



SEGG Media Reports 1,400% Pro Forma Revenue Growth Following Acquisition of Veloce Media Group

May 6, 2026

- Pro forma revenue increased to more than \$10.3 million following the addition of Veloce Media Group.
- Combined pro forma assets now exceed \$125 million as the Company scales global sports and entertainment platform.

FORT WORTH, Texas, May 06, 2026 (GLOBE NEWSWIRE) -- Sports Entertainment Gaming Global Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media") filed unaudited pro forma financial results for the year ended December 31, 2025, illustrating the transformation of the business following its acquisition of Veloce Media Group ("Veloce").

On a pro forma basis, SEGG Media generated more than \$10.3 million in revenue for 2025 following the acquisition of Veloce Media Group, representing an increase of approximately 1,400% compared to SEGG Media's standalone results.

The acquisition by Veloce of a majority stake in Quadrant Limited ("Quadrant"), the creator-led motorsport and lifestyle brand co-founded by F1 driver and 2025 World Champion Lando Norris, took place on July 11, 2025. As a result, Veloce's 2025 results include Quadrant's operations only from July 11 to December 31 2025, rather than the full year. In 2026, Veloce's results will include a full twelve months of Quadrant's performance, alongside anticipated organic growth for Veloce, making the year-on-year increase more significant.

Pro forma financial highlights (unaudited)

- Revenue: \$10.34 million (pro forma FY 2025), compared with \$0.69 million on a standalone basis — a 1,400% increase.
- Gross profit: \$4.30 million, representing a swing from a small gross loss to a significant positive gross margin on a pro forma basis, reflecting the contribution of Veloce's established media operations.
- Total assets: more than doubled to \$131.5 million on a pro forma combined basis.

Robert Stubblefield, Chief Financial Officer and Interim CEO and President of SEGG Media, said:

"The acquisition of Veloce has fundamentally changed the scale and profile of SEGG Media by expanding our global reach. By combining Veloce's audience with platforms like [Sports.com](#) and our broader entertainment assets, we are building more interactive, monetizable fan experiences."

"We believe these results represent an important early milestone in the Company's broader strategic growth strategy. With additional progress expected across the platform, including the planned launch of [Sports.com](#) Predict, our focus now shifts to execution, with a clear objective: converting scale and reach into sustainable, long-term shareholder value."

SEGG Media is rapidly evolving into a scaled, revenue-generating platform across sports, entertainment, and gaming, anchored by premium content, global audiences, and interactive experiences. The acquisition of Veloce brings one of the world's fastest-growing motorsport and esports media businesses into SEGG Media. Across its platforms, Veloce reports a global audience of 55 million members and more than 500 million views per month, spanning gaming, motorsport, esports, and creator-led content.

SEGG Media has also recently announced the launch of Sports.com Predict positioning the Company to participate in the growth of predictive markets and interactive fan engagement. These initiatives, alongside operational and commercial synergies between Veloce and SEGG Media's wider entertainment and gaming assets, are expected to increase engagement, monetization, and long-term value creation across the Company.

The full pro forma is available here: <https://ir.seggmedia.com/node/11231/html>

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, TicketStub.com, Lottery.com, and Veloce Media Group. 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.

Important Notice Regarding 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, any future findings from ongoing review of the Company's internal accounting controls, additional

examination of the preliminary conclusions of such review, the Company's ability to secure additional capital resources, the Company's ability to continue as a going concern, the Company's ability to respond in a timely and satisfactory matter to the inquiries by Nasdaq, the Company's ability to regain compliance with the Bid Price Requirement, the Company's ability to regain compliance with Nasdaq Listing Rules, the Company's ability to become current with its SEC reports, 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.

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