

Bally's

BallyBet – Q4 2024

February 14, 2025

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%
Q3 TOTALS	\$ 815,666.75	\$ 163,133.35	
October	\$ 352,895.11	\$ 70,579.02	1.4%
November	\$ 541,352.83	\$ 108,270.57	1.9%
December	\$ 348,895.48	\$ 69,779.10	1.5%
Q4 TOTALS	\$ 1,243,143.42	\$ 248,628.68	



WORKFORCE / WORKFORCE DIVERSITY

Q-3	US				MA			
	Minority	Women	Veterans	Total	Minority	Women	Veterans	Total
Executives	14%	14%	0%	7	0%	0%	0%	0
Managers	19%	30%	0%	54	0%	0%	0%	1
Entry/Non-Management	43%	32%	0%	270	0%	0%	0%	1
Total	38%	31%	0%	331	0%	0%	0%	2

Q-4	US				MA			
	Minority	Women	Veterans	Total	Minority	Women	Veterans	Total
Executives	8%	2%	0%		0%	0%	0%	0
Managers	14%	8%	0%		0%	0%	0%	1
Entry/Non-Management	51%	22%	0%		0%	0%	0%	1
Total	73%	32%	0%		1%	0%	0%	2

VENDOR / SUPPLIER SPEND / SUPPLIER DIVERSITY

DIVERSITY CERTIFICATION	Q3	Q4
MBE	\$4,038,441 9.33%	\$3,335,745 8.44%
WBE	\$6,302,484 14.56%	\$6,043,937 15.21%
VBE	\$338,674 0.78%	\$400,745 1.01%
DBE	\$1250 0.0029%	\$186,870 0.47%
DOBE		\$56,319 0.14%
SDVOB	\$4265 0.01%	\$259,375 0.65%
MA DIVERSE SPEND	\$24,952 0.058%	\$11,004 0.028%
TOTAL DIVERSE SPEND	\$10,685,114 24.68%	\$10,302,991 25.92%
TOTAL ADDRESSABLE OPERATIONAL SPEND	\$43,289,507	\$39,747,814



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
Q3 TOTAL	77	0	30	44	202
OCTOBER	17	0	11	24	49
NOVEMBER	13	0	18	18	45
DECEMBER	8	0	13	12	29
Q4 TOTAL	38	0	42	54	123



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>
JULY	0	0	0	0	0
AUGUST	0	0	0	0	0
SEPTEMBER	0	0	0	0	0
Q3 TOTAL	0	0	0	0	0
OCTOBER	0	0	0	0	0
NOVEMBER	0	0	0	0	0
DECEMBER	0	0	0	0	0
Q4 TOTAL	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>
JULY	23	0	15	0	0	0
AUGUST	38	0	16	0	0	0
SEPTEMBER	25	0	15	0	0	0
Q3 TOTAL	86	0	46	0	0	0
OCTOBER	41	0	23	0	0	0
NOVEMBER	60	0	24	0	0	0
DECEMBER	43	0	27	0	0	0
Q4 TOTAL	144	0	74	0	0	0



RESPONSIBLE GAMING

- 34 VSE Enrollees in Q3
- 28 VSE Enrollees in Q4
- Here are some highlights from Play Management Reporting/Data
 - Our team engaged with participants to remind, and educate them, about the various responsible gambling tools available, as well as directing them to third-party responsible gaming resources.
 - Q3 – 159
 - Q4 – 213
 - Individuals utilized the various responsible gambling tools offered. Our records indicate that we set:

Q3:	Q4:
235 Deposit Limits	342 Deposit Limits
19 Wager Limits	34 Wager Limits
34 Spend Limits	36 Spend Limits
98 Self-Exclusions	249 Self-Exclusions
- There were no significant updates, modifications, or technical enhancements related to responsible gaming during this period.



LOTTERY

Q3

- **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, 2024, to introduce Bally's marketing team to them, and to better understand what collaboration opportunities might be available between the two organizations.**

Q4

- **No additional updates with the Lottery**

Massachusetts Responsible Gaming Outreach and Community Impact



PROBLEM GAMBLING
AWARENESS MONTH
→ AWARENESS+ACTION

YOU ARE INVITED TO THE 2025 PGAM LEADERS CHALLENGE

Join us for a 90-minute professional development session featuring key voices working together to ensure responsible and problem gambling programs are front and center for all gambling expansion in Rhode Island. This engaging discussion will feature individuals with lived experience and key stakeholders that will address the challenges of expansion while highlighting strategies to mitigate risks and promote safer play.

03|04|2025

RSVP HERE

11am - 1pm

CCRI - Lincoln Campus
1762 Old Louisquisset Pike
Lincoln, RI 02865



“Walk-Ins are Welcome”

Presented By:

RICPG
RHODE ISLAND
COUNCIL ON
PROBLEM GAMBLING



PGAM 2025 Summary

This campaign is structured around a series of challenges designed to engage target audiences and key stakeholders, empowering them to become champions for responsible gaming and setting a nationwide standard of excellence.

