



BETMGM

Sports Wagering Quarterly Report Q1 2024

Presented to:
Massachusetts Gaming Commission



REVENUE

Q1 2024

REVENUE & TAXES*

Month	Revenue	Taxes Collected	Handle
October	\$ 4,275,414	\$ 855,083	2.4%
November	\$ 2,992,596	\$ 598,519	1.5%
December	\$ 3,079,941	\$ 615,988	1.6%
Totals	\$ 10,347,951	\$ 2,069,590	
January	\$ 3,872,763	\$ 774,553	2.1%
February	\$ 3,305,278	\$ 661,056	1.9%
March	\$ 2,949,091	\$ 589,818	1.3%
Totals	\$ 10,127,132	\$ 2,025,426	

* Online wagering only



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HUMAN RESOURCES

Q1 2024

RESOURCE DIVERSITY

2023 Q4									
Employee Level	Total Employees	Minority		Veteran		Woman*		MA Residents	
		Count	%	Count	%	Count	%	Count	%
Executive	18	2	11%	1	6%	3	22%	0	0%
Supervisor/Manager	294	89	30%	4	2%	101	32%	2	0%
Non-Manager	1,020	544	57%	14	1%	354	34%	9	1%
Total	1,332	635	48%	19	1%	458	34%	11	1%

2024 Q1									
Employee Level	Total Employees	Minority		Veteran		Woman*		MA Residents	
		Count	%	Count	%	Count	%	Count	%
Executive	18	2	11%	1	6%	3	17%	0	0%
Supervisor/Manager	298	77	26%	3	1%	101	34%	3	1%
Non-Manager	1,033	478	46%	12	1%	362	35%	6	1%
Total	1,349	557	41%	16	1%	466	35%	9	1%

* Non-Binary included in this total



VENDOR UTILITY

Q1 2024

GLOBAL VENDOR UTILITY

Spend Type	2023 Q4		2024 Q1	
	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 173,553,485	100.0%	\$ 209,782,911	100.0%
Diverse Vendor Spend	\$ 1,779,729	1.0%	\$ 1,140,836	0.5%

Diversity Type	2023 Q4		2024 Q1	
	Dollars	% **	Dollars	% **
Diverse & Small	\$ 693,396	39.0%	\$ 527,773	37.6%
Small Only	\$ 1,049,343	59.0%	\$ 608,052	43.3%
Diverse Only	\$ 36,990	2.1%	\$ 5,011	0.4%
Minority Business Enterprise	\$ 468,749	26.3%	\$ 310,218	22.1%
Veteran Business Enterprise	\$ 31,818	1.8%	\$ 32,178	2.3%
Women Business Enterprise	\$ 353,976	19.9%	\$ 155,427	11.1%

* Of Total Vendor Spend

** Of Diverse Vendor Spend

LOCAL VENDOR UTILITY

Quarter	Spend
2023 Q4	\$ 767,672
2024 Q1	\$ 1,005,033
All Quarters	\$ 1,772,704

Type	Spend	Quarter(s)
MBE	\$ 39,706	23Q4 , 24Q1
Small	\$ 12,674	23Q4 , 24Q1
All Types	\$ 52,380	



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COMPLIANCE

Q1 2024

DIGITAL UNDERAGE USE*

Timeframe	Underage Patrons
2023 Q4	1
2024 Q1	1
TOTALS	2

*BetMGM digital product only. MGM Springfield oversees the retail sportsbook as the licensed Operator.



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RESPONSIBLE GAMING

Q1 2024

SELF-REGULATION

Timeframe	Patrons			Cool-Off Days			
	Time-Out Tool (Cool-Off)	Tool Usage (of Customers)	Voluntary Self Exclusion	Total Days	Average	Median	Maximum
2023 Q4	1,089	0.6%	187	186,293	107	30	365
2024 Q1	1,147	0.5%	187	204,408	131	31	366



PROBLEM GAMBLING AWARENESS MONTH

→ **EVERY STORY MATTERS**

Increase Awareness

Show Support

Take Action

PGAM Highlights

Press Release

Website Banner

Customer Emails

EPIC Global Solution
Sessions

Employee Facing Activities

Social Media

MGM RESORTS & BETMGM STRENGTHEN RELATIONSHIP WITH KINDBRIDGE, FURTHERING SUPPORT FOR PROBLEM GAMBLING RESEARCH & TREATMENT

NEWS PROVIDED BY
MGM Resorts International →
Mar 01, 2024, 06:00 ET



BetMGM expands its groundbreaking collaboration with Kindbridge



Kindbridge referrals now being sent to players in 8 jurisdictions (CO, MA, MI, NJ, OH, ON, PA, WV)



Raise awareness about PGAM and GameSense tools



PROBLEM GAMBLING AWARENESS MONTH

It's Problem Gambling Awareness Month, and BetMGM is a proud supporter of the National Council on Problem Gambling's (NCPG) campaign to raise awareness and drive action to address problem gambling.

