WE BELIEVE SEGG MEDIA IS A FAKE COMPANY WITH ALMOST NO MONEY OR BUSINESS, AND ITS RECENT “POLYMARKET DEAL” IS LIKELY ANOTHER OF ITS MANY SCAM PRESS RELEASES

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RESEARCH SUMMARY

- Sports Entertainment Gaming Global aka SEGG Media (SEGG) has almost no business, no cash, and is the defendant in 6 active lawsuits.
- SEGG has failed to file its 2025 10-K and Q126 10-Q.
- SEGG is up over 200% since publishing a press release (PR) announcing an “exclusive partnership” with Polymarket with its sports.com domain. However, the partnership doesn’t make any sense and we think it’s a scam.
- Scam PRs are a common practice for SEGG, as they put out at least 12 in 2025. Most of its PRs are claimed business expansions or partnerships that never led to anything and were never mentioned again. We expose these 12 bullshit PRs in this report.
- SEGG acquired the sports.com domain in early 2021 and has never developed it, activated it, or made a penny off of it. We doubt they will start now as that would cost millions of dollars, and SEGG has no money.
- For years, SEGG has dangled their catchy domain names that they own, sports.com and lottery.com, in front of investors in order to sell stock. But they have never done anything with these domains or monetized them to a 3rd party, they are just used to attract and scam investors.
- Sports.com has remained inactive as it only has a landing page asking for an email address. SEGG isn’t doing anything to activate and promote the site in anticipation of the “Polymarket deal” and the

2026 World Cup.

- We expect the Polymarket deal will fail to come to fruition before the World Cup starts on 6/11/26, disappointing shareholders who bought because of the deal and will likely sell their shares.
- We've reported SEGG to the SEC to get an investigation started.

