



BETMGM

Sports Wagering Report

2nd Quarter 2025

Presented to:

Massachusetts Gaming Commission



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%
Q1	\$	12,631,128	\$	2,526,226	1.5%
April	\$	3,931,035	\$	786,207	1.4%
May	\$	4,901,527	\$	980,305	2.0%
June	\$	5,161,059	\$	1,032,212	2.3%
Q2	\$	13,993,622	\$	2,798,724	1.9%



Vendor Utility

Total Vendor Utility

Spend Type	Q1		Q2		YTD	
	Dollars	% *	Dollars	% *	Dollars	% *
Total Vendor Spend	\$ 264,045,292	100.0%	\$ 194,545,121	100.0%	\$ 458,590,412	100.0%
Diverse Vendor Spend	\$ 1,281,641	0.5%	\$ 802,579	0.4%	\$ 2,084,220	0.5%
Diversity Type	Q1		Q2		YTD	
	Dollars	% **	Dollars	% **	Dollars	% **
Diverse & Small	\$ 507,535	39.6%	\$ 151,443	18.9%	\$ 658,977	31.6%
Small Only	\$ 258,750	20.2%	\$ 395,612	49.3%	\$ 654,362	31.4%
Diverse Only	\$ 517,106	40.3%	\$ 255,525	31.8%	\$ 772,630	37.1%
Minority Business Enterprise	\$ 244,008	19.0%	\$ 51,753	6.4%	\$ 295,761	14.2%
Veteran Business Enterprise	\$ 27,844	2.2%	\$ 18,410	2.3%	\$ 46,254	2.2%
Women Business Enterprise	\$ 613,005	47.8%	\$ 268,725	33.5%	\$ 881,730	42.3%

* Of Total Vendor Spend

** Of Diverse Vendor Spend



Human Resources

Resource Diversity

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%

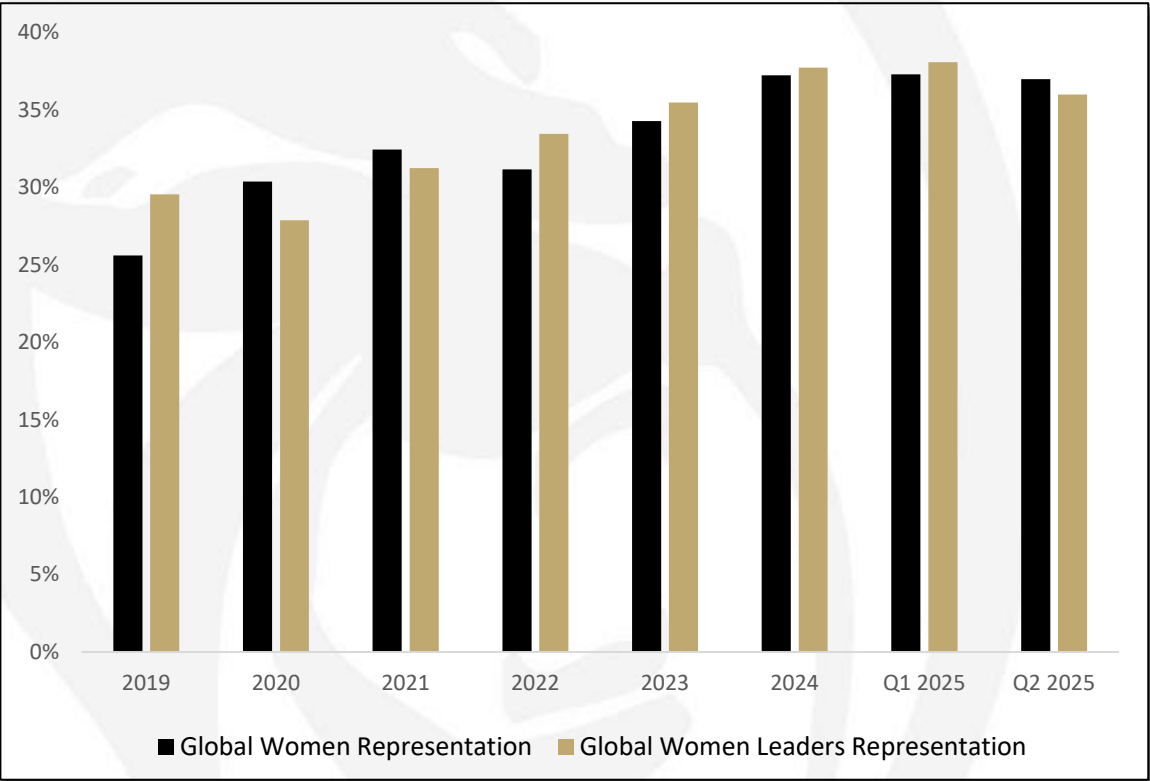
Q2

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	305	87	29%	5	2%	114	37%	2	1%
Non-Manager	1,131	555	49%	4	0%	419	37%	10	1%
Total	1,459	646	44%	10	1%	537	37%	12	1%

