SEGG Media Congratulates Lando Norris on 2025 Formula 1 World Championship

December 9, 2025

FORT WORTH, Texas, Dec. 09, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (Nasdaq: SEGG, LTRYW) ("SEGG Media" or the "Company") congratulates Lando Norris for securing his first Formula 1 World Championship in a spectacular showdown at the FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX 2025.

This landmark achievement not only cements his place at the top of global motorsport, but also amplifies the momentum behind Quadrant, the creator-led motorsport, gaming, and apparel brand co-founded by Norris.

Through its strategic investment in Veloce Media Group and Veloce's subsequent acquisition of Quadrant, SEGG Media is directly supporting one of the most rapidly expanding ecosystems in sport, gaming, and digital media. The investment also includes a call option for SEGG Media to acquire a 51% or higher majority stake in the future.

Quadrant's growth has been fuelled by major partnerships with global brands including LEGO, Hilton, NordVPN, VISA, Revolut, RailsR, T-Mobile, McLaren, Microsoft, Thrustmaster, and E.ON. Norris' World Championship win now elevates that platform to an even higher level.

Marc Bircham, Chairman of SEGG Media, said: *"Lando Norris' championship victory is an extraordinary moment for him and an accelerant for the entire Quadrant and Veloce ecosystem. Our investment strategy is built at the intersection of sports, content, gaming, and culture. Lando Norris' success this season proves exactly why that strategy matters."*

Daniel Bailey, CEO of Veloce Media Group, said: *"Lando's World Championship win is a huge moment, and everyone at Veloce couldn't be prouder. It's been an unbelievable year for Quadrant too, with the brand growing faster than ever. We've worked closely with Lando since the very beginning and seeing both his journey and Quadrant's success reach this level in the same season is something special."*

This week, Quadrant also launched a new apparel drop in honour of Norris' title win. The World Championship Collection has already energised the brand's community and reinforced Quadrant's position as one of motorsport's most exciting apparel players. For more details and to secure your piece of history, visit Quadrant.

As Veloce continues to scale its racing, esports, athlete-led media, and apparel operations, supported by SEGG Media's recent investment, Norris' world title provides a powerful tailwind for further growth.

SEGG Media looks forward to an even bigger 2026, driven by Veloce, Quadrant, and the worldwide fanbase that continues to rally behind Formula 1's newest World Champion.

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.

Important Notice Regarding Forward-Looking Statements

This press release was published by a CLEAR® Verified individual.

For additional information, visit www.seggmediacorp.com or contact media relations at media@seggmediacorp.com.