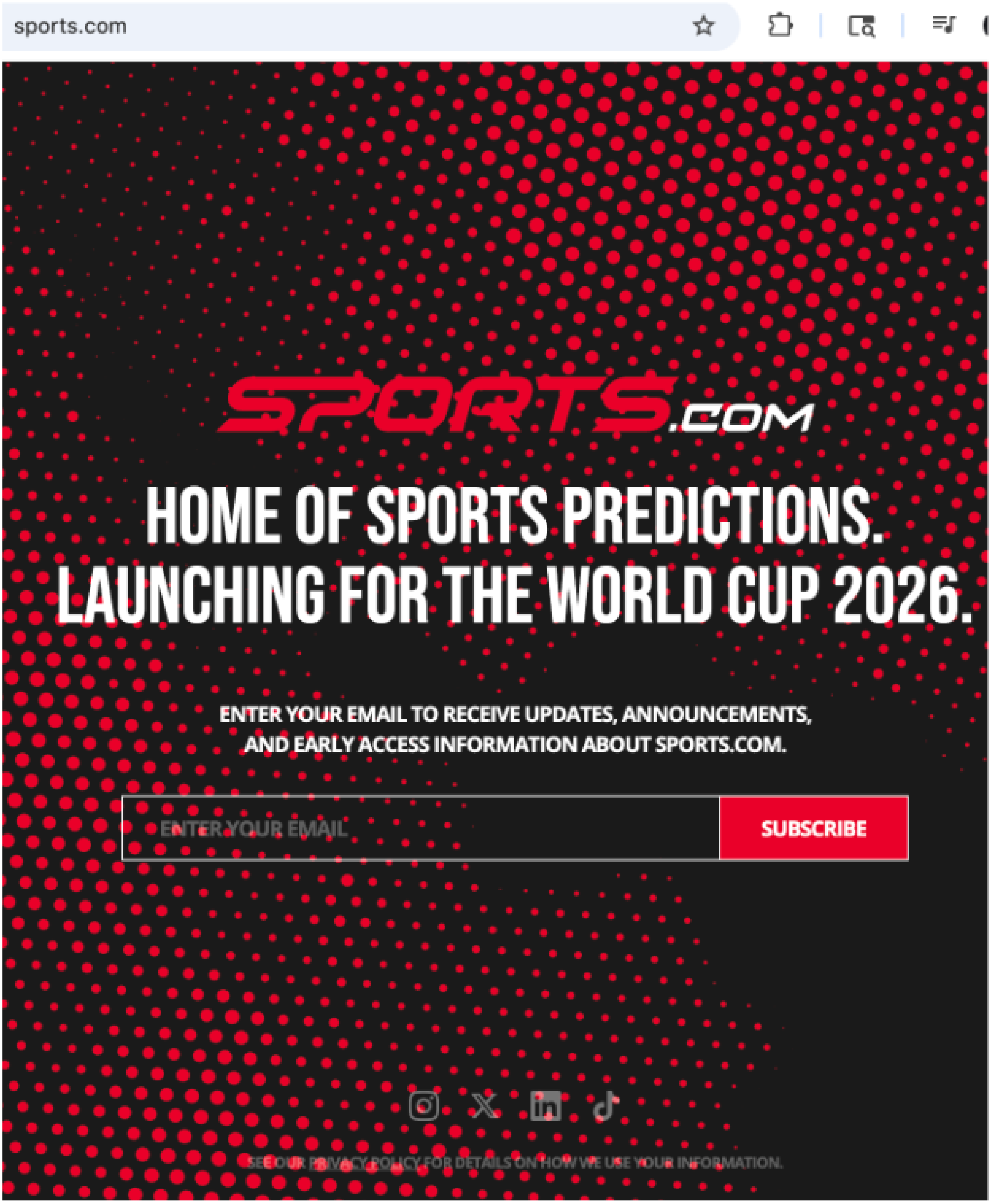
SEGG Media Is A Fake Company

We believe Sports Entertainment Gaming Global aka SEGG Media (SEGG) is for the most part a scam/fake company. It describes itself, from Yahoo Finance, as:

A digital publisher, provides lottery data results, jackpots, results, and other data. It delivers daily results of domestic and international lottery games from approximately 40 countres. Its B2B API platform provides users with the ability to purchase legally sanctioned draw lottery games through a mobile or computer device. The company also operates sports.com that connects sports content with audiences.

The reality is, this is all BS. The company has almost no business. There's nowhere to buy lottery tickets on its site or app and it makes zero revenues from lottery.com. Sports.com has been inactive the entire time the company has owned it – since 2021.

Currently, the following is the entirety of the sports.com website:



Source: sports.com

The only function of the website is to ask for an email address. It states: “Launching for the World Cup 2026.” The World Cup starts on June 11, 2026, only a few days away. Wouldn’t a real business have the site already be up and running, attracting users to prepare for the start of the World Cup?

SEGG’s corporate website, seggmedia.com, is a simple webpage with no links anywhere, except to an investor page. This demonstrates that SEGG's only real product is its stock to sell to investors. Shown below:

Source: seggmedia.com

SEGG is also delinquent in filing its 2025 10-K and Q126 10-Q.

A History of SEGG Media's Scam Press Releases

We believe SEGG's PR about a Polymarket deal is bullshit, and this is a common practice by the company. SEGG has historically published PRs with false promises of business expansion or partnerships. The expansions and partnerships never materialize, and SEGG doesn't put out any follow-up announcements about what happened. They then move on to the next bullshit business expansion/partnership PR which doesn't pan out to anything.

The only purpose of these PRs is to give the stock a boost so the company and and insiders can sell shares.

The following are 12 PRs that SEGG published in 2025 that were complete fiction.

On 2/4/25, SEGG published a PR titled: *Lottery.com Inc. Announces Launch of International Lottery Operations*

SEGG has no license and no technology to be in the lottery business. They are currently receiving zero revenue from the lottery business and management has never licensed out the lottery.com domain name.

On 2/14/25, SEGG published a PR titled: *Lottery.com Strengthens Its International Expansion With Technology Acquisition*

A follow-up 8-K wasn't filed in regards to this all-stock purchase agreement to acquire the lottery technology. Therefore, we know the acquisition never happened.

On 3/4/25, SEGG published a PR titled: *Lottery.com Inc. Targets First Entry Markets in Europe and Asia*

Lottery.com never entered Europe or Asia.

On 3/5/25, SEGG published a PR titled: *Lottery.com Inc. Announces Ad-Supported Model to Diversify Sports.com Revenue Stream*

As we've shown, Sports.com has always been inactive so there has never been any ads on it.

On 3/19/25, SEGG published a PR titled: *Lottery.com Completes Spektrum Ltd Acquisition Deal at a $3 Share Price*

As we've shown, this technology acquisition never happened and lottery.com still has zero revenues.

On 3/25/25, SEGG published a PR titled: *Lottery.com Launches New Content Production and Revenue-Generating Arm: Sports.com Studios*

Sports.com Studios was never launched and never mentioned again.

