terms and Conditions and the Application Form, you may not submit any completed Application Forms for any person in the United States or any person who is acting for the account or benefit of a person in the United States. Failure to comply with these restrictions may result in violations of applicable securities laws.

(g) Shareholders who are joint holders of Shares are taken to be a single registered holder of Shares for the purposes of determining whether they are an Eligible Shareholder, and the certification under section 4(a)(iii) of these SPP Terms and Conditions by one joint holder will be effective in respect of the other joint holder(s).

(h) If you are a Custodian, you may apply for up to A$30,000 worth of SPP Shares for each Eligible Beneficiary subject to you annexing to your Application Form a certificate ("**Custodian Certificate**")[2] addressed to SEG with the following information as required by *ASIC Corporations (Share and Interest Purchase Plans) Instrument 2019/547*:
   (i) confirmation of either or both of the following:
      (A) you hold Shares on behalf of one or more other persons (each a "**participating beneficiary**") that are not Custodians; and
      (B) a Downstream Custodian holds beneficial interests in Shares on behalf of one or more other persons (each a "**participating beneficiary**"), and you hold the Shares to which those beneficial interests relate on behalf of the Downstream Custodian or another Custodian;
   (ii) confirmation that each participating beneficiary has subsequently instructed the following persons to apply for SPP Shares on their behalf under the SPP:
      (A) where sub-paragraph (i)(A) above applies — you; or
      (B) where sub-paragraph (i)(B) above applies — the Downstream Custodian;
   (iii) the number of participating beneficiaries and their names and addresses;
   (iv) in respect of each participating beneficiary:
      (A) where sub-paragraph (i)(A) above applies — the number of Shares that you hold on their behalf, and the number or the dollar amount of Shares they have instructed you to apply for on their behalf; or
      (B) where sub-paragraph (i)(B) above applies — the number of Shares to which the beneficial interests relate, and the number or the dollar amount of Shares they have instructed the Downstream Custodian to apply for on their behalf;
   (v) confirmation that there are no participating beneficiaries in respect of which the total Application price for the following exceeds A$30,000:
      (A) the Shares applied by you under the SPP in accordance with the instructions referred to in sub-paragraph (iv) above; and
      (B) any other Shares issued to you in the 12 months before the Application as a result of an instruction given by them to you or the Downstream Custodian to apply for Shares on their behalf under an arrangement similar to the SPP;
   (vi) confirmation that a copy of this SPP Booklet was given to each participating beneficiary; and
   (vii) where sub-paragraph (i)(B) above applies — the name and address of each Custodian who holds beneficial interests in the Shares held by you in relation to each participating beneficiary.

(i) If you hold Shares as a trustee or nominee for another person, but are not a Custodian, you cannot participate for beneficiaries in the manner described above. In this case, the rules in section 3(b) of these SPP Terms and Conditions apply.

(j) If you are an Eligible Shareholder, your rights under the SPP Offer are personal to you and are non-renounceable, which means you cannot transfer your rights to another person.

3. APPLYING FOR SPP SHARES

[2] The Custodian Certificate can be obtained by contacting the Registry.

(a) Participation in the SPP is optional. Eligible Shareholders may apply to purchase SPP Shares in a Parcel with a dollar amount of A$2,000, A$5,000, A$10,000, A$15,000, A$20,000, A$25,000 or A$30,000. If you are an Eligible Shareholder and wish to participate in the SPP, you must follow the instructions on the Application Form and make payment using BPAY® (or alternatively, electronic funds transfer if you are a New Zealand resident) equivalent to the dollar amount of the Parcel you wish to apply for (including providing the Biller Code and unique reference number provided to you on your Application Form for the purposes of the SPP only). Contact your financial institution to make your payment from your cheque or savings account. Your payment must be received by the Registry by 5.00pm (AEST) on the Closing Date (expected to be 5.00pm (AEST) on Friday, 11 September 2026). Payments must be made in Australian dollars. SEG will not accept payment by cash, cheque, bank draft or money order.

If SEG receives:

- an amount that is not equal to A$2,000, A$5,000, A$10,000, A$15,000, A$20,000, A$25,000 or A$30,000, SEG may round down the dollar amount of SPP Shares that you are applying for to the next lowest Parcel; or
- less than A$2,000, SEG may reject your Application,

and refund the portion of your Application Monies that is not used to purchase SPP Shares, without interest, as soon as practicable after the Issue Date.