	Messaging Challenge	Limit Setting Challenge	Mentor Challenge	Leaders Challenge
Problem	The industry is increasingly focused on responsible gaming messaging; however, few studies have been conducted to measure effectiveness particularly amongst persons aged 18-25.	Research shows that limit setting tools have low uptake. It is theorized that customers only become aware of limits once they have a problem.	Parents, teachers, and coaches are influential in the lives of young people; however, data suggests that this population is relatively unaware of risks facing youth.	With the expansion of legalized gaming, there is a need to ensure that all professionals and stakeholders collaborate to set standards for consumer protection.
Solution	Host a contest for Rhode Island college students to submit an original work which explores a theme within responsible gaming, 'challenging' contestants to raise awareness.	Design, launch, and measure effectiveness of a promotional campaign to 'challenge' online users to explore limit setting tools.	Deliver a webinar for influential adults to provide them with information to look out for warning signs and 'challenge' them to speak to youth about gambling.	Host an event at Community College of Rhode Island to deliver critical information that 'challenges' regulators and industry leaders to further advance responsible gaming.
Key Partners	Providence College University of Rhode Island Bryant University Johnson and Wales Rhode Island College	Bally's	Governor McKee RI Interscholastic League Providence College Basketball Coach Kim English	Regulators Lawmakers Treatment providers Responsible gaming advocates CCRI

In partnership with EPIC Global Solutions, the Rhode Island Council on Problem Gambling, and the Rhode Island Lottery's Division of Problem Gambling Services, 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.



Campaign: Launch “Game in Good Hands”, a responsible brand promise.

Markets: This will be launched in March 2025 to align with Problem Gambling Awareness Month (PGAM), and will then remain across BallyBet Casino & Sportsbook, Monopoly Casino in the US & Ontario.

Objective: Use Game in Good Hands (GIGH) in North America to promote our safer gambling tools and resources to our interactive sports and casino players.

Goals:

- Increase awareness of safer gambling tools (I.e. limits, timeouts, self-exclusion)
- Drive engagement with safer gambling resources on the platform
- Enhance brand reputation by demonstrating a commitment to responsible gambling via the GIGH brand promise
- Dedicated emails to players introducing GIGH as part of PGAM
- Additional email specifically for 21–25-year-olds
- Updated RG pages Social Media Assets
- In-App Messaging
- Push notifications and banners highlighting safer gambling options.
- A dedicated page or section featuring educational resources, links to support services, and tutorials
- FAQs

Deployed New Employee Training for more than 8,000 Casinos and Resorts Employees

Responsible Gaming (Module 1) External Only 241208

Updated by Matt Mason • Current Version

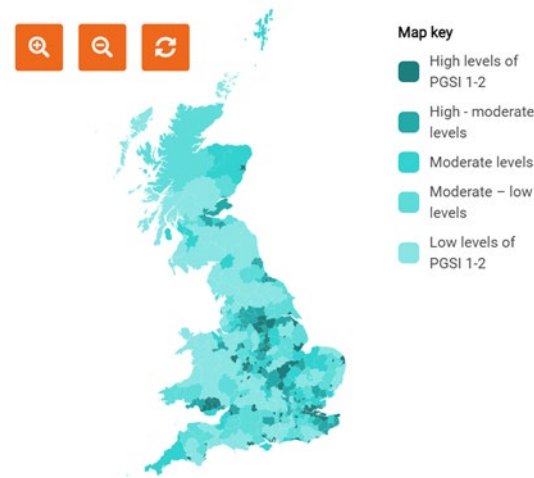


Responsible Gaming

Bally's

Welcome to this module on responsible gaming. Bally's recognizes our responsibility to supporting our guests that may struggle to control their gambling.

- 4 Lived Experience Awareness Sessions
- 1 Senior Leadership Masterclass
- 1 Responsible Marketing Training
- 1 Casino Back of House Awareness Video
- More than 500 UK Youth Served through the Youth Education Initiative



Launched Anti Human Trafficking awareness program at Bally's Chicago

OUR PLEDGE AGAINST HUMAN TRAFFICKING

B—RESPONSIBLE

Trafficking is a serious social issue, and we will work together to reduce its presence in our casino and our community

B—EDUCATED

We will actively identify and report any suspected trafficking activity that might be present within our operations

B—DILIGENT

This will help ensure our business is not used for illegal activities and keep our property, our employees and our customers safe

Bally's

YOU MAKE THE DIFFERENCE

OUR PLEDGE AGAINST HUMAN TRAFFICKING

B—RESPONSIBLE

Trafficking is a serious social issue, and we will work together to reduce its presence in our casino and our community

B—EDUCATED

We will actively identify and report any suspected trafficking activity that might be present within our operations

