



Sports.com Streams First Live Event with Super League Kerala

October 1, 2025

Anticipated to Reach Millions of Viewers Worldwide including in the US Market

[A Media Snippet accompanying this announcement is available by clicking on this link.](#)

KOZHIKODE, India, Oct. 01, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media") the global sports, entertainment, and gaming conglomerate today announced the successful launch of its first-ever live streaming event on Sports.com with the highly anticipated SuperLeague Kerala ("SLK"). The partnership allows SLK to reach millions of football fans across India and worldwide, underscoring Sports.com's rapid global expansion.

Majed Al-Sour, President of Sports.com (former Managing Director of LIV Golf, Director of Newcastle United Football Club, and CEO of Golf Saudi), said: *"This first live football stream is a defining moment for Sports.com. India represents one of the most dynamic growth markets in world football, but equally, I am excited about what lies ahead for us in Saudi Arabia and across the MENA region. The Kingdom has already proven itself as a global hub for sport, from football to boxing to golf, and Sports.com intends to play a major role in that journey. Just as DAZN has become a leader in Europe, our ambition is to build Sports.com into the go-to destination for fans across the Middle East and beyond."*

As SLK's exclusive streaming broadcast partner, SEGG Media joins forces with Sony India's TEN 2, the official linear broadcast partner, to bring fans closer to the action throughout the tournament.

Last season, SLK had a reach of more than 131 million viewers across the 33-match season. Sponsorship revenue comes from several local brands including Amul, Eastern, Data News, Peekay Steels, Nivea, and Miralda.

The season's opening match will be attended by SEGG Media Director and Director of Sports.com Acquisitions, Marc Bircham, who will join Kerala Super League's key sponsors at the launch. Existing sponsorship agreements are projected to generate more than \$2 million in revenue for SEGG Media starting in Q4 2025, highlighting the tournament's strong commercial momentum.

The first game of the tournament is on Thursday 2nd October with an electric opening two-hour ceremony starting at 17:45 Indian Standard Time, before kickoff at 19:45. Half time entertainment is performed by renowned and prominent Rapper Vedan who is a leading rapper from Kerala and South India.

Mathew Joseph, Director & CEO of Super League Kerala, said: *"This partnership with Sports.com elevates Super League Kerala to the global stage. With millions of fans set to engage with our matches worldwide, we are proud to showcase Kerala's talent alongside international players with a passion for football through world-class distribution. Fans can look forward to 33 thrilling matches starting October 2."*

Marc Bircham, Director of SEGG Media, added: *"Streaming the Kerala Super League as our first live event is a massive milestone for the Sports.com platform. India is one of the most exciting growth markets for football, and with the IPL delayed this year, this is the perfect opportunity for us to capture the attention of both local communities and global audiences. Importantly, this is only the beginning — fans can expect much more to come as we continue to roll out live football and other major sporting events."*

Adding to the excitement, later in November one of the greatest footballers of all time, Lionel Messi, together with Argentina's national team, will play in Kerala against India. Sports.com will stream the match live, making it accessible to fans across the globe.

This partnership also accelerates Sports.com's audience growth across India and the wider MENA region — two cornerstone markets for the brand's international strategy as it expands its digital footprint across Asia, the Middle East, and beyond.

With the IPL delayed this season, the SLK provides Sports.com with a unique opening to capture the attention of Indian communities and football fans regionally and globally.

About SEGG Media Corporation

SEGG Media (Nasdaq: SEGG, LTRYW) is a global sports, entertainment and gaming group operating a portfolio of digital assets including Sports.com, Concerts.com and Lottery.com. Focused on immersive fan engagement, ethical gaming and AI-driven live experiences, SEGG Media is redefining how global audiences interact with the content they love.

Forward-Looking Statements

This press release contains statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of present or historical fact included in this press release, regarding the Company's strategy, future operations, prospects, plans and objectives of management, are forward-looking statements. When used in this Form 8-K, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," "initiatives," "continue," the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management's current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. The forward-looking statements speak only as of the date of this press release or as of the date they are made. The Company cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of the Company. In addition, the Company cautions you that the forward-looking statements contained in this press release are subject to risks and uncertainties, including but not limited to: the Company's ability to secure additional capital resources; the Company's ability to continue as a

going concern; the Company's ability to complete acquisitions; the Company's ability to remain in compliance with Nasdaq Listing Rules; and those additional risks and uncertainties discussed under the heading "Risk Factors" in the Form 10-K/A filed by the Company with the SEC on April 22, 2025, and the other documents filed, or to be filed, by the Company with the SEC. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that the Company has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC's website at www.sec.gov. Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Except as otherwise required by applicable law, the Company disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release

For additional information, visit www.seggmediacorp.com or contact media relations at media@seggmediacorp.com.