(b) Eligible Shareholders (other than Custodians) who receive more than one offer under the SPP (for example, because they hold Shares in more than one capacity or in different registered holdings) may apply on different Application Forms for SPP Shares but may not apply for SPP Shares with a total dollar amount of more than A$30,000.

(c) SEG may accept or reject your Application for SPP Shares in its absolute discretion. SEG may reject your Application in the following circumstances (among others):

(i) your Application Form is incorrectly completed, incomplete or otherwise determined by SEG to be invalid;

(ii) you have applied for SPP Shares with a total Application price of less than A$2,000;

(iii) if your Application Monies do not correspond to the value of the Parcel you have applied for;

(iv) your BPAY® or electronic funds transfer payment is incomplete or invalid;

(v) unless you are a Custodian, it appears that you are applying to acquire SPP Shares with a total Application price in excess of A$30,000 under the SPP;

(vi) you are a Custodian and you have not provided the required Custodian Certificate;

(vii) your Application Form or BPAY® or electronic funds transfer payment is received after the Closing Date. Late payments will be refunded, without interest, as soon as practicable after the Issue Date; or

(viii) SEG believes you are not an Eligible Shareholder (subject to compliance with any applicable ASIC requirements).

(d) If the value of the Parcel you have applied for cannot be divided by the Issue Price to give a whole number of SPP Shares and no scale-back is applied to your Application, the number of SPP Shares you will be issued will be rounded down to the nearest whole number of SPP Shares. If the difference between the value of SPP Shares issued to you (calculated using the Issue Price) and your Application Monies is less than A$2, it will be donated to a charity or charities nominated by SEG. If the difference is A$2 or more, that amount will be refunded to you, without interest.

(e) If a refund is made to Shareholders whose dividends are paid in Australian dollars or New Zealand dollars, payment will be made by direct deposit in Australian or New Zealand dollars to your nominated account as recorded on the Register or by cheque in Australian dollars. Refunds in New Zealand dollars will be converted from Australian dollars by reference to prevailing foreign exchange market rates available on the day of conversion.

(f) Any refunds will be made as soon as practicable after the Issue Date without interest.

4. ACKNOWLEDGEMENTS

(a) By making an Application, you:

- (i) acknowledge that you have read and accepted these SPP Terms and Conditions in full and you declare that all details and statements in your Application Form are true and complete and not misleading;
- (ii) declare that you were the registered holder(s) at the Record Date of the Shares indicated on the Application Form as being held by you on the Record Date;
- (iii) acknowledge that you are an Eligible Shareholder using the unique reference number provided to you on the Application Form;
- (iv) irrevocably and unconditionally agree to these SPP Terms and Conditions, including the terms of the Application Form and agree not to do any act or thing that would be contrary to the spirit, intention or purpose of the SPP;
- (v) agree to be bound by the terms of SEG's Constitution (as may be amended from time to time);
- (vi) declare you are over 18 years of age (if you are an individual) and have full legal capacity and power to exercise and perform all of your rights and obligations under the SPP Offer;
- (vii) acknowledge your Application is irrevocable and unconditional and cannot be varied by you;
- (viii) if you are applying on your own behalf (and not as a Custodian or nominee): certify that:
  - (A) you are not applying for Shares with an application price of more than A$30,000 under the SPP (including by instructing a Custodian or nominee to acquire Shares on your behalf under the SPP); and
  - (B) the total of the application price for the following does not exceed A$30,000:
    - (i) the Shares the subject of your Application;
    - (ii) any other Shares issued to you under the SPP or any similar arrangement in the 12 months prior to the date of submission of the Application;
    - (iii) any other Shares which you have instructed a Custodian or nominee to acquire on your behalf under the SPP; and
    - (iv) any other Shares issued to a Custodian or nominee in the 12 months prior to the date of submission of the Application as a result of an instruction given by you to the Custodian or nominee to apply for Shares on your behalf under an arrangement similar to the SPP;
- (ix) if you are a Custodian or nominee and are applying on behalf of an Eligible Beneficiary on whose behalf you hold Shares, certify that:
  - (A) you are a Custodian or nominee;
  - (B) you held Shares on behalf of the Eligible Beneficiary as at the Record Date who has instructed you to apply for SPP Shares on their behalf under the SPP and that the Eligible Beneficiary has been given a copy of this SPP Booklet;
  - (C) you are not applying for SPP Shares on behalf of any Eligible Beneficiary with a total application price of more than A$30,000 under the SPP; and
  - (D) the information in the Custodian Certificate submitted with your Application Form is true and correct and not misleading;
- (x) accept the risk associated with any refund that may be dispatched to your address or to your nominated bank account as shown on the Register;
- (xi) acknowledge that no interest will be paid on any Application Monies held pending the issue of the SPP Shares or subsequently returned to you for any reason;
- (xii) authorise SEG and the Registry and their respective officers or agents to do anything on your behalf necessary for SPP Shares to be issued to you, including to act on instructions of the Registry upon using the contact details set out in your Application Form;
- (xiii) acknowledge that the information contained in this SPP Booklet (including these SPP Terms and Conditions and your Application Form) is not financial product or investment advice nor a recommendation that SPP Shares are suitable for you and have been prepared without taking into account your investment objectives, financial situation or particular needs;
- (xiv) acknowledge that this SPP Booklet is not a prospectus or product disclosure statement under the Corporations Act, does not contain all of the information that you may require in order to assess an investment in SEG and is given in the context of SEG's past and ongoing continuous disclosure announcements to the ASX;

