



## Sports.com's First Weekend Streaming the Super League Kerala Delivers Strong Kickoff

October 6, 2025

### Three matches draw big in-stadium crowds and robust online viewership

KERALA, India, Oct. 06, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media") the global sports, entertainment, and gaming conglomerate today announced a successful weekend of streaming of the opening weekend of the Super League Kerala ("SLK") on the Sports.com platform. The matches delivered three action-packed fixtures and significant audience engagement across stadiums and digital platforms.

### Weekend Match Results

- Game 1: Calicut FC vs Forca Kochi FC – 2-1, EMS Stadium, Calicut – 25,974
- Game 2: Malappuram FC vs Thrissur Magic FC – 1-0, Payyanad Stadium, Malappuram – 14,236
- Game 3: Thiruvananthapuram Kombans FC vs Kannur Warriors FC – 2-3, Chandrasekharan Nair Stadium, Thiruvananthapuram – 7,452

### Sponsors & Partners

- Tournament Sponsors: Sports.com, Amul
- Broadcast Partners: Sports.com (streaming) and Sony (linear broadcast)

### Audience Highlights

- Total digital viewers (weekend): 517,577
- Average Watch Time: 60 mins
- Top markets by viewership: India, UAE

**Majed Al-Sorour, President of Sports.com, said:** "The opening weekend proves the appetite for Sports.com's vision. India is just the beginning. Our focus now is to expand aggressively across Saudi Arabia and the MENA region, creating a global hub for streaming, sponsorship, and fan-first entertainment."

**Marc Bircham, Board Director and Director of Acquisitions at Sports.com, added:** "This weekend showcased the excitement and potential of the Super League Kerala. The atmosphere in the stadiums was electric, and the online response confirms there's a massive audience for high-quality football content from Kerala. Partnering with SLK and Sony lets us bring these moments to fans everywhere, and this is just the start of Sports.com's journey to scale football streaming globally."

**Tim Scoffham, CEO of Sports.com Media, commented:** "Partnering with the Super League Kerala allows us to expand Sports.com's footprint in one of the fastest-growing football markets in the world. This is about more than streaming — it's about understanding our audience, enhancing fan value, and converting that insight into monetization and long-term shareholder growth."

This upcoming weekend's matches will see the implementation of the Sports.com platform user registration system. Registration and access to the content is free for users however it allows the Company to position the platform for monetization through sponsorships, advertising, and premium experiences over the course of the season.

With the start of the India Super League ("ISL") delayed this season, the Super League Kerala is capitalizing on the opportunity to engage Indian and global football fans. The partnership with SLK is a cornerstone of Sports.com's strategy to expand across India and MENA, accelerating audience growth in the Indian subcontinent and Middle Eastern territories.

### About Sports.com

Sports.com is a next-generation sports media platform delivering premium original content, global distribution, and fan-first live experiences. Through scalable technology and innovative partnerships, Sports.com is redefining how the world connects with sports.

### 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](http://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

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