



4 October 2021

APPOINTMENT OF JODIE SIMM AS AN EXECUTIVE DIRECTOR

Sports Entertainment Group Limited (**SEG**) is pleased to advise that Ms Jodie Simm has today been appointed an Executive Director of the Company.

Jodie spent 10 years' working as a Client Director with Deloitte Growth Solutions, consulting in tax, business and accounting matters to a portfolio of high net wealth clients before becoming Chief Financial Officer for one of those clients in 2005.

Jodie commenced with Sports Entertainment Network Pty Ltd (formerly Crocmedia Pty Ltd) in 2007 as General Manager and was integral to the growth of that business prior to its merge with SEG in March 2018.

Jodie was appointed Chief Operating Officer and Company Secretary at that time and has continued to be instrumental in the continued success of the Group.

SEG's Chairman Craig Coleman said "On behalf of SEG, I am delighted to welcome Jodie Simm to the board. The appointment recognises Jodie's wealth of knowledge of the business and influence as a key senior executive of the Group over the last 14 years".

The Board has appointed Jodie to the Board as an additional appointee ahead of its Annual General Meeting and Jodie will stand for re-election at that Meeting. Jodie will also join the Company's Audit & Risk Management Committee, and the Remuneration Committee from the date of her appointment.

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

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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.

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