(xv) acknowledge that none of SEG or its related bodies corporate and affiliates and their respective directors, officers, partners, employees, representatives, agents, consultants or advisers guarantees the performance of SEG;

(xvi) authorise SEG to correct any errors in your Application Form;

(xvii) acknowledge that SEG may determine that your Application Form is valid, in accordance with these SPP Terms and Conditions, even if the Application Form is incomplete, contains errors or is otherwise defective;

(xviii) acknowledge that, to the extent permitted by any applicable law, SEG is not liable for any exercise of its discretions referred to in this SPP Booklet;

(xix) represent and warrant that the law of any place does not prohibit you from being given this SPP Booklet and the Application Form, nor does it prohibit you from making an Application for the SPP Shares and that you are otherwise eligible to participate in the SPP;

(xx) acknowledge that there are risks associated with acquiring and holding Shares;

(xxi) represent that you are not in the United States and you are not acting for the account or benefit of a person in the United States;

(xxii) acknowledge that the Shares have not been, and will not be, registered under the U.S. Securities Act or the securities laws of any state or other jurisdiction of the United States and, accordingly, the Shares to be offered and sold pursuant to the SPP may not be offered, sold or resold, directly or indirectly, 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;

(xxiii) acknowledge the SPP Shares may only be offered and sold to Eligible Shareholders outside the United States in "offshore transactions" (as defined in Rule 902(h) under the U.S. Securities Act) in reliance on Regulation S under the U.S. Securities Act;

(xxiv) represent that you have not, and you agree that you will not, send this SPP Booklet or any other materials relating to the SPP to any person in the United States or to any person acting for the account or benefit of a person in the United States;

(xxv) if you are acting as a trustee, nominee or Custodian, each beneficial holder on whose behalf you are participating in the SPP is resident in Australia or New Zealand, and you have not sent this SPP Booklet, or any materials relating to the SPP to any person outside of Australia and New Zealand; and

(xxvi) acknowledge and agree that if in the future you decide to sell or otherwise transfer the Shares, you will only do so in standard brokered transactions on the ASX, where neither you nor any person acting on your behalf knows, or has reason to know, that the sale has been pre-arranged with, or the purchaser is, a person in the United States.

5. ISSUE PRICE OF SPP SHARES AND ISSUE DATE

(a) The Issue Price is A$0.280 per SPP Share. This Issue Price is the same price as the Placement and represents a:

- 8.2% discount to the closing price on Tuesday, 11 August 2026, being the last trading day immediately prior to the announcement date of the SPP. The closing price of Shares traded on the ASX on Tuesday, 11 August 2026 was A$0.305 per Share; and
- 14.6% discount to the volume weighted average market price (VWAP) of Shares over the last 15 days prior to the announcement date of the SPP.

