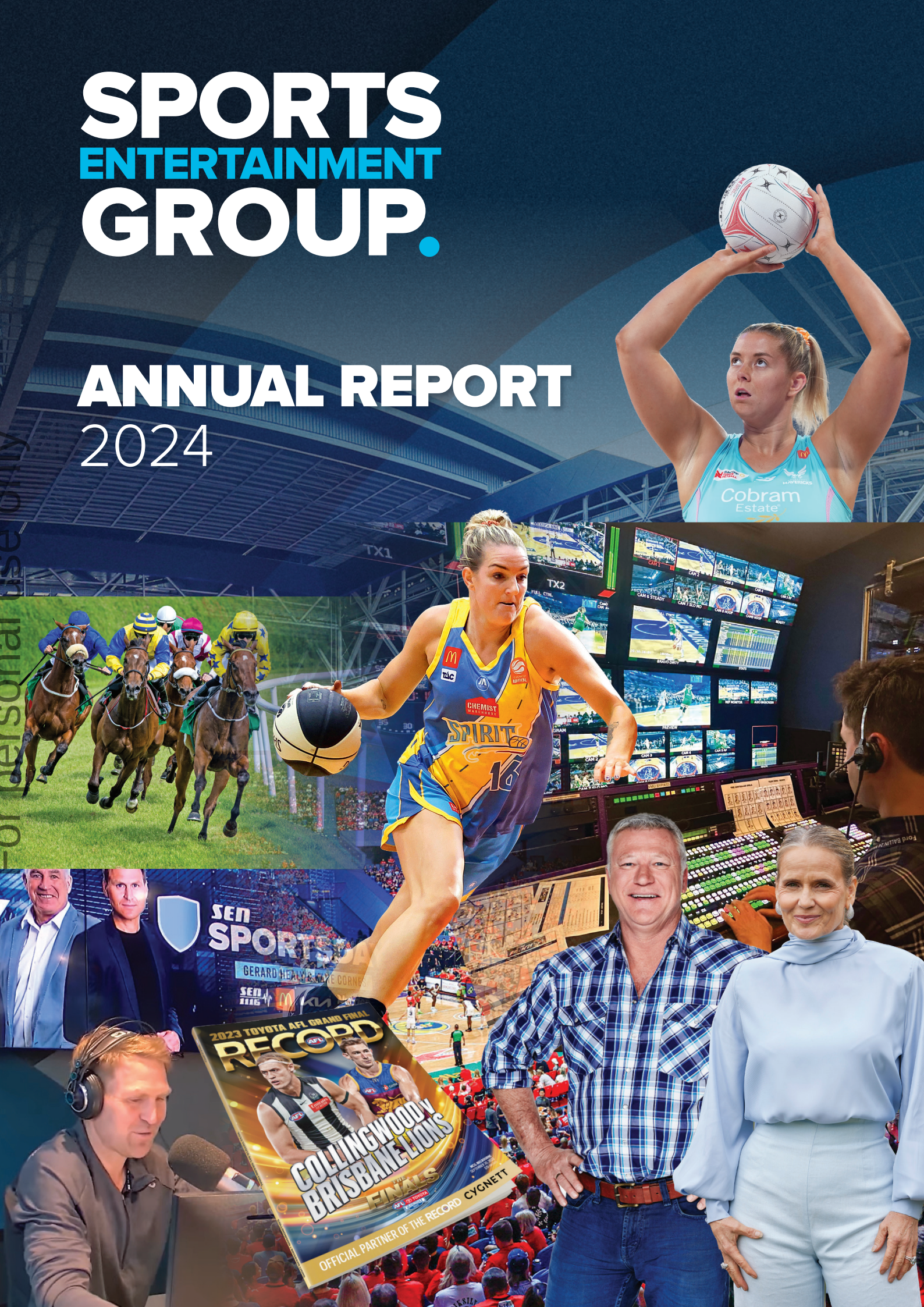


SPORTS ENTERTAINMENT GROUP.

ANNUAL REPORT 2024



Corporate Directory

Directors

Craig Coleman (Chairman)

Colm O'Brien

Andrew Moffat

Craig Hutchison

Chris Giannopoulos

Jodie Simm

Ronald Hall (Alternate)

Company Secretary

Jodie Simm

Registered Office &

Principal Place of Business

Level 5, 111 Coventry Street

SOUTHBANK, VICTORIA 3006

Telephone: (03) 8825 6600

Email: info@sportsentertainmentgroup.com.au

Website: www.sportsentertainmentnetwork.com.au

Share Registry

Computershare Investor Services Pty Ltd

Yarra Falls, 452 Johnson Street

ABBOTSFORD, VICTORIA 3067

Telephone: 1300 137 328

Facsimile: 1300 134 341

Stock Exchange Listing

Sports Entertainment Group Limited ordinary shares are quoted on the Australian Securities Exchange (ASX code: SEG)

Annual General Meeting

Annual General Meeting will be held on Wednesday 27 November at 3.00pm.

General Information

The financial statements cover Sports Entertainment Group Limited ("SEG") as a consolidated entity consisting of Sports Entertainment Group Limited and entities controlled at the end of, or during the year, a listing of which is included in note 28 of the financial statements. The financial statements are presented in Australia dollars, which is SEG's functional and presentation currency.

A description of the nature of the consolidated entity's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 13 September 2024. The directors have the power to amend and reissue the financial statements.

Chairman's and CEO's report

Dear Shareholder,

On behalf of the Board of Directors, I present the Sports Entertainment Group limited (SEG) 2024 Annual Report

Overview

FY24 revenue from continuing operations of \$124.6m was up 10.8% on the prior corresponding period (**pcp**).

The Australian business' revenue growth was fuelled by our complementary services divisions which include sports teams. Combined, these business units grew by 21%, further illustrating the robustness of our business model despite a challenging economy.

Digital audience consumption via the SEN app, www.sen.com.au, podcasts and social media platforms experienced 1.2 million monthly average users. The introduction of the revolutionary SEN Stadium and SEN Sync has increased streaming audience and had a positive impact on revenue.

FY24 underlying EBITDA of \$7.4m was 12.6% up on the pcp. This excludes the impact of the SENZ audio and digital business which was sold on 29th February 2024. The EBITDA loss from discontinued operations was \$2m.

Operational costs for the complementary services divisions fluctuate relative to revenue, which is the main driver of our increased cost base in FY24. We believe the cost base for the media and corporate segments has normalized with further reductions budgeted for FY25. We expect margin to be accretive as revenue continues to grow.

FY24 cash flow from operating activities was \$4.3m. Net debt as at 30 June 2024 was \$13.3m significantly down from \$22.8m at 30 June 2023, with further improvement post FY24-end (see below).

A number of significant and positive developments occurred subsequent to 30 June 2024, The include.

- completing Stage 1 of the Perth Wildcats sale resulting in \$21m of net cash inflows
- reducing our CBA debt facility to \$11.5m (from \$27m as at 30 June 2023);
- consolidating our group structure with the acquisition of previously issued shares in SEN Teams to once again be a 100% owned subsidiary.
- Declared a special fully franked dividend of 2 cents per share that was paid on 3rd October 2024

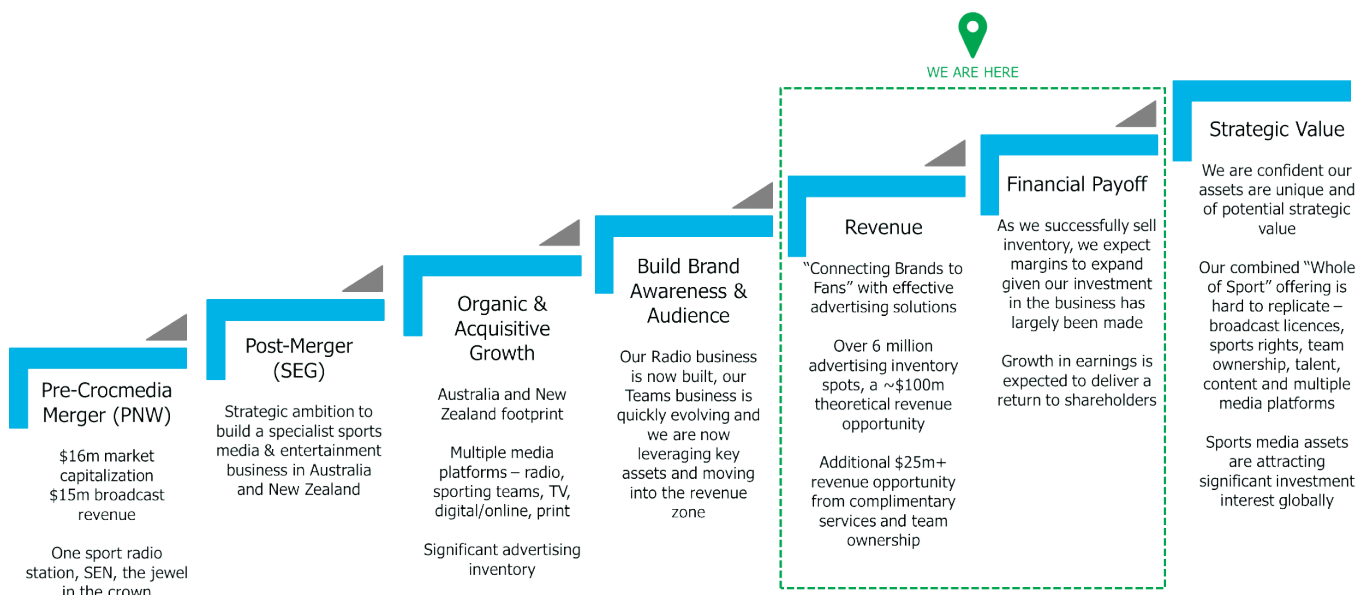
Chairman's and CEO's report (continued)

Strategic Initiatives update

In line with our strategic journey outlined below, we continued to build our asset base through FY24 with minor acquisitions and new inventory unlocked. As we move into FY25, with a reduced debt position and stronger balance sheet, we are well positioned to expand margin and grow our earnings.

We do not envisage significant new asset purchases in FY25 unless opportunities that are aligned to our broader strategy exist and we will maintain a strong focus on cost governance.

Despite a softening of the economy and headwinds around inflation, we are confident that we have built a group that is able to navigate those headwinds. Our whole of sport offering is hard to replicate and taps into Australia's love for sport.



Sports Team Ownership

During FY24, we successfully integrated the Melbourne Mavericks into our stable of teams. Pleasingly despite the short runway and FY24 being season 1 for the franchise, the Mavericks were able to make a positive EBITDA contribution to the group. SEG currently administers the management of the Perth Lynx Basketball club, who play in the WNBL. As part of the management agreement, SEG holds the rights to purchase the franchise. These rights are valid up to 31 March 2025. The staged sale of the Perth Wildcats, that valued the franchise at \$40m, provides further evidence that the suite of assets we have created in the Teams business will continue to provide long term strategic value to our group and create equity value. As can be seen internationally and domestically, sports teams continue to attract significant investment interest.



Chairman's and CEO's report (continued)

Trading Update and Outlook

Q1 was a strong period for the Group with revenue and EBITDA well up on pcp. Notwithstanding the positive start, we are forecasting Q2 to be down on pcp, however when reviewed together, the group is forecasting to finish the half year up on budgeted EBITDA.

Our current forecast for the remainder of FY25 has underlying EBITDA (which will now exclude the Perth Wildcats as it is equity accounted post stage 1 sale) to grow by single digits.



Craig Coleman

Chairman

Melbourne 25th October 2024



Craig Hutchison

Chief Executive Officer

Melbourne, 25th October 2024

Table of Contents

Directors' Report	6
Remuneration Report (Audited)	13
Auditor's Independence Declaration	21
Independent Auditors Report	24
Directors' Declaration	29
Consolidated Statement of Profit or Loss and Other Comprehensive Income	30
Consolidated Statement of Financial Position	32
Consolidated Statement of Changes in Equity	34
Consolidated Statement of Cash Flows	35
Notes to the Consolidated Financial Statements	36
Consolidated Entity Disclosure	83
Additional Securities Exchange Information	84

Directors' Report

The Directors of Sports Entertainment Group Limited ("the Company"), the consolidated entity, submit herewith the Financial Report of the consolidated entity consisting of the Company and the entities it controlled ("the Group") for the year ended 30 June 2024. In order to comply with the provisions of the Corporations Act 2001, the Directors' Report as follows:

Directors

The following persons held office as directors of Company during and since the end of the financial period:

Name	Particulars
Craig Coleman	Appointed Non-Executive Director and Chairman on 15 November 2017
Colm O'Brien	Appointed Non-Executive Director on 8 September 2015
Andrew Moffat	Appointed Non-Executive Director on 15 November 2017
Craig Hutchison	Appointed Chief Executive Officer & Managing Director on 29 March 2018
Chris Giannopoulos	Appointed Executive Director on 29 March 2018
Ronald Hall	Appointed as an alternative Non-Executive Director on 18 November 2017
Jodie Simm	Appointed Executive Director on 4 October 2021

Current Director

The biographies for current directors are detailed below:

Mr Craig Coleman

Chairman and Non-Executive Director (BComm)

Mr Coleman was appointed to the Board in November 2017, and became Chairman in November 2017. Mr Coleman is also Chair of the Company's Remuneration Committee. Mr Coleman is co-founder and Managing Partner of Viburnum Funds Pty Ltd, a private and public equities fund manager. Previously, he was Managing Director and a Non-Executive Director of Home Building Society Limited. Prior to joining Home Building Society, Mr Coleman held a number of senior executive positions and directorships with ANZ, including Managing Director - Banking Products, Managing Director - Wealth Management and Non-Executive Director of Etrade Australia Limited.

Mr Coleman is also currently a Director of Universal Biosensors Inc (appointed June 2016), 3P Learning Limited (appointed November 2022) and GTN Limited (appointed June 2024).

Mr Colm O'Brien

Non-Executive Director

Mr O'Brien was appointed to the Board in September 2015. Mr O'Brien is also a member of the Company's Remuneration Committee, and its Audit and Risk Management Committee. Mr O'Brien has over 20 years' experience at executive level, including ten years as CEO with ASX-listed media company Aspermont Limited, where he developed a digitally led global resources media business. In addition to his media industry experience, Mr O'Brien has worked in international financial services, tier one management consultancy at Andersen Consulting (Accenture) and Barclays Bank Plc.

Mr O'Brien is a founding director of Carrington Partners, a specialised management consultancy business focused on Board and Executive level practical advice across a broad range of industries.

Mr Andrew Moffat

Non-Executive Director

Mr Moffat was appointed to the Board in November 2017, Mr Moffat is also Chair of the Company's Audit and Risk Management Committee and is also a member of the Company's Remuneration Committee. Mr Moffat has in excess of 25 years of corporate and investment banking experience, including serving as a director of Equity Capital markets and Advisory for BNP Paribas Equities (Australia) Limited.

Mr Moffat is the sole principal of Cowoso Capital Pty Ltd (Appointed 2023), a company providing corporate advisory services and is also a non-executive Director of 360 Capital Group Limited (Appointed Oct 2023), ICP Funding Pty Ltd (Appointed 2018), IPD Group Limited (Appointed March 2020), CASL Funder Limited (Appointed 2020) and was previously Chairman of SEG.

Mr Ronald Hall

Non-Executive Director (Alternate)

Mr Hall is the founder and promoter of a number of successful Melbourne-based retail businesses. Mr Hall has been a long-time supporter of radio for marketing his products.

Mr Hall is only required to attend meetings of directors where Andrew Moffat is not available to attend.

Directors Report (continued)

Current Directors (continued)

Mr Craig Hutchison

Chief Executive Officer & Managing Director

Mr Hutchison was appointed Group CEO and joined the Board in March 2018. Mr Hutchison started out with the Herald Sun newspaper in 1994. After a successful career in papers, he moved to radio. Mr Hutchison transitioned into television in 1997, reporting for Channel 10, then Channel 7, establishing himself as one of the AFL's greatest news-breakers. He has co-hosted Nine's popular Footy Classified for the past 16 seasons.

During his previous journalism career, Mr Hutchison won many awards, including journalism's highest honour, the prestigious Walkley Award, and a Quill Award. He has also won the Australian Football Media Association Award for Best Electronic Reporter 11 times.

Mr Hutchison co-founded Sports Entertainment Network in 2006, which has grown to become a key player in the AFL landscape under his leadership.

Mr Chris Giannopoulos

Executive Director

Mr Giannopoulos was appointed to the Board in March 2018. Mr Giannopoulos joined Sports Entertainment Network in March 2011 building Sports Entertainment Network's distribution partnerships and syndication business utilising his extensive media contacts and strong negotiation skills. Mr Giannopoulos is focused on live sports rights acquisitions, along with overseeing Bravo Talent Management which he also launched in 2011 and its expansion including the acquisition of Precision Sports & Entertainment in 2019. Prior to joining SEN and launching Bravo, Mr Giannopoulos was Director of Client Management and New Business Development at IMG in Australia for 14 years.

Ms Jodie Simm

Executive Director & Company Secretary

Ms Simm was appointed to the Board in October 2021. Ms Simm is also a member of the Company's Remuneration Committee. Ms Simm has had 10 years' experience working with Deloitte Growth Solutions as a Client Director consulting to SME's regarding all tax, business and accounting issues before working with Sports Entertainment Network since 2007.

Ms Simm was previously a member of Chartered Accountants Australia and New Zealand and has a Bachelor of Economics.

Directorship of other Listed Companies

Directorships of other listed companies held by directors in the three years preceding the end of the financial year are as follows:

Craig Coleman:	Universal Biosensors Inc – Non-Executive Director (Appointed June 2016)
	3P Learning Limited – Non- Executive Director (Appointed 6 November 2022)
	GTN Limited – Non-Executive Director (Appointed 7 June 2024)
Colm O'Brien:	Schrole Limited – Non-Executive Director (Appointed October 2021)
	icetana Limited - Non-Executive Director (Appointed February 2022)
Andrew Moffat:	360 Capital Group Limited – Non-Executive Director (Appointed October 2013)
	IPD Group Limited – Non-Executive Director (Appointed March 2020)

Principal Activities

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 and events.