As part of our commitment to responsible gambling and problem gambling prevention, we are proud to offer the innovative responsible gambling program GameSense® at BetMGM. We encourage you to visit our GameSense® website to learn about how you can get the most out of your BetMGM experience.

To learn more about GameSense®, visit the link below.

[LEARN MORE](#)

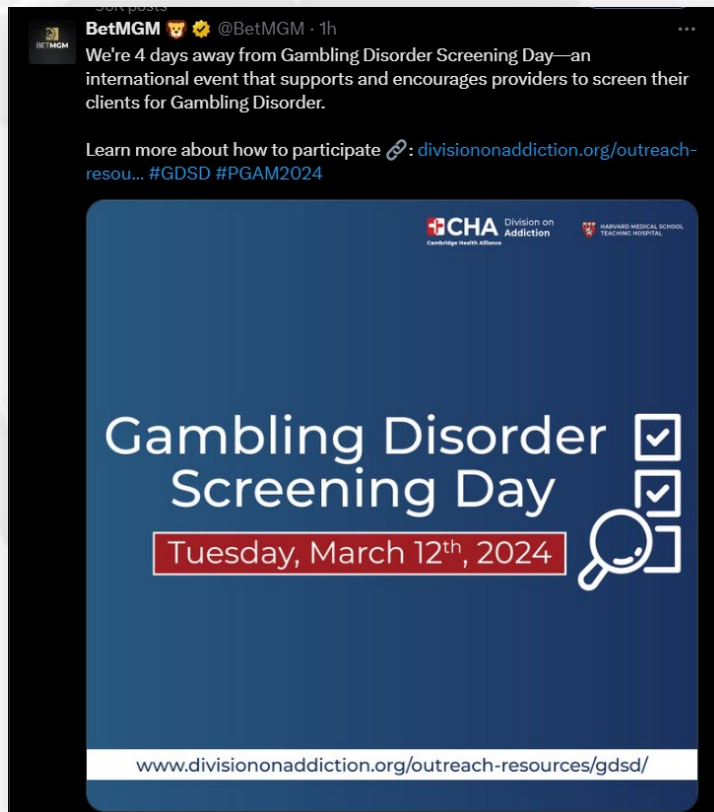
How can we help?
Customer Care Team

FOLLOW US   

Must be 21 or older. We provide self-exclusion controls, time and deposit limits - we encourage our customers to know their limits. We strictly prohibit gaming by individuals under 21 years old and do not market to individuals under 21 years old.

