BETMGM

Sports Wagering Report 1st Quarter 2025

Presented to:
Massachusetts Gaming Commission

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Revenue

Revenue (Online)

Month		Revenue		Taxes Collected	Handle
January	$	5,456,707	$	1,091,341	1.7%
February	$	4,704,618	$	940,924	1.7%
March	$	4,081,055	$	816,211	1.1%
Totals	**$**	**14,242,380**	**$**	**2,848,476**	**1.5%**
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%
Totals	**$**	**12,631,128**	**$**	**2,526,226**	**1.5%**

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Vendor Utility

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Global Vendor Utility

Spend Type	'24 Q4 Dollars	'24 Q4 % *	'25 Q1 Dollars	'25 Q1 % *
Total Vendor Spend	**$ 278,167,400**	**100.0%**	**$ 264,045,292**	**100.0%**
Diverse Vendor Spend	$ 1,951,263	0.7%	$ 2,425,850	0.9%

Diversity Type	Dollars	% **	Dollars	% **
Diverse & Small	$ 681,763	34.9%	$ 507,535	20.9%
Small Only	$ 710,900	36.4%	$ 1,401,209	57.8%
Diverse Only	$ 558,601	28.6%	$ 517,106	21.3%
Minority Business Enterprise	$ 563,445	28.9%	$ 244,008	10.1%
Veteran Business Enterprise	$ 26,342	1.3%	$ 27,844	1.1%
Women Business Enterprise	$ 794,874	40.7%	$ 613,005	25.3%

* Of Total Vendor Spend
** Of Diverse Vendor Spend

Local Vendor Utility

Spend Type	'24 Q4 Dollars	'24 Q4 % *	'25 Q1 Dollars	'25 Q1 % *
Total Vendor Spend	**$ 988,918**	**100.0%**	**$ 1,575,582**	**100.0%**
Diverse Vendor Spend	$ 46,231	4.7%	$ 11,993	0.8%
Diversity Mix	**Dollars**	**% ****	**Dollars**	**% ****
MBE	$ 42,531	92.0%	$ 2,993	25.0%
Small	$ 3,700	8.0%	$ 9,000	75.0%

