



# Sports Wagering Quarterly Report Q3 2024

Presented to:  
Massachusetts Gaming Commission



# REVENUE

Q3 2024

## Revenue

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### REVENUE & TAXES\*

Month	Revenue	Taxes Collected	Handle
April	\$ 2,399,641	\$ 479,928	1.2%
May	\$ 3,031,536	\$ 606,307	1.5%
June	\$ 2,310,626	\$ 462,125	1.4%
<b>Totals</b>	<b>\$ 7,741,803</b>	<b>\$ 1,548,361</b>	
July	\$ 2,760,116	\$ 552,023	2.0%
August	\$ 2,274,818	\$ 454,964	1.5%
September	\$ 5,458,571	\$ 1,091,714	2.4%
<b>Totals</b>	<b>\$ 10,493,506</b>	<b>\$ 2,098,701</b>	

\* Online wagering only



# HUMAN RESOURCES

Q3 2024

# Human Resources

## RESOURCE DIVERSITY

<b>Q2</b>										
<b>Employee Level</b>	<b>Total Employees</b>	<b>Minority</b>		<b>Veteran</b>		<b>Woman*</b>		<b>MA Residents</b>		
		<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	
Executive	<b>18</b>	2	11%	1	6%	3	22%	0	0%	
Supervisor/Manager	<b>303</b>	75	25%	5	2%	107	32%	2	1%	
Non-Manager	<b>1,109</b>	531	48%	8	1%	399	34%	10	1%	
<b>Total</b>	<b>1,430</b>	<b>608</b>	<b>43%</b>	<b>14</b>	<b>1%</b>	<b>509</b>	<b>36%</b>	<b>12</b>	<b>1%</b>	

<b>Q3</b>										
<b>Employee Level</b>	<b>Total Employees</b>	<b>Minority</b>		<b>Veteran</b>		<b>Woman*</b>		<b>MA Residents</b>		
		<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	
Executive	<b>19</b>	2	11%	1	5%	3	16%	0	0%	
Supervisor/Manager	<b>294</b>	74	25%	3	1%	107	36%	2	1%	
Non-Manager	<b>1,220</b>	604	50%	8	1%	448	37%	10	1%	
<b>Total</b>	<b>1,533</b>	<b>680</b>	<b>44%</b>	<b>12</b>	<b>1%</b>	<b>558</b>	<b>36%</b>	<b>12</b>	<b>1%</b>	

\* Non-Binary included in this total  
 NOTE: % figures are of "Total Employees"



# VENDOR UTILITY

Q3 2024

# Vendor Utility

## GLOBAL VENDOR UTILITY

Spend Type	Q2		Q3	
	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 253,083,455	100.0%	\$ 183,550,721	100.0%
Diverse Vendor Spend	\$ 2,449,741	1.0%	\$ 1,568,495	0.9%

Diversity Type	Q2		Q3	
	Dollars	% **	Dollars	% **
Diverse & Small	\$ 548,712	22.4%	\$ 944,215	67.3%
Small Only	\$ 1,047,523	42.8%	\$ 919,935	65.6%
Diverse Only	\$ 73,717	3.0%	\$ 38,250	2.7%
Minority Business Enterprise	\$ 439,029	17.9%	\$ 791,026	56.4%
Veteran Business Enterprise	\$ 23,077	0.9%	\$ 54,510	3.9%
Women Business Enterprise	\$ 235,763	9.6%	\$ 333,905	23.8%

\* Of Total Vendor Spend

\*\* Of Diverse Vendor Spend

# Vendor Utility

## LOCAL VENDOR UTILITY

Spend Type	Q2		Q3	
	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 781,922	100.0%	\$ 1,266,688	100.0%
Diverse Vendor Spend	\$ 74,702	9.6%	\$ 49,250	3.9%

Diversity Type	Q2		Q3	
	Dollars	% **	Dollars	% **
MBE	\$ 68,702	92.0%	\$ 31,250	63.5%
Small	\$ 6,000	8.0%	\$ 18,000	36.5%