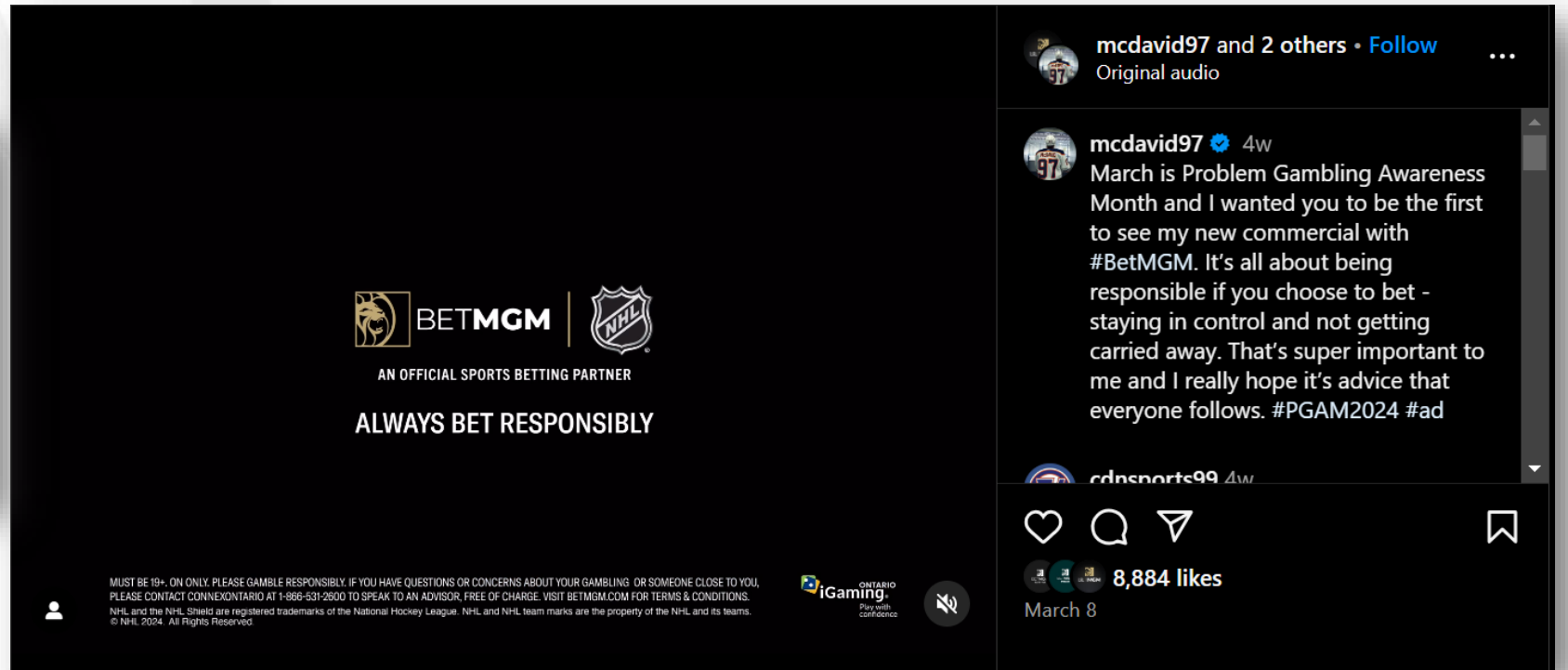
Social Media Posts

- Posts on X and Instagram throughout the month promoting:
 - PGAM
 - GameSense
 - Problem gambling screening and resources

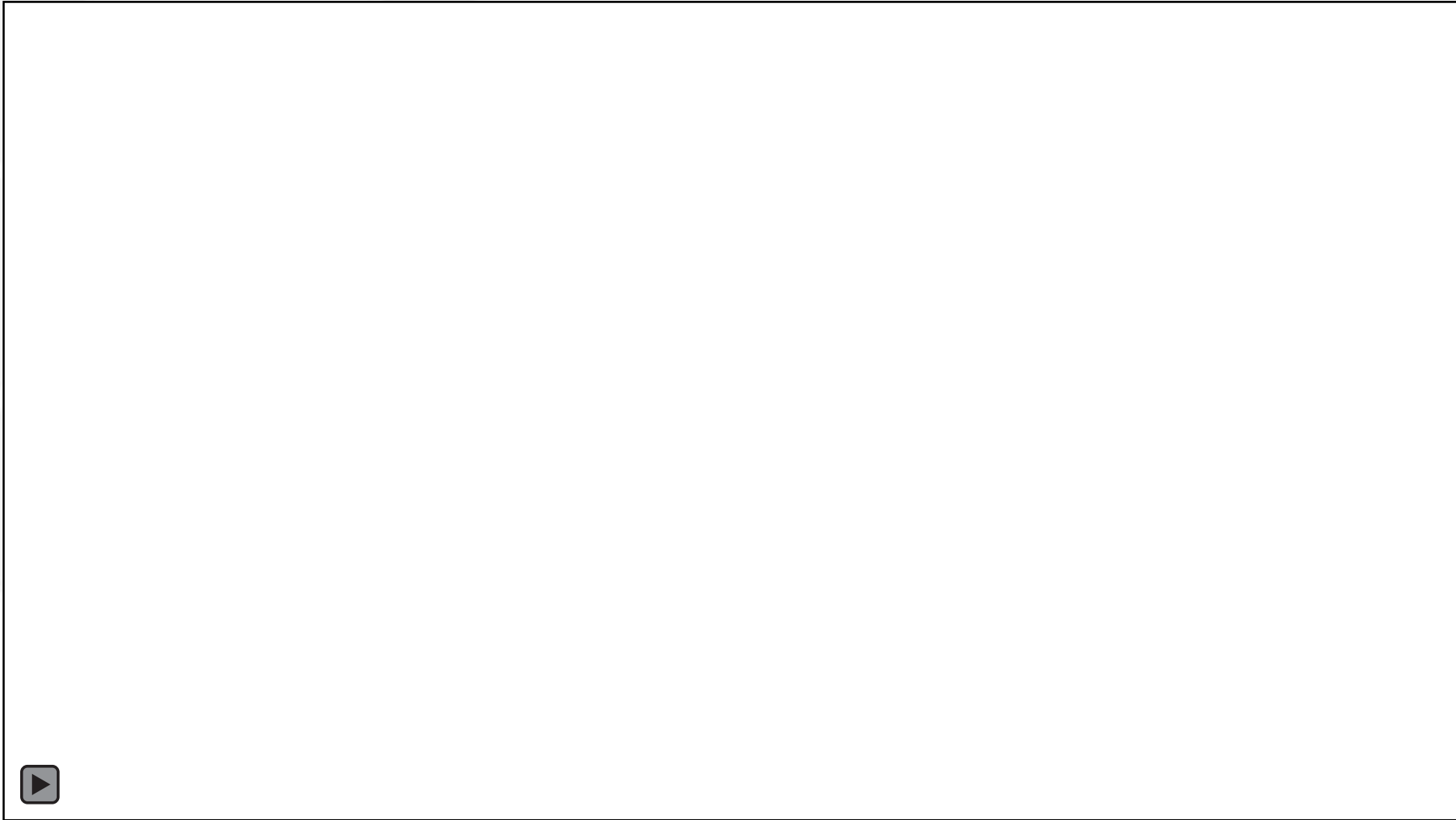


Launch of Responsible Gambling Commercial

- BetMGM aired its first responsible gambling commercial on March 8, 2024.
- Featuring BetMGM ambassador and NHL player Connor McDavid.
- Purpose of the ad is to promote awareness about BetMGM's RG tools.



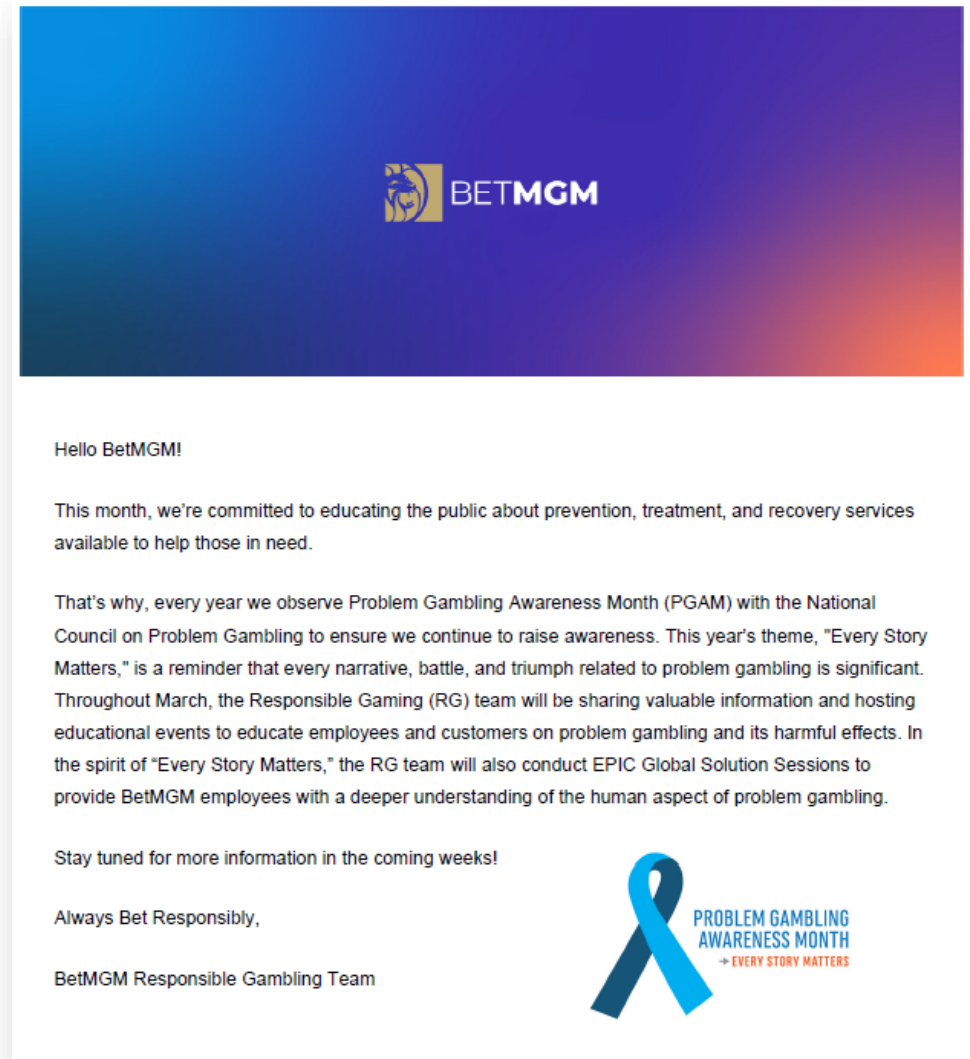
Launch of Responsible Gambling Commercial



