

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

8 July 2025

SEG becomes the only dedicated broadcaster of racing in Victoria across all three codes

Sports Entertainment Group Limited (**SEG**) is pleased to announce it has entered into an agreement to acquire the brand and audio & digital broadcasting assets of 3UZ Pty Ltd (**RSN**), in a landmark move that will see SEG become the only dedicated broadcaster of racing in Victoria across all three codes.

The acquisition, expected to complete on 1 September 2025, will be executed for a total purchase price of \$3.25 million, payable over three years and will be funded by SEG's cash reserves. The acquisition is expected to be earnings accretive in FY26 and supports our earlier FY26 guidance to again deliver double digit EBITDA % growth in FY26.

This strategic partnership reinforces SEG's commitment to racing and its audience, building on the company's recent momentum in the category—including the five-year production partnership between SEN's television arm, Rainmaker, and Harness Racing Victoria (HRV), which will see 365 days of harness racing broadcast across 28 tracks on Sky Racing.

"SEG is all in on racing," said Craig Hutchison, CEO of Sports Entertainment Group. "We're passionate about delivering innovative, engaging coverage that resonates with both die-hard racing fans and casual listeners alike. This acquisition allows us to bring our unique approach to a broader audience and amplify all three codes of Victorian racing. RSN celebrates its 100th anniversary this year and is an institution in Melbourne's radio, racing and sports history. We look forward to respecting and protecting that legacy while moving RSN forward into a new exciting era".

SEG will continue to operate both RSN and SEN Track on their existing frequencies, with both brands and their audiences set to benefit from SEG's broader audio and digital ecosystem, amplifying the reach and quality of racing content across Victoria and beyond. The deal will also see SEG provide some RSN programming on simulcast to racing.com.

RSN also welcomed the partnership, with RSN Director and Victorian Racing Industry spokesperson Aaron Morrison stating:

"We welcome the opportunity to partner with SEG who see a strong future for the three codes of racing in Victoria and are investing to help us realise that. SEG stood out for the VRI as an on-going commercial partner and appropriate next owner of RSN because of their expertise, capabilities, distribution network and their desire to grow audiences. This long-term agreement preserves the rich heritage of RSN and the audio broadcast of VRI races that RSN listeners value, while providing opportunities for new and innovative content on the station."

The acquisition remains subject to customary conditions of sale.

Approved for release by the Board.

For more information please contact:
Craig Hutchison
Managing Director
Sports Entertainment Group Limited
(03) 8825 6600

Trent Bond
Chief Financial Officer
Sports Entertainment Group Limited
(03) 8825 6600

E-mail: info@sportsentertainmentgroup.com.au
Internet: <http://www.sportsentertainmentnetwork.com.au>