\* Of Total Vendor Spend

\*\* Of Diverse Vendor Spend





# COMPLIANCE

Q3 2024

# Compliance

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## DIGITAL UNDERAGE USE\*

Timeframe	Underage Patrons
Q2	0
Q3	0
<b>TOTALS</b>	<b>0</b>

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

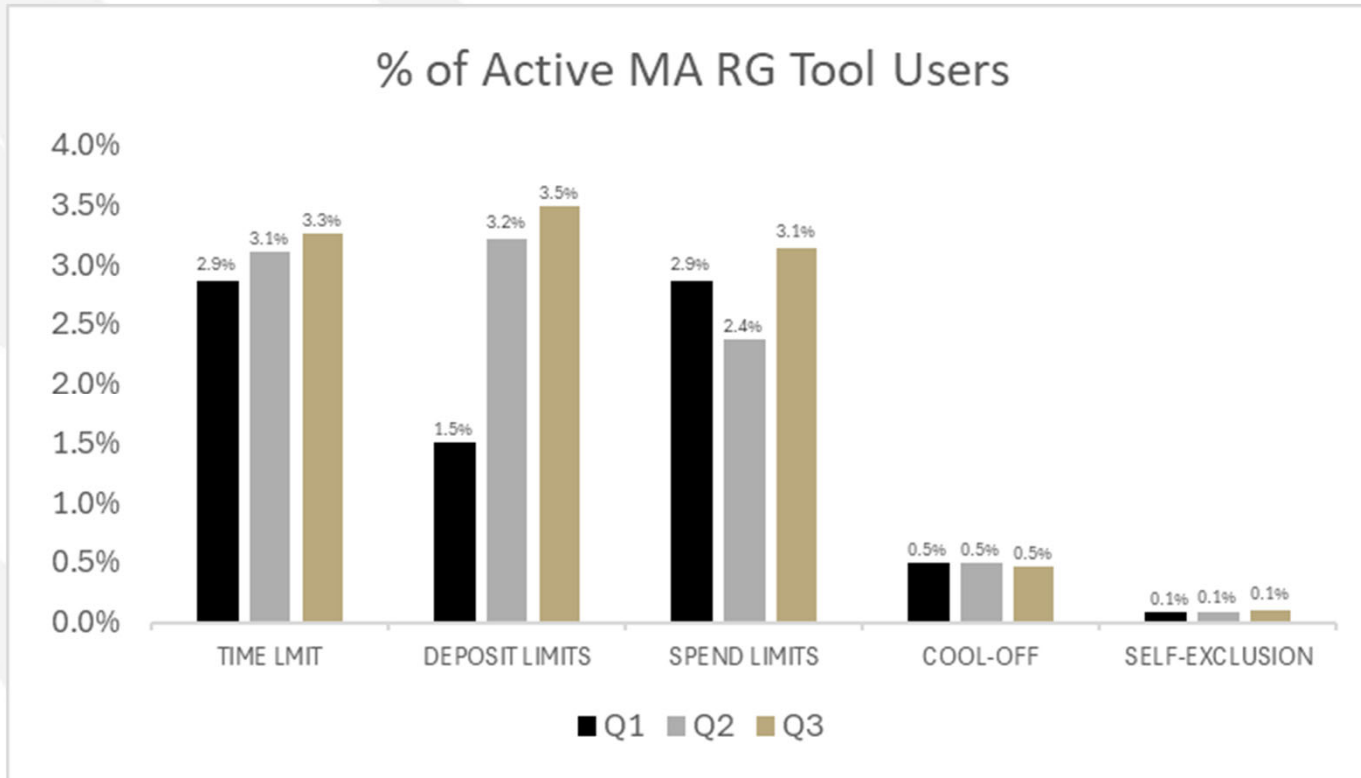


# RESPONSIBLE GAMBLING

Q3 2024

# Responsible Gambling

## SELF-REGULATION



## Responsible Gambling

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### COOL-OFF STATS

Timeframe	Total Days	Average	Median
Q2	196,024	128	31
Q3	195,488	121	31

# Responsible Gaming Education Month ("RGEM")

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**BetMGM's Campaign Goal:** To further embed Responsible Gambling (RG) across the company by promoting RG values internally, educating customers, and publicly demonstrating our commitment to responsible gambling practices. This initiative aims to position BetMGM as a leader in fostering a safe and responsible gaming environment.

## Customer Facing Activities

- Press Release
- LinkedIn posts
- Email/Push Notification Campaign to Customers
- BetMGM's App/Website Banners
- Social Media Posts (Organic & Paid)

## Employee Facing Activities

- Internal Employee Newsletters
- Weekly All-Company Update Calls
- EPIC Global Solutions Sessions




# RGEM Social Media Posts

 **BetMGM** 🐾 @BetMGM  
September is Responsible Gaming Education Month and we're honored to stand alongside and partners with [@AmericanGaming](#) in their mission to raise awareness.

Join us as we celebrate this important effort and continue our commitment to responsible play. [#RGEM2024](#)




  

 **BetMGM** 🐾 @BetMGM  
We're gearing up for an exciting NFL season, and we know you are too! As you prepare to place your bets, remember to always [#HaveAGamePlan](#) and stick to it. Set a budget, and don't play longer than planned.

