



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

9 August 2021

ACQUISITION OF PERTH WILDCATS

Sports Entertainment Group Limited (**SEG**) is pleased to announce that Ball Park Entertainment Pty Ltd, a wholly owned subsidiary, has satisfied all conditions precedent in the agreement to acquire 100% of the Perth Wildcats basketball team which was announced on 1 July 2021.

Completion of the acquisition has occurred today.

This announcement has been authorised for release to ASX by the board of SEG.

For more information please contact:

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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 "Whole of Sport" solutions for brands to national, metropolitan and regional audiences with unique and exclusive content via multiple platforms including radio, print, television, online, in-stadium and events.