Directors Report (continued)

Review of Operations

Review of financial results

- For the year ended 30 June 2024, the Group continued to achieve positive revenue growth from continuing operations of \$124.570 million up by 10.8% with underlying EBITDA pre application of AASB of \$10.505 million up by 12.8% on the comparative period. The increase in revenue has been mainly driven by the complementary services divisions.
- Group underlying EBITDA from continuing operations excluding significant items was strong. The Group's underlying EBITDA for the year was \$7.393 million, up 12.6% on the comparative period. The underlying EBITDA result includes the following adjustments:

	30 June 2024 \$'000s	30 June 2023 \$'000s
Loss from continuing operations for the year before income tax	(1,376)	(1,263)
Add Back depreciation and amortisation	8,239	7,913
Add back finance costs	2,761	2,604
Less Shareholding re-valuation	(1,076)	-
Less Gain / (loss) on disposal of property, plant and equipment	-	57
Add back one-off expenses including restructuring costs and redundancy expenditure	1,957	-
Underlying Earnings Before Interest, Tax, Depreciation & Amortisation – pre AASB 16 expenses	10,505	9,311
Less impact of AASB 16 on rent expenses	(3,112)	(2,747)
Underlying Earnings Before Interest, Tax, Depreciation & Amortisation (EBITDA)	7,393	6,564

- The Australian business' revenue growth was fuelled by our complementary services and TV production divisions which include sports teams. Combined, these business units grew by 21%, further illustrating the robustness of our business model despite a challenging economy.
- Digital audience consumption via the SEN app, www.sen.com.au, podcasts and social media platforms experienced 1.2 million monthly average users. The introduction of the revolutionary SEN Stadium and SEN Sync has increased streaming audience and had a positive impact on revenue.
- Operational costs for the complementary services divisions fluctuate relative to revenue, which is the main driver of our increased cost base in FY24. We believe the cost base for the media and corporate segments has normalized with further reductions budgeted for FY25. We expect margin to be accretive as revenue continues to grow.
- In February 2024, SEG sold its SENZ audio and digital business to TAB NZ for NZD\$4m. The SENZ audio and digital business profit after tax of discontinued operations in FY24 was \$3.8m. However once removing the \$5.7m profit on disposal, the EBITDA loss from discontinued operations was \$2m.
- During FY24, SEG successfully undertook capital raising initiatives with the divestment of 5% of SEN Teams generating \$2.135m and a share placement at 22 cents generating an additional \$2m.
- SEG has extended its banking facility with CBA to March 2027. \$4.1m of the debt was current as at 30 June 2024 with \$20m classified as non-current. Subsequent to year-end, SEG repaid the \$4.1m of current debt and a further \$8.5m bringing the Groups gross debt to \$11.5m, down from \$28m at 30 June 2023

Directors Report (continued)

Review of Operations (continued)

Material business risks

SEG is subject to a number of business and operating risks which could impact the ability of the Group to achieve its financial objectives, including:

Risk	Mitigation Strategies
Revenues	
The projected growth of revenues for NSW & QLD Media segments don't grow as quickly as required to realise a return on the significant start-up costs invested in establishing our owned national audio footprint.	SEG's multi-media platforms are supported by its complementary services and SEN Teams businesses which when combined are a comprehensive solution for our existing and prospective clients. As our brand and audience awareness continues to grow in the expansion markets, SEG is confident that its newest assets can perform at the level of the flagship 1116AM Melbourne. During FY24 we saw record audience in the NSW and QLD markets and expect this to continue into FY25. There is a lag effect between audience growth and revenue, however we expect to see that materialise into FY25, leaving the Group well positioned
Operating Costs	
The nature of SEG's costs are largely fixed and contracted and not easily reduced in the short-term. SEG has had to incur these costs upfront as the business has quickly scaled, so a reduction in these may negatively impact revenue generation.	SEG continues to review its operations and look for cost savings where possible. Significant progress was made during FY24 and we believe the Group is well placed heading into FY25 We expect our cost base to remain materially consistent as the bulk of the investment in cost base was incurred in FY22 and FY23, preparing the Group for our growth cycle. With the majority of our investment now complete, we expect to see margins improve as revenue grows and cost stabilise
Adverse Economic Conditions	
Economic conditions typically have a direct correlation to the advertising market and adverse macro-economic conditions could negatively impact SEG's revenues as its largest revenue stream is advertising.	As illustrated by the growth in our Complementary Services during FY24, SEG is well positioned to navigate the impacts of subdued economic conditions. Like all other business' a pro-longed downturn would put pressure on our cost base, however our ability to improve our balance sheet position during FY24 and capitalise on our strong asset base shows the Group is well placed
Information Technology, Cyber Security	
The continuing evolution of cyber security threats is a potential risk to all businesses. SEG has web and mobile applications in its digital offerings to audiences and consumers of its content.	SEG uses third-party technologies and systems to monitor and combat exposure to ongoing malware, spam and phishing attempts. Staff are trained in how to identify these types of phishing attempts to prevent unintended malicious access to SEG's technology environment. Core operating systems are backed up and disaster recovery contingencies exist to ensure continuity of business can be achieved.
Regulation and Legislation	
Changes to government regulation and legislation relating to advertising standards (e.g. wagering) is a potential risk to SEG's financial performance.	SEG have a diverse mix of brands and customers which ensures that any impact resulting from changes in regulation and legislation can be minimised. In FY24, wagering revenue contributed less than 10% of the Group's media revenue.
Environmental and climate concerns	
The nature of the risk includes non-compliance with Australian climate-related financial disclosures and non-compliance of manufacturing operations with local laws and regulations.	SEG plans to implement robust governance and strategy to manage the Company's climate related risks and opportunities engaging third party expert advice where appropriate and maintain environmental, health and safety (EHS) systems with defined policies.

Directors Report (continued)

Review of Operations (continued)

Significant Changes in the State of Affairs

Other than the matters referred to above, in the opinion of the Directors, there were no significant changes in the state of affairs of the Group that occurred during the year ended 30 June 2024.

Matters subsequent to the end of the financial year

On 11 July 2024, SEG entered into a binding staged sale agreement for the Perth Wildcats. As part of this agreement stage 1 results in the sale of 52.5% of shares in the entity, subsequently a put and call option exists for a further 37.5% by no later than 30 June 2026, and a put and call option for the final 10% with scope to potentially increase based on trailing financial performance to be settled after 30 June 2028. This sale agreement values the Perth Wildcats at \$40m.

On the 14th of August 2024, Stage 1 of the sale completed which resulted in SEG receiving \$21m in cash consideration. On the same day SEG repaid a further \$8.5m on its debt facility reducing the facility to \$11.5m.

On 30th August 2024, the directors have declared the following special dividend.

Dividend	Record Date	Payment Date	Amount Per Share	Franked Amount Per Share
Special Dividend	19 September 2024	3 October 2024	2 cents	2 cents
Total Dividend Per Share			2 cents	2 cents

There are no other material events to disclose subsequent to year-end.

Likely Developments and Expected Results of Operations

Certain information regarding likely developments in the operations of the Group in future financial years is set out above or elsewhere in the Financial Report. The disclosure of other information other than what is disclosed, regarding likely developments in the operations of the Group in future financial years and the expected results of those operations is likely to result in unreasonable prejudice to the Group or any entity that is part of the Group. Accordingly, the directors have chosen not to disclose this information in this report.

Dividends

The Directors have declared the following special dividend.

Dividend	Record Date	Payment Date	Amount Per Share	Franked Amount Per Share
Special Dividend	19 September 2024	3 October 2024	2 cents	2 cents
Total Dividend Per Share			2 cents	2 cents

Auditors

BDO Audit Pty Ltd continues in office in accordance with section 327 of the Corporations Act 2001.

Environmental Regulation

The consolidated entity is not subject to any significant environmental regulation under Australian Commonwealth or State law.

Directors Report (continued)

Indemnification of Officers and Auditors

During the financial year, premiums were paid to insure Directors and Officers against liabilities and expenses incurred by them in defending any legal proceedings arising out of their conduct while acting in their capacity as an officer, other than conduct involving a wilful breach of duty in relation to the Company.

The amount of the premium is not disclosed under the terms and conditions of the policy.

As at the date of this report, no amounts have been claimed or paid in respect of this indemnity, other than the premium referred to above. During or since the financial period, the Company has not indemnified or made a relevant agreement to indemnify the auditor against a liability incurred as auditor.

Shares and performance rights granted to Executives and Employees

Shares under option

Key Management Personnel ("KMP") have been granted performance rights over ordinary shares that can be exercised at future dates. If all performance conditions were met during the term, up to 8,024,591 performance rights could be exercised as long-term incentives (LTI) for nil consideration.

Unissued ordinary shares of Sports Entertainment Group Limited under performance right at the date of this report are as follows:

Grant date	Expiry date	Exercise price	Number under option
24 Mar 2022	30 Sep 2022 ¹	Nil	1,604,995
24 Mar 2022	30 Sep 2023 ¹	Nil	3,209,791
24 Mar 2022	30 Sep 2024 ¹	Nil	3,209,805
			8,024,591

¹ The expiry date of these performance rights is as per the vesting conditions outlined on page 10.

Shares issued on the exercise of performance rights

During the period, there were no ordinary shares were issued. For further information about performance rights issued to KMP refer to page 12 of the Remuneration Report.

The relevant interests of current directors in shares in the Company or a related body corporate as at the date of this report are as follows:

Directors	No. of Fully Paid Ordinary Shares
Andrew Moffat	3,002,700
Chris Giannopoulos	9,001,213
Colm O'Brien	310,337
Craig Coleman ¹	55,881,621
Craig Hutchison	51,421,863
Jodie Simm	4,548,785
Ronald Hall ² (alternate)	20,109,998
Total	144,276,517

¹ Includes 55,211,924 shares held by Viburnum Funds Pty Ltd.

² R Hall's interest in ordinary shares is held through Rosh Hagiborim Pty Ltd

Directors Report (continued)

Meetings of Directors

The table below sets out the number of board meetings held during the year and the number of meetings attended by each director. For the reporting period, 11 board meetings were held.

Directors	Board of Directors		Remuneration Committee		Audit and Risk Management Committee	
	Held	Attended	Held	Attended	Held	Attended
Craig Coleman	11	11	2	2	-	-
Colm O'Brien	11	9	2	2	3	2
Andrew Moffat	11	10	2	2	3	3
Craig Hutchison	11	11	-	-	-	-
Chris Giannopoulos	11	10	-	-	-	-
Jodie Simm	11	9	2	2	-	-
Ronald Hall ¹	11	-	-	-	-	-

¹ As an alternate non-executive director, Ronald is only required to attend Meetings of Directors where Andrew Moffat is unavailable.

Remuneration Report (Audited)

This Remuneration Report, which has been audited, outlines director and executive remuneration arrangements in accordance with the requirements of the Corporations Act 2001 and its regulations. For the purposes of this report, Key Management Personnel (KMP) are defined as those persons having authority and responsibility for planning, directing and controlling the major activities of the business, directly or indirectly, as an executive.

Key Management Personnel disclosed in this report

Directors	Position	Period
Craig Coleman	Non-Executive Director and Chairman	Full year
Colm O'Brien	Non-Executive Director	Full year
Andrew Moffat	Non-Executive Director	Full year
Ronald Hall	Non-Executive Director / Alternate Director	Full Year
Craig Hutchison	Chief Executive Officer and Executive Director	Full year
Chris Giannopoulos	Executive Director	Full year
Jodie Simm	Chief Operating Officer, Executive Director, & Company Secretary	Full year
Other KMPs	Position	Period
Richard Simkiss	Group Business Director	Full year

Principles used to determine the nature and amount of remuneration

The principal objective is to ensure that rewards paid for performance are competitive and are commensurate with the results achieved.

The guiding principles for developing executive remuneration are:

- Remuneration should include an appropriate mix of fixed and performance-based variable pay components;
- The various components of remuneration should be understandable, transparent and easy to communicate; and
- Remuneration practices should be acceptable to internal and external stakeholders.

In approving budgets, the Board sets out to link remuneration policies with financial performance.

This Remuneration Report, which has been audited, outlines director and executive remuneration arrangements in accordance with the requirements of the Corporations Act 2001 and its regulations. For the purposes of this report, Key Management Personnel (KMP) are defined as those persons having authority and responsibility for planning, directing and controlling the major activities of the business, directly or indirectly, as an executive.

Use of remuneration consultants

Directors have not engaged the services of remuneration consultants during the reporting period.

Relationship between remuneration and the Company's financial performance

Financial Performance - \$'000's	2024	2023	2022	2021	2020
(Loss) / Profit for year before tax attributable to owners	4,360	(10,123)	4,130	3,085	(5,293)
(Loss) / Profit for year after tax attributable to owners	3,146	(9,294)	3,172	2,043	(4,360)
Basic earnings/(loss) per share (cents)	1.17	(3.56)	1.35	0.89	(2.13)
Dividends per share (cents)	-	-	-	-	-
Dividend payments (\$'000s)	-	-	-	-	-
Dividend payout ratio – underlying earnings (%)	-	-	-	-	-
Share price at year end (A\$)	0.28	0.20	0.24	0.25	0.28
KMP incentives as % of profit/(loss) after tax for the year ¹	1%	19%	32%	5%	2%

¹ KMP incentives are short / long-term incentives per the Remuneration Report.

Remuneration Report (continued)

In accordance with best practice corporate governance, the structure of non-executive Director and other KMP remuneration is separate and distinct.

Non-executive directors are remunerated with fees within the aggregate limit approved by shareholders. Each non-executive director receives a fixed fee for being a director.

Directors' remuneration for the period ending 30 June 2024 is detailed on pages 11 and 12.

Non-executive directors are remunerated for providing additional services based on market rates and the range of skills and experience they bring to the Company.

The Company rewards executives with a mix of remuneration commensurate with their position and responsibilities, and remuneration structures are reviewed regularly to ensure that:

- remuneration is competitive by market standards;
- rewards are linked to strategic goals and performance; and
- accountabilities and deliverables are clearly defined to minimise potential conflicts of interest and promote effective decision-making.

Total remuneration is made up of the following elements:

- fixed remuneration;
- short-term incentives (STIs); and
- long-term incentives (LTIs).

Fixed remuneration is determined to provide a base level of remuneration appropriate to the position that is competitive and takes account of each individual's experience, qualifications, capabilities and responsibilities. It is benchmarked to ensure that remuneration is competitive with the market.

KMP receive fixed remuneration in cash. This remuneration is detailed on pages 11 and 12.

STIs are based on achieving annual Key Performance Indicators (KPIs) that focus participants on achieving individual and business goals such as financial performance, leadership and culture contribution, share price and strategic execution. STI payments are bonuses linked to actual performance in a financial year. Current service agreements with KMPs are detailed on page 15.

STIs are dependent on achieving KPIs linked to key business drivers. STIs include financial incentives to employees for achieving or exceeding monthly, quarterly and annual targets.

The senior management team is responsible for assessing the performance of individuals against KPIs on a periodic basis, and they have the discretion to recommend other STIs over and above target amounts. The senior management team presents recommendations to the full board for approval.

No performance rights lapsed during the year when the performance hurdles were not met.

Performance rights are exercisable into an equivalent number of escrowed ordinary shares. A condition of exercising performance rights is that the recipient is restricted from dealing in those shares during the escrow period. Details of performance rights currently issued are disclosed on page 13. No performance rights were granted during the financial year ended 30 June 2024.

Remuneration Report (continued)

Relationship between remuneration and the Company's financial performance (continued)

The table below summarises the performance and vesting conditions for performance rights that may be exercised under the LTI plan, as at the date of this report.

The performance conditions required to be achieved by KMP vary depending on the responsibilities and accountabilities of each individual KMP.

The following table details the vesting conditions and timing for all performance rights currently issued and not yet exercised or cancelled:

Series	Issued	Vesting timing	Vesting conditions
Issue 26	24 Mar 22	Subject to achieving KPI's, performance rights vest on issue date of financial statements in respect of the Testing Date – 30 September 2022	Tranche 1 – Performance Hurdle LTM Underlying EBITDA of \$11.006 million subject to certain adjustments as approved by the Board. As vesting conditions were not met, 50% of Tranche 1 eligible rights rolled into the future and tested against vesting conditions for Tranche 2 and 50% of Tranche 1 eligible rights rolled into the future and tested against vesting conditions for Tranche 3.
Issue 27	24 Mar 22	Subject to achieving KPI's, performance rights vest on issue date of financial statements in respect of the Testing Date – 30 September 2023	Tranche 2 – Performance Hurdle LTM Underlying EBITDA of \$12.750 million for the year ending 30 June 2024 and subject to certain adjustments as approved by the Board. As vesting conditions were not met, 50% of Tranche 2 eligible rights rolled into the future and will be tested against vesting conditions for Tranche 3 excluding those rolled from Tranche 1 and 50% of Tranche 2 eligible rights rolled into the future and tested on 30 June 2024 but will have a Performance Hurdle of LTM Underlying EBITDA of \$15.700 million, and subject to certain adjustments as approved by the Board.
Issue 28	24 Mar 22	Subject to achieving KPI's, performance rights vest on issue date of financial statements in respect of the Testing Date – 30 September 2024	Tranche 3 – Performance Hurdle LTM Underlying EBITDA of \$14.200 million for the year ending 30 June 2024 and subject to certain adjustments as approved by the Board.

With respect to LTIs, the primary objective is to reward staff and KMP in a way that aligns payment of remuneration with generating long-term shareholder value.

LTI performance right grants are made using a premium or an at-market price of the shares under performance right as a component of the performance hurdle, and in addition KMP and staff are required to meet certain length-of-service obligations.

As the fixed or variable component of remuneration is not dependent on share price or dividends, there is no discussion of the relationship between the board's remuneration policy and financial performance, included in this report.

Directors invite individuals to participate in the Employee and Executive Incentive Plan (EEIP) whereby they are granted performance rights that can only be exercised subject to achieving service and vesting conditions at the end of specific periods.

Voting and comments at the Company's 2023 Annual General Meeting (AGM)

At the last Annual General Meeting, the Company received a 'yes' vote of 99.86% on its Remuneration Report for the 2023 financial year. The Company did not receive any specific feedback from shareholders at the meeting relating to the nature of its remuneration practices.

Remuneration Report (continued)

Details of Remuneration – Key Management Personnel

Remuneration arrangements are formalised in employment or consultancy agreements. Remuneration packages contain cash salary, commissions, other short-term incentives, annual leave and long service leave provision movements, superannuation and the cost of share-based payments expensed for LTI's.

Remuneration for each member of KMP for the year ended 30 June 2024 is shown below:

2024	Short Term Employee Benefits	Short Term Incentives	Short Term Benefits Total	Post-Employment Benefits	Share Based Payment	Long Term Employee Benefits	Termination Benefits	Total
Non-Executive Directors of Sports Entertainment Group Limited								
C Coleman	67,500	-	67,500	-	-	-	-	67,500
A Moffat	45,000	-	45,000	4,950	-	-	-	49,950
C O'Brien	55,137	-	55,137	-	-	-	-	55,137
R Hall	-	-	-	-	-	-	-	-
Sub-total	167,637	-	167,637	4,950	-	-	-	172,587
Other Key Management Personnel of the Group								
C Hutchison ¹	461,649	-	461,649	27,399	-	7,222	-	496,270
C Giannopoulos	410,097	-	410,097	30,283	-	6,786	-	447,166
J Simm	371,785	-	371,785	27,399	-	(12,461)	-	386,723
R Simkiss	413,272	18,018	431,290	27,399	-	6,519	-	465,208
Sub-total	1,656,803	18,018	1,674,821	112,480	-	8,066	-	1,795,367
Total	1,824,440	18,018	1,842,458	117,430	-	8,066	-	1,967,954

¹ The Group has an agreement with Craig Hutchison Media Pty Ltd for the provision of talent appearances and services totalling \$550,000 per annum. This \$550,000 is not in relation to his role as a Chief Executive Officer.

Remuneration Report (continued)

Details of Remuneration – Key Management Personnel

	Short Term Employee Benefits	Short Term Incentives	Short Term Benefits Total	Post-Employment Benefits	Share Based Payment	Long Term Employee Benefits	Termination Benefits	Total
2023								
Non-Executive Directors of Sports Entertainment Group Limited								
C Coleman	67,500	-	67,500	-	-	-	-	67,500
A Moffat	45,000	-	45,000	4,725	-	-	-	49,725
C O'Brien	49,275	-	49,275	-	-	-	-	49,275
R Hall	-	-	-	-	-	-	-	-
Sub-total	161,775	-	161,775	4,725	-	-	-	166,500
Other Key Management Personnel of the Group								
C Hutchison ^{1, 3}	458,962	90,000	548,962	25,292	(285,571) ² (97)%	7,192	-	295,875
C Giannopoulos ⁴	420,425	36,597	457,022	28,176	(116,995) ² (31)%	6,777	-	374,980
J Simm ⁵	348,626	37,500	386,126	25,292	(101,825) ² (34)%	(13,965)	-	295,628
R Simkiss ⁶	395,384	55,600	450,984	25,292	(116,995) ² (31)%	22,148	-	381,429
Sub-total	1,623,397	219,697 16%	1,843,094	104,052	(621,386) ² (46)%	22,152	-	1,347,912
Total	1,785,172	219,697 15%	2,004,869	108,777	(621,386) ² (41)%	22,152	-	1,514,412

¹ The Group has an agreement with Craig Hutchison Media Pty Ltd for the provision of talent appearances and services totalling \$550,000 per annum. This \$550,000 is not in relation to his role as a Chief Executive Officer.

