

Bally's

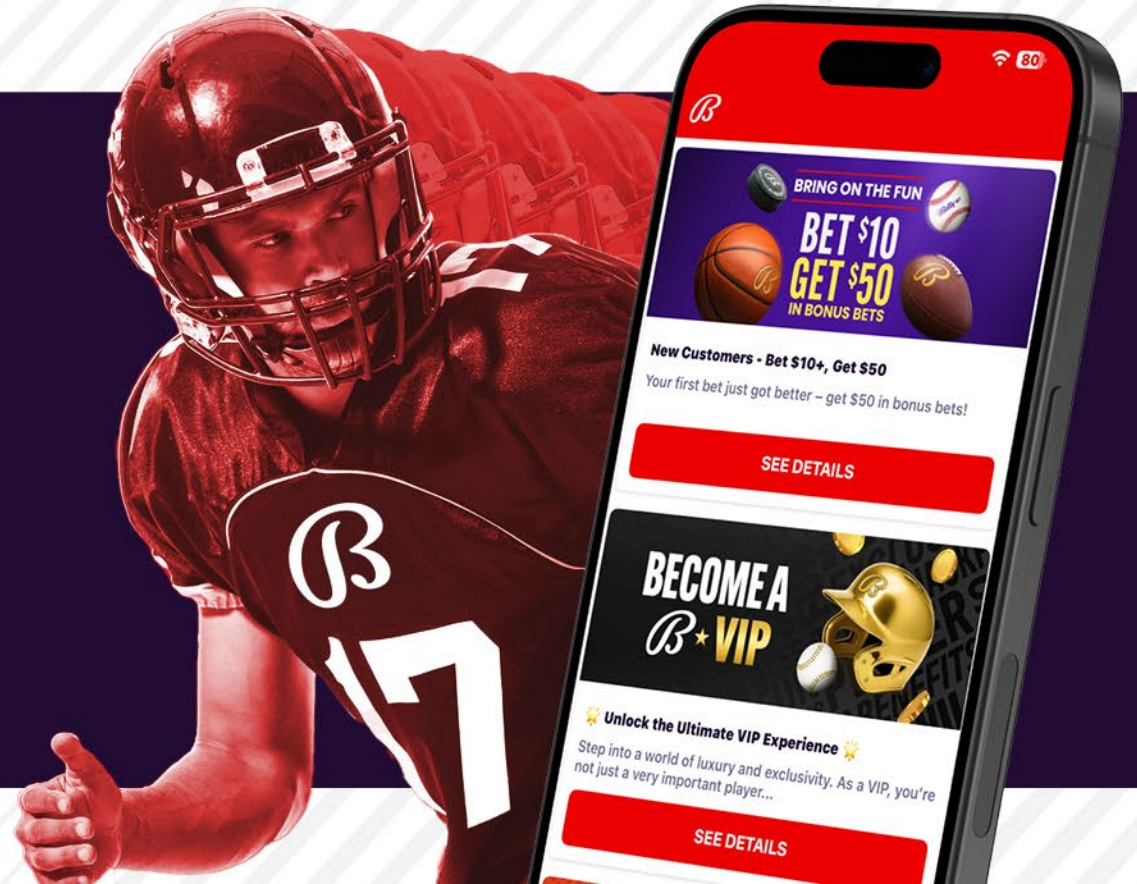
Bally BET

SPORTSBOOK

MASSACHUSETTS GAMING COMMISSION

Q2 2025

SPORTS WAGERING QUARTERLY REPORT



REVENUE

MONTH	REVENUE	TAXES COLLECTED	HANDLE
January	\$493,996.36	\$98,799.27	2.1%
February	\$277,156.58	\$55,431.32	1.5%
March	\$179,585.66	\$35,917.13	0.7%
Totals Q1	\$950,738.59	\$190,147.72	1.4%
April	\$173,238.86	\$34,647.77	0.8%
May	\$211,172.81	\$42,234.56	0.9%
June	\$227,276.93	\$45,455.39	1.1%
Totals Q2	\$611,688.60	\$122,337.72	0.9%

WORKFORCE / WORKFORCE DIVERSITY

Q2	North America Interactive				MA (Including Retail)			
	Minorities	Women	Veterans	Total	Minority	Women	Veterans	Total
Executives	20.59%	14.71%	0%	34	0%	57.14%	0%	7
Managers	16.36%	41.82%	0%	55	8.33%	41.67%	0%	12
Entry/Non-Management	27.49%	34.60%	0%	211	30.42%	35%	2.08%	240
Total	24.67%	33.67%	0%	300	28.57%	35.91%	1.93%	259

Q2/Q1	Shift			
	Minorities	Women	Veterans	Total
Executives	0.59%	0.42%	0%	1
Managers	0.84%	-1.28%	0%	3
Entry/Non-Management	-0.49%	1.44%	0%	18
Total	0.20%	0.80%	0%	22

WORKFORCE DEVELOPMENT

Learning, Growing, Sharing, and Celebrating Across The Ballyverse

GROWTH AND DEVELOPMENT

- In Q2 we hosted multiple online events for employees across the Ballyverse to develop skills in Bridging Cultural Differences, Managing Up, Leading Change, and giving Feedback. Hundreds of employees participated across the country.