On 6/24/25, SEGG published a PR titled: *Lottery.com Appoints Tim Scoffham as CEO to Lead Global Expansion of Sports.com Media and Lottery.com International*

Neither Sports.com nor Lottery.com were expanded. Both remain dead in the water and inactive.

On 6/26/25, SEGG published a PR titled: *Lottery.com Announces $10 Million Acquisition of GXR World Sports Assets to Power Global Launch of Sports.com Super App*

Nothing ever happened with GXR World Sports. The Sports.com "Super App" was never launched and was never mentioned again.

On 6/27/25, SEGG published a PR titled: *Lottery.com Closes in on Legal Action Against Coordinated 'Short and Distort' Campaign*

Nobody was ever sued, and the director who was mentioned in the PR leading the lawsuit, Christopher Gooding, immediately sold his shares right after the PR was published.

On 7/9/25, SEGG published a PR titled: *SEGG Media and David Lloyd Announce Groundbreaking $14M U.S. Expansion Deal*

Nothing ever happened from this deal, and there was no announcement that it was scrapped.

On 8/1/25, SEGG published a PR titled: *Lottery.com Relaunches in Mexico with Projected $5.2M Revenue as SEGG Media Puts Focus on International Gaming Operations*

Nothing ever happened in Mexico following this PR. It's impossible for them to relaunch their lottery tickets because they don't have the technology to create the tickets.

On 9/4/25, SEGG published a PR titled: *SEGG Media Reintroduces Lottery.com as U.S. States See iLottery Growth Ahead of Historic $1.7 Billion Jackpot*

Lottery.com was never reintroduced and nothing was mentioned again regarding this.

On 2/10/26, SEGG published a PR titled: *SEGG Media Files $179 Million Lawsuit Alleging Illegal Trading Scheme*

We called and verified with the Tarrant County, TX clerk that the filing of the lawsuit was the extent of it. The clerk told us that the papers were never served to the defendant.

On 4/2/26, SEGG published a PR titled: *SEGG Media Expands Soccerex Partnership, Positioning Sports.com at Center of Global Football Deal Ecosystem*

This PR "positioning sports.com at the Center of Global Football" also doesn't make sense because sports.com isn't operating. The Soccerex partnership hasn't made any revenue for SEGG.

The PRs above were all just published in order to get investors to want to buy the stock. None of the claims ended up happening. This makes the company a scam.

SEGG Rallied 300% Since Announcing An "Exclusive Deal" With Polymarket Which We Believe Is A Scam

On Monday, 4/27/26, to prepare for its PR for its Polymarket deal, SEGG published a PR titled:

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

The market day before, Friday, 4/24/26, SEGG closed at 66c. This started the rally to over $2 in a month.

Then, the next day, on 4/28/26 at 8am, SEGG published a PR titled: *SEGG Media Exclusively Partners With Polymarket to Power Sports.com Predict*

The article states:

"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. "

We notice the following issues with this PR:

- com doesn't have an ecosystem. As we showed above, the site is inactive and has been since 2021.
- It's a big deal to be able to place bets on a website. That site would have to be able to hold the bettor's funds. That requires licenses from the government jurisdiction that it's serving. Sports.com isn't even up and running, let alone applying for a license to act as custodian of its users' funds.
- Integrating Polymarket into a website is a complex task that takes months.
- The PR doesn't have a quote from anyone from Polymarket acknowledging the partnership. We ask that SEGG get someone from Polymarket to acknowledge it or present any evidence that Polymarket is on board with the deal. We have contacted Polymarket asking about this deal but have not received a response.

Sports.com Perpetual History Of Inactivity

SEGG first announced they acquired the sports.com domain in early 2021. It is a catchy sounding domain, but the company hasn't done anything with it or monetized it at all for all of these years. We don't believe they are going to start now. Instead, they perpetually use the domains sports.com and lottery.com to make fraudulent claims of expansion to dangle in front of shareholders in order to sell stock.

In its 2024 10-K the company states that its phase 2 plan will be "monetizing Sports.com".

In its 4/30/26 PR, SEGG stated:

SEGG Media is advancing its transition from audience growth to revenue generation through the development of Sports.com Predict, an interactive platform, launching prior to the 2026 World Cup…

But nothing came from that.

The main problem is SEGG doesn't have any money. To get sports.com active would, at minimal, require several millions of dollars. They would have to hire a web designer, content creators, sports analysts, etc. They would also have to pay money to market it to attract users, as right now nobody uses it since it's inactive.

