

Bally's

Bally BET

SPORTSBOOK

MASSACHUSETTS GAMING COMMISSION

Q3 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	\$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	\$611,688.60	\$122,337.72	0.9%
July	\$314,681.57	\$62,936.31	1.7%
August	\$337,118.73	\$67,423.75	1.6%
September	\$261,101.33	\$52,220.27	1.3%
TOTALS	\$912,901.63	\$182,580.33	1.5%

WORKFORCE / WORKFORCE DIVERSITY

MA Interactive Workforce / Workforce Diversity								
Q1	North America Interactive				MA (Including Retail)			
	Minority	Women	Veterans	Total	Minority	Women	Veterans	Total
Executives	20%	14.29%	0%	35	0%	0%	0%	0
Managers	15.52%	43.10%	0%	58	0%	0%	0%	1
Entry/ Non-Management	27.98%	33.16%	0%	193	0%	0%	0%	1
Total	24.47%	32.87%	0%	286	0%	0%	0%	2

MA Interactive Workforce / Workforce Diversity								
Q2	North America Interactive				MA (Including Retail)			
	Minority	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

MA Interactive Workforce / Workforce Diversity								
Q3	North America Interactive				MA (Including Retail)			
	Minority	Women	Veterans	Total	Minority	Women	Veterans	Total
Executives	17.14%	25.71%	3%	35	0%	57.14%	0%	7
Managers	15.38%	36.54%	0%	52	15.38%	38.46%	0%	13
Entry/ Non-Management	26.70%	34.47%	0%	206	27.27%	36.78%	2.07%	242
Total	23.55%	33.79%	0%	293	26.15%	37.69%	1.92%	260

Q2/Q1	Shift			
	Minority	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

Q3/Q2	Shift			
	Minority	Women	Veterans	Total
Executives	-3.45%	11%	3%	1
Managers	-0.98%	-5.28%	0%	3
Entry/ Non-Management	-0.79%	-0.13%	0%	5
Total	-1.12%	0.12%	0%	9

WORKFORCE DEVELOPMENT

Learning, Growing, Sharing, and Celebrating Across The Ballyverse

RECRUITMENT

- University of Massachusetts Career Fair
- Connected to the Massachusetts Jobs Bank

EMPLOYEE ENGAGEMENT

- Bally’s B Heard Annual Employee Engagement Survey – (diversity data points)

These two items are in the top 5 highest rated items across the organization:

Employees are treated fairly (regardless of their race, gender, age, sexual orientation, disability, religion, etc.)	Culture	4.25	84
My organization values diversity	Culture	4.22	83

TECHNOLOGY

- Bally’s Interactive AI Tech Tool - NOVA

CULTURE CALENDAR & COMMUNITY ENGAGEMENT

- Hispanic Heritage Month – Hispanic Chamber of Commerce’s Annual Hispanidad



VENDOR / SUPPLIER SPEND / SUPPLIER DIVERSITY

DIVERSITY CERTIFICATION	Q1	Q2	Q3
MBE	\$569,447 2%	\$2,139,551 1.04%	\$1,311,141 0.533%
WBE	\$3,327,212 10%	\$5,948,825 2.90%	\$4,792,557 1.95%
VBE	\$628,781 2%	\$413,009 0.20%	\$1,076,991 0.438%
DOBE	\$527,104 2%	\$125,330 0.06%	\$201,726 0.082%
SDVOB	\$1,151 0.003%	\$7,864 0.0038%	\$5,265 0.002%
MA DIVERSE SPEND	\$2,992 0.003%	\$16,791 0.0082%	\$10,987 .0045%
TOTAL DIVERSE SPEND	\$5,052,080 15%	\$8,634,579 4.21%	\$7,387,680 3.01%
TOTAL ADDRESSABLE OPERATIONAL SPEND	\$33,090,899	\$205,274,792	\$245,811,465

- Bally's coordinated with Michelle Mendez of the Massachusetts SDO (Supplier Diversity Office) and Peter Hurst of GNEMSDC (Greater New England Minority Supplier Development Council) to participate in a robust supplier diversity panel at the regional Diversity Business Exhibit event
- Bally's is a sponsor of the 2025 NMSDC (National Minority Supplier Development Council) annual conference being held November 2 – November 6, 2025
- Bally's will be attending GNEMSDC's 2025 Business Opportunity Conference on November 13, 2025



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
July	1	0	0
August	0	0	0
September	0	0	0
Q3 TOTAL	1	0	0



Bally Bet Mobile App and Website do not allow proceeding with registration if the patron enters an underage DOB.

RESPONSIBLE GAMING

23 VSE Enrollees in Q1

17 VSE Enrollees in Q2

20 VSE Enrollees in Q3

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.
 - Q1 - 12
 - Q2 - 16
 - Q3 - 10
- Individuals have utilized the various responsible gambling tools we offer. Our records indicate that we set:

Q1:

646 Deposit Limits
51 Wager Limits
72 Spend Limits
286 Self-Exclusions

Q2:

769 Deposit Limits
54 Wager Limits
77 Spend Limits
310 Self-Exclusions

Q3:

865 Deposit Limits
63 Wager Limits
89 Spend Limits
299 Self-Exclusions



CUSTOMER SATISFACTION: OUR NEW RG JOURNEY - Q3

SUMMARY OF Q2-2025 VS. Q3-2025 RESPONSIBLE GAMBLING DATA:

- Satisfaction dropped slightly across all categories in Q3.
- High ratings (9–10) decreased by 1–5%.
- Low ratings (1–6) increased, especially in:
 - “Responsible Gambling” (from 23% to 27%)
 - “Feeling safe and protected” (from 21% to 26%)
- Most positively rated category remained:
 - “Clear and easy to understand RG information” (Q2: 58%, Q3: 53%)

CSAT Topic	Total Score out of 100	Customers Rating (%) Rating 1-6	Customers Rating (%) Rating 7-8	Customers Rating (%) Rating 9-10
Responsible gambling	53	27%	20%	53%
I felt safe and protected	53	26%	21%	53%
Range and variety of Responsible Gambling tools	53	26%	22%	53%
Ease of finding and understanding Responsible Gambling tools	54	25%	21%	54%
It was clear and easy to understand information on Responsible Gambling	55	24%	21%	55%

RESPONSIBLE GAMING OUTREACH AND COMMUNITY IMPACT

National Council on Problem Gambling Hotline - CHANGE!

- Effective September 30, 2025, the NCPG Hotline # is now 1-800-522-4700.
- This new but temporary number replaces the previous 1-800-GAMBLER.
- Calls currently being made to 1-800-GAMBLER will be routed through the Council on Compulsive Gambling of New Jersey. CCGNJ owns this number, which was on lease to NCPG.
- A promotional toolkit will be forthcoming from NCPG to help promote and advertise a new permanent hotline number once it has been selected. The process is currently underway.



THANK YOU

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