* Of Total Vendor Spend
** Of Diverse Vendor Spend

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Human Resources

Resource Diversity

'24 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%**

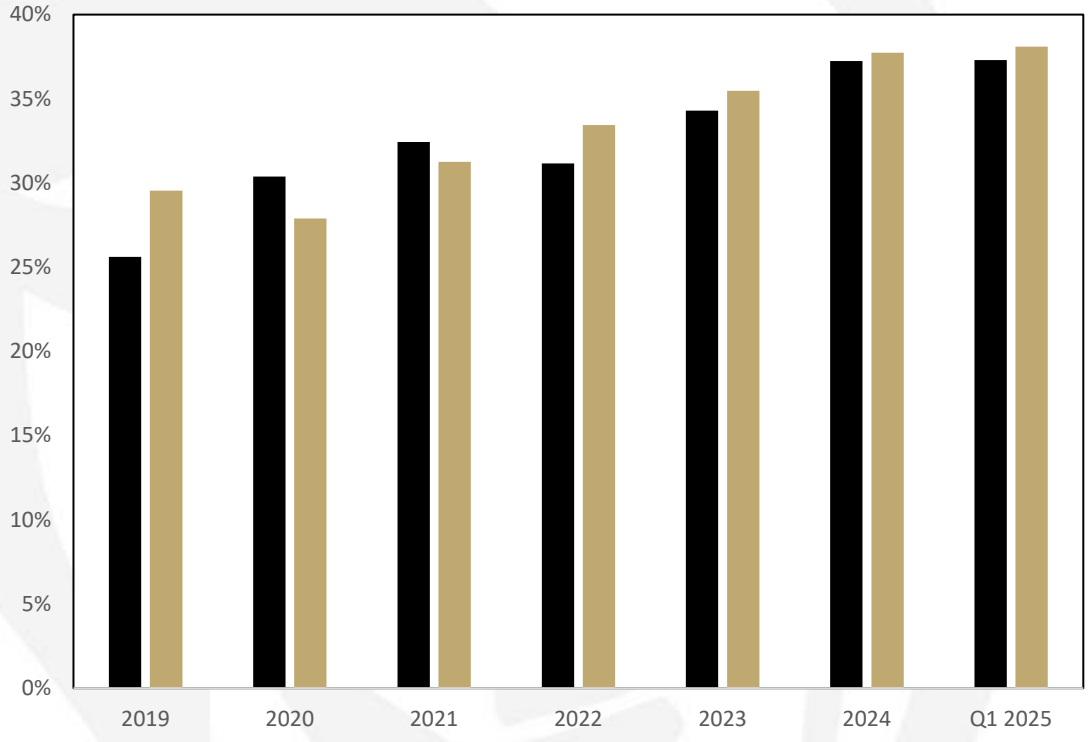
'25 Q1

Employee Level	All	Minority		Veteran		Woman*		MA Residents	
	Count	Count	%	Count	%	Count	%	Count	%
Executive	**23**	4	17%	1	4%	4	17%	0	0%
Supervisor/Manager	**315**	94	30%	5	2%	121	38%	2	1%
Non-Manager	**1,246**	615	49%	6	0%	459	37%	10	1%
Total	**1,584**	**713**	**45%**	**12**	**1%**	**584**	**37%**	**12**	**1%**

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

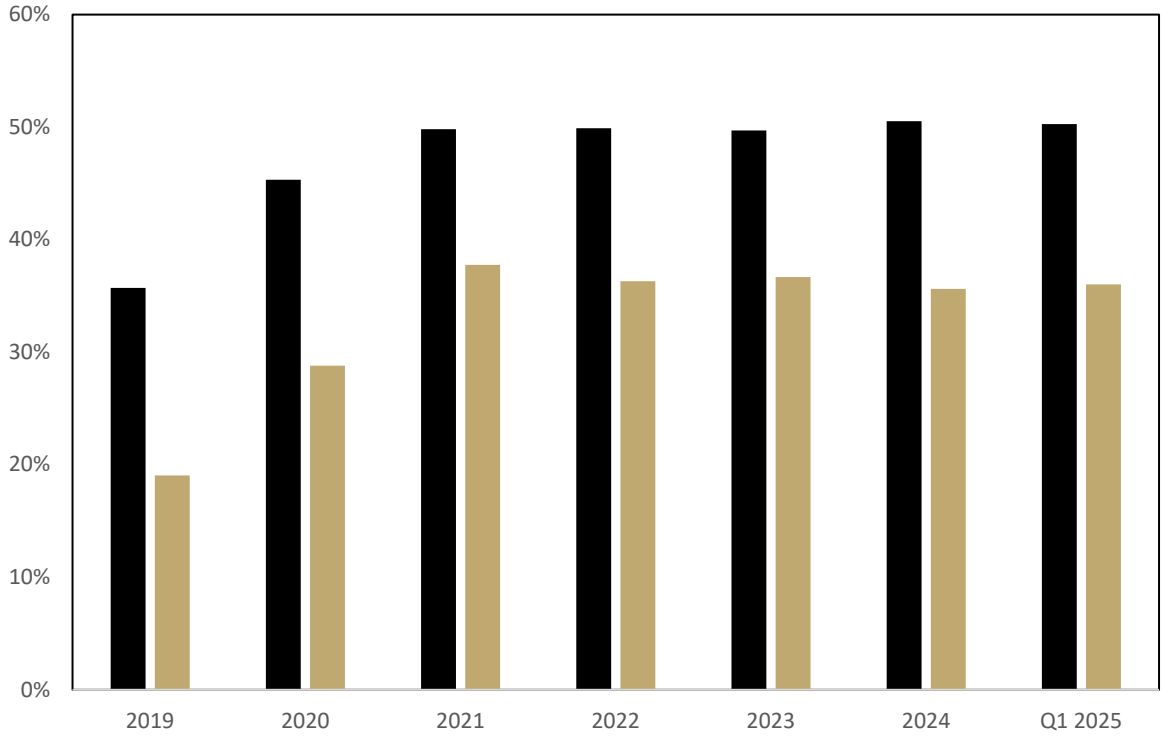
Resource Diversity

Representation of Women* Employees



* Non-Binary included in this total

Representation of Non-White Employees



Race/ethnicity % of "Decline to Identify"						
2019	2020	2021	2022	2023	2024	Q1 2025
49%	49%	21%	14%	12%	11%	10%