B—DILIGENT

This will help ensure our business is not used for illegal activities and keep our property, our employees and our customers safe

Bally's

YOU MAKE THE DIFFERENCE

WHERE TRAFFICKING MIGHT OCCUR

Every day, traffickers rely on legitimate businesses to conduct their illegal activities, and the gaming and hospitality industry is a prime target. Some of the ways traffickers might try to leverage our business operations to exploit their victims include:

- Targeting our customers for the sale of sex acts or using our property as a meeting point for sex trafficking arranged for online or via social media
- Traffickers might disguise labor trafficking victims as legitimate contract workers for housekeeping, convention support or landscaping services
- Traffickers might use their victims to launder money on the gaming floor or in our retail shops
- They might also use their victims to steal items from our shops or customers
- Traffickers could use nearby hotel rooms for sex trafficking or for the live streaming of illegal sex acts
- They could also use our parking garages as another venue for sex trafficking or for the solicitation of customers

WHAT'S EXPECTED OF EACH EMPLOYEE

- Follow our anti-human trafficking policy and be aware of what to do if you suspect trafficking activity is occurring
- Learn the different signs of potential trafficking activity you might encounter during your daily shift
- Be diligent in watching for signs of potential trafficking activity
- Use your best judgment to escalate potential trafficking activities following the procedures outlined in the anti-human trafficking policy and further guidelines established at your location

If you believe you may have information about a trafficking situation, contact your shift supervisor and on-site security. Help is also available by calling the National Human Trafficking Hotline toll free at 1-888-373-7888



B committed to making a difference in our fight against trafficking by identifying and reporting any suspected activity that might be happening in our casino. To learn more about human trafficking, visit the Department of Homeland Security Blue Campaign website by scanning the QR code.

HUMAN TRAFFICKING

involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act.

TRAFFICKING IS A CRIME and can happen in any community.

Bally's has a zero tolerance policy for trafficking activity happening on our properties.

Because it's often hidden in plain sight, we need your help to identify and report suspected trafficking activity.



Our HUMAN TRAFFICKING AWARENESS and reporting Initiative

As one of the world's fastest growing criminal enterprises, human trafficking creates significant risk for casinos and has long-lasting negative consequences for communities. Because trafficking can hide within Bally's operations, ignoring its presence can negatively impact our business, reputation, regulatory standing and shareholder value.

To counter these threats, all Bally's employees will learn how to identify and report any suspected trafficking activity you might encounter. We'll accomplish this by:

- Establishing clear policies and procedures that indicate what to do trafficking activity is suspected
- Educating all employees about what trafficking is and where it might be present in our operations
- Increasing awareness about the signs and behaviors that could indicate trafficking activity
- Creating a culture of responsibility and accountability

SEX TRAFFICKING victims are manipulated or forced against their will to engage in sex acts.

- Victims can be found in a wide range of businesses including casinos, hotels, bars, massage parlors and even parking garages
- Many victims are also forced to commit other crimes like theft
- Victims can be any age, race, gender or nationality
- They can be from any socio-economic group



Many individuals who appear to be willing prostitutes are actually sex trafficking victims



They can be exploited online or used to create child sex abuse material and pornography



In North America, 69% of trafficking victims are exploited for commercial sex

Under U.S. federal law, anyone under the age of 18 who is induced to perform a commercial sex act is a victim of human trafficking, regardless of whether he or she is forced or coerced.



LABOR TRAFFICKING victims are forced to work for little to no pay in a wide range of situations including:

- Agriculture, manufacturing or similar industries
- Restaurants, bars and hotels
- Retail stores or in private homes
- Drug trafficking operations or other illicit businesses
- As contract workers disguised as legitimate employees



U.S. citizens, foreign nationals, women, men and children can all be victims of forced labor



They often experience verbal or physical abuse, are made to work in unsafe conditions, and / or are forced to meet daily quotas



They rarely seek help because of language barriers or their movement may be restricted and monitored by their employer

Traffickers frequently target vulnerable populations like children, individuals without lawful immigration status, those with debts, and those who are isolated, impoverished or disabled.



There are numerous other ways that traffickers exploit their victims including:

- Trafficking for organ removal or illegal adoption
- Exploitative begging
- Forced marriage
- Forced criminal activity
- Online scams and cyberfraud



Many trafficking victims are forced to engage in more than one type of trafficking activity



Forced criminality includes shoplifting, pickpocketing, theft, drug trafficking and different forms of fraud



Girls and women are more likely to experience explicit or extreme violence at the hands of their trafficker

Over the past five years, the number of human trafficking victims being exploited for forced criminality and mixed forms of exploitation has grown rapidly.



Bally's

YOU MAKE THE DIFFERENCE

If you believe you may have information about a trafficking situation, contact your shift supervisor and on-site security. Help is also available by calling the National Human Trafficking Hotline toll free at 1-888-373-7888

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU