



BETMGM

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# Sports Wagering Report

## 4<sup>th</sup> Quarter 2024

**Presented to:**  
**Massachusetts Gaming Commission**



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# Revenue

# Revenue

## REVENUE & TAXES\*

### QUARTERLY

Month	Revenue	Taxes Collected	Handle
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>	<b>2.0%</b>
October	\$ 3,581,255	\$ 716,251	1.4%
November	\$ 5,007,584	\$ 1,001,517	1.7%
December	\$ 4,042,288	\$ 808,458	1.2%
<b>Totals</b>	<b>\$ 12,631,128</b>	<b>\$ 2,526,226</b>	<b>1.5%</b>

### ANNUAL

Quarter	Revenue	Taxes Collected	Handle
Q1	\$ 10,127,132	\$ 2,025,426	1.7%
Q2	\$ 7,741,803	\$ 1,548,361	1.4%
Q3	\$ 10,493,506	\$ 2,098,701	2.0%
Q4	\$ 12,631,128	\$ 2,526,226	1.5%
<b>ANNUAL</b>	<b>\$ 40,993,569</b>	<b>\$ 8,198,714</b>	<b>1.6%</b>

\* Online wagering only



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# Vendor Utility

# Vendor Utility

## GLOBAL VENDOR UTILITY

	Q3		Q4		ANNUAL	
Spend Type	Dollars	% *	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 183,550,721	100.0%	\$ 278,167,400	100.0%	\$ 919,739,419	100.0%
Diverse Vendor Spend	\$ 1,902,400	1.0%	\$ 1,951,263	0.7%	\$ 6,731,391	0.7%
Diversity Mix	Dollars	% **	Dollars	% **	Dollars	% **
Diverse & Small	\$ 944,215	49.6%	\$ 681,763	48.6%	\$ 2,702,468	40.1%
Small Only	\$ 919,935	48.4%	\$ 710,900	50.7%	\$ 3,286,410	48.8%
Diverse Only	\$ 38,250	2.0%	\$ 558,601	39.8%	\$ 675,579	10.0%
Minority Business Enterprise	\$ 791,026	41.6%	\$ 563,445	40.2%	\$ 2,103,718	31.3%
Veteran Business Enterprise	\$ 54,510	2.9%	\$ 26,342	1.9%	\$ 136,107	2.0%
Women Business Enterprise	\$ 333,905	17.6%	\$ 794,874	56.7%	\$ 1,519,969	22.6%

\* Of Total Vendor Spend

\*\* Of Diverse Vendor Spend

# Vendor Utility

## LOCAL VENDOR UTILITY

Spend Type	Q3		Q4		2024	
	Dollars	% *	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 1,266,688	100.0%	\$ 988,918	100.0%	\$ 4,047,295	100.0%
Diverse Vendor Spend	\$ 49,250	3.9%	\$ 46,231	4.7%	\$ 182,573	4.5%
Diversity Mix	Dollars		Dollars		Dollars	
	% **		% **		% **	
MBE	\$ 31,250	63.5%	\$ 42,531	92.0%	\$ 145,873	79.9%
Small	\$ 18,000	36.5%	\$ 3,700	8.0%	\$ 36,700	20.1%

\* Of Total Vendor Spend

\*\* Of Diverse Vendor Spend



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# Human Resources

# Human Resources

## RESOURCE DIVERSITY

### 2024 Q4

Employee Level	All	Minority		Veteran		Woman*		MA Residents	
	Count	Count	%	Count	%	Count	%	Count	%
Executive	22	3	14%	1	5%	3	14%	0	0%
Supervisor/Manager	318	91	29%	5	2%	118	37%	4	1%
Non-Manager	1,273	621	49%	6	0%	471	37%	19	1%
Total	1,613	715	44%	12	1%	592	37%	23	1%

### 2023 Q4

Employee Level	All	Minority		Veteran		Woman*		MA Residents	
	Count	Count	%	Count	%	Count	%	Count	%
Executive	18	2	11%	1	6%	3	17%	0	0%
Supervisor/Manager	294	89	30%	4	1%	101	34%	2	1%
Non-Manager	1,020	544	53%	14	1%	354	35%	9	1%
Total	1,332	635	48%	19	1%	458	34%	11	1%

### 2024 CHANGE

Employee Level	Change Total		Minority		Veteran		Woman*		MA Residents	
	Count	% <sup>1</sup>	Count	% <sup>2</sup>	Count	% <sup>2</sup>	Count	% <sup>2</sup>	Count	% <sup>2</sup>
Executive	4	16%	1	25%	0	0%	0	0%	0	0%
Supervisor/Manager	24	8%	2	8%	1	4%	17	71%	2	8%
Non-Manager	253	4%	77	30%	-8	-3%	117	46%	10	4%
Total	281	5%	80	28%	-7	-2%	134	48%	12	4%

\* Non-Binary included in this total

<sup>1</sup> based on 2023 Q4 vs. 2024 Q4 'All' count

<sup>2</sup> based on 'Change Total'





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# Compliance

# Compliance

## DIGITAL UNDERAGE USE\*

Timeframe	Underage Patrons
Q1	1
Q2	0
Q3	0
Q4	0
<b>TOTALS</b>	<b>1</b>

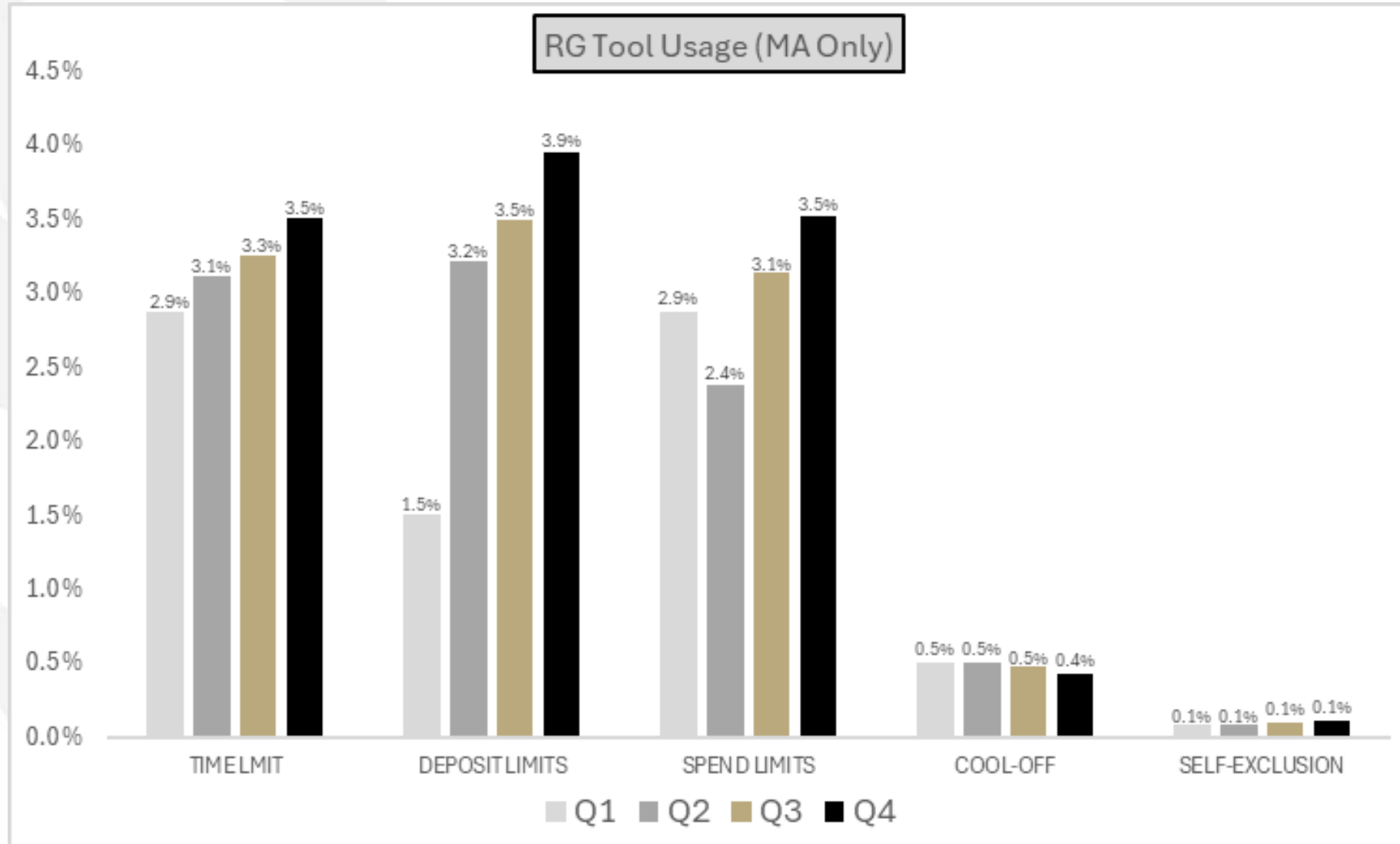
\*BetMGM digital product only. MGM Springfield oversees the retail sportsbook as the licensed Operator.



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# Responsible Gambling

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# Responsible Gambling

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## COOL-OFF STATS

Timeframe	Total Days	Average
Q1	204,408	131
Q2	196,024	128
Q3	195,488	121
Q4	332,586	137



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# Lottery

# 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



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# Community, Outreach & Charitable Impacts



# Strategy Update

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- Employee engagement survey launched in Q4. Partnered with Talent Management and People Business Partners to support leaders in understanding the wins and opportunities for their employee populations
- Began the process of updating our career development tools and resources by redefining the inclusive leadership success behaviors in our Leadership Competency Framework. This framework describes the proven success behaviors for all employees by level that are needed to lead themselves, the work, and the business to optimum outcomes.
- Updated Inclusive Performance Management training and integrated inclusive behaviors and checkpoints throughout the year-end review process
- Partnered with MGM National Harbor for their annual supplier diversity event and successfully engaged 30+ potential new diverse vendors



# 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

# Initiatives and Community Engagement (1/3)

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Q4 ERG engagement efforts include:

## **Exploring Cultural Awareness, Sensitivity, and Allyship Workshop**

- Hosted by Pride@BetMGM in partnership with Destination Tomorrow
- Through self-exploration and activities, participants learned ways to be aware, sensitive, and an ally in a culturally conscious manner



## **PFLAG + BetMGM: Leading with Love Workshop**

- Hosted by Pride@BetMGM, participants learned common LGBTQIA+ terminology and the issues youth face as well as how parents and caregivers can lead with love



## **Native American Heritage Month Guest Panel**

- Featuring Tribal partners, Trilogy Group, BetMGM learned more about our Tribal partnerships and the history of Tribal gaming in the US



# Initiatives and Community Engagement (2/3)

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Q4 community engagement efforts include:

## **Adopt-a-Family Program**

- Company-wide initiative, in partnership with Volunteers of America, to provide employees with the opportunity to make donations of gifts or meals to disadvantaged families in the NY/NJ area
- \$6,500 raised by BetMGM employees



## **Annual Charity Golf Event**

- Annual suicide prevention and mental health awareness event to raise money for Vibrant Health, which funds the 988 Suicide & Crisis Lifeline
- 70+ employees participated and \$4,600 raised



# Initiatives and Community Engagement (3/3)

Q4 community engagement efforts include:

## Salute the Troops

- In partnership with MGM and the USO, BetMGM employees provided breakfast to 154 service members before they were flown to Las Vegas for a gratitude ceremony and other activities hosted by MGM.



## DMV Turkeypalooza

- Provided more than 11,000 meals to DMV residents across 6 locations.
- Meal kits included a turkey, fresh produce, shelf-stable food items, and winter hats and gloves





**BETMGM**  
BELIEVE IN YOUR GAME