NOTE: % figures exclude “Decline to Identify”
Leaders are defined as Managers - CEO

Progress to Inclusion

Current work

- Enhancing our career development and performance review processes
- Embedding inclusion, empathy, and respect behaviors across all leadership behavioral competencies within our Leadership Capability Framework
- Updating existing trainings and creating new inclusive workplace and leadership trainings
- Collaborating with people business partners to provide insights to executives and functional team leaders regarding their team's data from our 2x annual employee experience survey
- Building a resource library for inclusion best practices which includes topics such as navigating difficult conversations, delegating work inclusively, community engagement, and fostering trust and safety
- **Following the completion of our Q1 self-ID campaign, we're beginning the work of analyzing our people data, the external market, and industry data to establish a baseline for what "good" looks like across the employee lifecycle**

Future work

- Supporting succession planning and providing tailored development opportunities to employees
- Partnering with functional team leaders to embed inclusion into their functional teams' strategic plans and processes

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Compliance

Prohibited Patrons (‘25 Q1)

Metric	January	February	March	Total
Failed Age Verification	1	0	0	1
Attempted Underage Registration	0	1	0	1
Suspected Underage Use of Account	1	4	1	6
Confirmed Underage Use of Account	0	2	0	2

NOTE: BetMGM MA digital product only. MGM Springfield oversees the retail sportsbook as the licensed Category 1 Sports Wagering Operator.

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Responsible Gambling

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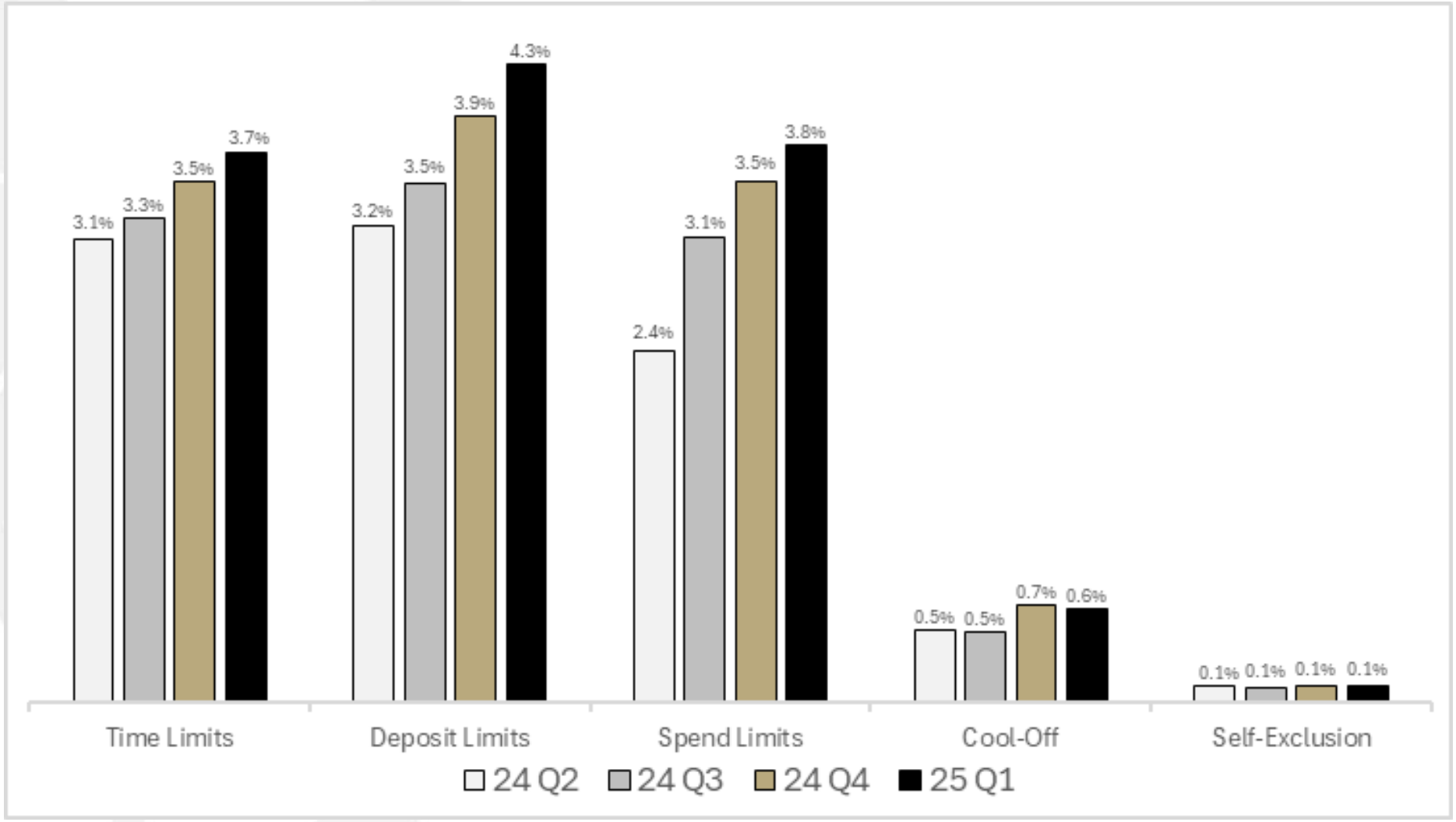
Tool Usage (MA Only)