Weekly Employee Emails

Topics covered in weekly emails:

- Importance of PGAM
- Understanding problem gambling
- Highlighting EPIC Global Solutions
- GameSense



Daily Dose Sessions



5 segments held throughout March



Bring awareness and educate employees about PGAM



Trivia to test employee knowledge about problem gambling



(4) EPIC Global Solution Sessions were conducted to share firsthand experiences from individuals affected by problem gambling, providing insight into the impact it had on their lives and their strategies for recovery.

New Trade Association Launches Unprecedented Effort to Strengthen Responsible Online Gaming, Promote Best Practices

4 min read



Responsible Online Gaming Association



LOTTERY

Q1 2024

Lottery

- Since our last presentation, BetMGM has engaged in conversation with the Massachusetts Lottery and continues to explore the possibility of a future partnership. These conversations and analysis of a strategic partnership are ongoing.
- MGM Springfield offers on-property lottery engagement



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**DEI:
Strategy & Initiatives**

Q1 2024

Integrate and Assess DEI Throughout Human Resources

- To ensure our business' processes and ways of working incorporate DEI-based decision making.

Optimize Our Employee Resource Groups

- Iterate on ERG strategy to drive EE, Psychological Safety, and Inclusion.

Empower Mentorship Program

- To provide high potential talent with underrepresented backgrounds ample opportunities to grow their careers.

ERG Strategic Pillars



- Internal Community building
- Business-vertical Education



- Allyship and Amplification of other ERGs
- Neurodiversity Awareness
- Disability Awareness



- Veteran Recruitment to the business
- Engagement with local communities
- Support for military spouses



- Community engagement
- Professional Development for Latinx Employees



- Upskilling women in the business
- Internal Community building



- Providing networking and Development opportunities
- Internal Community building



- LGBTQ+ education and advocacy
- Internal Community building
- External Community development

Community and ERG Initiatives

ERG and Organizational Community Engagement Efforts:

Black History Month Representation Panel

Black Employee Network ERG hosted a business-wide panel discussion tackling representation in leadership within our business, what it means, and how we can achieve representational diversity at scale.

Black Employee Network Mixer

- Our Black Employee Network ERG hosted a networking mixer – providing employees an opportunity to connect, recharge, and engage.

SOAR into Joy Fireside Chat and Workshop powered by Women’s ERG and Bet on Vets ERG

- Our Women@BetMGM and Bet on Vets ERG joined forces to host an empowering fireside chat with former Navy pilot Loree Draude.
- An intimate leadership workshop took place as part of the event specifically for our women and veteran ERG members.

Women’s History Month Employee Panel

- Women’s ERG members came together to converse on work-life balance, career trajectory, importance of allies, and more in a business-wide conversation.

Cherry Blossom Festival powered by Impact ERG

- Members of BetMGM’s ERGs participated in a parade to commemorate the new season and celebrate with the DMV community.



Empower Mentorship Program

Purpose: Provide mentorship and professional growth opportunities to BetMGM ERG members, many of whom come from underrepresented backgrounds. Each mentor-mentee pairing is encouraged to meet for at least 1 hour per month for 6 months.

The company mentors are leaders from all levels across various business areas exhibiting the following qualifications:

- People leader
- Active in BetMGM's Take the Lead Program
- People business partner approved
- 1 year tenure at BetMGM

Topics of discussion offered as a guideline are:

- Goalsetting
- Effective communication and maintaining relationships
- How to network more effectively
- Building your career
- How to be most productive
- Barriers to inclusion



EMPOWER
@
BETMGM

BetMGM Internship Program

BetMGM will be launching its 2nd annual internship program to help aspiring professionals:

- Gain exposure to the sports wagering industry
- Drive their career interests in sports, technology, iGaming, and sports wagering

We will be hiring 9 interns across different areas of the business including:

- Product
- Finance
- Human Resources
- Compliance
- Brand Marketing
- Public Relations
- Customer Service Operations





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BELIEVE IN YOUR GAME