(b) You agree to pay the Issue Price per SPP Share for the number of SPP Shares calculated by dividing your Application Monies (being a dollar amount of A$2,000, A$5,000, A$10,000, A$15,000, A$20,000, A$25,000 or A$30,000) by the Issue Price or, if there is a scale-back, the number of SPP Shares calculated under section 7 of these SPP Terms and Conditions.

(c) You acknowledge the risk that the market price of Shares may change (i.e. rise or fall) between the date of this SPP Booklet and the Issue Date. This means that the price you pay for the SPP Shares issued to you may be less than or more than the market price of Shares at the date of this SPP Booklet or the Issue Date.

(d) SEG will apply to ASX for quotation of the SPP Shares. It is anticipated that the trading of the SPP Shares on the ASX will commence on Monday, 21 September 2026.

(e) Holding statements are expected to be dispatched on or around the end of September 2026.

6. RIGHTS ATTACHING TO THE SPP SHARES

SPP Shares will rank equally in all respects with existing Shares quoted on the ASX, with the same voting rights, dividend rights and other entitlements.

7. SCALE-BACK AND OVERSUBSCRIPTIONS

(a) The Board reserves the right, in its absolute discretion, to accept oversubscriptions above A$2 million, subject to compliance with the ASX Listing Rules and the Corporations Act.

(b) Depending on the level of demand, SEG may in its absolute discretion allocate to you fewer SPP Shares than the value of the Parcel you have applied for.

(c) If SEG decides to conduct a scale-back, SEG may in its absolute discretion determine to apply the scale-back to the extent and in the manner it sees fit, which may include taking into account a number of factors including, but not limited to, the size of the shareholdings of Eligible Shareholders at the Record Date, the extent to which Eligible Shareholders have sold or purchased Shares since the Record Date, whether an Eligible Shareholder has multiple registered holdings, the date on which an Application was made, and the total number of Applications and SPP Shares subscribed for by Eligible Shareholders.

(d) In the case of Eligible Shareholders with more than one SEG shareholding, only the shareholding (as at the Record Date) on which an Application has been made will be considered in the event of any scale-back.

(e) If there is a scale-back, you may receive fewer SPP Shares than the Parcel you initially applied for. If a scale-back produces a fractional number of SPP Shares when applied to your Parcel, the number of SPP Shares you will be allocated will be rounded down to the nearest whole number of SPP Shares.

(f) In the event of a scale-back, the difference between the value of SPP Shares issued to you (calculated using the Issue Price) and the Application Monies will be refunded to you, without interest, unless the refund amount is less than A$2, in which case it will be donated to a charity or charities nominated by SEG. If a refund is made to shareholders whose dividends are paid in Australian dollars or New Zealand dollars, payment will be made by direct deposit in Australian or New Zealand dollars to your nominated account as recorded on the Register or by cheque in Australian dollars. Refunds in New Zealand dollars will be converted from Australian dollars by reference to prevailing foreign exchange market rates available on the day of conversion. Any refunds will be made as soon as practicable after the Issue Date.

8. COSTS OF PARTICIPATION IN THE SPP

No brokerage or transaction costs will be payable by Eligible Shareholders in respect of the application for, and the issue of, SPP Shares.

9. NEW ZEALAND

(a) The SPP Shares are not being offered or sold to the public within New Zealand other than to existing shareholders of Shares at the Record Date (7.00pm (AEST) on Tuesday, 11 August 2026), with registered addresses in New Zealand to whom the offer of the SPP Shares is being made in reliance on the *Financial Markets Conduct (Incidental Offers) Exemption Notice*.

(b) This document has not been registered, filed with or approved by any New Zealand regulatory authority. This document is not a product disclosure statement under the *Financial Markets Conduct*

Act 2013 and is not required to, and may not, contain all the information that a product disclosure statement under New Zealand law is required to contain.

(c) Application Monies must be paid in Australian dollars.

10. SEG DETERMINATION FINAL

SEG may determine in any manner it thinks fit, any difficulties, anomalies or disputes that may arise in connection with or by reason of the operation of the SPP (either generally or in particular cases) and the decision of SEG will be conclusive and binding on all participants or other persons to whom the determination relates (as applicable).