Cool-Off Data

Timeframe	Total Days	Average
'24 Q2	196,024	128
'24 Q3	195,488	121
'24 Q4	332,586	137
'25 Q1	305,130	123

Problem Gambling Awareness Month ("PGAM")

BetMGM's Campaign Goal: Raise awareness of the risks and warning signs and how to get help for problem gambling.

Two-pronged approach:

Public facing
- Press release
- Social posts
- Player email blast and push notifications
- BetMGM platform banners

Employee facing
- EPIC Global Solutions sessions
- Weekly all-company reminders
- Internal employee newsletters
- BetMGM leaders highlighted the company's commitment to PGAM and RG

PGAM Press Release

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MGM Resorts & BetMGM Expand Commitment to Problem Gambling Research, Treatment & Public Awareness

LAS VEGAS (February 28, 2025) – MGM Resorts International (NYSE: MGM) and BetMGM announced today the expansion of several groundbreaking collaborations, aiming to provide critical resources, advance research efforts, and strengthen industry-wide initiatives to better support individuals affected by problem gambling. This news comes as MGM Resorts and BetMGM join the National Council on Problem Gambling (NCPG) in recognizing March as Problem Gambling Awareness Month (PGAM).

The partnerships break down as follows:

MGM Resorts & Kindbridge Research Institute

MGM Resorts will donate $180,000 to Kindbridge Research Institute to support studies examining the impact of sports betting across various populations and the development of responsible gaming strategies.

"As a global gaming and hospitality leader, we are always looking to support innovative and actionable research that can make a positive impact," said Stephen Martino, Senior Vice President and Chief Compliance Officer, MGM Resorts. "As our company continues to grow both domestically and internationally, these studies will allow us to support our industry and enhance the sustainability of communities in which we operate."

