



SEGG Media to Launch Sports.com Predict Ahead of the 2026 FIFA World Cup

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- Sports.com Predict to launch ahead of the 2026 FIFA World Cup, positioning SEGG Media to capitalize on the world's largest sporting event through transaction-based fan engagement.
- Platform is designed as a long-term growth engine, targeting high-margin revenue opportunities within the rapidly expanding global sports predictions market.

FORT WORTH, Texas, April 27, 2026 (GLOBE NEWSWIRE) -- Sports.com Predict, the new sports predictions platform unveiled last week by Sports Entertainment Gaming Global Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media"), is expected to be live in advance of the 2026 FIFA World Cup.

With global attention turning to the world's biggest sporting tournament, Sports.com Predict will offer fans a new way to engage with football's biggest moments through predictions. Developed as a scalable digital platform, it is designed to support recurring, repeatable revenue through transaction-based commission activity around major sporting events.

The 2026 FIFA World Cup is expected to drive a surge in global fan engagement, creating a compelling opportunity to showcase the platform at scale, as hundreds of millions of fans seek new, more interactive, real-time ways to engage with the tournament.

A new holding page on Sports.com is live, allowing fans to register their interest ahead of launch and receive updates as Sports.com Predict prepares for launch ahead of the World Cup.

Marc Bircham, Chairman of SEGG Media, said: *"Major global tournaments, including the World Cup, create sustained fan engagement at scale, and launching ahead of it positions us to capture and monetize that demand. Crucially, however, Sports.com Predict is being built as a long-term growth engine, designed to support scalable, high-growth, high-margin revenue streams well beyond a single event."*

As digital engagement around sport continues to evolve, prediction-based platforms are becoming an increasingly important part of the wider sports ecosystem. Sports.com Predict is positioned as a long-term growth engine within the SEGG Media network and is expected to scale across major sporting events and geographies.

The platform is being rolled out in phases, subject to regulatory considerations and development progress.

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 manner 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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