

*Bally's*

**BallyBet – Q3 2024 update**

**November 15, 2024**

# REVENUE

MONTH	REVENUE	TAXES COLLECTED	HANDLE
July	\$ 111,624.12	\$ 22,324.82	0.9%
August	\$ 222,371.65	\$ 44,474.33	1.8%
September	\$ 481,670.98	\$ 96,334.20	2.1%
<b>TOTALS</b>	<b>\$ 815,666.75</b>	<b>\$ 163,133.35</b>	

# WORFORCE / WORKFORCE DIVERSITY

# OF EMPLOYEES IN EACH CATEGORY	MINORITY	WOMEN	VETERAN	MA RESIDENT	TOTAL # OF EMPLOYEES
Executive	3   30%	4   40%	0   0	1   10%	10
Manager, Supervisor	1   10%	2   20%	1   10%	1   10%	10
Entry Level, non-Manager	25   50%	10   20%	5   10%	2   4%	50
Totals	<b>28   40%</b>	<b>16   23%</b>	<b>6   8.5%</b>	<b>4   6%</b>	<b>70</b>

# VENDOR / SUPPLIER SPEND / SUPPLIER DIVERSITY

DIVERSITY CERTIFICATION	Q3
MBE	\$4,038,441   9.33%
VBE	\$338,674   0.78%
WBE	\$6,302,484   14.56%
<b>TOTAL DIVERSITY SPEND</b>	<b>\$10,685,114   24.68%</b>
DBE SPEND	\$1250   0.0029%
SDVOB	\$4265   0.01%
MA SPEND	\$24,952   0.058%

# COMPLIANCE

## ACCOUNT REGISTRATION SNAPSHOT

	Registration Attempts Underage	Registration Attempts Known Employee	Registration Attempts VSE and Mandatory Excluded Patrons	Registration Attempts Other	Accounts Requiring Enhanced Identification / Verification During Registration
	<i>Reg. 238.33 / 250</i>	<i>Reg. 238.32 (1)</i>	<i>Reg. 238.33 (a), (c)</i>	<i>Reg. 248.04 (5)</i>	<i>Reg. 248.04 (5) and (6)</i>
JULY	4	0	15	8	71
AUGUST	34	0	4	11	72
SEPTEMBER	39	0	11	25	59
<b>TOTAL</b>	<b>77</b>	<b>0</b>	<b>30</b>	<b>44</b>	<b>202</b>



# COMPLIANCE (cont.)

## SECURITY AND ACCOUNT REVIEW

Self-Reported Underage Access	Internal Review & Investigations: All	Internal Review & Investigations: Underage	Internal Review & Investigations: Underage Suspensions	Reportable Underage Incident: (MA)
<i>Reg. 250</i>	<i>Reg. 238.32 / 238.33</i>	<i>Reg. 250</i>	<i>Reg. 250</i>	<i>Reg. 250</i>
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

# COMPLIANCE (cont.)

## OTHER SECURITY AND IDENTIFICATION OVERVIEW

Lockouts Due to Failed Authentication	Accounts Requiring Enhanced Identification/Verification	Duplicate Accounts	Sports/ Team/ Athlete Identification	Prohibited Person Identified	Proxy or Agents
<i>Reg. 248.07 (5)</i>	<i>Reg. 248.04 (6)</i>	<i>Reg. 248.05</i>	<i>Reg. 238.32 (3)</i>	<i>Reg. 238.33</i>	<i>Reg. 238.33 (f)</i>
23	0	15	0	0	0
38	0	16	0	0	0
25	0	15	0	0	0
86	0	46	0	0	0



# RESPONSIBLE GAMING

- **34 VSE Enrollees in Q3**
- **Here are some highlights from Play Management Reporting/Data**
  - **Our team engaged with 159 participants to remind, and educate them, about the various responsible gambling tools available, as well as directing them to GameSense resources.**
  - **A total of 251 unique individuals utilized the various responsible gambling tools offered. Our records indicate that during Q3, we set:**
    - **235 Deposit Limits**
    - **19 Wager Limits**
    - **34 Spend Limits**
    - **98 Self-Exclusions**
- **There were no significant updates, modifications, or technical enhancements related to responsible gaming during this period.**



# LOTTERY

- **Intro meeting with the MA Lottery took place on June 27, 2024, with Bally's COO, North America Brett Calapp.**
- **A follow-up meeting with the MA Lottery took place on July 25, 2025, to introduce Bally's marketing team to them, and to better understand what collaboration opportunities might be available between the two organizations.**

# COMMUNITY / OUTREACH / CHARITABLE IMPACTS

- Bally's maintains its status as an Advisory Committee member of the Attorney General Office's Youth Sports Betting Safety Coalition. We look forward to hearing next steps on the Responsible Gaming partner initiative being announced in September.
- Bally's maintains an Industry Board Member seat on the Massachusetts Council on Gaming & Health.
- Bally's maintains its position as a Founding Member of the Responsible Online Gambling Association (ROGA).
- In partnership with EPIC Global Solutions, the Rhode Island Council on Problem Gambling, the Rhode Island Lottery's Division of Problem Gambling Services, and IGT, Bally's is planning a Rhode Island Problem Gambling Awareness Campaign to launch March 2025 to support its key stakeholder efforts to raise awareness about responsible gaming, underage play prevention, problem gambling, and related harms for persons throughout Rhode Island. Though not directly related to the State of Massachusetts, as a bordering state, our hope is to support the efforts of the Attorney General Office's Youth Sports Betting Safety Coalition by promoting similar messages regarding sports betting and the risks of underage gambling.



**RESPONSIBLE GAMING**  
EDUCATION MONTH **2024**

# COMMUNITY / OUTREACH / CHARITABLE IMPACTS

In observance of the American Gaming Association's Responsible Gaming Education Month, and Safer Gambling Week in the UK, Bally's will be activating the following items to for its global campaign:

- Internal comms to more than 10,600 online and casino and resorts employees teasing what's to come
- Employee reminders, within email comms and on posters, about Bally's global RG policies and their ease of accessibility
- Two one-hour lived experience webinars offered to employees through our partnership with Epic Global Solutions
- Month-long "Knowledge Knockout" quizzes for employees with prizes
- Customer and employee-facing RG posters and digital signage distributed for offices and casinos/resorts
- LinkedIn posts (corporate, interactive, casinos/resorts)
- Intranet blogs highlighting RG tools and employee resources to find help, including a reminder of the Bally's-funded EAP program
- RG branded Teams background designed for staff to use for the month
- CEO mention of monthlong highlights during live employee townhall briefing
- Mentions in September, October, and November's internal corporate and casino/resort newsletters
- Social media teams working on branded Instagram/Facebook accounts



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