BetMGM & Kindbridge Behavioral Health

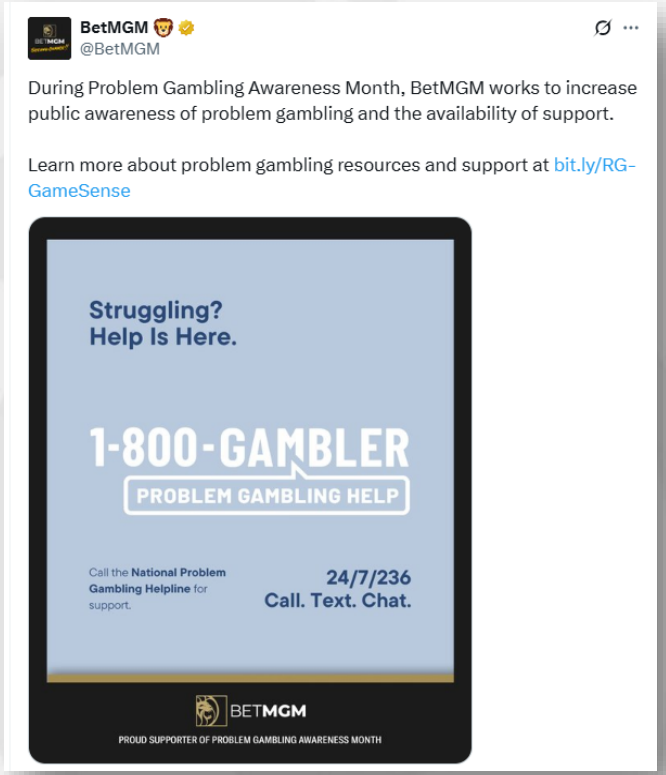
BetMGM is expanding its Kindbridge Behavioral Health referral program nationwide. This initiative ensures that players in all jurisdictions where BetMGM operates online have direct access to Kindbridge's specialized mental health services, providing critical support for those experiencing gambling-related challenges.

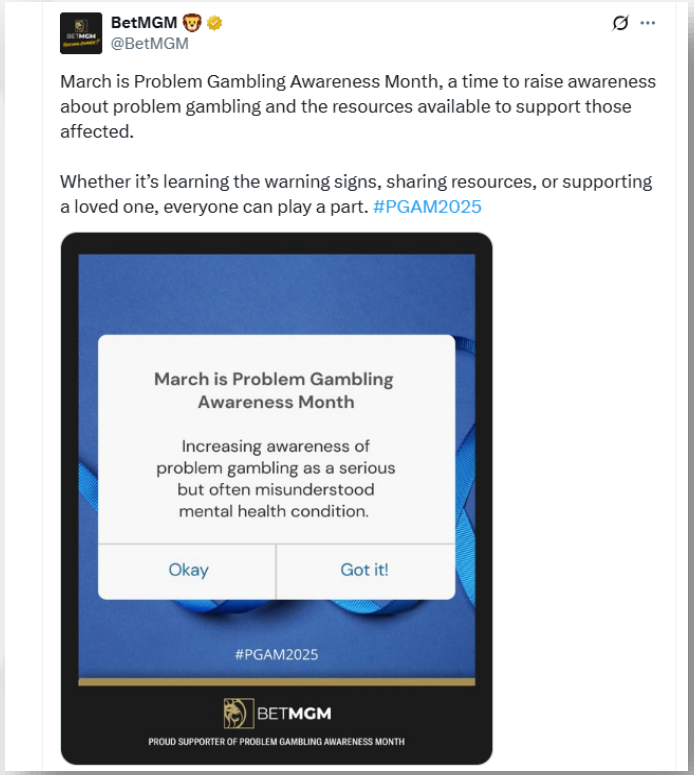
Rhea Loney, Chief Compliance Officer, BetMGM, said, "Responsible gaming is a focal point of our operations, and we will continue to invest in programs that promote player protection and well-being. Expanding our partnership with Kindbridge ensures that essential support services are always within reach for those who need it."