A Partnership Between Sports.com and Polymarket Doesn't Make Logical Sense

The purpose of having a partnership for Polymarket is to attract users of a different website. For example, stocktwits.com and parti.com have partnerships with Polymarket because Polymarket wants to access those users and direct them to Polymarket.

However, sports.com has no users and so Polymarket has no incentive to partner with them. As we showed above, sports.com is inactive and has been for many years. There's no advantage for anyone who wants to make a bet on Polymarket to do it through sports.com. They can just go straight to polymarket.com to make bets.

SEGG Media's PR on 6/5/26 Is Laughable

On the morning of 6/5/26, SEGG published a PR titled:

SEGG Media Opens Exclusive First Access to Sports.com Predict

The PR states: "Following successful beta testing, first 10,000 eligible waitlist users receive phased access to real-time sports prediction markets inside Sports.com ahead of broader rollout for the 2026 FIFA World Cup"

There are so many things suspicious about this PR, such as:

– SEGG is claiming that there are thousands of users waiting for sports.com to become active so they can use it to make bets on Polymarket. Why don't they just make their bets on Polymarket which is already active? There are no advantages to using sports.com as an intermediary.

– We also don't believe they have a waiting list of 10,000 people. They claim that many people entered their email on the sports.com website? We'd be surprised if there's more than a few hundred emails.

– What kind of beta testing did they do? There is nothing on the site. We believe the company so far hasn't done anything, or beta tested anything, with sports.com or prepared at all for the World Cup, and this is just an empty PR.

– The World Cup starts tomorrow, and there hasn't been any scaling or preparation at all of sports.com to generate a user base.

SEGG Media's Recent Acquisition of Veloce Also Looks Shady

On 7/26/25, SEGG announced that it's making a strategic investment in Veloce Media Group. The PR stated that the partnership will be managed by Sports.com, a division of SEGG Media. It didn't say how much SEGG would invest.

On 2/13/26, SEGG announced that it's acquiring a controlling interest in Veloce Media Group. The PR stated: "The acquisition of Veloce will be completed through a blend of cash consideration and SEGG Media common shares priced at $10 per share."

That is a misleading valuation of SEGG stock at $10 since it closed the previous day at $1.10. Note again that not a single executive has bought any shares at any price. They just continually dump their shares.

Most of Veloce's assets are intangible and goodwill assets. It reported a whopping $41M in goodwill.

SEGG Media Is The Defendant in 6 Active Lawsuits

The following active lawsuits, researched from ChatGPT, are what SEGG is currently the defendant in:

1. **SEC civil fraud case in SDNY**

- The SEC sued Lottery.com/SEGG, former execs DiMatteo, Clemenson, Dickinson, and former Trident CEO Vadim Komissarov on January 22, 2026 over alleged fraud tied to the SPAC merger and false reporting.

2. **Preston Million securities class action**

This is the investor class action in SDNY over allegedly false/misleading statements.

3. **Global Gaming Data / TinBu federal case**

- SEGG and TinBu sued John Brier, Bin Tu, and Global Gaming Data over trade secrets, contract, and fiduciary-duty claims.
- The defendants countersued.

4. **Honey Tree Trading v. Lottery.com**

Delaware Chancery case over notes, warrants, and alleged fiduciary breaches.

5. **Manna World Ministries / Summit Church case**

- Plaintiffs say a $2.7 million personal loan was allegedly secured by personal shares of Lottery.com stock, and later added the company as a defendant.

- SEGG says it denies wrongdoing and will fight it.

6. **Jerry Reed Lotto Texas case**

- Filed April 8, 2025 in Texas.
- SEGG/Lottery is one of the defendants.

Conclusion – A Tiger Can't Change Its Stripes

SEGG isn't a real company. It just announces various schemes in order to sell stock to investors. It's not the type of company to develop a business and hope to eventually make a profit. That will never happen with its current management. A tiger can't change its stripes.

SEGG ran from closing at 66c on 4/24/26, to moving over $2 in less than a month. The 3x rally was based on investors expectation that sports.com will become active and become a sports betting site using Polymarket's infrastructure. And the company claimed this is supposed to happen before the 2026 World Cup begins. The World Cup will begin in a few days and sports.com hasn't been operational since SEGG first owned it in 2021. We don't think it will become operational before the World Cup starts, and we believe most of the investors who bought shares in the hopes of it will sell their shares.

We've reported SEGG to the SEC in the hopes that they will put a stop to this long-running scheme of scam PRs and retail investor theft.

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