- ✅ Know the Game
- ✅ Stay within Your Budget
- ✅ Know the Risk

Use BetMGM's Responsible Gambling Tools to set limits on your time and money

Let's enjoy the season responsibly and make the most of the this years Kickoff!

 **BetMGM** 🐾 @BetMGM  
Ready to wager on your favorite teams? Before you get in on the action, remembers these rules:

- ✅ Set a Budget
- ✅ Set Time Limits
- ✅ Know the Game

Learn more at [HaveAGamePlan.org](#) or visit the GameSense Page on the BetMGM App. [#HaveAGamePlan](#) [#RGEM2024](#)

## RGEM – LinkedIn Post



# RESPONSIBLE GAMING

## EDUCATION MONTH

“ Responsible gambling is at the heart of BetMGM's values and is essential for the long-term health of the sports betting and iGaming industry. We are proud to support the American Gaming Association's Responsible Gaming Education Month. This month, we reaffirm our dedication to helping players engage with BetMGM in an informed and responsible manner every single day.



” **Adam Greenblatt**  
BetMGM CEO



# RESPONSIBLE GAMING

## EDUCATION MONTH

“ I am honored to work for a company that recognizes, promotes, and prioritizes responsible gambling. Responsible gambling is truly at the core of everything we do. Furthermore, I am humbled to work amongst some of the most empathetic, intelligent, and genuine people in the gambling industry. I am so proud to work at BetMGM, and I look forward to continuing to innovate in the responsible gambling space. ”

**Alana Sacerdote**  
Manager of Compliance



## RGEM - Employee Activities

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BetMGM continues to engage and invest in employee education and awareness:

- BetMGM presented six (6) segments on RGEM throughout the month, which concluded with RGEM trivia, and a Willie Beamen jersey signed by Jamie Foxx!
- BetMGM sent weekly newsletters designed to inform and educate employees about RG. They aimed to equip staff with the knowledge needed to promote best RG practices, including using tools.
- The RG team hosted 4 EPIC Global Solutions sessions for all of BetMGM throughout RGEM. These sessions consisted of lived-experience stories from people who experienced gambling related-harm. Approximately half of the company attended each of the sessions.

### **EPIC Global Solutions Session employee feedback:**

***"I think it's so important for every department to understand these are humans and people, not just numbers, no matter how challenging and stressful a day of work can be - the importance of checking in on others is crucial. Every life is valuable."***

***- BetMGM Executive Host***



# LOTTERY

Q3 2024

# Lottery

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- BetMGM continues to engage in discussion with the Massachusetts Lottery to explore a future partnership. No formal partnership has been entered into at this time.
- MGM Springfield offers on-property lottery engagement



# DIVERSITY, EQUITY & INCLUSION

Q3 2024

# DEI Strategy & Goalsetting Update

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## DEI strategic priorities through end of 2024

Establish core DEI KPIs and enable the development of enterprise-wide DEI goals and a multi-year strategic plan by:

- Conducting a needs assessment
  - Ongoing, including audits, discovery meetings, focus groups, and listening sessions
- Defining research questions related to the internal employee lifecycle
  - Research questions across the employee lifecycle and the business, metrics, and desired outcomes have been defined
- Creating and launching an employee self-ID campaign
  - Launching December 2024 instead of November 2024
- Continuing to embed equity and inclusion principles and practices in the hiring, onboarding, learning and development, and performance management processes
  - Implementing process enhancements to assess for and ensure performance management equity

Core KPIs fall into the following categories:

- Hiring
- Representation
- Learning and development
- Employee satisfaction and engagement
- Retention
- Product and marketing integration
- Supplier diversity

# 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

# DEI Initiatives and Community Engagement

Q3 engagement efforts include:

## Hispanic Heritage Month

- Latinx Alliance ERG came together to celebrate Hispanic Heritage Month including:
  - An engaging PMO workshop for community members
  - Hosted a "Carnival" event at BetMGM HQ featuring local Latinx performers, music, and food.

## Las Vegas Pride

- BetMGM's Pride ERG partnered with MGM to participate in a community-led Pride event in Las Vegas.
- 10 ERG members were selected to attend.

## Mental Health Awareness Initiatives

- BetMGM's ImpACT ERG hosted a golf tournament with all proceeds going to Vibrant Emotional Health to support suicide prevention and awareness.
- BetMGM hosted a Mental Well-being roundtable sponsored by Wellspark to raise awareness of how important mental health, warning signs, and routine check-ins are important for the community.

## Preview: Military Leave Policy

- Bet on Vets ERG has built out and aligned a military leave policy for BetMGM employees to support our veteran staff and level-up equity within our organization.





**BETMGM**  
BELIEVE IN YOUR GAME