² Share-based expenses are calculated using the common option valuation techniques at grant date. To date, Tranche 1 of the performance hurdles has not been met. Managements expectation is that Tranches 2 and 3 are not expected to be met, and therefore the share-based payment expense accumulated since the performance rights were issued have been reversed. Testing dates, and performance hurdles for these performance rights are detailed in page 10.

³ C.Hutchison was paid a discretionary bonus equivalent to 75% of his contracted bonus entitlement for performance in the 30 June 2023 financial year.

⁴ C.Giannopoulos achieved 73% of his contracted bonus entitlement and forfeited 27% for performance in the 30 June 2023 financial year.

⁵ J.Simm achieved 75% of her contracted bonus entitlement and forfeited 25% for performance in the 30 June 2023 financial year.

⁶ R.Simkiss achieved 75% of his contracted bonus entitlement and forfeited 25% for performance in the 30 June 2023 financial year.

Details of Share Based Compensation – Exercised during the year

No performance rights on issue were exercised during the financial year ended 30 June 2024.

Details of Share Based Compensation – Granted during the year

No performance rights were granted during the financial year ended 30 June 2024.

Remuneration Report (continued)

Share Based Payments

Details of performance rights over shares provided as remuneration is set out below.

- At 30 June 2024, 4,297,622 performance rights can be exercised by KMP's in the future subject to achieving KPI's.
- When exercisable, each performance right is convertible into one ordinary share.

Details of performance rights over shares provided as remuneration is set out below.

Key Management Personnel	Balance as at 1 Jul 23	Granted during the year	Exercised during the year	Lapsed / Forfeited during the year	Balance as at 30 Jun 24	Expiry Date	Estimate grant value \$
C Hutchison	2,370,068	-	-	(395,011)	1,975,057	30 Sep 24 ¹	464,138
C Giannopoulos	970,993	-	-	(161,832)	809,161	30 Sep 24 ¹	190,153
J Simm	845,091	-	-	(140,848)	704,243	30 Sep 24 ¹	165,497
R Simkiss	970,993	-	-	(161,832)	809,161	30 Sep 24 ¹	190,153
Total	5,157,145	-	-	(859,523)	4,297,622	n/a	1,009,941

¹ The expiry date of these performance rights is as per the vesting conditions outlined on page 10.

Assessed fair value at grant date of performance rights granted to individuals is allocated equally over the period from grant date to vesting date and amounts included in the remuneration tables above based on the annual assessment of the probability of the vesting conditions being satisfied.

Fair values at grant date are independently determined using the 30-day weighted average share price at grant date.

Movement in Equity Instruments held by Key Management Personnel

The number of ordinary shares and performance rights held directly or beneficially during the financial year by each director and KMP, including their personally related parties, is set out below.

Ordinary Shares	Balance at beginning of the year	EEIP / EESP Shares Issued	Dividend Reinvestment Plan	Ordinary Shares Acquired	Ordinary Shares Sold	Balance at end of year
	Number	Number	Number	Number	Number	Number
C Coleman ¹	55,881,621	-	-	-	-	55,881,621
A Moffat	3,002,700	-	-	-	-	3,002,700
C O'Brien	310,337	-	-	-	-	310,337
R Hall ²	20,109,998	-	-	-	-	20,109,998
C Hutchison	51,454,094	-	-	-	-	51,454,094
C Giannopoulos	9,812,899	-	-	-	(800,000)	9,012,899
J Simm	4,548,785	-	-	-	-	4,548,785
R Simkiss	1,311,850	-	-	-	-	1,311,850
	146,432,284	-	-	-	(800,000)	145,632,284

¹ Includes 55,211,924 shares held by Viburnum Funds Pty Ltd.

² R Hall's interest in ordinary shares is held through Rosh Hagiborim Pty Ltd

Remuneration Report (continued)

Movement in Equity Instruments held by Key Management Personnel

Performance rights	Balance at beginning of the year	Exercised during the year	Performance rights granted as compensation	Expired / Forfeited / Other	Balance at end of year
	Number	Number	Number	Number	Number
C Giannopoulos	970,993	-	-	(161,832)	809,161
C Hutchison	2,370,068	-	-	(395,011)	1,975,057
J Simm	845,091	-	-	(140,848)	704,243
R Simkiss	970,993	-	-	(161,832)	809,161
Total	5,157,145	-	-	(859,523)	4,297,622

None of the 4,297,622 performance rights at reporting date had vested at 30 June 2024.

There are no other performance rights on issue to Key Management Personnel.

Transactions with Key Management Personnel

- (i) The Company has an agreement with Craig Hutchison Media Pty Ltd for the provision of talent appearances and services totalling \$550,000 per annum. This agreement is made on normal commercial terms and conditions.
- (ii) The profit / (loss) before income tax includes the following expense resulting from transactions with directors or director-related entities:

	Consolidated	
	2024	2023
	\$	\$
Talent & Consulting services	550,000	550,000
Total	550,000	550,000

Remuneration Report (continued)

Service Agreements – Key Management Personnel

Remuneration and other terms of employment for the management team are formalised in employee agreements.

Key Management Personnel	Details
Craig Hutchison Executive Director and Chief Executive Officer	- Term of employment is ongoing - Base salary, inclusive of superannuation for the year ended 30 June 2024 was \$456,074 p.a. - An annual bonus of up to \$120,000 is payable for achievement of the following performance criteria: 50% payable based on the satisfactory liquidity event 50% payable based on the satisfactory year on year increase to the SEG share price - Entitled to participate in an equity incentive plan as approved by the Board which will include vesting hurdles based on performance targets set by the Board - Payment of termination benefit on early termination, other than for gross misconduct, equal to 12 months' base salary. Employee can terminate with 12 months' notice
Chris Giannopoulos Executive Director – Stakeholder Management and Acquisitions Managing Director – Bravo Talent Management	- Term of employment is ongoing - Base salary, inclusive of superannuation for the year ended 30 June 2024 was \$430,000 p.a. - An annual bonus equal to the lesser of \$50,000 and 5% of the actual net profit before tax of the Talent Management division of the Group - Entitled to participate in an equity incentive plan as approved by the Board which will include vesting hurdles based on performance targets set by the Board - Payment of termination benefit on early termination, other than for gross misconduct, equal to 6 months' base salary. Employee can terminate with 6 months' notice
Jodie Simm Executive Director, Chief Operating Officer, and Company Secretary	- Term of employment is ongoing - Base salary, inclusive of superannuation for the year ended 30 June 2024 was \$393,568 p.a. - An annual bonus of up to \$50,000 is payable for the achievement of the following performance criteria: 25% payable based on satisfactory management of the Group's Human Resources activities 25% payable based on the satisfactory management of Group's operating and capital cost management 25% payable based on the satisfactory management of the Group's IT / Engineering activities 25% payable based on the satisfactory management of the Group's Merger & Acquisition / Legal and Risk activities - Entitled to participate in an equity incentive plan as approved by the Board which will include vesting hurdles based on performance targets set by the Board - Payment of termination benefit on early termination, other than for gross misconduct, equal to 6 months' base salary. Employee can terminate with 6 months' notice
Richard Simkiss Group Business Director	- Term of employment is ongoing - Base salary, inclusive of superannuation for the year ended 30 June 2024 was \$430,000 p.a. - An annual bonus of up to \$50,000 is payable for the achievement of the following performance criteria: 33.33% payable based on achieving the board approved Rainmaker TV Content division EBITDA Budget 33.3% payable based on achieving the board approved Perth Wildcats EBITDA Budget 33.3% payable based on achieving the board approved Teams EBITDA Budget - Entitled to participate in an equity incentive plan as approved by the Board which will include vesting hurdles based on performance targets set by the Board - Payment of termination benefit on early termination, other than for gross misconduct, equal to 6 months' base salary. Employee can terminate with 6 months' notice

End of Audited Remuneration Report

Directors Report (continued)

Non-Audit Services

The Company may decide to employ BDO on assignments additional to their statutory audit duties where the auditors' expertise and experience is considered important. There have been no non-audit services provided.

Details of fees paid to the auditor are disclosed in Note 32.

Officers of the company who are former partners of BDO Audit Pty Ltd (BDO)

There are no officers of the company who are former partners of BDO Audit Pty Ltd.

Auditor's Independence Declaration

The auditor's independence declaration for the year ended 30 June 2024 as required under Section 307(c) of the Corporations Act 2001 has been received and is located on page 18.

Corporate Governance Statement

The 2024 Corporate Governance Statement has been released as a separate document and can be located on our website at www.sportsentertainmentnetwork.com.au/investors.

Proceedings on behalf of the Company

No person has applied to the Court under Section 237 of the Corporations Act 2001 for leave to bring proceedings on behalf of the Company, or to intervene in any proceedings to which the Company is a party for the purpose of taking responsibility on behalf of the Company for all or part of those proceedings.

Directors' Interests in Contracts

Directors' interests in contracts are disclosed on page 14 and in Note 30 of this report.

Rounding of Amounts

In accordance with ASIC Legislative Instrument 2016/191, amounts shown in the Directors' Report and the financial report have been rounded off to the nearest thousand dollars.

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

Auditor

BDO Audit Pty Ltd continues in office in accordance with section 327 of the Corporations Act 200

Directors Report (continued)

This report is made in accordance with a resolution of directors, pursuant to section 298(2)(a) of the Corporations Act 2001.

On behalf of the Directors,

A handwritten signature in black ink, appearing to be 'Craig Coleman', with a stylized circular flourish at the beginning.

Craig Coleman

Chairman

13 September 2024

For personal use only

DECLARATION OF INDEPENDENCE BY BENJAMIN LEE TO THE DIRECTORS OF SPORTS ENTERTAINMENT GROUP LIMITED

As lead auditor of Sports Entertainment Group Limited for the year ended 30 June 2024, I declare that, to the best of my knowledge and belief, there have been:

1. No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
2. No contraventions of any applicable code of professional conduct in relation to the audit.

This declaration is in respect of Sports Entertainment Group Limited and the entities it controlled during the period.



Benjamin Lee

Director

BDO Audit Pty Ltd

Melbourne, 13 September 2024

INDEPENDENT AUDITOR'S REPORT

To the members of Sports Entertainment Group Limited

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Sports Entertainment Group Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 30 June 2024, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial report, including material accounting policy information, the consolidated entity disclosure statement and the directors' declaration.

In our opinion the accompanying financial report of the Group, is in accordance with the *Corporations Act 2001*, including:

- (i) Giving a true and fair view of the Group's financial position as at 30 June 2024 and of its financial performance for the year ended on that date; and
- (ii) Complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report. We are independent of the Group in accordance with the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key audit matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report of the current period. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Key audit matter	How the matter was addressed in our audit
Carrying value of intangible assets The Group has material indefinite life intangible assets including goodwill, radio licenses, sports team licences and trademarks, and brand and distribution rights. Indefinite life intangibles are required to be tested at least annually for impairment in accordance with Australian Accounting Standards. This is a key audit matter because the impairment assessment process is complex and is required to be carried out at the level of the lowest identifiable cash generating unit ('CGU'). The assessment requires significant judgements and includes assumptions that are based on future operating results, discount rates and the broader market conditions in which the Group operates.	Our procedures, amongst others, included: - Assessing management's CGU allocations to ensure that they reflect the requirements of AASB 136 <i>Impairment of Assets</i>. - For each CGU, using management's value in use calculations, we tested the integrity and mathematical accuracy of the value in use discounted cash flow models. - Engaging our BDO valuation experts to assist in assessing the discount rate, growth rates, terminal value assumptions applied and assessing the underlying cash flow forecasts for reasonableness. - For the CGU assessed by management using a fair value less costs to sell methodology, our BDO valuation experts have cross checked this against a value in use methodology. - Performing a sensitivity analysis to identify whether a reasonable variation in the assumptions could cause the carrying amount of the cash generating units to exceed their recoverable amount and therefore indicate an impairment. - Evaluating the Group's ability to accurately forecast future cash flows by comparing historically budgeted cash flows with actual performance. - Comparing the market capitalisation of the Group at year end to the carrying value of the assets. - Evaluating the adequacy of the disclosures relating to intangible assets in the financial report, including those made with respect to judgments and estimates.

Key audit matter	How the matter was addressed in our audit
Revenue recognition and deferred revenue The Group generates revenue from various streams including media advertising, complementary services, sponsorship, membership & ticketing, and merchandise revenue. Revenue recognition and deferred revenue is a key audit matter due to the significance of revenue to the financial report and the diversity of revenue streams creating complexity around the timing of revenue recognition when there are multiple performance obligations or obligations that span over multiple periods. Additionally, judgement is involved in determining whether the Group is the principal and not an agent in a transaction. In the prior year, we were unable to obtain sufficient appropriate audit evidence in respect of media advertising revenue deferred because management were unable to provide sufficient supporting documentation in respect of the individual transactions to determine whether the amount of revenue deferred was complete and accurate as at 30 June 2023. Therefore, additional auditor attention was required to alleviate the qualification on opening deferred revenue balances.	Our procedures included: • Assessing management’s revenue recognition policy in line with the requirements of ASB 15 <i>Revenue from Contracts with Customers</i>. • Performing test of controls over the media advertising and complementary services revenue streams. • Substantively testing sponsorship, membership & ticketing, and merchandise revenue to invoices and receipts of funds in bank. • Performing a movement analysis over revenue recognised by revenue stream comparing current and prior year figures and investigating variances over our defined threshold, including obtaining explanations for significant variances. • Performing audit procedures to ensure correct year-end cut-off of revenue streams. • Ensuring audit procedures to ensure correct year-end cut-off of revenue streams. • Ensuring the existence of revenue by performing testing over credit notes that had been issued post year end. • Performing procedures to satisfy ourselves of the closing balance as at 30 June 2023 of deferred revenue by obtaining management’s updated 2023 reconciliation files and independently recalculating the expected deferred revenue for a sample of projects by obtaining relevant contracts, copies of cash receipts and evidence of the Group’s satisfaction of performance obligations. • Obtaining management’s reconciliation of deferred revenue balances and agreed to the trial balance, by the relevant category. • Testing a sample of deferred revenue balances through to evidence of booking agreements, invoices issued, cash received, and revenue recognised per project. • Recalculating the expected deferred revenue for a sample of projects and arrive at an independent expectation of the deferred revenue. • Evaluating the adequacy of disclosures and classification in the notes to the financial statements in line with the requirements of the Australian Accounting Standards.

Other information

The directors are responsible for the other information. The other information comprises the information contained in Director's report for the year ended 30 June 2024, but does not include the financial report and our auditor's report thereon, which we obtained prior to the date of this auditor's report, and the Chairman's report, which is expected to be made available to us after that date.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

When we read the Chairman's report, if we conclude that there is a material misstatement therein, we are required to communicate the matter to the directors and will request that it is corrected. If it is not corrected, we will seek to have the matter appropriately brought to the attention of users for whom our report is prepared.

Responsibilities of the directors for the Financial Report

The directors of the Company are responsible for the preparation of:

- a) the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and
- b) the consolidated entity disclosure statement that is true and correct in accordance with the *Corporations Act 2001*, and

for such internal control as the directors determine is necessary to enable the preparation of:

- i) the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error; and
- ii) The consolidated entity statement that is true and correct and is free of misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (<http://www.auasb.gov.au/Home.aspx>) at:

https://www.auasb.gov.au/admin/file/content102/c3/ar1_2020.pdf

This description forms part of our auditor's report.

Report on the Remuneration Report

Opinion on the Remuneration Report

We have audited the Remuneration Report included in pages 8 to 15 of the directors' report for the year ended 30 June 2024.

In our opinion, the Remuneration Report of Sports Entertainment Group Limited, for the year ended 30 June 2024, complies with section 300A of the *Corporations Act 2001*.

Responsibilities

The directors of the Company are responsible for the preparation and presentation of the Remuneration Report in accordance with section 300A of the *Corporations Act 2001*. Our responsibility is to express an opinion on the Remuneration Report, based on our audit conducted in accordance with Australian Auditing Standards.

BDO Audit Pty Ltd

A stylized, handwritten-style logo of the letters 'BDO' in black ink.A handwritten signature in black ink, appearing to read 'Benjamin Lee'.

Benjamin Lee
Director

Melbourne, 13 September 2024

Directors' Declaration

In the directors' opinion:

- a) the attached financial statements and notes - comply with the Corporations Act 2001, the Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- b) the attached financial statements and notes comply with International Financial Reporting Standards as issued by the International Accounting Standards Board as described in note 1 to the financial statements;
- c) the financial statements and notes give a true and fair view of the consolidated entity's financial position as at 30 June 2024 and of its performance for the financial year ended on that date;
- d) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and
- e) The consolidated entity disclosure statement is in accordance with the Corporations Act 2001 and is true and correct as at 30 June 2024.

The directors have been given declarations required by section 295A of the Corporates Act 2001.

Signed in accordance with a resolution of the Directors made pursuant to section 295(5) of the Corporations Act 2001

On behalf of the Directors,

A handwritten signature in black ink, appearing to be 'Craig Coleman', with a stylized circular flourish at the beginning.

