

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 OR 15(d)
of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): April 27, 2026

Sports Entertainment Gaming Global Corporation
(Exact Name of Registrant as Specified in Its Charter)

Delaware (State or Other Jurisdiction of Incorporation)	001-38508 (Commission File Number)	No. 81-1996183 (I.R.S. Employer Identification No.)
5049 Edwards Ranch Rd., 4 th Floor Fort Worth, Texas (Address of Principal Executive Offices)	(737) 787-3798 (Registrant's Telephone Number, Including Area Code)	76109 (Zip Code)
n/a (Former Name or Former Address, if Changed Since Last Report)		

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Exchange Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	SEGG	The Nasdaq Stock Market LLC
Warrants to purchase one share of common stock, each at an exercise price of \$2,300.00	LTRYW	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13 (a) of the Exchange Act.

Item 1.01 Entry into a Material Definitive Agreement

On April 27, 2026 (the “Effective Date”), Sports Predicts Limited, a second-tier subsidiary of Sports Entertainment Gaming Global Corporation (the “Company”), entered into a Partnership and Integration Agreement (the “Agreement”) with Blockratize Inc. (“Polymarket” or the “Provider”). Pursuant to the Agreement, the Company will integrate the Provider’s decentralized prediction markets technology into its Sports.com platform.

Under the Agreement, Polymarket will provide APIs, SDKs and related infrastructure to support the integration of its prediction markets product, enabling users to access and transact in event-based contracts within the Sports.com ecosystem. The Company may charge transaction fees to users engaging with such products, with net revenue from such fees to be shared between the Company and the Provider.

During the term of the Agreement, Polymarket will serve as the Company’s exclusive provider of prediction markets technology for the Sports.com platform. Each party retains ownership of its respective intellectual property.

The Agreement contains customary provisions relating to, among other things, confidentiality, indemnification, dispute resolution and independent contractor status. The Company is required to comply with applicable laws in connection with integration, including implementation of geo-restrictions where necessary.

The Agreement has an initial term through June 30, 2029, unless earlier terminated. The Company may terminate the Agreement at any time, for any reason, upon 15 days’ prior written notice to the Provider.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit No.	Description
99.1	Press Release
104	Cover Page Interactive Data File (Embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Sports Entertainment Gaming Global Corporation.

By: /s/ Robert J. Stubblefield

Name: Robert J. Stubblefield

Title: Interim Chief Executive Officer

April 28, 2026



FOR OFFICIAL RELEASE
5049 Edwards Ranch Rd, 4th Floor
Fort Worth, TX 76109

SEGG Media Exclusively Partners with Polymarket to Power Sports.com Predict

- Integrates Polymarket's leading prediction technology directly into Sports.com Predict.
- Enables a real-time, rapidly scalable sports prediction platform for SEGG Media ahead of the 2026 FIFA World Cup.
- Provides a robust technology framework to support a global rollout within established regulatory and operational frameworks.
- A transaction-based revenue share between SEGG Media and Polymarket creates a scalable, high-margin growth engine.

FORT WORTH, Texas, April 28, 2026—Sports Entertainment Gaming Global Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media") today announced that it entered into a strategic technology partnership and integration agreement with Polymarket to exclusively power Sports.com Predict, the Company's prediction market platform on Sports.com.

The partnership with Polymarket follows SEGG Media's recent announcement of its plans to launch Sports.com Predict ahead of the 2026 FIFA World Cup and confirms that Polymarket's infrastructure will underpin the platform's deployment and long-term scalability.

Through the integration, Sports.com Predict will leverage Polymarket's established prediction market technology stack, enabling users to participate in real-time sports outcome markets directly within the Sports.com ecosystem. The integration is designed to support the rapid scale-up of Sports.com Predict, converting wide-ranging fan engagement into repeat, transaction-driven activity.

By incorporating Polymarket's technology, Sports.com Predict gains access to proven, institutional-grade technology capable of supporting high transaction volumes. It also provides SEGG Media with the technological foundation to expand Sports.com Predict across all major sports and international markets.

Marc Bircham, Chairman of SEGG Media, said: *"Polymarket has played a defining role in building and scaling prediction markets globally, and its technology is proven to support high-volume, real-time transactions. Polymarket is the ideal partner for Sports.com Predict, giving us the foundation to scale quickly ahead of the 2026 FIFA World Cup and to drive repeat, transaction-driven fan engagement around the world's biggest sporting event."*

Under the partnership, SEGG Media and Polymarket will participate in a transaction-based revenue share on trades executed via Sports.com Predict, creating a high-margin growth engine within the Company's broader digital sports, entertainment, and gaming ecosystem.

As previously announced, Sports.com Predict is being rolled out in phases, subject to regulatory considerations and development progress.

About Polymarket

Polymarket is the world's largest prediction market. On Polymarket, traders predict the outcome of future events and win when they are right. As traders react to breaking news in real-time, market prices are the best gauge of the likelihood of events occurring. Institutions, individuals, and the media rely on these forecasts to report the news and better understand the future. Across politics, current events, pop culture, and more, billions of dollars of predictions have been made to date.



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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.

For additional information

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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,” “initiates,” “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.