11. WAIVER, AMENDMENT, SUSPENSION AND WITHDRAWAL

SEG may, in its absolute discretion, waive compliance with any provision of these SPP Terms and Conditions (including by accepting late applications, either generally or in particular cases), amend or vary these SPP Terms and Conditions (including by changing the timetable for the SPP, such as the Closing Date and Issue Date), or suspend or withdraw the SPP Offer at any time. Any such waiver, amendment, variation, suspension or withdrawal will be binding on all Eligible Shareholders. SEG will announce any material amendment, suspension or withdrawal of the SPP on the ASX.

12. NO UNDERWRITING

(a) The SPP is not underwritten.

(b) Subject to the ASX Listing Rules and the Corporations Act, the Board reserves its right to place any shortfall under the SPP at its absolute discretion at a price not less than the Issue Price.

13. GOVERNING LAW

This SPP Booklet, the SPP and the contracts formed on acceptance of Applications made pursuant to the SPP are governed by the law applicable in the State of Victoria, Australia. Each Shareholder who applies for SPP Shares submits to the non-exclusive jurisdiction of the courts of the State of Victoria, Australia.

14. DISCLAIMER OF REPRESENTATIONS

(a) No person is authorised to give any information, or to make any representation, in connection with the SPP that is not contained in this SPP Booklet.

(b) Any information or representation that is not in this SPP Booklet may not be relied on as having been authorised by SEG, or its related bodies corporate, in connection with the SPP. Except as required by law, and only to the extent so required, none of SEG, its directors, officers or employees or any other person, warrants or guarantees the future performance of SEG or any return on any investment made pursuant to this SPP Booklet.

(c) Bell Potter Securities Limited ACN 006 390 772 and PAC Partners Securities Pty Ltd ACN 623 653 912 ("**Joint Lead Managers**") have acted as joint lead managers and bookrunners of the Placement. 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 SPP Booklet or reliance on anything contained in or omitted from it or otherwise arising in connection with this SPP Booklet;

(ii) disclaim any obligations or undertaking to release any updates or revision to the information in this SPP Booklet 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, or completeness of the information in this SPP Booklet or that this SPP Booklet contains all material information about SEG or that a prospective investor or purchaser may require in evaluating a possible investment in SEG or acquisition of securities in SEG, or likelihood of fulfilment of any forward-looking statement or any event or results expressed or implied in any forward-looking statement.

(d) The JLM Parties take no responsibility for any Company-specific information and make no recommendations as to whether any person should acquire securities in SEG nor do they make any representations or warranties (express or implied) concerning SEG and they disclaim (and by accepting this SPP Booklet you disclaim) any fiduciary relationship between them and the recipients of this SPP Booklet, or any duty to the recipients of this SPP Booklet or acquirers of securities in SEG or any other person. The JLM Parties have not authorised, permitted or caused the issue, submission, dispatch or provision of any Company-specific information and do not make or purport to make any statement in this SPP Booklet and there is no statement in this SPP Booklet which is based on any statement by any of them. The JLM Parties may rely on information provided by or on behalf of SEG in preparing this SPP Booklet and without having independently verified that information. The JLM Parties do not assume any responsibility for the accuracy or completeness of that information. The JLM Parties may have interests in the securities of SEG, including by providing corporate advisory services to SEG. Further, the JLM Parties may act as market maker or buy or sell those securities or associated derivatives as principal or agent. The JLM Parties may receive fees for providing services to SEG.

15. PRIVACY POLICY

(a) You acknowledge that the personal information submitted as part of the Application Form or other forms and otherwise provided to SEG (directly or via its agents, including the Registry) will be collected, used and disclosed by SEG (and its agents, including the Registry) in order to process your Application, service your needs as a shareholder, provide facilities and services that you request, carry out appropriate administration, send you information about the products and services of members of the SEG Group, including future offers of securities and as otherwise required or authorised by law (including, without limitation, any law relating to taxation, money laundering or counter-terrorism). Such disclosure may include disclosure to third parties including other members of the SEG Group and to SEG's agents, service providers, auditors and advisers.

(b) SEG's privacy policy is available at https://www.sportsentertainmentnetwork.com.au/privacy-policy and provides more information on how SEG stores and uses, and how you may access and correct, your personal information.

16. TAXATION

Eligible Shareholders should consult their own taxation advisor about the tax status of their investment in SPP Shares.