Craig Coleman

Chairman

13 September 2024

Consolidated statement of profit or loss and other comprehensive income for the financial year ended 30 June 2024

	Notes	30 June 2024 \$000's	30 June 2023 \$000's
Revenue from continuing operations	2	124,570	112,472
Sales and marketing expenses		(59,317)	(51,341)
Occupancy expenses		(1,597)	(1,513)
Administration expenses		(12,128)	(12,413)
Technical expenses		(24,100)	(22,147)
Production / creative expenses		(16,220)	(15,147)
Restructuring and transaction costs		(1,957)	-
Gain/(Loss) on disposal of property plant and equipment		-	(57)
Corporate expenses		(694)	(596)
Depreciation and amortisation	4	(8,239)	(7,913)
Finance costs	4	(2,761)	(2,604)
Other income	3	1,076	-
Investments accounted for using the equity method (JV)		(9)	(3)
Expenses		(125,946)	(113,725)
Profit / (Loss) for the year before income tax		(1,376)	(1,263)
Income tax (expense) / benefit	6	701	829
PROFIT / (LOSS) AFTER INCOME TAX FROM CONTINUING OPERATIONS		(675)	(434)
LOSS AFTER INCOME TAX FROM DISCONTINUED OPERATIONS	14	3,821	(8,860)
PROFIT/(LOSS) FOR THE YEAR AFTER INCOME TAX		3,146	(9,294)
OTHER COMPREHENSIVE INCOME NET OF TAX			
Exchange difference on translation of foreign operations		(100)	(6)
OTHER COMPREHENSIVE INCOME NET OF TAX TOTAL		(100)	(6)
TOTAL COMPREHENSIVE INCOME NET OF TAX OF CONTINUING OPERATIONS TOTAL		(775)	(2,631)
TOTAL COMPREHENSIVE INCOME NET OF TAX OF NON-CONTINUING OPERATIONS TOTAL		3,821	(6,669)
COMPREHENSIVE PROFIT/(LOSS) FOR THE YEAR		3,046	(9,300)

The Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

Consolidated statement of profit or loss and other comprehensive income for the financial year ended 30 June 2024 (continued)

	Notes	30 June 2024	30 June 2023
Profit / (Loss) attributable to:			
Owners of Sports Entertainment Group Limited		3,122	(9,294)
Non-Controlling Interests		24	-
Total Profit/(Loss)		3,146	(9,294)
Total Comprehensive Profit / (Loss) attributable to:			
Owners of Sports Entertainment Group Limited		3,022	(9,294)
Non-Controlling Interests		24	-
Total Profit/(Loss)		3,046	(9,300)
Profit / (Loss) per share attributable to the owners			
Basic (cents per share)	26	1.17	(3.56)
Diluted (cents per share)	26	1.13	(3.56)
Profit / (Loss) / Earnings per share attributable to the owners from continuing operations			
Basic (cents per share)	26	(0.25)	(0.17)
Diluted (cents per share)	26	(0.25)	(0.17)
Loss per share attributable to the owners from discontinuing operations			
Basic (cents per share)	26	1.42	(3.39)
Diluted (cents per share)	26	1.38	(3.39)

The Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

Consolidated statement of financial position as at 30 June 2024

	Notes	30 June 2024 \$'000s	30 June 2023 \$'000s
Current Assets			
Cash and cash equivalents		10,740	5,919
Prepayments		4,450	5,495
Trade and other receivables	9	19,748	20,133
Income tax receivable		-	861
Asset held for sale	16	-	3,355
Inventory		484	267
Total Current Assets		35,422	36,031
Non-Current Assets			
Deferred tax asset	11	5,016	3,550
Intangibles	17	76,185	78,496
Investments accounted for using the equity method	15	148	132
Property, plant and equipment	10	12,430	13,922
Right of use asset	13	16,266	16,329
Investments	12	1,696	-
Other non-current assets		-	375
Total Non-Current Assets		111,741	112,803
Total Assets		147,163	148,834
Current Liabilities			
Borrowings	19	4,127	28,669
Contract Liability	20	6,091	6,408
Provision for income tax	6	435	-
Provisions	21	3,227	3,072
Lease liability	13	2,265	2,334
Liabilities held for sale	16	-	5,585
Trade and other payables	18	19,548	20,631
Total Current Liabilities		35,693	66,699
Non-Current Liabilities			
Borrowings	19	19,918	133
Contract Liability	20	1,970	735
Deferred tax liability	11	15,162	15,383
Provisions	21	987	897
Lease liability	13	17,214	15,971
Total Non-Current Liabilities		55,251	33,119
Total Liabilities		90,944	99,818
Net Assets		56,217	49,017

Consolidated statement of financial position as at 30 June 2024 (continued)

Equity

Issued capital	23	69,967	67,948
Reserves	25	(277)	(178)
Other reserve	25	1,623	0
Non-Controlling Interest	25	512	0
Retained earnings	22	(15,608)	(18,754)
Total Equity		56,217	49,017

The Consolidated Statement of Financial Position should be read in conjunction with the accompanying notes.

Sports Entertainment Group Limited

Annual Report 30 June 2024

Consolidated statement of changes in equity for the financial year ended 30 June 2024

	Notes	Issued Capital \$'000s	Other Reserve \$'000s	Share Based Payment Reserve \$'000s	Foreign Currency Translation Reserve \$'000s	Non-Controlling Interest \$'000s	Accumulated Losses \$'000s	Total \$'000s
Total Equity at 1 July 2023		67,948	-	75	(252)	-	(18,754)	49,017
Comprehensive income								
Profit / (Loss) after income tax		-	-	-	-	-	3,146	3,146
Exchange difference on translation of foreign operations		-	-	-	(100)	-	-	(100)
Total comprehensive income		-	-	-	(100)	-	3,146	3,046
Partial divestment of SEN Teams			1,623	-	-	512	-	2,135
Issue of share capital	23	2,043	-	-	-	-	-	2,043
Share issue costs	23	(24)	-	-	-	-	-	(24)
Share based payments	4	-	-	-	-	-	-	-
Total Equity at 30 June 2024		69,967	1,623	75	(352)	512	(15,608)	56,217
Total Equity at 1 July 2022		67,986	-	601	(246)	-	(9,460)	58,881
Comprehensive income								
Profit / (Loss) after income tax		-	-	-	-	-	(9,294)	(9,294)
Exchange difference on translation of foreign operations		-	-	-	(6)	-	-	(6)
Total comprehensive income		-	-	-	(6)	-	(9,294)	(9,300)
Transactions with owners in their capacity as owners								
Issue of share capital	23							
Share issue costs	23	(38)	-	-	-	-	-	(38)
Share based payments	4	-	-	(526)	-	-	-	(526)
Total Equity at 30 June 2023		67,948	-	75	(252)	-	(18,754)	49,017

The Consolidated Statement of Changes in Equity should be read in conjunction with the accompanying notes.

Consolidated statement of cash flows for the financial year ended 30 June 2024

		30 June 2024 \$'000s	30 June 2023 \$'000s
	Notes		
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		155,447	145,081
Payments to suppliers and employees (inclusive of GST)		(149,023)	(133,308)
Interest received		5	-
Interest and other costs of finance paid		(1,563)	(1,768)
Interest on lease liabilities		(903)	(733)
Income taxes received/(paid)		301	(1,154)
Net operating cash flows provided by operating activities	33	4,264	8,118
Cash flows from investing activities			
Proceeds from sale of property, plant and equipment		-	1,431
Payment for property, plant and equipment		(1,793)	(3,860)
Payment for intangible assets – radio licences		-	(643)
Proceeds from sale of SENZ Audio and Media		3,694	-
Payment for intangible assets – computer software		-	(152)
Payment for investment		(51)	-
Proceeds from Sale of non-controlling interest in SEG Teams Pty Ltd?		2,135	-
Payment for the acquisition of 4KQ		-	(12,000)
Net cash provided by/(used in) investing activities		3,985	(15,224)
Cash flows from financing activities			
Proceeds from issue of shares		2,025	-
Payment of share issue costs		(24)	(38)
Proceeds from borrowings		-	5,000
Repayment of borrowings		(3,000)	(1,500)
Repayment of lease liabilities		(2,434)	(3,063)
Net cash (used in)/provided by financing activities		(3,433)	399
Net (decrease) / increase in cash and equivalents		4,816	(6,707)
Cash and cash equivalents at the beginning of the year		5,919	12,627
Effects of exchange rate changes on cash and cash equivalents		5	(1)
Cash and cash equivalents at the end of the year	33	10,740	5,919

The Consolidated Statement of Cash Flows should be read in conjunction with the accompanying notes.

Notes to the consolidated financial statements

1. Summary of Material Accounting Policies

The principal accounting policies that are material to the consolidated entity are set out below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

The financial statements are for the consolidated entity consisting of Sports Entertainment Group Limited ("the Company") and its subsidiaries ("the Group").

New or amended Accounting Standards and Interpretations adopted

The consolidated entity has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Basis of Preparation

These general-purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the Corporations Act 2001, as appropriate for for-profit oriented entities. These financial statements also comply with International Financial Reporting Standards as issued by the International Accounting Standards Board ('IASB').

The Company is a for profit entity for financial reporting purposes under Australian Accounting Standards. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The financial statements have been prepared on an accrual basis and are based on historical costs, modified where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The financial statements were authorised for issue on 13 September 2024 by the directors of the Company.

All amounts are presented in Australian dollars, unless otherwise stated.

Separate financial statements for Sports Entertainment Group Limited as an individual entity are not presented as permitted by the Corporations Act 2001. However, limited financial information for this individual entity is included in note 34 of the financial statements.

Where necessary, comparative figures have been adjusted to conform to changes in presentation in the current year. Comparative values have been adjusted to reflect the change in treatment relating to Discontinued operations relating to the Sale of SENZ Media assets.

Sports Entertainment Group Limited is a company limited by shares and domiciled in Australia, whose shares are publicly traded on the Australian Securities Exchange (ASX).

Principles of Consolidation

The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of Sports Entertainment Group Limited (parent entity) as at 30 June 2024 and the results of all subsidiaries for the year then ended. Sports Entertainment Group Limited and its subsidiaries together are referred to in these financial statements as the consolidated group.

Subsidiaries are all those entities over which the consolidated entity has control. The consolidated entity controls an entity when the consolidated entity is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the consolidated entity. They are de-consolidated from the date that control ceases.

Notes to the consolidated financial statements (continued)

1. Summary of Material Accounting Policies (continued)

Intercompany transactions, balances and unrealised gains on transactions between entities in the consolidated entity are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of the impairment of the asset transferred. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the consolidated entity.

The acquisition of subsidiaries is accounted for using the acquisition method of accounting. A change in ownership interest, without the loss of control, is accounted for as an equity transaction, where the difference between the consideration transferred and the book value of the share of the non-controlling interest acquired is recognised directly in equity attributable to the parent.

Non-controlling interest in the results and equity of subsidiaries are shown separately in the statement of profit or loss and other comprehensive income, statement of financial position and statement of changes in equity of the consolidated entity. Losses incurred by the consolidated entity are attributed to the non-controlling interest in full, even if that results in a deficit balance.

Where the consolidated entity loses control over a subsidiary, it derecognises the assets including goodwill, liabilities and non-controlling interest in the subsidiary together with any cumulative translation differences recognised in equity. The consolidated entity recognises the fair value of the consideration received and the fair value of any investment retained together with any gain or loss in profit or loss.

Foreign currency translation

The financial statements are presented in Australian dollars, which is Sports Entertainment Group Limited's functional and presentation currency.

Foreign currency transactions

Foreign currency transactions are translated into Australian dollars using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at financial year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

Foreign operations

The assets and liabilities of foreign operations are translated into Australian dollars using the exchange rates at the reporting date. The revenues and expenses of foreign operations are translated into Australian dollars using the average exchange rates, which approximate the rates at the dates of the transactions, for the period. All resulting foreign exchange differences are recognised in other comprehensive income through the foreign currency reserve in equity.

The foreign currency reserve is recognised in profit or loss when the foreign operation or net investment is disposed of.

Contract assets

Contract assets are recognised when the company has transferred goods or services to the customer but where the company is yet to establish an unconditional right to consideration. Contract assets are treated as financial assets for impairment purposes.

Contract liabilities

Contract liabilities represent the company's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the company recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the company has transferred the goods or services to the customer.

Rounding of Amounts

The company is of a kind referred to in Corporations Instrument 2016/191, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in this report have been rounded off in accordance with that Corporations Instrument to the nearest thousand dollars, or in certain cases, the nearest dollar.

New, revised or amending Accounting Standards and Interpretations adopted

The consolidated entity has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period, with no material impacts to be noted.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted, nor have the impact being assessed in the current financial year.

Notes to the consolidated financial statements (continued)

1. Summary of Material Accounting Policies (continued)

Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Share-based payment transactions

The consolidated entity measures the cost of equity-settled transactions with employees by reference to the fair value of the equity instruments at the date at which they are granted. The fair value is determined by using either the Binomial or Black-Scholes model taking into account the terms and conditions upon which the instruments were granted. The accounting estimates and assumptions relating to equity-settled share-based payments would have no impact on the carrying amounts of assets and liabilities within the next annual reporting period but may impact profit or loss and equity. Refer to note 8 for further information.

Allowance for expected credit losses

The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience, historical collection rates and forward-looking information that is available. The allowance for expected credit losses, as disclosed in note 9, is calculated based on the information available at the time of preparation. The actual credit losses in future years may be higher or lower.

Fair value measurement hierarchy

The consolidated entity is required to classify all assets and liabilities, measured at fair value, using a three level hierarchy, based on the lowest level of input that is significant to the entire fair value measurement, being: Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at the measurement date; Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly; and Level 3: Unobservable inputs for the asset or liability. Considerable judgement is required to determine what is significant to fair value and therefore which category the asset or liability is placed in can be subjective.

Estimation on useful lives of assets

The consolidated entity determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Notes to the consolidated financial statements (continued)

1. Summary of Material Accounting Policies (continued)

Critical accounting judgements, estimates and assumptions (continued)

Goodwill and other indefinite life intangible assets

The Group tests annually at 30 June of a financial year, or more frequently if events or changes in circumstances indicate impairment, whether goodwill and other indefinite life intangible assets have suffered any impairment. In this financial reporting period, the Group has assessed the recoverable amount of all existing CGUs. Cash generating units are allocated to the following Segments (refer to note 29):

- Media Australia Segment incorporates the Broadcast & Media Australia CGU, Publications CGU, and Regional Licences CGU
- Media NZ CGU has been fully impaired in financial year ending 30 June 2023.
- Complementary Segment incorporates Complementary Services CGU.
- Sports Teams Segment incorporates the Perth Wildcats CGU. Individual sports teams in this segment are treated as separate CGUs.

Indefinite life intangibles are tested annually for impairment at CGU level and the recoverable amount of the Broadcasting & Media for Australia and New Zealand, the Publications and the talent management CGUs have been determined based on the value in use method, using a discounted cash flow methodology which requires the use of assumptions. The recoverable amount of the Perth Wildcats has been determined using enterprise value of post year end purchase price allocation. The recoverable amount of Regional Radio Licences has been determined based on fair value less cost of disposal ("FVLCD").

No CGU impairment analysis resulted in an impairment expense being recognised.

Impairment of non-financial assets other than goodwill and other indefinite life intangible assets

The consolidated entity assesses impairment of non-financial assets other than goodwill and other indefinite life intangible assets at each reporting date by evaluating conditions specific to the consolidated entity and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined. This involves fair value less costs of disposal or value-in-use calculations, which incorporate a number of key estimates and assumptions.

Income tax

The consolidated entity is subject to income taxes in the jurisdictions in which it operates. Significant judgement is required in determining the provision for income tax. There are many transactions and calculations undertaken during the ordinary course of business for which the ultimate tax determination is uncertain. The consolidated entity recognises liabilities for anticipated tax audit issues based on the consolidated entity's current understanding of the tax law. Where the final tax outcome of these matters is different from the carrying amounts, such differences will impact the current and deferred tax provisions in the period in which such determination is made.

The Group had previously disclosed tax losses in its NZ subsidiary as a deferred tax asset prior to 30 June 2023. On review of the 2023 annual report, it was deemed there was no foreseeable use of these tax losses and as a result the group de-recognised the deferred tax asset. During FY24 SEG sold its digital and audio business in NZ and as a result was able to utilise the tax losses available in the NZ subsidiary. The Group has recognised the impact of applying these losses when calculating its income tax expense for FY24, however given the vast majority of assets in the NZ subsidiary have now been sold there appears no reasonable means that the remainder of the available losses could be utilized.

Recovery of deferred tax assets

Deferred tax assets are recognised for deductible temporary differences only if the consolidated entity considers it is probable that future taxable amounts will be available to utilise those temporary differences and losses.

Lease term

The lease term is a significant component in the measurement of both the right-of-use asset and lease liability. Judgement is exercised in determining whether there is reasonable certainty that an option to extend the lease or purchase the underlying asset will be exercised, or an option to terminate the lease will not be exercised, when ascertaining the periods to be included in the lease term. In determining the lease term, all facts and circumstances that create an economical incentive to exercise an extension option, or not to exercise a termination option, are considered at the lease commencement date. Factors considered may include the importance of the asset to the consolidated entity's operations; comparison of terms and conditions to prevailing market rates; incurrence of significant penalties; existence of significant leasehold improvements; and the costs and disruption to replace the asset. The consolidated entity reassesses whether it is reasonably certain to exercise an extension option, or not exercise a termination option, if there is a significant event or significant change in circumstances.

Notes to the consolidated financial statements (continued)

1. Summary of Material Accounting Policies (continued)

Critical accounting judgements, estimates and assumptions (continued)

Incremental borrowing rate

Where the interest rate implicit in a lease cannot be readily determined, an incremental borrowing rate is estimated to discount future lease payments to measure the present value of the lease liability at the lease commencement date. Such a rate is based on what the consolidated entity estimates it would have to pay a third party to borrow the funds necessary to obtain an asset of a similar value to the right-of-use asset, with similar terms, security and economic environment.

Employee benefits provision

As discussed in note 1, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Lease make good provision

A provision has been made for the present value of anticipated costs for future restoration of leased premises. The provision includes future cost estimates associated with closure of the premises. The calculation of this provision requires assumptions such as application of closure dates and cost estimates. The provision recognised for each site is periodically reviewed and updated based on the facts and circumstances available at the time. Changes to the estimated future costs for sites are recognised in the statement of financial position by adjusting the asset and the provision. Reductions in the provision that exceed the carrying amount of the asset will be recognised in profit or loss.

Notes to the consolidated financial statements (continued)

2. Revenue

	Consolidated	
	2024 \$'000s	2023 \$'000s
From continuing operations		
Australian Media Advertising revenue	69,984	69,263
TV Production revenue	8,591	7,693
Complementary Services revenue	21,524	19,570
	100,099	96,526
Publications circulation revenue	4,609	2,995
Sponsorship revenue	10,354	5,864
Membership and Ticketing revenue	7,812	5,849
Merchandise revenue	1,271	824
Other income	425	414
Total Revenue from continuing operations	124,570	112,472

Revenue Recognition and Measurement

Revenues are recognised at fair value of the consideration received or receivable net of the GST payable to the Australian Taxation Office (ATO). Other than sponsorship revenue, which is recognised over time, revenue is recognised at a point in time.

See note 29 (Segment Information) for the geographical allocation of the Group's revenue.

The following table details the recognition timing and criteria for each of the Group's revenue streams:

Type of Revenue	Recognition Criteria
Media Advertising revenue	Revenue from radio, digital, television, and in stadium platform advertising is recognised when a client's advertisements have been broadcast on the agreed platform and at the agreed time. Revenue from print advertising in the Group's various newspapers and magazines is recognised on the publication date.
Publications circulation revenue	Publishing revenue represents sales of magazines and newspapers. Revenue is recognised when a customer makes a purchase, and it is delivered to the customer.
TV Production revenue	Revenue from services provided in the production of TV programming is recognised when the service and production has been performed and distributed to the client, in line with the agreement.
Complementary Services Revenue	Complementary services revenue is derived from the sale of tickets, hospitality, talent management commissions and creative agency services. Revenue from complementary services is recognised at the time the service is provided.
Sponsorship revenue	Sponsorship revenue is recognised in accordance with the principles of AASB 15 and recorded over the life of the sponsorship agreement as the consolidated entity fulfils its obligations and where control of the sponsorship services have been transferred to the client.
Membership and Ticketing revenue	Membership revenue comprises Sports Teams membership income and is recognised accordance with the principles of AASB 15, whereby membership income is recognised over time across the duration of the NBL season. Match ticket sales are recognised at the conclusion of each Wildcats home game.
Merchandise revenue	Merchandise income relates to revenue from the sale of Sports Teams branded merchandise and apparel. This revenue is recognised accordance with the principles of AASB 15 with recognition occurring when control of the merchandise is transferred to the customer.
Other revenue	Other regular sources of revenue are derived from commercial production for advertisers and the sale of programming. Revenue from commercial production and programming sale is recognised at the time of completion of the commercial or sale.

