



Announcement Summary

Entity name

SPORTS ENTERTAINMENT GROUP LIMITED

Date of this announcement

Friday May 16, 2025

The +securities the subject of this notification are:

+Other securities issued under an +employee incentive scheme that are not intended to be quoted on ASX

Total number of +securities to be issued/transferred

ASX +security code	Security description	Total number of +securities to be issued/transferred	Issue date
New class - code to be confirmed	Performance Rights	9,529,377	16/05/2025

Refer to next page for full details of the announcement

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Part 1 - Entity and announcement details

1.1 Name of entity

SPORTS ENTERTAINMENT GROUP LIMITED

We (the entity named above) give notice of the issue, conversion or payment up of the following unquoted securities.

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

16/5/2025

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Part 2 - Issue details

2.1 The +securities the subject of this notification are:

+Other securities issued under an +employee incentive scheme that are not intended to be quoted on ASX

2.2a This notification is given in relation to an issue of +securities in a class which is not quoted on ASX and which:

does not have an existing ASX security code ("new class")

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Part 3C - number and type of +securities the subject of this notification (new class)

ASX +security code

New class - code to be confirmed

+Security description

Performance Rights

+Security type

Other

ISIN code**Date the +securities the subject of this notification were issued**

16/5/2025

Will all the +securities issued in this class rank equally in all respects from their issue date?

Yes

Were any of the +securities issued to +key management personnel (KMP) or an +associate?

Yes

Provide details of the KMP or +associates being issued +securities.

Name of KMP	Name of registered holder	Number of +securities
Craig Hutchison	Craig Hutchison Media Pty Ltd (as Trustee for Craig Hutchison Family trust)	2,363,668
Chris Giannopoulos	Chris Giannopoulos	1,007,658
Jodie Simm	Jodie Simm	931,193
Richard Simkiss	Richard Simkiss	1,049,633

Please provide a URL link for a document lodged with ASX setting out the material terms of the +securities being issued.

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>

Please provide 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>

Any other information the entity wishes to provide about the +securities the subject of this notification



Issue details

Number of +securities

9,529,377

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Part 4 - +Securities on issue

Following the issue, conversion or payment up of the +securities the subject of this notification, the +securities 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 issued and quoted on ASX)

ASX +security code and description	Total number of +securities on issue
SEG : ORDINARY FULLY PAID	277,455,888

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

ASX +security code and description	Total number of +securities on issue
New class - code to be confirmed : Performance Rights	9,529,377

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Part 5 - Other Listing Rule requirements

5.1 Were the +securities issued under an exception in Listing Rule 7.2 and therefore the issue did 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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