GLOSSARY

The following definitions apply throughout this SPP Booklet unless the context otherwise requires.

A$** or **$	Australian dollars.
AEST	Australian Eastern Standard Time.
Application	the arranging for payment of the relevant Application Monies through BPAY® or electronic funds transfer, in accordance with the instructions on the Application Form.
Application Form	the application form relating to the SPP that you received with this SPP Booklet, including the instructions. This may include a deemed application form in the same terms, where a valid BPAY® or electronic funds transfer payment is made.
Application Monies	the aggregate amount payable for the SPP Shares applied for through BPAY® or electronic funds transfer.
ASIC	Australian Securities and Investments Commission.
ASX	ASX Limited (ACN 008 624 691) or, where the context requires, the securities exchange operated by it on which the Shares are quoted.
ASX Listing Rules	the listing rules of ASX, as amended from time to time.
ATO	Australian Taxation Office.
Beneficiary	either or both of the following: • one or more persons on whose behalf a Custodian holds Shares; and • a Downstream Custodian.
Board	means the board of directors of SEG.
Closing Date	the last date on which Applications will be accepted (expected to be 5.00pm (AEST) on Friday, 11 September 2026).
Corporations Act	*Corporations Act 2001* (Cth), as modified by any relevant exemption or declaration by ASIC.
Custodian	a custodian, trustee, or nominee within the definition of "custodian" in *ASIC Corporations (Share and Interest Purchase Plans) Instrument 2019/547*.
Custodian Certificate	has the meaning given to that term in section 2(h) of the SPP Terms and Conditions.
Downstream Custodian	another Custodian on whose behalf a Custodian holds Shares, who holds the beneficial interests in Shares on behalf of one or more persons.
Eligible Beneficiary	a Beneficiary with a registered address in either Australia or New Zealand as at the Record Date, provided that such Beneficiary is not in the United States or acting for the account or benefit of a person in the United States.

Eligible Shareholder	a Shareholder at the Record Date and shown on the Register to have an address in Australia or New Zealand, provided that such holder is not in the United States and is not acting for the account or benefit of a person in the United States (or, in the event that such holder is acting for the account or benefit of a person in the United States, it is not participating in the SPP in respect of that person).
Issue Date	the date on which SPP Shares are issued (expected to be Friday, 18 September 2026).
Issue Price	A$0.280 per SPP Share.
Opening Date	9.00am (AEST) on Friday, 21 August 2026.
Parcel	a parcel of SPP Shares, with a dollar amount of A$2,000, A$5,000, A$10,000, A$15,000, A$20,000, A$25,000 or A$30,000, calculated at the Issue Price.
Placement	the placement of Shares to institutional and sophisticated investors, announced on Wednesday, 12 August 2026.
Record Date	7.00pm (AEST) on Tuesday, 11 August 2026.
Register	the register of Shareholders maintained by the Registry.
Registry	Computershare Investor Services Pty Limited ABN 48 078 279 277.
Related Body Corporate	has the meaning given to that term in the Corporations Act.
SEG	Sports Entertainment Group Limited ABN 20 009 221 630.
SEG Group	SEG and its Related Bodies Corporate.
Share	a fully paid ordinary share in SEG.
Shareholder	a registered holder of Shares.
Share Purchase Plan or **SPP**	the share purchase plan being offered to Eligible Shareholders under this SPP Booklet.
SPP Booklet	this booklet.
SPP Offer	has the meaning given in section 1(a) of the SPP Terms and Conditions.
SPP Share	a new Share issued under the SPP.
SPP Terms and Conditions	the terms and conditions of the SPP set out in this SPP Booklet, including this Glossary and your personalised Application Form.
U.S. Securities Act	the *U.S. Securities Act of 1933*.

CORPORATE DIRECTORY

SEG
Sports Entertainment Group Limited
ABN 20 009 221 630

Level 5, 111 Coventry Street
Southbank VIC 3006

https://www.sportsentertainmentnetwork.com.au/

Share Registry
Computershare Investor Services Pty Limited
Yarra Falls
452 Johnston Street
Abbotsford VIC 3067

Australian Legal Advisor
Pinsent Masons
Level 17
33 Alfred St
Sydney NSW 2000