Notes to the consolidated financial statements (continued)

3. Other Income

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Revaluation of Unlisted Investments	1,076	0

4. Expenses

	Notes	Consolidated	
		2024	2023
		\$'000s	\$'000s
Finance costs			
Interest and other finance costs on borrowings		2,006	1,751
Interest on leases		651	733
Other interest expenses		104	120
		2,761	2,604
Depreciation / amortisation of non-current assets:			
• Property, plant and equipment	10	3,459	3,190
• Intangible assets	17	2,190	2,220
• Right-of-use-assets	13	2,590	2,503
		8,239	7,913
Employee benefits expense			
Employee benefits expense		42,463	36,801
Defined contribution superannuation expense		3,929	3,638
Share-based payments - EEIP		18	(526)
		46,411	39,913
Other Expenses			
Credit Loss Allowance – trade receivables	9	228	779
Amounts of inventories recognised as expenses		615	310

Superannuation benefits

Employees receive defined contribution superannuation entitlements, for which the employer pays the fixed superannuation guarantee contribution (11% of the employee's average ordinary salary) to the employee's nominated superannuation fund of choice. All contributions in respect of employees' contribution entitlements are recognised as an expense when they become payable. The Company's obligation in respect of employee's contribution entitlements is limited to its obligation for any unpaid superannuation guarantee contributions at the end of the reporting period. All obligations for unpaid superannuation guarantee contributions are measured at the (undiscounted) amounts expected to be paid when the obligation is settled and are presented as current liabilities in the company's statement of financial position.

Notes to the consolidated financial statements (continued)

5. Financial Risk Management

Classification and subsequent measurement

Financial instruments are subsequently measured at fair value, amortised cost using the effective interest method, or cost when this approximates fair value. Revisions to expected future net cash flows will necessitate an adjustment to the carrying amount with a consequential recognition of an income or expense item in profit or loss.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are measured at amortised cost. Gains / losses are recognised in the income statement through the amortisation process and when the financial asset is derecognised.

Financial Liabilities

Non-derivative financial liabilities other than financial guarantees are subsequently measured at amortised cost. Gains or losses are recognised in the income statement through the amortisation process and when the financial liability is derecognised.

Impairment

A financial asset (or a group of financial assets) is deemed to be impaired if, and only if, there is objective evidence of impairment as a result of one or more events (a "loss event") having occurred, which has an impact on the estimated future cash flows of the financial asset(s).

In the case of financial assets carried at amortised cost, loss events may include: indications that the receivables or a group of receivables are experiencing significant financial difficulty, default in payments; indications that they will enter bankruptcy or other financial reorganisation; and changes in economic conditions that correlate with defaults.

For financial assets carried at amortised cost (including loans and receivables), a separate allowance account is used to reduce the carrying amount of financial assets impaired by credit losses. After having taken all possible measures of recovery, if management establishes that the carrying amount cannot be recovered by any means, at that point the written-off amounts are charged to the allowance account or the profit or loss if no impairment amount was previously recognised in the allowance account.

When the terms of financial assets that would otherwise have been past due or impaired have been renegotiated, the Company recognises the impairment for such financial assets by taking into account the original terms as if the terms had not been renegotiated so that the loss events that have occurred are duly considered.

De-recognition

Financial assets are derecognised when the contractual rights to receipt of cash flows expire, or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised when the related obligations are discharged, cancelled or have expired. The difference between the carrying amount of the financial liability extinguished or transferred to another party and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

Financial Instruments

Financial instruments consist mainly of cash and short-term deposits with banks, accounts receivable, payables and third-party loans. There were no derivative instruments at reporting date.

The Board reviews and agrees policies for each of the risks associated with these instruments as summarised on the next page.

Risk Exposures and Responses

The primary risk exposure is to interest rate, credit and liquidity risk.

a) Interest Rate Risk

Interest rate risk arises from loans. A 1% increase / decrease in loan rates would change trading results by +/- \$240,450 (2023: +/- \$234,091).

Risk is managed by taking account of the interest rate environment, movements in variable / fixed-rate interest rates, availability of alternative products, the cash flow position and advice from bankers.

Notes to the consolidated financial statements (continued)

5. Financial Risk Management (continued)

a) Interest Rate Risk (continued)

At reporting date, the Company had a mix of financial assets and liabilities exposed to Australian and New Zealand variable interest rate risk.

	Notes	Consolidated	
		2024 \$'000s	2023 \$'000s
Financial Assets			
Cash and cash equivalents		10,740	5,919
Financial Liabilities			
Bank Loans	19	24,045	27,390
Other Loans	19	-	1,412
		24,045	28,802
		(13,305)	(22,883)

Consideration is given to interest rate exposure, alternative financing and the mix of fixed and variable interest rates.

b) Credit Risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in a financial loss to the Company. Credit risk arises from financial assets such as cash and cash equivalents, trade and other receivables. At reporting date, the maximum exposure to credit risk on recognised financial assets is the carrying amount, net of any loss allowance for those assets as disclosed in the ageing analysis in Note 9 b).

Exposure at reporting date where applicable is addressed in each applicable note.

It is our trading policy to transact only with recognised and creditworthy third parties. The Company manages cash balances through Commonwealth Bank of Australia, National Australia Bank and ASB Bank. Collateral is not requested nor is it policy to securitise trade and other receivables.

Trade receivables are monitored on an ongoing basis to minimise potential exposure and consequently bad debts as a percentage of sales are not considered material.

The business does not have any material credit risk exposure to any single receivable or group of receivables under financial instruments entered into by the business.

Despite the overall decrease in trade receivables balance over the financial year ended 30 June 2024, trade receivables overdue by over 90 days has remained consistent. Therefore, the Group has applied a more conservative degree of judgement when estimating the expected credit loss rate.

Capital Risk Management

The objective in managing capital is to safeguard the Company's ability to continue as a going concern, to generate returns for shareholders and to maintain a capital structure that minimises costs of capital.

The capital structure of the Group consists of debt, which includes the borrowings listed in Note 19, cash and cash equivalents and equity attributable to equity holders of the parent, comprising issued capital, reserves and retained earnings.

The net debt to equity gearing ratio at reporting date was 24% (2023: 47%) with a further significant improvement to this metric post the completion of stage 1 of the Perth Wildcats sale. The group further reduced its debt by \$8.5m

c) Liquidity Risk

Liquidity risk is managed by forecasting and monitoring cash flows on an ongoing basis. The primary objective is to maintain flexibility whilst having access to continuity of funding.

The business has \$24.045 million of loans owing at reporting date. \$4.127 million of this debt is due 31 July 2024, with the remaining balance recently extended and not to expire until 31 March 2027. Subsequent to 30 June 2024, SEG paid the outstanding \$4.127 million and post completion of stage 1 of the Wildcats sale paid down a further \$8.5m taking outstanding debt to \$11.5m

Notes to the consolidated financial statements (continued)

5. Financial Risk Management (continued)

c) Liquidity Risk (continued)

The maturity analysis for financial assets and liabilities is based on contractual obligations.

The risks implied from the values disclosed in the table reflect a balanced view of cash inflows, outflows, payables, loans and other financial liabilities that originate from the financing of assets used in ongoing operations such as property, equipment, intangibles and investments in working capital such as receivables. These assets are fully considered in assessing liquidity risk. The weighted average interest rate of loans is 4.01%.

	≤ 6 months	6-12 months	1-5 years	> 5 years	Total
	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
2024					
Financial Assets					
Cash & cash equivalents	10,740	-	-	-	10,740
Trade & other receivables	19,748	-	-	-	19,748
	30,488	-	-	-	30,488
Financial Liabilities – Non-Interest Bearing					
Trade & other payables	(19,548)	-	-	-	(19,548)
Financial Liabilities – Interest Bearing					
Loans – contractual	(4,045)	-	(20,000)	-	(24,045)
Lease liabilities	(996)	(1,280)	(9,523)	(7,680)	(19,480)
	(24,590)	(1,280)	(29,523)	(7,680)	(63,073)
Net maturity	5,898	(1,280)	(29,523)	(7,680)	(32,585)
	≤ 6 months	6-12 months	1-5 years	> 5 years	Total
	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
2023					
Financial Assets					
Cash & cash equivalents	5,919	-	-	-	5,919
Trade & other receivables	20,135	-	-	-	20,135
	26,054	-	-	-	26,054
Financial Liabilities – Non-Interest Bearing					
Trade & other payables	(20,631)	-	-	-	(20,631)
Financial Liabilities – Interest Bearing					
Loans – contractual	(164)	(164)	(23,867)	-	(24,195)
Lease liabilities	(1,170)	(1,163)	(9,790)	(6,181)	(18,304)
	(21,965)	(1,327)	(33,657)	(6,181)	(63,130)
Net maturity	4,089	(1,327)	(33,657)	(6,181)	(37,076)

d) Fair value of financial instruments

The Group holds shares in Dabble Sports Pty Ltd as per Note 12. The investment held is recognised at Fair value in the current financial year.

Notes to the consolidated financial statements (continued)

6. Income Tax Expense

a) Reconciliation of Income tax expense

Income tax expense for the financial year differs from the amount calculated in the net result from operations. The differences are reconciled as follows:

(Loss) / Profit before income tax expense

Income tax (benefit) / expense calculated at 30%

(Recognition)/De-recognition of New Zealand carry forward tax losses

Other non-allowable expenses / assessable income

Prior year adjustments: over provision for income tax

Effect of different tax rates of subsidiaries operating in other jurisdictions

Income tax (benefit) / expense

Consolidated	
2024	2023
\$'000s	\$'000s
2,445	(10,122)
733	(3,037)
(1,770)	732
392	1,477
(13)	(144)
(43)	143
(701)	(829)

b) Weighted average effective income tax rate

The applicable weighted average effective income tax rates are as follow

Consolidated	
2024	2023
\$'000s	\$'000s
-29%	8%

c) Income tax expense components

Current year tax

Current year temporary differences

movement in deferred tax asset

movement in deferred tax liability

Prior year adjustments: over provision for income tax

Income tax (benefit) / expense

Consolidated	
2024	2023
\$'000s	\$'000s
1,000	1,541
(1,466)	(437)
(222)	(1,789)
(13)	(144)
(701)	(829)

d) Franking Credits

Franking credits

9,563	9,863
--------------	--------------

e) Recognition and Measurement

Income Tax

The income tax expense or benefit for the period is the tax payable on that period's taxable income, adjusted by changes in deferred tax assets and liabilities attributable to temporary differences, unused tax losses and, where applicable, any adjustment recognised for prior periods.

Notes to the consolidated financial statements (continued)

6. Income Tax Expense

e) Recognition and Measurement (continued)

Deferred Taxes

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to apply when the assets are recovered or liabilities are settled, based on those tax rates that are enacted or substantively enacted, except for:

- (i) When the deferred income tax asset or liability arises from the initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and that, at the time of the transaction, affects neither the accounting nor taxable profits; or
- (ii) When the taxable temporary difference is associated with investments in subsidiaries, associates or interests in joint ventures, and the timing of the reversal can be controlled, and it is probable that the temporary difference will not reverse in the foreseeable future.

Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses.

The carrying amount of recognised and unrecognised deferred tax assets are reviewed each reporting date. Deferred tax assets recognised are reduced to the extent that it is no longer probable that future taxable profits will be available for the carrying amount to be recovered.

Previously unrecognised deferred tax assets are recognised to the extent that it is probable that there will be future taxable profits available to recover the asset.

Tax Consolidation

Sports Entertainment Group Limited (the "Company") and its wholly owned Australian controlled entities have formed an income tax consolidated group under the tax consolidation regime. The head entity and the controlled entities in the tax consolidated group continue to account for their own current and deferred tax amounts.

The tax consolidated group has applied the 'separate taxpayer within group' approach in determining the appropriate amount of taxes to allocate to members of the tax consolidated group. The entities have also entered into a tax funding agreement under which each wholly owned entity compensates the parent entity for any current tax payable assumed and is compensated for any current tax receivable and deferred tax assets relating to unused tax losses or unused tax credits that are transferred to the parent entity.

7. Key Management Personnel Compensation

a) Details of Key Management Personnel (KMP)

Detailed remuneration disclosures are included in the Directors' Report in accordance with section 300A of the Corporations Act 2001.

b) Compensation of Key Management Personnel

	Short Term Employee Benefits	Short Term Employee Incentives	Short Term Benefits Total	Post-Employment Benefits	Share Based Payment	Long Term Employee Benefits	Termination Benefits	Total
	\$	\$	\$	\$	\$	\$	\$	\$
2024	1,824,440	18,018	1,842,458	117,430	0	8,066	0	1,967,954
2023	1,785,172	219,697	2,004,869	108,777	(621,386)	22,152	0	1,514,412

Notes to the consolidated financial statements (continued)

8. Share Based Payments

a) Employee and Executive Incentive Plan (EEIP)

The Company operates an Employee and Executive Incentive Plan.

The Plan is designed to provide short and long-term incentives for employees, by allowing them to participate in the future growth of the business and generate improved shareholder returns. Under the Plan, directors may in their absolute discretion offer to grant performance rights to eligible recipients. The performance rights can be granted for nil consideration and carry rights in favour of the performance right holder to subscribe for one ordinary share for each performance right issued. Employees joining after commencement of the plan are eligible recipients and all shares issued on exercise of performance rights rank equally with issued shares.

Initial Recognition and Measurement

The cost of these equity settled transactions is measured by reference to the fair value of the equity instruments at the date on which they are granted. The cost of such transactions is recognised as an expense, together with a corresponding increase in equity, over the period in which the performance conditions (where applicable) are fulfilled, ending on the date on which the relevant employee becomes fully entitled to the award ('vesting date').

Performance rights are issued pursuant to the EEIP and have expiry dates of up to 36 months from their date of grant. The performance right pricing model values each vesting portion and accordingly the amortised share-based compensation disclosed in the Remuneration Report includes the apportioned value of any performance rights held by the KMPs.

The charge or credit for a period represents the difference in the cumulative expense recognised at the beginning and end of that period and is reflected in Note 4.

The cumulative expense recognised for equity settled transactions at each reporting date until vesting reflects (i) the extent to which the vesting period has expired and (ii) the number of awards that, in the opinion of the Directors, will ultimately vest.

The Company has established a Share-Based Payment Reserve (SBPR). This reserve reflects the cumulative expense recognised from inception to the reporting date for all equity settled transactions.

Fair value of performance rights granted

Fair values at grant date are independently determined using the 30-day weighted average share price at grant date

Details of performance rights issued under the EEIP are as follows:

2024								
Grant Date	Expiry Date	Exercise Price	Balance at start of the year	Issued during the year	Exercised during the year	Lapsed / Forfeited during the year	Balance at the end of the year	Vested and exercisable at the end of the year
		Number	Number	Number	Number	Number	Number	Number
25 Jun 20 Issue 19	28 Jan 2024 ¹	Nil Cents	100	-	-	-	100	100
24 Mar 22 Issue 26, 27, & 28	30 Sep 2024 ¹	Nil Cents	9,692,378	-	-	(1,667,887)	8,024,491	-
			9,692,478	-	-	(1,667,887)	8,024,591	100
Weighted Average Exercise Price			Nil	Nil	Nil	Nil	Nil	Nil

¹ The expiry date of these performance rights is as per the vesting conditions outlined on page 6.

Notes to the consolidated financial statements (continued)

a) Employee and Executive Incentive Plan (EEIP) (continued)

2023									
Grant Date	Expiry Date	Exercise Price	Balance at start of the year	Issued during the year	Exercised during the year	Lapsed / Forfeited during the year	Balance at the end of the year	Vested and exercisable at the end of the year	
		Number	Number	Number	Number	Number	Number	Number	
25 Jun 20 Issue 19	30 Jan 2024 ¹	Nil Cents	100	-	-	-	100	100	
24 Mar 22 Issue 26, 27 & 28	30 Sep 2024 ¹	Nil Cents	9,696,045	-	-	(66,667)	9,629,378	-	
			9,696,145	-	-	(66,667)	9,629,478	100	
Weighted Average Exercise Price			Nil	Nil	Nil	Nil	Nil	Nil	

¹ The expiry date of these performance rights is as per the vesting conditions outlined on page 10.

The weighted average remaining contractual life for all outstanding performance rights at the end of the financial year is 1.25 years (2023: 2.25 years).

There were no other performance rights on issue during the financial year.

b) Payments for Services

There were no performance rights issued for services during this or the previous financial year.

9. Trade and Other Receivables

a) Current Receivables

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Trade receivables	20,160	20,879
Less expected credit loss	(2,290)	(2,062)
	17,870	18,817
Contract Assets	197	-
Other receivables	1,681	1,316
	19,748	20,133

Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any loss allowance. Trade receivables are generally due for settlement within a range of 30 - 120 days.

Notes to the consolidated financial statements (continued)

Trade and Other Receivables (continued)

b) Provision for expected credit loss

	Consolidated	
	2024 \$'000s	2023 \$'000s
Balance at 1 July 2023	2,062	1,283
Charge for the year	228	779
Balance at 30 June 2024	2,290	2,062

The loss allowance is based on a simplified model of recognising lifetime expected credit loss immediately upon recognition and an additional adjustment for the current economic environment and increase risk profile in the Group's trade receivables balances. These provisions are considered representative across all customers based on recent sales experience, historical collection rates and forward-looking information that is available. The amount of the loss allowance is recognised in profit or loss. Where a debt is known to be uncollectable, it is considered a bad debt and is written off.

An adjustment to the provision of \$228,000 (2023: \$779,033) was recognised as an expense during the financial year.

At reporting date, the ageing analysis of past due but not impaired trade receivables was as follows:

	Expected credit loss rate	Carrying amount	Allowances for expected credit losses
	%	\$'000s	\$'000s
Provision for expected credit loss			
Not overdue	0.26%	12,513	28
0 to 60 days overdue	0.06%	3,106	20
60 to 90 days overdue	1.28%	767	10
Over 90 days overdue	11.96%	3,773	2,232
Balance at 30 June 2024		20,160	2,290

Other balances within trade and other receivables do not contain impaired assets, are not considered past due and it is assumed these balances will be settled in full.

Notes to the consolidated financial statements (continued)

10. Property, Plant and Equipment

30 June 2024	2024 \$'000s				
	Studio	Equipment	Improvements	Land	Total
Carrying Amount (Cost)					
Balance at start of the year	14,317	6,935	4,887	-	26,138
Acquired on business combination	-	-	-	-	-
Additions	245	479	1,105	-	1,829
Disposals	-	-	-	-	-
Balance at end of the year	14,562	7,413	5,992	-	27,967
Accumulated Depreciation					
Balance at start of the year	5,285	4,288	2,644	-	12,217
Depreciation expense for the year	1,685	954	681	-	3,319
Disposals	-	-	-	-	-
Balance at end of the year	6,970	5,242	3,325	-	15,537
Net Book Value					
Balance at start of the year	9,032	2,646	2,243	-	13,922
Balance at end of the year	7,592	2,171	2,667	-	12,430

30 June 2023	2023 \$'000s				
	Studio	Equipment	Improvements	Land	Total
Carrying Amount (Cost)					
Balance at start of the year	12,396	6,122	4,801	-	23,319
Acquired on business combination	250	28	-	1,385	1,663
Additions	1,772	785	86	-	2,642
Disposals	(102)	-	-	(1,385)	(1,487)
Balance at end of the year	14,317	6,935	4,887	-	26,138
Accumulated Depreciation					
Balance at start of the year	3,929	3,350	1,963	-	9,242
Disposals	(2)	-	-	-	(2)
Depreciation expense for the year	1,358	939	681	-	2,977
Balance at end of the year	5,285	4,288	2,644	-	12,217
Net Book Value					
Balance at start of the year	8,467	2,772	2,838	-	14,077
Balance at end of the year	9,032	2,646	2,243	-	13,922

Notes to the consolidated financial statements (continued)

Property, Plant and Equipment (continued)

Recognition and Measurement

Property, Plant and Equipment

Property, plant and equipment is recorded at cost less accumulated depreciation. The carrying value of property, plant and equipment is reviewed for impairment at each reporting date. An asset's carrying value is written down immediately to its recoverable value, if the asset's carrying amount is greater than its estimated recoverable amount.

