



29 February 2024

COMPLETION OF SALE OF SENZ DIGITAL AND AUDIO BUSINESS

Sports Entertainment Group Limited (**SEG**) is pleased to announce that the transaction for the sale of the SENZ digital and audio business has been completed today, with details as provided in the previous ASX announcement on 23 November, 2023.

Approved for release by the Board.

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About Sports Entertainment Group Limited

Sports Entertainment Group Limited is a sports media content and entertainment business, which through its other complementary business units, has capabilities to deliver brand stories to national, metropolitan and regional audiences with unique and exclusive content via multiple platforms including radio, print, television, online, in-stadium, events and sports teams.