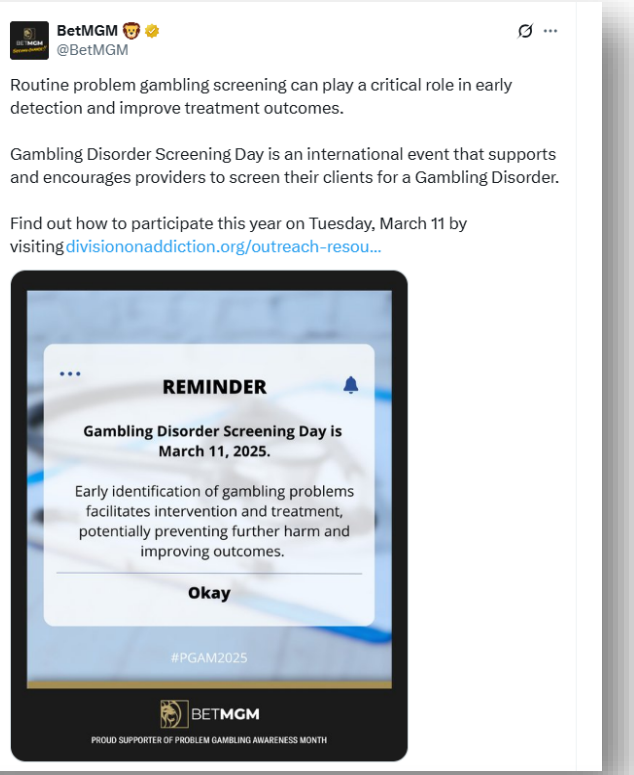
MGM Resorts, BetMGM & British Columbia Lottery Corporation (BCLC)

Throughout March, MGM Resorts and BetMGM will increase responsible gaming messaging from GameSense within their digital platforms and retail sportsbooks nationwide. These messages will remind sports bettors to "take a time-out" and include QR codes for quick access to responsible gaming tips and resources. Trained GameSense Advisors will also be staffed at BetMGM Sportsbooks and MGM Rewards desks across the country, ready to provide assistance and support to anyone who might need it. GameSense is an industry-leading responsible gaming program first developed and licensed to MGM Resorts in 2017 by the British Columbia Lottery Corporation (BCLC), and later adopted by BetMGM. The program focuses on positive, transparent, and proactive interactions with guests and customers about how to gamble responsibly.