Depreciation

Estimates of remaining useful lives are made on a regular basis for all assets, with annual reassessment for major items.

Depreciation is provided both on a straight-line basis so as to write down the cost of assets in use, net of residual values over their expected useful life, as well as diminishing value basis for a small amount of assets, whereby a depreciation rate is charged over their expected useful life. The expected useful life (straight-line basis) and depreciation rates (diminishing value basis) of property, plant and equipment are as follows:

	Expected Useful life	Depreciation rate
Studio, broadcasting, and transmitter equipment	5 – 10 years	12% - 40%
Equipment	3 – 20 years	10% - 50%
Leasehold improvements	5 – 10 years	12% - 40%

11. Deferred Tax Assets and Liabilities

a) Deferred tax assets

Deferred tax asset comprises temporary differences attributable to:

Amount recognised in profit or loss

	Consolidated 2024 \$'000s	2023 \$'000s
Expected credit loss allowance	687	619
Employment provisions	1,117	1,074
Lease liabilities	964	621
Provision for make good	138	160
Accrued / other expenses	345	407
Property, plant and equipment	17	444
Tax losses (Australian tax consolidated group)	-	225
Tax losses (New Zealand)	1,748	-
Deferred tax asset	5,016	3,550

b) Deferred tax liabilities

	Consolidated 2024 \$'000s	2023 \$'000s
Prepayments	894	818
Intangible assets	12,317	12,166
Property, plant and equipment	1,952	2,399
	15,162	15,383

Notes to the consolidated financial statements (continued)

12. Investments

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Unlisted ordinary shares	1,696	0
Total	1,696	0

Investment Value is attributable to 84,763 shares in Dabble Sports Pty Ltd equivalent to 0.04% shareholding.

Investments and other financial assets are initially measured at fair value. Transaction costs are included as part of the initial measurement, except for financial assets at fair value through profit or loss. Such assets are subsequently measured at either amortised cost or fair value depending on their classification. Classification is determined based on both the business model within which such assets are held and the contractual cash flow characteristics of the financial asset unless an accounting mismatch is being avoided.

Financial assets are derecognised when the rights to receive cash flows have expired or have been transferred and the consolidated entity has transferred substantially all the risks and rewards of ownership. When there is no reasonable expectation of recovering part or all of a financial asset, its carrying value is written off.

Financial assets at fair value through profit or loss

Financial assets not measured at amortised cost or at fair value through other comprehensive income are classified as financial assets at fair value through profit or loss. Typically, such financial assets will be either: (i) held for trading, where they are acquired for the purpose of selling in the short-term with an intention of making a profit, or a derivative; or (ii) designated as such upon initial recognition where permitted. Fair value movements are recognised in profit or loss.

Notes to the consolidated financial statements (continued)

13. Right of use assets and lease liabilities

The Group leases various property across Australia. The non-cancellable period for these leases is generally between 1 – 10 years.

Extension options are included in a number of the Group's lease agreements, which are used to maximise operational flexibility. The extension options held are exercisable only by the Group and not by the lessors. The Group does not have any options to purchase leased assets. Increases clauses are in line with market practices and include inflation-linked, fixed rates, resets to market rents and hybrids of these.

The carrying value of the right-of-use assets and lease liabilities is presented below:

a) Right-of-use assets

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Cost	25,680	24,091
Accumulated depreciation	(9,414)	(7,762)
Carrying Value	16,266	16,329

Reconciliation of net book values

	Premises	Transmitter sites	Total
	\$'000s	\$'000s	\$'000s
Balance at 1 July 2023	12,232	4,097	16,329
Additions	4,044	112	4,156
Depreciation	(1,972)	(618)	(2,590)
Disposals	(1,629)	0	(1,629)
Balance at 30 June 2024	12,675	3,591	16,266

	Premises	Transmitter sites	Total
	\$'000s	\$'000s	\$'000s
Balance at 1 July 2022	14,025	3,607	17,632
Additions	112	1,088	1,200
Depreciation	(1,905)	(598)	(2,503)
Balance at 30 June 2023	12,232	4,097	16,329

Notes to the consolidated financial statements (continued)

13. Right of use assets and lease liabilities (continued)

b) Lease liabilities

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Current	2,265	2,334
Non-current	17,214	15,971
Total	19,480	18,304

Reconciliation of movement in lease liabilities

	Premises	Transmitter sites	Total
	\$'000s	\$'000s	\$'000s
Balance at 1 July 2023	14,033	4,271	18,304
New and modified leases	3,884	112	3,996
Cash payments	(1,197)	(723)	(1,920)
Interest expense	714	138	852
Disposals	(1,752)	0	(1,752)
Balance at 30 June 2024	15,682	3,798	19,480

	Premises	Transmitter sites	Total
	\$'000s	\$'000s	\$'000s
Balance at 1 July 2022	15,502	3,737	19,239
New and modified leases	112	1,088	1,200
Cash payments	(2,049)	(698)	(2,747)
Interest expense	468	144	612
Balance at 30 June 2023	14,033	4,271	18,304

Notes to the consolidated financial statements (continued)

14. Discontinued Operations

On 29th February 2024 the consolidated entity sold Sports Entertainment Network NZ Ltd media assets, a subsidiary of Sports Entertainment Group Ltd, for consideration of \$4m NZD (\$3.694mAUD) resulting in a profit on disposal before income tax of \$5.735m).

Financial performance information	Consolidated	
	2024 \$'000s	2023 \$'000s
Sale of goods	4,802	5,511
	4,802	5,511
Sales and marketing expenses	(3,665)	(2,502)
Occupancy expenses	(27)	(2)
Administration expenses	(163)	(973)
Technical expenses	(1,698)	(1,971)
Production / creative expenses	(775)	(1,918)
Impairment costs	-	(5,521)
Gain/(Loss) on disposal of property plant and equipment	5,735	14
Depreciation and amortisation	(388)	(1,498)
Profit/(loss) before income tax expense	3,821	(8,860)
Income tax expense	-	-
Profit/(loss) after income tax expense	3,821	(8,860)

Carrying amounts of assets and liabilities disposed	Consolidated	
	2024 \$'000s	2023 \$'000s
Property, plant and equipment & Intangibles	885	1,032
Contract liabilities	(1,231)	(1,248)
Employee provisions	(66)	(158)
Right of Use Assets and Lease Liabilities	(1,629)	(1,856)
Total Net Liabilities	(2,041)	(2,230)

Cash flow information

Net Cash used in operating activities	(1,120)	(1,082)
Net Cash received/(used) in investing activities	3,683	(1,120)
Net Cash used in financing activities	(520)	(467)
Net decrease in cash attributable from discontinued operations	2,043	(2,669)

Notes to the consolidated financial statements (continued)

14. Discontinued Operations (Continued)

Details of disposal	Consolidated	
	2024	2023
	\$'000s	\$'000s
Total sale consideration (proceeds)	3,694	-
Carrying amount of net assets/(liabilities) disposed	(2,041)	-
Profit on disposal before income tax	5,735	-

15. Investments accounted using the equity method

	% Held	Consolidated	
		2024	2023
		\$'000s	\$'000s
Digital Radio Broadcasting Brisbane Pty Ltd	12.50%	45	49
Digital Radio Broadcasting Melbourne Pty Ltd	9.09%	79	83
Digital Radio Broadcasting Sydney Pty Ltd	0.19%	-	-
SEG TNG NEWS	50%	24	-
		148	132

Recognition and Measurement

When the business has significant influence over an entity that is not jointly controlled, it is deemed an associate. Investments in associates are accounted for in the financial statements by applying the equity method of accounting. The equity method of accounting reflects the treatment of equity investments in associate companies. An investor's proportional share of the associate company's net income increases the investment (and a net loss decreases the investment), and proportional payments of dividends decrease it. In the investor's income statement, the proportional share of the investee's net income or net loss is reported as a single-line item. Accordingly, investments in associates are carried in the Statement of Financial Position at cost plus any post-acquisition changes in the share of net assets of the associate. Dividends received or receivable from associates reduce the carrying amount of the investment.

Notes to the consolidated financial statements (continued)

15 Investments accounted using the equity method (continued)

Investments in Controlled Entities and Associates

Digital Radio Broadcasting Brisbane Pty Limited

The shareholding in Digital Radio Broadcasting Brisbane Pty Limited ("DRBB") is accounted for using the equity method of accounting and the current shareholding is 12.50% (2023: 12.50%). The Company is considered to have significant influence due to its voting rights and the conditions attaching to the voting rights in that entity. For the reporting period, the company recorded a decrease in the value of the investment of \$0.004 million (2023: \$.007million losses) attributable to its share of losses.

Information relating to the associate is set out below:

Associate gross assets and liabilities

Current assets

Non-current assets

Total assets

Current liabilities

Non-current liabilities

Total liabilities

Net assets

Associate gross revenue, expenses and results

Revenues

Expenses

Loss for the year before tax

Share of loss for the year

Consolidated 2024 \$'000s	Consolidated 2023 '000s
446	401
0	45
446	446
48	50
55	0
103	50
343	396
730	672
767	730
(37)	(58)
(5)	(7)

Notes to the consolidated financial statements (continued)

15. Investments accounted using the equity method (continued)

Digital Radio Broadcasting Melbourne Pty Limited

The shareholding in Digital Radio Broadcasting Melbourne Pty Limited ("DRBM") is accounted for using the equity method of accounting and the current shareholding is 9.09% (2023: 9.09%). The Company is considered to have significant influence due to its voting rights and the conditions attaching to the voting rights in that entity. For the reporting period, the company recorded a decrease in the value of the investment of \$0.004 million (2023: \$0.005 million increase) attributable to its share of losses.

Information relating to the associate is set out below:

Associate gross assets and liabilities

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Current assets	526	559
Non-current assets	26	16
Total assets	552	575
Current liabilities	53	64
Non-current liabilities	71	21
Total liabilities	124	85
Net assets	428	490

Associate gross revenue, expenses and results

Revenues	1,120	1,132
Expenses	1,156	1,088
Profit / (Loss) for the year before tax	(36)	44
Share of profit / (loss) for the year	(3)	4

Notes to the consolidated financial statements (continued)

15 Investments accounted using the equity method (continued)

Digital Radio Broadcasting Sydney Pty Limited

The shareholding in Digital Radio Broadcasting Sydney Pty Limited ("DRBS") is accounted for using the equity method of accounting and the current shareholding is 0.19% (2023: 0.19%). The Company is considered to have significant influence due to its voting rights and the conditions attaching to the voting rights in that entity. For the reporting period, the company recorded an increase in the value of the investment of \$0.00million (2023: \$0.00million) attributable to its share of profits.

Information relating to the associate is set out below:

Associate gross assets and liabilities

Current assets

Non-current assets

Total assets

Current liabilities

Non-current liabilities

Total liabilities

Net assets

Consolidated	
2024	2023
\$'000s	\$'000s
1,606	1,576
0	16
1,606	1,592
122	134
0	0
122	134
1,484	1,458

Associate gross revenue, expenses and results

Revenues

Expenses

Profit / (Loss) for the year before tax

Share of profit / (loss) for the year

1,258	1,270
1,206	1,214
52	56
0	0

SEG TNG NEWS

The shareholding in SEG TNG News is accounted for using the equity method of accounting and the current shareholding is 50% (2023: 0%). The Company is considered to have significant influence due to its voting rights and the conditions attaching to the voting rights in that entity. SEG TNG News investment at acquisition date was \$0.025 million. For the reporting period, the company recorded a decrease in value of \$.001 million attributable to its share of losses.

Information relating to the associate is set out below:

Associate gross assets and liabilities

Current assets

Non-current assets

Total assets

Current liabilities

Non-current liabilities

Total liabilities

Net assets

Revenues

Expenses

Loss for the year before tax

Share of loss for the year

Consolidated	Consolidated
2024	2023
\$'000s	'000s
151	-
50	-
201	-
148	-
0	-
148	-
53	-
419	-
421	-
(2)	-
(1)	-

Notes to the consolidated financial statements (continued)

16. Asset Held for Sale

Asset Held for Sale

Property, plant and equipment

Right of use asset

Net Assets

Consolidated 2024 \$'000s	Consolidated 2023 '000s
-	1,032
-	2,323
-	3,355

Liabilities Held for Sale

Deferred Revenue

Current provisions

Lease Liabilities

Net Liabilities

Consolidated 2024 \$'000s	Consolidated 2023 '000s
-	1,249
-	157
-	4,179
-	5,585

Assets and Liabilities recognized as held for sale relate to balances in regards to SENZ Media Assets that were disposed of throughout the 2024 financial year reporting period.

Notes to the consolidated financial statements (continued)

17. Intangible Assets

Cash Generating Units (CGUs)

Broadcasting & Media Australia CGU

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Goodwill – indefinite useful life	11,808	11,892
Radio licences - indefinite useful life	36,348	36,355
Patents and trademarks – indefinite useful life	177	166
Broadcast rights – finite useful life	8,242	8,242
Broadcast rights – amortisation	(5,151)	(4,327)
	3,091	3,915
Supplier relationships – finite useful life	6,467	6,467
Supplier relationships – amortisation	(4,042)	(3,395)
	2,425	3,072
Customer relationships – finite useful life	146	146
Customer relationships – amortisation	(124)	(95)
	22	51
Website and computer software – finite useful life	2,715	2,825
Website and computer software – amortisation	(2,173)	(1,790)
	543	1,035
Total Broadcasting & Media Australia CGU	54,414	56,486

Regional Radio Licences CGU

Radio licences - indefinite useful life	468	468
Total Regional Radio Licences CGU	468	468

Publications CGU

Goodwill – indefinite useful life	2,487	2,488
Brand and distribution rights – indefinite useful life	7,958	7,958
Total AFL Record CGU	10,445	10,446

Sports Teams CGU

Goodwill – indefinite useful life	2,476	2,476
Sports team licences and trademarks – indefinite useful life	8,124	8,124
Total Sports Teams CGU	10,600	10,600

Complementary Services CGU

Talent contracts – finite useful life	1,429	1,429
Talent contracts – amortisation	(1,171)	(933)
Total Complementary Services CGU	258	496
Total Intangible Assets	76,185	78,496

Sports Entertainment Group Limited

Annual Report 30 June 2024

Notes to the consolidated financial statements (continued)

a) Reconciliation of net book value

	Goodwill	Brand and distribution rights	Radio licences	Broadcast rights	Supplier relationships	Sports Team Licences and Trademarks	Patents and Trade-marks	Talent Contracts	Customer relationships	Websites and Computer software	Total
\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
Net Book Value											
Balance at 1 July 2023	16,852	7,958	36,817	3,915	3,072	8,124	166	496	51	1,035	78,486
Acquired on business combination	-	-	-	-	-	-	-	-	-	-	-
Additions	-	-	-	-	-	-	-	-	-	-	-
Disposals	(81)	-	-	-	-	-	-	-	-	-	(81)
Impairment	-	-	-	-	-	-	-	-	-	-	-
Amortisation	-	-	-	(824)	(647)	-	11	(238)	(29)	(492)	(2,219)
Balance at 30 June 2024	16,771	7,958	36,817	3,091	2,425	8,124	177	258	22	543	76,185

	Goodwill	Brand and distribution rights	Radio licences	Broadcast rights	Supplier relationships	Sports Team Licences and Trademarks	Patents and Trade-marks	Talent Contracts	Customer relationships	Websites and Computer software	Total
\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
Net Book Value											
Balance at 1 July 2022	13,713	7,958	28,430	4,739	3,718	8,078	159	735	80	1,182	68,792
Acquired on business combination ^{1,2}	3,139	-	10,578	-	-	-	-	-	-	-	13,717
Additions	-	-	-	-	-	46	9	-	-	367	423
Disposals	-	-	-	-	-	-	-	-	-	-	-
Amortisation	-	-	-	(824)	(646)	-	-	(239)	(29)	(511)	(2,249)
Impairment charges Broadcasting & Media NZ	-	-	(2,191)	-	-	-	(2)	-	-	(3)	(2,196)
Balance at 30 June 2023	16,852	7,958	36,817	3,915	3,072	8,124	166	496	51	1,035	78,486

¹ On 1 July 2022, the Group completed the acquisition of the 4KQ Brisbane 693AM business for a purchase price of \$12,000 million. The Group have acquired identified intangible assets being a commercial broadcasting radio licence. Refer to Note 36 for the fair value of the identified intangible assets acquired.

² On 1 May 2023, the Group completed the acquisition of the Augusta Margaret River Mail and the Busselton – Dunsborough Mail Newspapers businesses for a purchase price of \$0.015 million. The Group have identified goodwill of \$0.020 million. Refer to Note 36 for the breakdown of the purchase consideration and goodwill calculation

Notes to the consolidated financial statements (continued)

17. Intangible Assets (continued)

b) Recognition and Measurement

Intangible assets with an indefinite useful life

Radio licences

Radio licences are stated at cost. In Australia, analogue licences are renewed for a minimal cost every five years under the provisions of the Broadcasting Services Act 1992.

Licences are a tradeable commodity and have an underlying value, which is ultimately determined by agreement between vendor and purchaser. Directors understand that the revocation of a radio licence has never occurred in Australia and have no reason to believe the licences have a finite life. These licences are not amortised since in the opinion of the Directors the licences have an indefinite useful life.

Goodwill

Goodwill arising on an acquisition of a business is carried at cost as established at the date of the acquisition of the business less accumulated impairment losses.

Patents and trademarks

Patents and trademarks are not amortised as they are determined to relate to the indefinite useful life of the radio licences.

Sports team licences and trademarks

Sports team licences and trademarks are carried at cost. These licences and trademarks provide the Group with the right to compete in the relevant sports competitions, as well as provide the Group with access to usage of the branding of the sports team for the sale of merchandise, ticketing, memberships, and hospitality packages to events held by the Sports team. The sports team licences and trademarks have been determined to have an indefinite useful life and management's intention is to continue to utilise these intangible assets into the foreseeable future.

Brand and distribution rights

Brand and distribution rights are carried at cost. The rights provide the Group access to the usage of the AFL brand for the publication of AFL Record, and access to all stadia where AFL fixtures are held for the sale of the publications. Brand and distribution rights acquired through the purchase of the AFL Publications business have been assessed as having indefinite useful lives. This assessment reflects the purchase agreement which stipulates that the rights to branding and distribution will be ongoing whilst the publication continues to be in circulation. Management's intention is to continue to utilise these rights into the foreseeable future.

Intangible assets with an indefinite useful life are tested for impairment annually and at each reporting date to assess whether there is an indication that the carrying value may be impaired.

Intangible assets with a finite useful life

Intangible assets with a finite life such as websites, computer software, supplier relationships, customer relationships, talent contracts, and broadcast rights are amortised on a systematic basis over their expected useful life.

The following estimated useful life is used in determining the amortisation cost for tangible assets with a finite life:

- Websites – 5 years
- Computer software – 5 years
- Supplier relationships – 10 years
- Talent contracts – 6 years
- Broadcast rights – 10 years

The amortisation expense on intangible assets with finite lives is recognised in the Statement of Profit or Loss and Other Comprehensive Income in the line item 'Depreciation and amortisation'.