GLOW – GLOBAL LEAGUE OF WOMEN

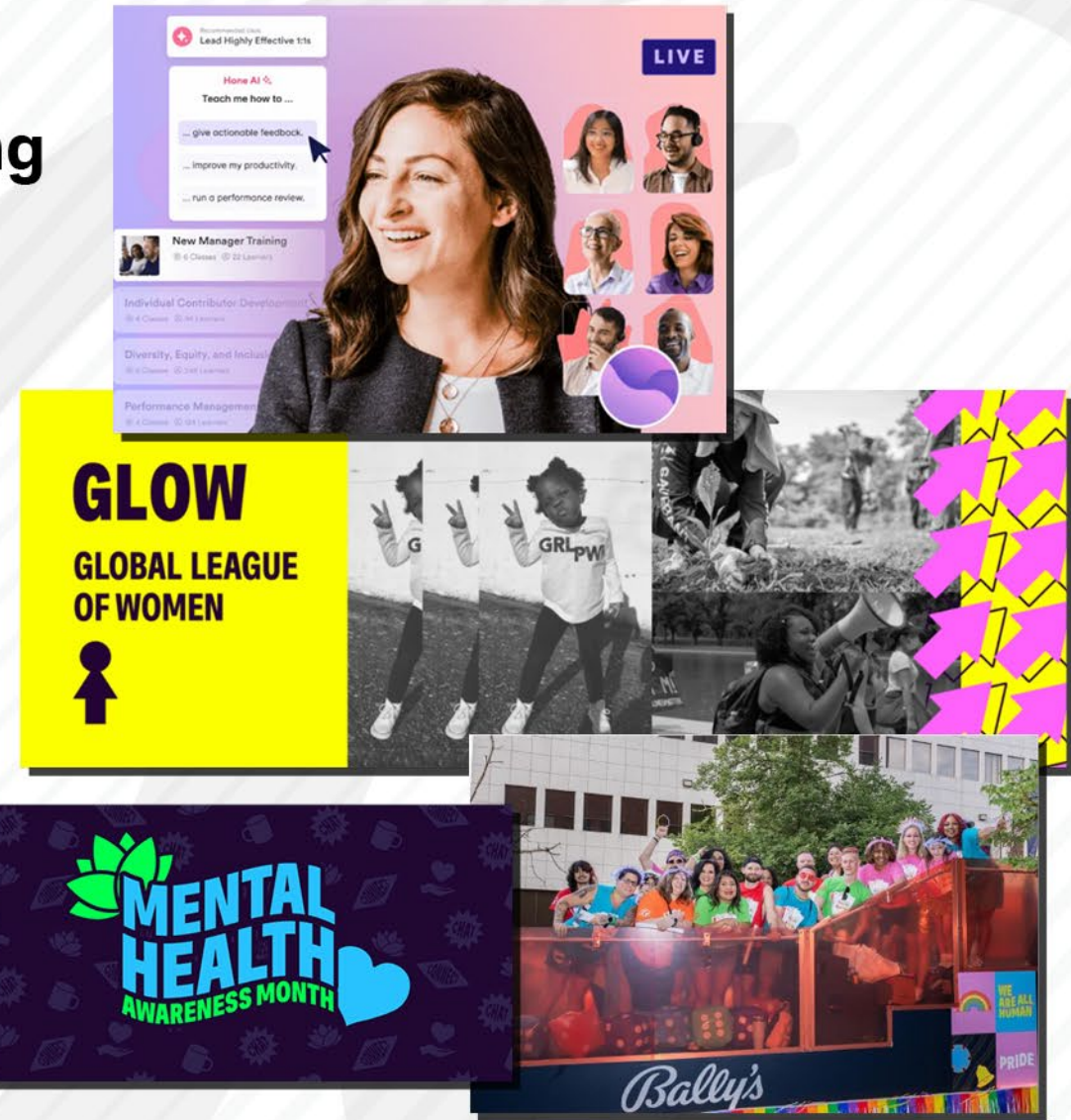
- Global Women Gaming - Lean in Circles
- Conversations with Monica De Davoye - Workplace Experience Management

MENTAL HEALTH AWARENESS MONTH

- Hosted 2 well attended companywide events in May, one addressing mental health at work, the other specifically diving into men's mental health.

PRIDE

- Employees across the Ballyverse showed their Bally's Pride at events and celebrations from coast to coast.