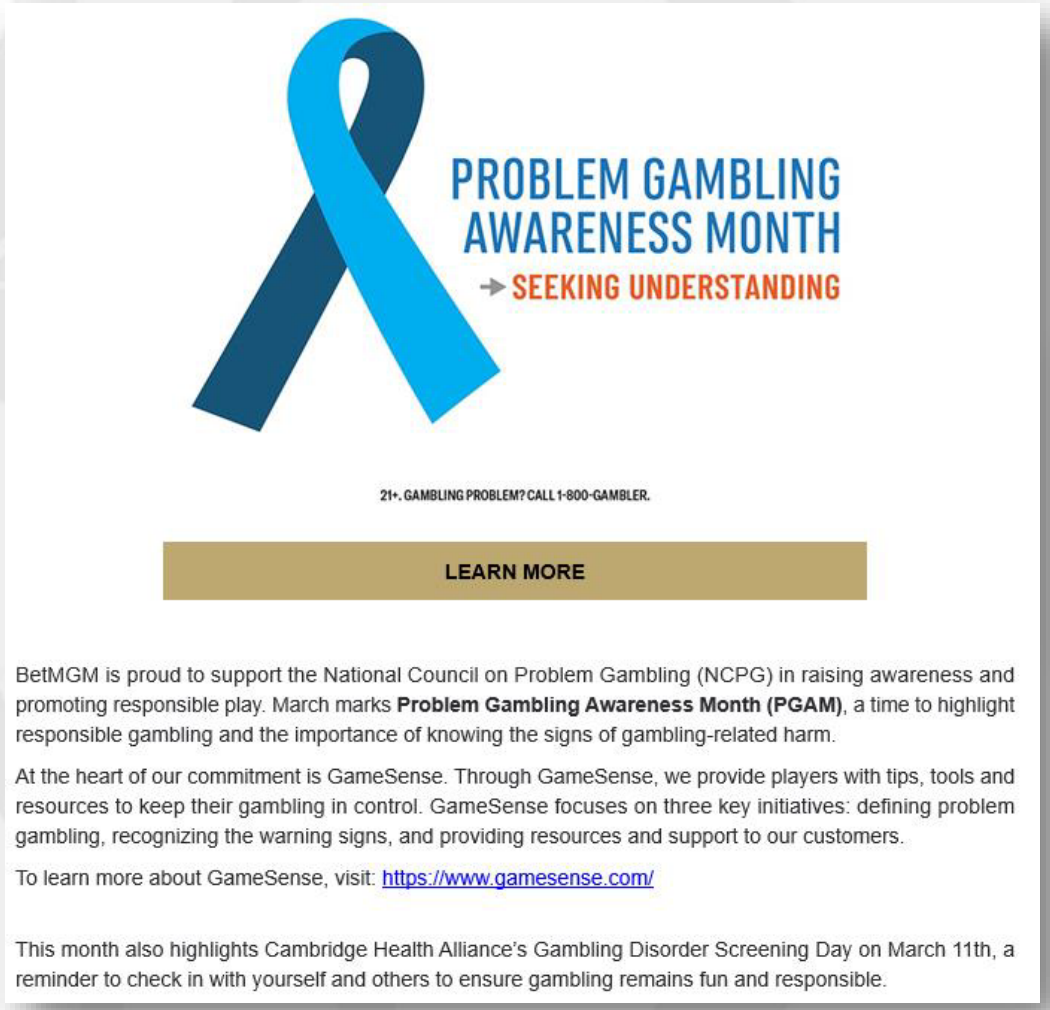
PGAM Social Media







Player Emails and Banner



Player Email

BetMGM Homepage Banner

Employee Engagement

BetMGM Internal Newsletter

Employee Engagement

Since 2021, BetMGM has partnered with EPIC Global Solutions to provide employees with lived-experience based education sessions.

This year, EPIC provided two sessions to BetMGM employees. Over 700 employees attended each session.

Employee feedback

"Listening to Mr. Scales speak about his experiences was truly helpful In understanding how everyone is impacted in one way or another."

"The topics in the session were very interesting. It was enlightening to hear that even when an individual has developed an addiction; it is always possible to make a change and receive support from others to overcome your addiction."

"Experience, experience, experience! Hearing stories like this is so helpful when talking to a potential player who may be in the same situation."

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Community, Outreach & Charitable Impacts

Strategy Update

- Launched the employee self-ID campaign. 87% of employees updated their personal identifying information, increasing the accuracy of our people data

- Began the process of redefining and rebranding the company's DEI function to include in its scope company culture, engagement, recognition, and employee wellbeing

- ERGs began the process of rebranding which included updating their mission statements, objectives, names, and logos to ensure all branding was aligned to the business and accurately reflected the ERGs purpose and vision

- Held listening sessions with Toronto-based employees to understand their needs, challenges, and the opportunities related to employee engagement, motivation, and culture

ERG Strategic Pillars

AAPI VOICES

- Internal Community building
- Business-vertical Education

BET ON VETS

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

BLACK EMPLOYEE NETWORK

- Providing networking and Development opportunities
- Internal Community building

IMPACT

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

LATINX ALLIANCE

- Community engagement
- Professional Development for Latinx Employees

PRIDE

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

WOMEN @ BETMGM

- Upskilling women in the business
- Internal Community building

Initiatives and Community Engagement

- **BetMGM Canada** packed hygiene kits for the Fred Victor Mission located in Toronto

- The **Black Employee Network ERG** held Black History Month programming in February including:
  - Employee spotlights both internally and externally
  - Black history trivia
  - Virtual speed-networking
  - Paint, sip, and karaoke night at BetMGM Jersey City

- The **Women @ BetMGM ERG** held Women's History Month programming in March including:
  - Employee spotlights both internally and externally
  - Employee panel discussion featuring women employees
  - In-office trivia and networking event

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BELIEVE IN YOUR GAME