Cash Generating Units (CGUs)

Cash generating units are allocated to the following Segments (refer to note 17):

- Media Australia Segment incorporates the Broadcast & Media Australia, Publications, and Regional Licences CGUs
- Media NZ Segment has been fully impaired in financial year ending 30 June 2023.
- Complementary Segment incorporates Complementary Services CGU.
- Sports Teams Segment incorporates the Perth Wildcats CGU. Individual sports teams in this segment are treated as separate CGUs.

Notes to the consolidated financial statements (continued)

17. Intangible Assets (continued)

c) Intangible Asset Impairment

Goodwill and intangible assets with an indefinite useful life are not subject to amortisation and are tested annually for impairment or more frequently if events or changes in circumstances indicate that they might be impaired.

Other intangible assets are reviewed for impairment whenever events or changes in circumstance indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have been adjusted.

If the recoverable amount of an asset (or CGU) is estimated to be less than its carrying amount, the carrying amount of the asset is reduced to its recoverable amount. An impairment loss is recognised in profit or loss immediately. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash inflows that are largely independent of the cash flows from other assets or groups of assets (cash generating units).

Useful lives are also examined on an annual basis and adjustments, where applicable, are made on a prospective basis and an assessment of the recoverable amount of the intangible is made each reporting period to ensure this is not less than its carrying amount.

Both indefinite life intangibles and finite life intangibles are tested annually for impairment at CGU level. Indefinite life intangibles have been allocated to five CGUs for impairment testing as follows:

	Radio Licences	Goodwill	Patents and Trademarks	Brand and distribution rights	Sports Team Licences and Trademarks	Total
	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
2024						
Broadcasting & Media Australia	36,348	11,808	177	-	-	48,333
Broadcasting & Media New Zealand	-	-	-	-	-	-
Regional Radio Licences	468	-	-	-	-	468
Publications	-	2,487	-	7,958	-	10,445
Sporting Teams	-	2,476	-	-	8,124	10,600
	36,816	16,771	177	7,958	8,124	69,846

	Radio Licences	Goodwill	Patents and Trademarks	Brand and distribution rights	Sports Team Licences and Trademarks	Total
	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
2023						
Broadcasting & Media Australia	36,355	11,890	166	-	-	48,411
Broadcasting & Media New Zealand	2,191	-	2	-	-	2,193
Regional Radio Licences	468	-	-	-	-	468
Publications	-	2,488	-	7,958	-	10,446
Sporting Teams	-	2,476	-	-	8,124	10,600
	39,014	16,854	168	7,958	8,124	72,118

Intangibles allocated to the complementary services CGU are finite life intangibles and have been assessed for indicators of impairment. No impairment indicators exist at reporting date.

Notes to the consolidated financial statements (continued)

17. Intangible Assets (continued)

Indefinite life intangibles are tested annually for impairment at CGU level and the recoverable amount of the Broadcasting & Media for Australia, the Publications and the talent management CGUs have been determined based on the value in use method, using a discounted cash flow methodology which requires the use of assumptions. The recoverable amount of the Perth Wildcats has been determined using enterprise value of post year end purchase price allocation. The recoverable amount of Regional Radio Licences has been determined based on fair value less cost of disposal ("FVLCD").

The calculations use cash flow projections based on the annual budget and adjusted cash flow forecasts for up to five years. Cash flows beyond the forecast period are extrapolated using the estimated growth rates stated below.

The key assumptions under each scenario are as follows:

Broadcasting & Media Australia CGU

Key assumption

Approach	Based on the Group's budget for the Media & Content Australia CGU on management's forecasts and using assumptions on market growth, market share, and adjusting for past performances and market trends.
Long term growth rate	5% average annual growth (Year 1-5)
Terminal growth rate	2.5%
Discount rate (post-tax)	12.264%

The Group concluded the recoverable amount resulting from the value in use methodology is appropriate in supporting the carrying value of the Broadcasting & Media Australia CGU and no impairment was recognised for the year ended 30 June 2024.

No reasonable changes in the key assumptions on which the recoverable amount of Broadcasting & Media Australia is based would likely result in an impairment charge.

Publications CGU

Key assumption

Approach	Based on the Group's budget for the Publications CGU on management's forecasts and using assumptions on market growth, market share, and adjusting for past performances and market trends.
Long term growth rate	5% average annual growth (Year 1-5)
Terminal growth rate	2.5%
Discount rate (post-tax)	12.264%

The Group concluded the recoverable amount resulting from the value in use methodology is appropriate in supporting the carrying value of the Publications CGU and no impairment was recognised for the year ended 30 June 2024.

No reasonable changes in the key assumptions on which the recoverable amount of Publications CGU is based would likely result in an impairment charge.

Notes to the consolidated financial statements (continued)

17. Intangible Assets (continued)

c) Intangible Asset Impairment (continued)

Perth Wildcats CGU

Key assumption

Approach	Based on the Group's budget for the Perth Wildcats CGU on management's forecasts and using assumptions on market growth, market share, and adjusting for past performances and market trends.
Long term growth rate	5% average annual growth (Year 1-5)
Terminal growth rate	2.5%
Discount rate (post-tax)	12.264%

The Group concluded the recoverable amount resulting from the enterprise value methodology is appropriate in supporting the carrying value of the Perth Wildcats CGU and no impairment was recognised for the year ended 30 June 2024.

Talent Management CGU

Key assumption

Approach	Based on the Group's budget for the Perth Wildcats CGU on management's forecasts and using assumptions on market growth, market share, and adjusting for past performances and market trends.
Long term growth rate	5% average annual growth (Year 1-5)
Terminal growth rate	2.5%
Discount rate (post-tax)	12.264%

No reasonable changes in the key assumptions on which the recoverable amount of Talent Management is based would likely result in an impairment charge.

Regional Radio Licences

The recoverable amount for the Regional Radio Licences CGU has been determined based on the Fair Value Less Cost of Disposal method. As the licences are not currently generating their own cash flows, management have determined that FVLCD as the appropriate method of valuation until the licences are activated and generating cash flows. FVLCD has been calculated based on recent the purchase price of various regional narrowcast radio licences acquired by the Group in the last 12 to 24 months, less any incidental transactional costs that would be required to disposed of the radio licences held.

The Group determined and concluded the recoverable amount resulting from the FVLCD methodology is appropriate in supporting the carrying value of the Regional Radio Licence CGU and no impairment was recognised for the year ended 30 June 2024.

In future periods, it is the intention to use these regional radio licences to generate revenue and accordingly they will be transferred to the Broadcasting & Media Australia CGU when operational.

Notes to the consolidated financial statements (continued)

18. Trade and Other Payables

	Consolidated	
	2024 \$'000s	2023 \$'000s
Trade payables – current	10,056	10,943
PAYG payable – current	969	735
GST payable – current	1,235	2,343
Other creditors and accruals – current	7,288	6,610
	19,548	20,631

Recognition and Measurement

Trade and Other Payables

Trade payables and other payables are recognised when the consolidated entity becomes obliged to make future payments resulting from the purchase of goods and services. Trade and other payables are initially measured at fair value, and subsequently amortised at cost.

19. Borrowings

	Consolidated	
	2024 \$'000s	2023 \$'000s
Bank loan – current	4,127	27,371
Other loan – current	-	1,298
Total current	4,127	28,669
Bank loan – non-current	19,918	19
Other loan – non-current	-	114
Total non-current	19,918	133
	24,045	28,802

Debt Maturity and Extension

The Company had \$24.045 million of debt facilities with CBA at 30 June 2024. \$4.127m is payable by 31 July 2024 in line with the recently extended debt facility that was extended to 31 March 2027.

On the 14th of August 2024, SEG repaid a further \$8.5m on its debt facility reducing the facility to \$11.5m.

Debt Covenants

At 30 June 2024 the Group was compliant with all of its covenant requirements regardless of the covenant relief. The covenant relief confirmed that the bank would not exercise its right to request immediate settlement of the liability.

With the extension of the facility and the reduction of a further \$12.540 million of debt subsequent to 30 June 2024, the group has sufficient head room.

Notes to the consolidated financial statements (continued)

19 Borrowings (continued)

Debt Security

CBA have first ranking security over all assets of the Company and its subsidiaries.

Debt Facility - Financial Undertakings

The agreement under which the Commonwealth Bank of Australia facilities have been made available contains financial undertakings typical for facilities of this nature. The undertakings include financial undertakings that are to be tested at financial year end and financial half-year end based on the preceding 12-month period. The financial undertakings relate to both leverage and interest coverage and include:

- Annual financial statements to be provided by 30 November of each calendar year;
- Group management accounts to be provided within 45 days of end of the quarter;
- Debt covenant compliance certificate to be provided within 45 days of each calendar quarter;
- Budgets for next financial year to be provided by 31 July each year; and
- ASX notices are to be advised within seven days of release to the market.

20. Contract Liability

		Consolidated	
		2024	2023
		\$'000s	\$'000s
Sports Teams – Membership and hospitality revenue	(i)	2,800	876
New Zealand advertising and programming revenue	(ii)	-	165
Complementary services revenue	(iii)	3,291	3,584
Australian media advertising revenue	(iv)	-	1,810
New Zealand media advertising revenue	(iv)	-	131
Total current		6,091	6,566
New Zealand Advertising and programming revenue	(ii)	-	1,090
Complementary services revenue	(v)	1,970	735
Total non-current		1,970	1,825
		8,061	8,391

- (i) relates to payments received in advance for membership and corporate hospitality for the 2024/2025 basketball and netball season
- (ii) relates to future advertising and programming commitments in New Zealand resulting from the acquisition of NZ radio licences in June 2021
- (iii) relates to payments received in advance for complementary services contracts for services and travel with a multiple key customers to be delivered in September 2024 to November 2025
- (iv) relates to media advertising services to be completed in the financial year ended 30 June 2024
- (v) relates to future events and complimentary services provided to customers that have paid in advance

Notes to the consolidated financial statements (continued)

21. Provisions

Employee provisions - current

Total current

Employee provisions – non-current

Lease make good provisions – non-current

Total non-current

Consolidated	
2024	2023
\$'000s	\$'000s
3,227	3,072
3,227	3,072
498	421
489	476
987	897
4,213	3,969

Recognition and Measurement

Employee benefits provisions

Short-term benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Other long-term employee benefits

The liability for annual leave and long service leave not expected to be settled within 12 months of the reporting date are measured at the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on corporate bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Lease make good provisions

The lease make good provision includes the Group's best estimate of the amount required to return the Group's leased premises to their original condition.

Carrying amount at the start of the year

Additional provisions recognised

Amounts disposed of during year

Carrying amount at the end of the year

Consolidated	
2024	2023
\$'000s	\$'000s
476	537
160	-
(147)	(61)
489	476

22. Accumulated losses

Balance at 1 July 2023

Net (loss) / profit

Balance at 30 June 2024

Consolidated	
2024	2023
\$'000s	\$'000s
(18,754)	(9,460)
3,146	(9,294)
(15,608)	(18,754)

Notes to the consolidated financial statements (continued)

23. Issued Capital

Contributed Equity

	30 June 2024 No.		30 June 2023 No.	
Number of shares on issue	269,369,959		261,112,028	
	\$'000s		\$'000s	
Total amount paid on these shares	69,967		67,948	
	2024		2023	
	No. '000s	\$'000s	No. '000s	\$'000s
Fully Paid Ordinary Share Capital				
Balance at beginning of the period	261,112	67,948	261,112	67,986
Issue of shares – EEIP	76	18	-	-
Issue of shares – Placement	8,182	2,025	-	-
Share issue costs	-	(24)	-	(38)
Total issued shares during the period	8,258	2,019	-	(38)
Balance at the end of the period	269,370	69,967	261,112	67,948

Recognition and Measurement

Ordinary shares are classified as equity.

Incremental costs directly attributable to the issue of new shares or performance rights are shown in equity as a deduction, net of tax, from the proceeds.

Ordinary Shares

Ordinary shares entitle the holder to participate in dividends and the proceeds on winding up in proportion to the number of and amounts paid on shares held. The fully paid ordinary shares have no par value.

Terms and Conditions of Issued Capital Ordinary Shares

Ordinary shareholders have the right to receive dividends as declared and in the event of winding up the Company, to participate in the proceeds from the sale of all surplus assets in proportion to the number and amounts of paid-up shares held.

Ordinary shares entitle their holder to one vote, either in person or by proxy at a meeting of shareholders.

The fully paid ordinary shares have no par value.

24. Dividends

	2024 cents per Share	2024 \$'000s
Fully franked Dividend Declared		
Special Dividend	2.0	5,541
Balance at the end of the period	2.0	5,541

On 30 August 2024, the Directors have declared this special dividend to recognise the performance of the business as well as the completion of stage 1 of the Perth Wildcats share sale. This was declared subsequent to year end and therefore was not accrued for at 30 June 2024.

Notes to the consolidated financial statements (continued)

25. Reserves

	Consolidated	
	2024 \$'000s	2023 \$'000s
Share based payments reserve	75	75
Foreign currency translation reserve	(352)	(252)
Non-Controlling Interest Reserve	512	-
Other Reserve	1,623	-
	1,858	(177)

Share based payments reserve

The Share based payments reserve arises on the grant of performance rights to executives and non-executive management under the Company's performance rights plan. Further information about share based payments is in Note 8 of the financial statements.

Foreign currency translation reserve

Exchange differences relating to the translation of the Group's foreign controlled entities from their functional currencies into Australian dollars are brought to account directly to the foreign currency translation reserve, as described in Note 1 of the financial statements.

Other Reserves

Other reserves relate to the investment carrying value of third party investors into the SEN Teams Pty Ltd subsidiary held within the Group as at balance date.

Non-Controlling Interest Reserve

Relates to the value of the percentage of Net Assets within SEN Teams Pty Ltd of which is considered the Non-Controlling Interest portion.

Notes to the consolidated financial statements (continued)

26. Profit Earnings per share

Basic and Diluted Profit / Earnings per Share

The (loss) / profit and weighted average number of ordinary shares used in the calculation of basic and diluted earnings per share are as follows:

	Consolidated	
	2024	2023
	No.	No.
	'000s	'000s
Weighted average number of ordinary shares on issued for calculation of:		
Basic ordinary shares	269,370	261,112
Diluted ordinary shares	277,846	270,764
	\$'000s	\$'000s
(Loss) / Profit for the year	3,146	(9,294)
Basic profit / (loss) earnings (cents per share)	1.17	(3.56)
Diluted profit / (loss) earnings (cents per share)	1.13	(3.56)
Earnings per share attributable to the owners from continuing operations		
Basic (cents per share)	(0.25)	(0.17)
Diluted (cents per share)	(0.25)	(0.17)
Loss per share attributable to the owners from discontinuing operations		
Basic (cents per share)	1.42	(3.39)
Diluted (cents per share)	1.38	(3.39)

Recognition and Measurement

(i) Basic earnings per Share

Basic earnings per share is determined by dividing the profit attributable to equity holders of the Company, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial year, adjusted for bonus elements in ordinary share issues during the year.

(ii) Diluted earnings per Share

Diluted earnings per share adjusts the amounts used in determining basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shareholders and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

27. Contingent Assets and Liabilities

The Company and its subsidiaries are not engaged in any litigation proceedings, which could have a material impact on the result for future reporting periods.

The consolidated entity has given bank guarantees as at 30 June 2024 of \$0.078 million (2023: \$0.078 million) to a landlord.

Notes to the consolidated financial statements (continued)

28. Controlled Entities

Entity – Investment in ordinary shares	Country of Incorporation	Ownership Interest	
		2024 %	2023 %
Parent Entity			
Sports Entertainment Group Limited	Australia	100.00	100.00
Controlled Entities			
Victorian Radio Network Pty Ltd	Australia	100.00	100.00
Malbend Pty Ltd	Australia	100.00	100.00
Sports Entertainment Network International Pty Ltd	Australia	100.00	100.00
Inside Football Pty Ltd	Australia	100.00	100.00
Sports Entertainment Network Pty Ltd	Australia	100.00	100.00
Thread Communications Pty Ltd	Australia	100.00	100.00
Ballpark Entertainment Pty Ltd	Australia	100.00	100.00
Bravo Management Pty Ltd	Australia	100.00	100.00
AFL Nation Pty Ltd	Australia	100.00	100.00
Rapid TV Pty Ltd	Australia	100.00	100.00
Rapid Broadcast Pty Ltd	Australia	100.00	100.00
EON 2CH Pty Ltd	Australia	100.00	100.00
Radio 2CH Pty Ltd	Australia	100.00	100.00
SEN Teams Pty Ltd	Australia	95.00	0.00
Sports Entertainment Network NZ Limited	New Zealand	100.00	100.00
Otago NBL Franchise Limited	New Zealand	100.00	100.00
Associate			
Digital Radio Broadcasting Brisbane Pty Ltd	Australia	12.50	12.50
Digital Radio Broadcasting Melbourne Pty Ltd	Australia	9.09	9.09
Digital Radio Broadcasting Sydney Pty Ltd	Australia	0.19	0.19
SEG TNG News Media Pty Ltd	Australia	50.00	0.00

Notes to the consolidated financial statements (continued)

29. Segment Information

The company operates in the Media industry in Australia and New Zealand. There are four operating segments – Media Australia, Media New Zealand, Complementary Services, and Sports Teams. In 2024 Sports Teams segment incorporated Perth Wildcats, Bendigo Spirit, Otago Nuggets, and Southern Hoiho basketball operations. In 2023, Sports Teams also incorporates Melbourne Mavericks which commenced this year. As described in Note 14, in February 2024, SEG sold its SENZ audio and digital business to TAB NZ for NZD\$4m and has therefore treated the Media New Zealand segment as discontinued operations. The residual operations in New Zealand are continuing in the Sports Entertainment Network NZ Limited ("SENZ") legal entity and have continued to be reported by management.

AASB 8 requires operating segments to be disclosed in a manner that reflects the management information reviewed by the Chief Operating Decision Makers ("CODM"). The financial performance of each segment is reviewed by CODM at the level of earnings before interest, tax, depreciation and amortisation (EBITDA), pre AASB 16 Leases adjustments.

The Company also incurs head office costs that are reviewed by the CODM separate from the four operating segments.

Segment Reporting

A business segment is a group of assets and operations engaged in providing products or services that are subject to risks and returns that are different to those of other business segments. Accordingly, reporting segments have been determined based on reporting to the CODM at reporting date, as this forms the basis of reporting to the Board (CODM).

Unallocated items

Income tax expense is not allocated to operating segments as it is not considered part of the core operations of any segment.

Accounting policies adopted

Unless stated otherwise, all amounts reported to the Board, being the CODM with respect to operating segments, are determined in accordance with accounting policies that are consistent with those adopted in the annual financial statements of the Company.

Intersegment transactions

Internally determined management fees are set for intersegment activities and all such transactions are eliminated on consolidation of the financial statements.

Head office represents corporate costs and other costs not assigned to individual segments.