VENDOR / SUPPLIER SPEND / SUPPLIER DIVERSITY

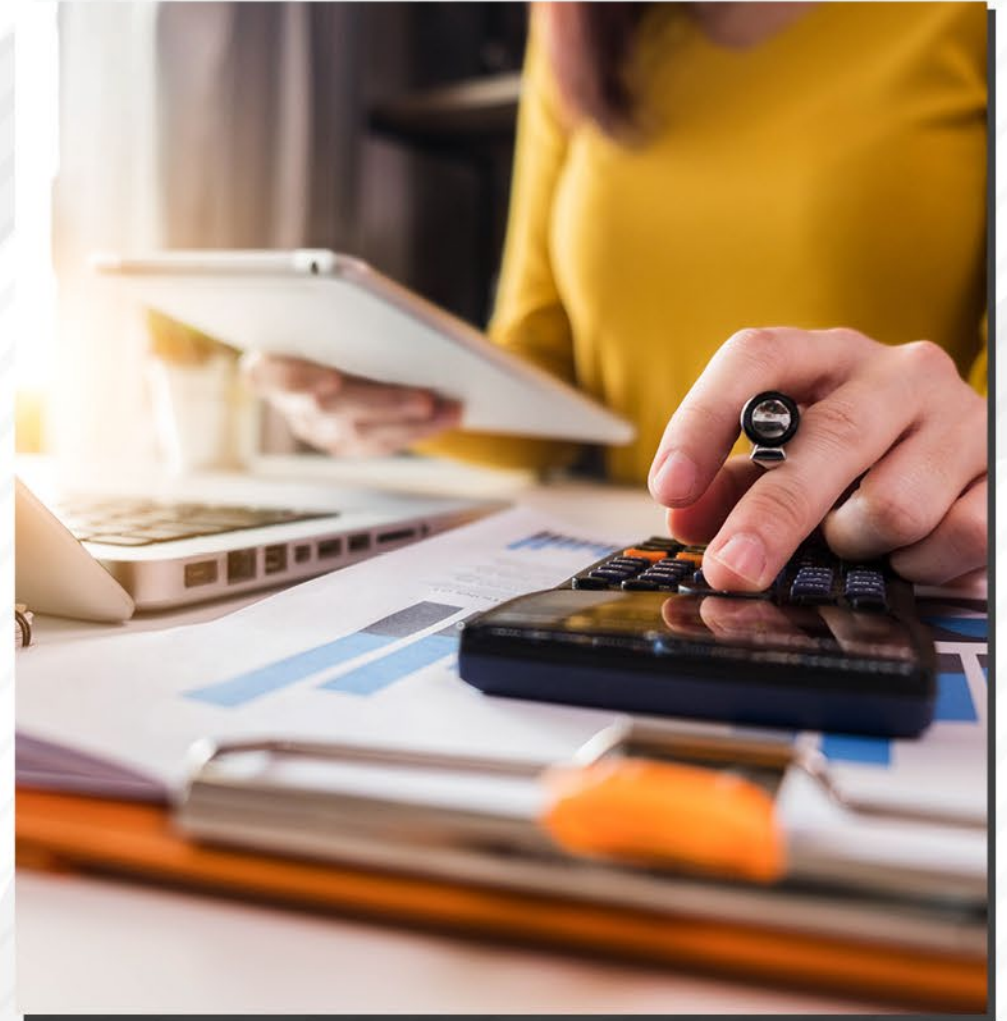
DIVERSITY CERTIFICATION	Q1	Q2**
MBE	\$569,447 2%	\$2,139,551 1.04%
WBE	\$3,327,212 10%	\$5948,825 2.90%
VBE	\$628,781 2%	\$413,009 0.20%
DOBE	\$527,104 2%	\$125,330 0.06%
SDVOB	\$1,151 0.003%	\$7,864 0.0038%
MA DIVERSE SPEND	\$2,992 0.003%	\$16,791 0.0082%
TOTAL DIVERSE SPEND	\$5,053,080 15%	\$8,634,579 4.21%
TOTAL ADDRESSABLE OPERATIONAL SPEND	\$33,090,899	\$205,274,792

** INTERACTIVE SPEND IS NOW INCLUDED AND TOTAL ADDRESSABLE SPEND HAS INCREASED 16%

VENDOR / SUPPLIER SPEND / SUPPLIER DIVERSITY

Q2 ADDRESSABLE SPEND BY CATEGORY

2.7%	\$5,645,716.28	Beverage
5.5%	\$11,283,674.72	Capital
5.2%	\$10,624,800.56	Food
6.6%	\$13,501,578.59	Gaming
0.3%	\$599,044.81	General
0.0%	\$48,763.89	Human Resources
2.8%	\$5,646,943.10	Licenses
21.5%	\$43,921,424.34	Marketing
12.6%	\$25,688,115.88	Operations
0.4%	\$795,875.73	People Costs
29.4%	\$59,895,325.12	Professional Services
2.3%	\$4,607,339.71	Racing
1.2%	\$2,436,898.31	Retail
5.0%	\$10,212,865.07	Supplies
4.8%	\$9,740,346.89	Technology
0.1%	\$188,948.46	Transportation
0.3%	\$617,130.79	Uniforms



