



SEGG Media Closes \$61M Veloce Acquisition, Adds \$20M+ in Annual Revenue and Strengthens Revenue Base

February 17, 2026

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FORT WORTH, Texas, Feb. 17, 2026 (GLOBE NEWSWIRE) -- Sports Entertainment Gaming Global Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media") today announces the successful completion of its previously disclosed acquisition of a controlling interest in Veloce Media Group ("Veloce"), a leading global sports, gaming, and digital media platform.

The acquisition, which values Veloce at approximately \$61 million (£45 million), was completed through a blend of cash consideration and SEGG Media equity. The transaction is projected to contribute more than \$20 million in additional annual revenue which SEGG Media will begin recognizing and report in the first quarter of this year.

This acquisition marks a significant inflection point in SEGG Media's strategic transformation into a scaled, revenue-generating global sports, entertainment, and gaming group. Completing on the acquisition of Veloce today demonstrates the current management's commitment to its shareholders and the wider investor public that the Company is performing on the growth strategy it recently disclosed.

Under the terms of the deal, consideration for the acquisition is a combination of cash and SEGG Media shares priced at \$10 per share, highlights the shared belief by SEGG Media's Board and Veloce's selling shareholders that SEGG Media's current share price is grossly undervalued. The structure of the transaction aligns all stakeholders around value creation and sustainable value creation.

Revenue Scale and Valuation Context

Based on reportable incremental revenue of more than \$20 million annually from Veloce alone, SEGG Media's pro forma revenue profile meaningfully grows. Recent market capitalization levels are far below the implied revenue multiple, which should be considered along with the value of the Company's four domain names and other assets.

Management believes the transaction substantially improves the Company's revenue-to-market-cap ratio, positioning SEGG Media more comparably with scaled digital media and sports entertainment platforms that trade at materially higher revenue multiples. As Veloce's operating results are consolidated and reflected in reported financials, the Company will leverage improved scale and operating metrics to provide investors with a clearer framework for valuation assessment.

Daniel Bailey, CEO of Veloce Media Group: "I am delighted to work closely with the wider leadership team to help deliver the next phase of growth. Joining SEGG Media at this pivotal moment is an exciting step for Veloce and our global community. Together, we are building a scaled, future-focused platform with significant opportunity to accelerate growth and deliver long-term value."

Robert Stubblefield, CFO and Interim CEO and President of SEGG Media: "Closing the Veloce acquisition on schedule is a paradigm shift for SEGG Media. This acquisition strengthens our top line revenue, expands our global footprint, and enhances our ability to drive measurable financial performance for shareholders."

Strategic Implications for Shareholders

Veloce's combined platform immediately positions SEGG Media with:

- Immediate revenue scale and diversification
- Consolidation of operating results from a global digital media asset
- Expanded international audience reach
- Cross-platform monetization opportunities across Sports.com, Concerts.com, and related assets
- A Strengthened balance sheet with increases to assets and equity, and enhanced liquidity.

Management's immediate focus is on integration execution, maintaining operational discipline, and leveraging revenue scale for continued strong financial performance.

Further updates on integration milestones and strategic operating priorities will be provided in the coming weeks as integration milestones are achieved.

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 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. 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.

For additional information, visit <http://www.seggmedia.com/> or contact media relations at media@seggmediacorp.com.