	Media Australia	SENZ	Comple- mentary	Sports Teams	Head Office	Total
2024	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
Segment Revenue	80,886	91	21,481	21,390	722	124,570
Underlying EBITDA pre AASB 16	13,274	(167)	2,011	276	(8,202)	7,192
Rent expense adjustment from AASB 16	740	-	-	-	2,372	3,112
Depreciation & Amortisation	(2,252)	-	(48)	(30)	(5,909)	(8,239)
Earnings before interest, tax & significant items	11,762	(167)	1,963	246	(11,738)	2,065
Net finance cost	(140)	(52)	-	(3)	(2,566)	(2,760)
Abnormal Expenses	(582)	(107)	(41)	(913)	962	(681)
Segment profit / (loss) before tax	11,040	(326)	1,922	(669)	(13,668)	(1,376)

29. Segment Information (continued)

	Media Australia	SENZ	Comple- mentary	Sports Teams	Head Office	Total
2023	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s	\$'000s
Segment Revenue	79,940	(542)	18,234	14,394	446	112,472
Underlying EBITDA pre AASB 16	12,338	(414)	1,500	(863)	(5,996)	6,565
Rent expense adjustment from AASB 16	1,056	(159)	-	63	1,787	2,747
Depreciation & Amortisation	(2,034)	430	(1,134)	(89)	(5,086)	(7,913)
Earnings before interest, tax & significant items	11,360	(143)	366	(889)	(9,295)	1,399
Net finance cost	(224)	(74)	-	(12)	(2,295)	(2,605)
Gain on disposal of intangibles & property plant and equipment	(57)	-	-	-	-	(57)
Segment profit / (loss) before tax	11,079	(217)	366	(901)	(11,590)	(1,263)

30. Related Party Disclosures

Equity Interests in Related Parties

Details of the percentage of ordinary shares held in controlled entities are disclosed in Note 28 of this report. Details of interests in associates and loans due from associates are disclosed in Note 15.

Remuneration and Retirement Benefits

Details of Key Management Personnel Compensation is disclosed in the Directors' Report and Note 7.

Transactions with Key Management Personnel

The Company has an agreement with Craig Hutchison Media Pty Ltd for the provision of talent appearances and services totalling \$550,000 per annum. This agreement is made on normal commercial terms and conditions.

Profit before income tax includes the following expense resulting from transactions with directors or their director-related entities:

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Talent & Consulting services	550	550
	550	550

Parent Entity

The parent entity in the consolidated entity is Sports Entertainment Group Limited.

The parent entity in the wholly-owned group is Sports Entertainment Group Limited.

The ultimate Australian parent entity is Sports Entertainment Group Limited.

Notes to the consolidated financial statements (continued)

31. Fair Value Measurement

Fair value hierarchy

The following tables detail the consolidated entity's assets and liabilities, measured or disclosed at fair value, using a three-level hierarchy, based on the lowest level of input that is significant to the entire fair value measurement, being:

Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at the measurement date

Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly

Level 3: Unobservable inputs for the asset or liability

	Level 1	Level 2	Level 3	Total
	\$'000	\$'000	\$'000	\$'000
Consolidated - 2024				
<i>Assets</i>				
Investment in Unlisted entity	-	1,696	-	1,696
Total assets	-	1,696	-	1,696
<i>Liabilities</i>				
Total liabilities	-	-	-	-

Assets and liabilities held for sale are measured at fair value on a non-recurring basis.

There were no transfers between levels during the financial year.

Valuation techniques for fair value measurements categorised within level 2 and level 3

The basis of the valuation of unlisted shareholdings is fair value. Fair value is determined using the valuation technique of the share certificate price or the most recent arms' length placement price by the number of holdings held within the company by Sports Entertainment Group Limited.

32. Remuneration of Auditors – BDO and related network firms

	Consolidated	
	2024	2023
	\$	\$
Audit and assurance services:		
Audit and review of financial statements	379,000	318,000
Other assurance services	21,000	7,000
Total audit and assurance services	400,000	324,000

Notes to the consolidated financial statements (continued)

33. Note to The Statement of Cash Flows

a) Reconciliation of Cash

	Consolidated	
	2024 \$'000s	2023 \$'000s
Cash assets	10,740	5,919

b) Reconciliation of Profit/(Loss) after Income Tax to Net Cash Flows from Operating Activities

	Consolidated	
	2024 \$'000s	2023 \$'000s
Net (loss) / profit after income tax	3,146	(9,294)
Depreciation and amortisation of non-current assets	8,627	9,411
Impairment of Broadcasting & Media NZ CGU	-	5,521
Other	56	-
Share based payments – EEIP	18	(526)
Prepaid advertising revenue from AFL Publications acquisition	-	(178)
Loss / (Gain) on disposal of non-current assets	(5,735)	43
Loss on investment in associates	9	3
Unrealised Gain in investment	(1,270)	-
Exchange differences on subsidiary foreign currency operations	100	6
Change in operating assets and liabilities (net of effects from acquisition of businesses):		
- increase in receivables and prepayments	1,430	2,592
- increase in inventory	(217)	(16)
- increase in deferred tax assets	(1,466)	(419)
- increase in other non-current assets	(1,321)	(375)
- increase in payables	(1,082)	1,326
- increase in provisions	244	266
- increase in deferred revenue	(331)	1,335
- (decrease) / increase in current tax liabilities	1,296	(1,346)
- (decrease) / increase in liabilities held for sale	981	0
- (decrease) / increase in deferred tax liabilities	(221)	(231)
Net cash inflows from operating activities	4,264	8,118

c) Recognition and Measurement

Cash and Cash Equivalents

For statement of cash flows presentation purposes, cash and cash equivalents includes cash on hand; deposits held at call with financial institutions; other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value; and bank overdrafts.

Notes to the consolidated financial statements (continued)

34. Parent Entity Disclosures

	Consolidated	
	2024	2023
	\$'000s	\$'000s
Result of the Parent Entity		
Loss for the year after tax	(2,727)	(1,545)
Total comprehensive loss for the year	(2,727)	(1,545)
Summarised Statement of Financial Position		
Current Assets	-	1,387
Total Assets	67,284	61,418
Current Liabilities	8,767	28,165
Total Liabilities	35,415	28,841
Net Assets	31,869	32,577
Share Capital	69,967	67,948
Share Based Payment Reserve	75	75
Accumulated Losses	(38,173)	(35,446)
Total Equity	31,869	32,577

a) Guarantees entered into by the parent entity in relation to the debts of its subsidiaries

The parent entity has not provided any guarantees at reporting date (2023: Nil). There were also no contingent liabilities or capital commitments at reporting date (2023: Nil).

b) Contingent liabilities

The parent entity had no contingent liabilities as at 30 June 2024 (2023: nil).

c) Capital commitments – Property, plant and equipment

The parent entity had no capital commitments for property, plant and equipment as at 30 June 2024 (2023: nil).

d) Significant accounting policies

The accounting policies of the parent entity are consistent with those of the consolidated entity, as disclosed in note 1, except for the following:

- Investments in subsidiaries are accounted for at cost, less any impairment, in the parent entity.

35. Events subsequent to reporting date

On 11 July 2024, SEG entered into a binding staged sale agreement for the Perth Wildcats. As part of this agreement stage 1 results in the sale of 52.5% of shares in the entity, subsequently a put and call option exists for a further 37.5% by no later than 30 June 2026, and a put and call option for the final 10% with scope to potentially increase based on trailing financial performance to be settled after 30 June 2028. This sale agreement values the Perth Wildcats at \$40m.

On the 14th of August 2024, Stage 1 of the sale completed which resulted in SEG receiving \$21m in cash consideration. On the same day SEG repaid a further \$8.5m on its debt facility reducing the facility to \$11.5m.

On 30th August 2024, the directors declared a special dividend.

Notes to the consolidated financial statements (continued)

36. Business Combinations

4KQ Brisbane 693AM

On 1 July 2022, the Group completed the acquisition of 100% of the business and assets relating to the 4KQ commercial radio broadcasting licence ("4KQ") from ARN Communications Pty Ltd (ARN), a subsidiary of HT&E Limited (ASX:HT1). The sale of 4KQ was required by the Australian Communications and Media Authority (ACMA) following HT&E's acquisition of the licence from Grant Broadcasters in January 2022.

The acquisition of 4KQ expands SEG's owned radio platform and audience reach into Brisbane, and now completes the key components of our national footprint strategy with 36 stations now in operation in all capital cities and states. 4KQ strengthens SEG's eastern seaboard reach with commercial licences in the key AFL and NRL markets of Melbourne, Sydney and Brisbane.

The addition of SENQ – Queensland's Home of Sport enhances SEG's existing owned platforms in Queensland making it the flagship station to complement the existing SEN Gold Coast 1620AM, SENTrack Brisbane 1053AM, SENTrack Atherton 99.1FM, SENTrack Ingham 96.9FM, SENTrack Kingaroy 96.3FM, and SENTrack Darling Downs 91.5FM.

The acquisition is a continuation of SEG's strategy for growth, investing in assets that are underpinned by infrastructure or licence value. The owned station network provides opportunities for SEG to generate attractive returns on capital by leveraging existing investments in national sales teams, broadcast rights, unique content portfolio and high-profile talent.

Details of the purchase consideration, fair values of the net assets acquired, and goodwill at the date of acquisition are as follows:

	\$'000s
Settlement of purchase consideration	
Cash paid	12,000
Purchase price adjustments	156
Purchase consideration	12,156
Less: Fair Values of assets and liabilities assumed at the date of acquisition	
Prepaid expenses	(1)
Property, plant and equipment – Transmitter Equipment	(154)
Property, plant and equipment – Studio Equipment	(96)
Property, plant and equipment – Freehold Land	(1,385)
Investment in Digital Radio Broadcasting Brisbane Pty Ltd	(57)
Intangible asset – radio licences	(10,578)
Deferred tax assets – on employee liabilities	(3)
Trade and other payables	55
Provision for employee benefits	9
Deferred tax liabilities	3,173
Net Identifiable Assets Acquired	(9,037)
Goodwill arising on acquisition	3,119

On 1 July 2022, immediately after the 4KQ business, the Group sold the \$0.096 million of Studio Equipment, as well as the \$1.385 million freehold land at its fair value less cost to sell. The sale of both the freehold land and the studio equipment delivered no gain or loss on disposal in the Statement of Profit or Loss and Other Comprehensive Income.

An amount of \$0.136 million was recognised as an expense in the Statement of Profit or Loss and Other Comprehensive Income in the administration and corporation expense lines and related to once-off legal, due diligence, corporate advisory and stamp duty costs incurred in completing the acquisition.

The acquired business contributed revenues of \$1.235 million and net profit after tax of \$0.030 million for the 12 months to 30 June 2023.

Notes to the consolidated financial statements (continued)

36. Business Combinations (continued)

Augusta Margaret River Mail and Busselton – Dunsborough Mail newspapers

On 1 May 2023, the Group completed the acquisition of 100% of the business and assets relating to the Augusta Margaret River Mail and Busselton – Dunsborough Mail newspapers ("Newspapers") from Rural Press Pty Ltd, and Rural Press Regional Media (W.A.) Pty Ltd ("Rural Press").

The acquisition of the newspapers expands SEG's owned publications and further develops SEG's presence within the southwest corridor of Western Australia. The local newspapers will work collaboratively with the existing and future radio stations in nearby regions in providing multi-platform advertising channels for local clients and businesses.

Details of the purchase consideration, fair values of the net assets acquired, and goodwill at the date of acquisition are as follows:

	\$'000s
Settlement of purchase consideration	
Deferred consideration	15
Purchase price adjustments	-
Purchase consideration	15
Less: Fair Values of assets and liabilities assumed at the date of acquisition	
Property, plant and equipment – Computer Equipment	(13)
Property, plant and equipment – Motor Vehicles	(15)
Deferred tax assets – on employee liabilities	(8)
Provision for employee benefits	27
Deferred revenue	14
Net Identifiable Assets Acquired	5
Goodwill arising on acquisition	20

There were immaterial transactional and once-off legal, due diligence, corporate advisory and stamp duty costs incurred in completing the acquisition. These costs were recognised as an expense in the Statement of Profit or Loss and Other Comprehensive Income in the administration and corporation expense lines.

The acquired business contributed revenues of \$0.133 million and net profit after tax of \$ 0.048 million for the 2 months to 30 June 2023.

Notes to the consolidated financial statements (continued)

37. Revision to Appendix 4E Preliminary Final Report

The following balances in the preliminary final report published as part of the Appendix 4E to the ASX at 9:10am (AEST) on 30 August 2024 have been reclassified in the consolidated statement of profit and loss and other comprehensive income:

- Gain/(Loss) on disposal of investment
- Profit/(loss) after Income tax from continuing operations
- Profit/(loss) after Income tax from discontinuing continuing operations

BDO subsequently to the release of the Appendix 4E, requested SEG to reclassify the sale of SENZ media assets from Continuing to Discontinued operations. There is no impact on the statement of financial position reported for 30 June 2024. The impact to the overall profit of the group for the year is nil and changes to the statement of profit and loss are reconciled below.

30 June 2024

Statement of profit or loss and other comprehensive income

Revenue

Gain/(loss) on Disposal of investment

Expenses

Profit/(loss) before income tax

Profit/(loss) after income tax from Continuing Operations

Profit/(loss) after income tax from Discontinuing Operations

Profit/(loss) for the year after income tax

Comprehensive Profit/(loss) for the year

	Preliminary Final Report \$'000s	Consolidated Adjustment \$'000s	Financial Report \$'000s
	124,570	-	124,570
	5,735	(5,735)	-
	(120,211)	(5,735)	(125,946)
	4,359	(5,735)	(1,376)
	5,060	(5,735)	(675)
	(1,914)	5,735	3,821
	3,146	-	3,146
	3,046	-	3,046

30 June 2023

Statement of profit or loss and other comprehensive income

Revenue

Impairment costs

Expenses

Profit/(loss) before income tax

Profit/(loss) after income tax from Continuing Operations

Profit/(loss) after income tax from Discontinuing Operations

Profit/(loss) for the year after income tax

Comprehensive Profit/(loss) for the year

	Preliminary Final Report \$'000s	Consolidated Adjustment \$'000s	Financial Report \$'000s
	112,472	-	112,472
	(2,191)	2,191	-
	(115,926)	2,191	(113,735)
	(3,453)	2,191	(1,263)
	(2,625)	2,191	(434)
	(6,669)	(2,191)	(8,860)
	(9,294)	-	(9,294)
	(9,300)	-	(9,300)

Consolidated Entity Disclosure Statement As at 30 June 2024

Basis of Preparation

This Consolidated Entity Disclosure Statement (CEDS) has been prepared in accordance with the *Corporations Act 2001*. It includes certain information for each entity that was part of the consolidated entity at the end of the financial year.

The Below list is related to entities that are consolidated in the consolidated financial statements as at 30 June 2024 as required by the *Corporations Act 2001* (s.245(3a)).

a. All Entities are incorporations

b.

Entity – Investment in ordinary shares	Country of Incorporation	Ownership Interest %	Tax Residency
Sports Entertainment Group Limited	Australia	100%	Australia
Victorian Radio Network Pty Ltd	Australia	100%	Australia
Malbend Pty Ltd	Australia	100%	Australia
Sports Entertainment Network International Pty Ltd	Australia	100%	Australia
Inside Football Pty Ltd	Australia	100%	Australia
Sports Entertainment Network Pty Ltd	Australia	100%	Australia
Thread Communications Pty Ltd	Australia	100%	Australia
Ballpark Entertainment Pty Ltd	Australia	100%	Australia
Bravo Management Pty Ltd	Australia	100%	Australia
AFL Nation Pty Ltd	Australia	100%	Australia
Rapid TV Pty Ltd	Australia	100%	Australia
Rapid Broadcast Pty Ltd	Australia	100%	Australia
EON 2CH Pty Ltd	Australia	100%	Australia
Radio 2CH Pty Ltd	Australia	100%	Australia
SEN Teams Pty Ltd*	Australia	95%	Australia
Sports Entertainment Network NZ Limited	New Zealand	100%	New Zealand
Otago NBL Franchise Limited	New Zealand	100%	New Zealand

*SEN Teams Pty Ltd does not form a part of the Tax consolidated Group in Australia.

c. Sports Entertainment Group Limited (the 'head entity') and its wholly owned Australian subsidiaries have formed an income tax consolidated group under the tax consolidation regime.

Additional Securities Exchange Information as at 30 August 2024

Number of Holders of Equity Securities

Ordinary Share Capital

277,062,267 fully paid ordinary shares held by 776 individual shareholders.

All issued ordinary shares carry one vote per share.

Performance rights

8,024,591 performance rights are held by 28 individual performance right holders.

Performance rights do not carry the right to vote.

Distribution of Holders of Equity Securities

	Fully Paid Ordinary Shares	Performance Rights
1 - 1,000	145	1
1,001 - 5,000	334	-
5,001 - 10,000	90	-
10,001 - 100,000	123	8
100,001 - and over	84	19
Total Holders	776	28
Holdings with less than a marketable parcel	199	-

Substantial Shareholders

The following substantial holding notices have been provided to the Company

Ordinary Shareholders	Fully Paid Ordinary Shares	% of Issued Capital
Viburnum Funds Pty Ltd	55,881,621	20.17%
Craig Hutchison	51,454,094	18.57%
Oceania Capital Partners Limited	35,303,031	12.74%
Chase Properties & Development Pty Ltd	27,122,151	9.79%
ROSH HAGIBORIM PTY LTD	20,109,998	7.26%
Total	189,870,895	68.53%

Additional Securities Exchange Information as at 31 August 2024 (continued)**Twenty Largest Holders of Quoted Equity Securities**

Rank	Name	Units	% of Units
1	CRAIG HUTCHISON MEDIA PTY LTD	48,434,736	17.48
2	OCEANIA CAPITAL PARTNERS LIMITED	35,303,031	12.74
3	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	30,713,358	11.09
4	J P MORGAN NOMINEES AUSTRALIA PTY LIMITED	28,073,043	10.13
5	CHASE PROPERTIES & DEVELOPMENT PTY LTD	26,424,217	9.54
6	ROSH HAGIBORIM PTY LTD	20,109,998	7.26
7	RADIO 3AW MELBOURNE PTY LIMITED	7,932,357	2.86
8	LEISA GIANNOPOULOS	7,114,638	2.57
9	YARRAGENE PTY LTD <YENZI NO 1 A/C>	5,283,003	1.91
10	GALMA HOLDINGS PTD	4,545,455	1.64
11	KARAPHONE PTY LTD	3,977,133	1.44
12	DAVID ALCARO	3,846,154	1.39
13	COWOSO CAPITAL PTY LTD <THE COWOSO S/F A/C>	3,000,000	1.08
14	QUATTROVEST PTY LTD	2,868,596	1.04
15	MR JOSEPH MICHAEL O DEA	2,673,546	0.96
16	MRS JODIE ANNE SIMM	2,492,514	0.90
17	ARH FAMILY ENTERPRISES PTY LTD <THE HILL TRIBE FAMILY A/C>	1,923,077	0.69
18	MRS SIMONE HELEN JURATOWITCH	1,830,304	0.66
19	CRAIG HUTCHISON	1,712,542	0.62
20	TREVISM PTY LTD <TREVISM FAMILY A/C>	1,656,271	0.60
Top 20 holders of Ordinary Fully Paid Shares (Total)		239,913,973	
Total Remaining Holders Balance		37,148,294	

This page has intentionally been left blank

This page has intentionally been left blank

For personal use only

This page has intentionally been left blank

SPORTS **ENTERTAINMENT** **GROUP.**

WE ARE

RADIO

DIGITAL

LIVE SPORT

TEAM OWNERSHIP

TALENT MANAGEMENT

PRINT

TV PRODUCTION

SPORTS MARKETING
& EVENTS

***We connect brands to fans
by providing ‘whole of sport’
solutions through a local lens.***