COMPLIANCE

Underage Report Metrics

	Registration Attempts Underage	Suspected Underage Use of Account	Confirmed Underage Use of Account
January	1	0	0
February	0	0	0
March	1	0	0
Q1 TOTAL	2	0	0
April	2	0	0
May	0	0	0
June	0	0	0
Q2 TOTAL	2	0	0



Bally Bet Mobile App and Website does not allow proceeding with registration if the patron enters an underage date of birth; these instances are not currently captured for reporting.

CUSTOMER SATISFACTION – OUR NEW RG JOURNEY

- In Q2, Bally's began tracking CSAT scores for RG for the first time and observed the below results.
- Bally's is currently reviewing the CSAT outcomes and patron comments to transform the survey feedback into actionable items.
- The goal is to enhance RG pages across all jurisdictions.

CSAT Topic	Customers Rating (%)	Customers Rating (%)	Customers Rating (%)
	Rating 1-6	Rating 7-8	Rating 9-10
Responsible gambling	23%	23%	54%
I felt safe and protected	21%	25%	55%
Range and variety of Responsible Gambling tools	21%	25%	54%
Ease of finding and understanding Responsible Gambling tools	21%	25%	54%
It was clear and easy to understand information on Responsible Gambling	20%	22%	58%

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RESPONSIBLE GAMING OUTREACH AND COMMUNITY IMPACT

- In Q2, Bally's underwent internal restructuring, bringing Responsible Gaming back to North America to support a more localized, hands-on approach.
- The new RG management team is collaborating with various external partners to develop an enhanced community outreach program.
- New initiatives under consideration include more targeted RG interactions with our player base and exploring opportunities to host responsible and problem gaming events at community centers, colleges, universities, and land-based casinos.



RESPONSIBLE GAMING OUTREACH AND COMMUNITY IMPACT

One initiative Bally's is particularly excited about involves aligning Bally's Interactive's Sportsbooks and iCasinos alerts and triggers with clinical diagnoses of gambling disorder criteria (as shown to the right). This will enable tailored interactions that offer resources based on the number of criteria met.

Clinical diagnosis of Gambling Disorder 9-item assessment criteria

- Gambling with increasing amounts of money in order to achieve the desired excitement.
- Restless or irritable when attempting to cut down or stop gambling.
- Has made repeated unsuccessful efforts to control, cut back, or stop gambling.
- Is often preoccupied with gambling (e.g., having persistent thoughts of past gambling experiences, handicapping or planning the next bet, thinking of ways to get money to gamble).
- Often gambles when feeling distressed (e.g., helpless, guilty, anxious, depressed).
- After losing money gambling, often returns to try to get even ("chasing" one's losses).
- Lies to conceal the extent of involvement with gambling.
- Has jeopardized or lost a significant relationship, job, or educational or career opportunity because of gambling.
- Relies on others to provide money to relieve desperate financial situations caused by gambling.

Number of above criteria within a 12-month period:

4–5 behaviors = **MILD** Gambling Disorder

6–7 behaviors = **MODERATE** Gambling Disorder

8–9 behaviors = **SEVERE** Gambling Disorder

RESPONSIBLE GAMING TOOL STATS

Deposit Limits				Spend Limits			Wager Limits		
States	Q1	Q2	Increase	Q1	Q2	Increase	Q1	Q2	Increase
Arizona	376	464	23%	58	77	33%	-	-	-
Colorado	277	347	25%	43	50	16%	-	-	-
Iowa	99	119	20%	16	18	13%	-	-	-
Indiana	442	513	16%	50	62	24%	-	-	-
Massachusetts	594	798	34%	76	99	30%	51	65	27%
Maryland	228	304	33%	22	32	45%	13	17	31%
New Jersey	11,468	12,935	13%	195	387	98%	-	-	-
New York	1,405	1,777	26%	202	245	21%	-	-	-
Ohio	2,662	2,843	7%	222	244	10%	-	-	-
Ontario	3,847	4,483	17%	-	-	-	-	-	-
Pennsylvania	22,339	23,797	7%	737	958	30%	350	443	27%
Rhode Island	2,055	2,635	28%	287	373	30%	90	116	29%
Tennessee	76	118	55%	6	8	33%	8	10	25%
Total	45868	51133	11%	1914	2553	33%	512	651	27%

Bally's does not offer wager limits in the jurisdictions noted with a hyphen.

THANK YOU

Bally's