



MARKET DISCLOSURE

Guiding principle

This policy is designed to ensure that disclosures required by the ASX are made in a timely manner, are factual, do not omit material information, and are expressed in a clear and objective manner. The objective of the Company is to comply with its disclosure obligations under the ASX Listing Rules and provide equal opportunity to all its stakeholders and interested parties to access disclosed information.

a) ASX Listing Rules Disclosure Requirements

ASX Listing Rule disclosure requirements fall under two main definitions – continuous and period disclosure. Continuous disclosure is the timely advising of information to keep the market informed of events and developments as they occur. Continuous disclosure requirements are set out fully in ASX Listing Rules Chapter 3 and those for periodic disclosure in Chapter 4.

b) Roles, Responsibilities and Compliance Procedures

The Company Secretary has been nominated as the Continuous Disclosure Officer.

Senior members of management are expected to understand the Company's disclosure requirements and be able to recognise matters that may require disclosure. Procedures for compliance and disclosure are often discussed at senior management meetings and there is an expectation that they are clearly understood. These conversations often include information evaluation procedures to determine whether a disclosure requirement exists.

Specifically, board members and senior management are instructed to alert the Continuous Disclosure Officer on any events which are judged to have a possible material effect on the Company's share price these include but are not limited to:

1. Major new contracts;
2. Termination of major contracts;
3. Asset acquisitions, mergers, joint ventures or material changes in assets;
4. Changes in accounting policy;
5. Change in auditor;
6. Issue of new capital, including shares and options granted;
7. Release of shares from escrow;
8. Change of registered address;
9. Change of directors and/or office bearers;
10. Change of share registrar;
11. Media or market speculation;
12. Changes in directors' interest in the company;
13. Financial performance and material changes in financial performance or projected financial performance;
and
14. Mergers.

Sports Entertainment Group's authorised spokespersons are the Chairman and CEO.



c) Procedure for Disclosure Items

All periodic disclosures (annual, half yearly and quarterly reports) will be ratified by the Board prior to their release to the market. All Continuous Disclosures will:

1. The attachment of any completed ASX stipulated forms required. Be brought to the attention of the Continuous Disclosure Officer;
2. The Continuous Disclosure Officer will make a judgment regarding the necessity or appropriateness of disclosure. Where there is doubt over whether an issue might materially affect the Company's share price the Continuous Disclosure Officer will assess the situation with senior management and where necessary, seek external advice.
3. In the event that disclosure is required, the Continuous Disclosure Officer will ensure that the information is presented in appropriate form, including
4. The Continuous Disclosure Officer will release information to the ASX via ASX Online.
5. Upon receipt of confirmation of announcement, the Continuous Disclosure Officer will authorise the publication of information on the Company website and in the form of press releases through other media outlets.

d) Pre-Results Period

During the time between the end of the financial year or half year and the actual results release, Sports Entertainment Group will not discuss financial performance or broker forecasts with stockbroking analysts, investors or the media, unless the information being requested has previously been disclosed to the market.