

# Bally's

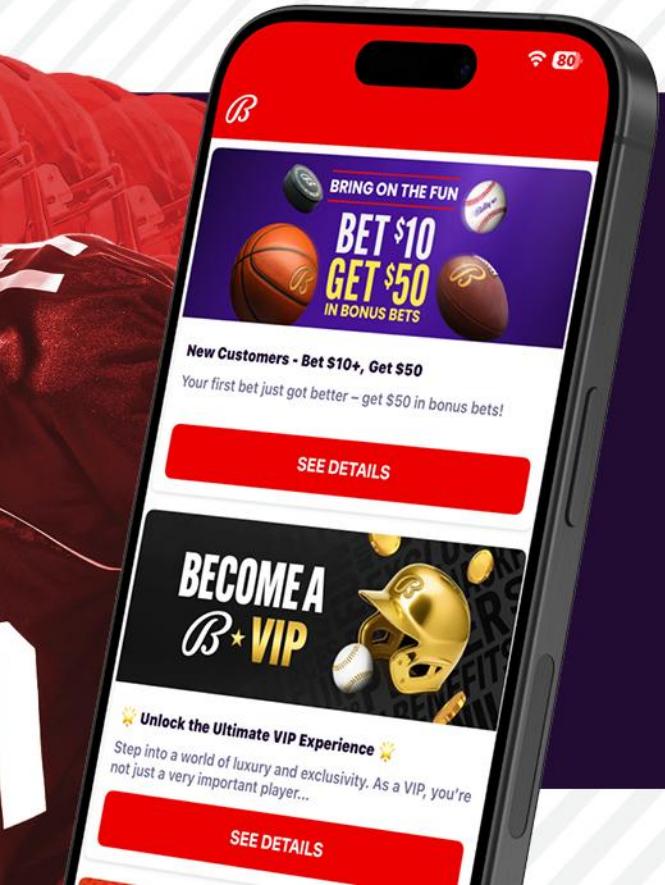
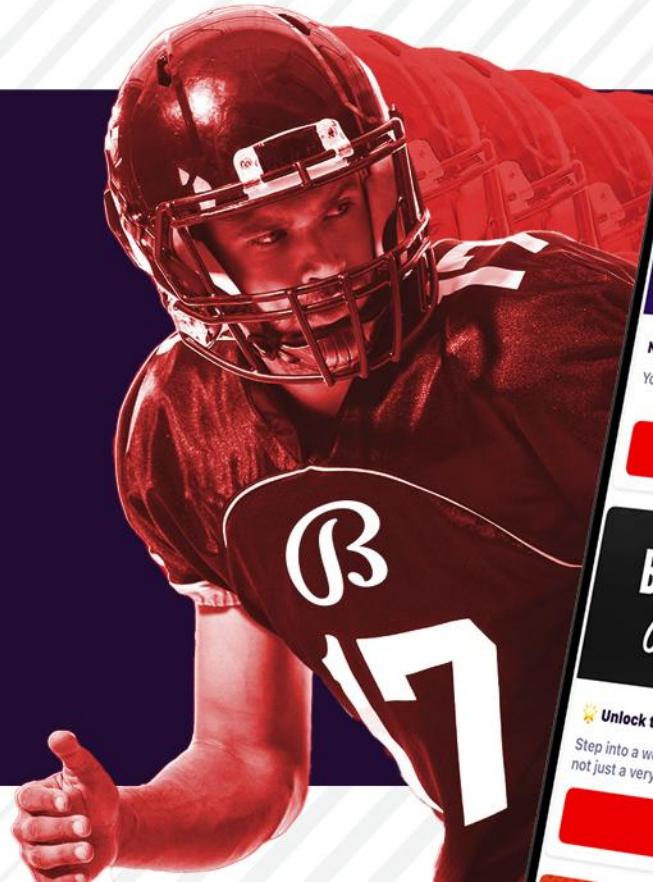
# Bally BET

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%
<b>TOTALS</b>	<b>\$950,738.59</b>	<b>\$190,147.72</b>	<b>1.4%</b>
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%
<b>TOTALS</b>	<b>\$611,688.60</b>	<b>\$122,337.72</b>	<b>0.9%</b>
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%
<b>TOTALS</b>	<b>\$912,901.63</b>	<b>\$182,580.33</b>	<b>1.5%</b>

# 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%	<b>35</b>	0%	0%	0%	<b>0</b>
Managers	15.52%	43.10%	0%	<b>58</b>	0%	0%	0%	<b>1</b>
Entry/ Non-Management	27.98%	33.16%	0%	<b>193</b>	0%	0%	0%	<b>1</b>
Total	24.47%	32.87%	0%	<b>286</b>	0%	0%	0%	<b>2</b>

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%	<b>34</b>	0%	57.14%	0%	<b>7</b>
Managers	16.36%	41.82%	0%	<b>55</b>	8.33%	41.67%	0%	<b>12</b>
Entry/ Non-Management	27.49%	34.60%	0%	<b>211</b>	30.42%	35%	2.08%	<b>240</b>
Total	24.67%	33.67%	0%	<b>300</b>	28.57%	35.91%	1.93%	<b>259</b>

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%	<b>35</b>	0%	57.14%	0%	<b>7</b>
Managers	15.38%	36.54%	0%	<b>52</b>	15.38%	38.46%	0%	<b>13</b>
Entry/ Non-Management	26.70%	34.47%	0%	<b>206</b>	27.27%	36.78%	2.07%	<b>242</b>
Total	<b>23.55%</b>	<b>33.79%</b>	0%	<b>293</b>	<b>26.15%</b>	<b>37.69%</b>	<b>1.92%</b>	<b>260</b>

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

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

# 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%
<b>TOTAL ADDRESSABLE OPERATIONAL SPEND</b>	<b>\$33,090,899</b>	<b>\$205,274,792</b>	<b>\$245,811,465</b>

- 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
<b>Q1 TOTAL</b>	<b>2</b>	<b>0</b>	<b>0</b>
April	2	0	0
May	0	0	0
June	0	0	0
<b>Q2 TOTAL</b>	<b>2</b>	<b>0</b>	<b>0</b>
July	1	0	0
August	0	0	0
September	0	0	0
<b>Q3 TOTAL</b>	<b>1</b>	<b>0</b>	<b>0</b>

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

*Bally's*