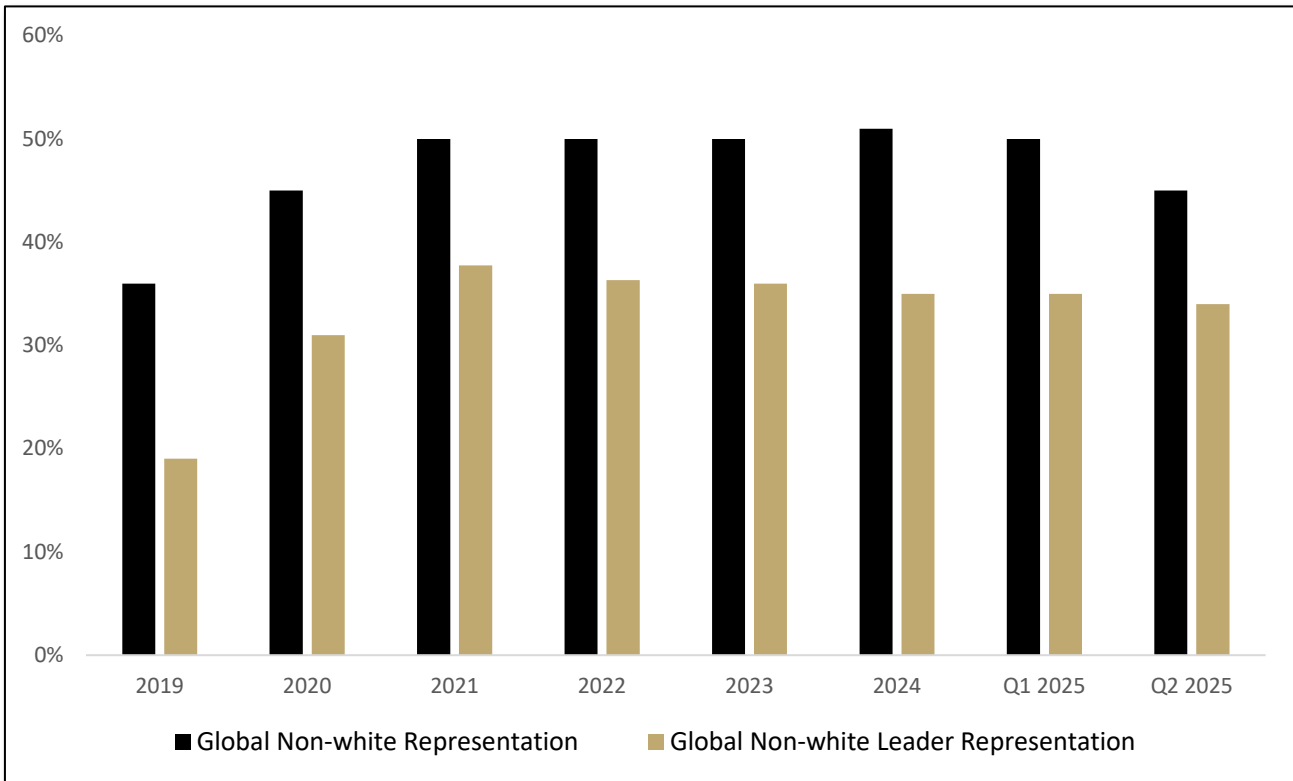
* Non-Binary included in this total
NOTE: % figures are of "Total Employees"

Resource Diversity

Representation of Women Employees



Representation of Non-white Employees



NOTES:

- Non-Binary included in “women” total
- Leaders are defined as Managers – CEO
- % figures exclude “Decline to Identify”

Strategy Update

- Launched quarterly meetings with ERG executive sponsors. Held our first annual ERG summit to discuss the future of our ERGs and the ways we can ensure we're aligned to member and business needs
- Continued building out our 3-level recognition program which includes peer-to-peer, leader, and cross-functional recognition methods
- Built a Community Relations and Partnerships Framework to provide guidance to the teams on the best ways to meaningfully engage with the community based on their needs and goals
- Began partnering with Internal Comms to build out the intranet pages and resources for the rebranded Culture & Belonging team which includes who we are, how to partner with us, an overview of our programs, and a library of resources and best practices
- Partnered with FranklinCovey, a leadership coaching company, to build out the content for our annual Take the Lead summer learning series for people leaders. Workshop topics include "Leading with Empathy," "Inclusive Leadership," and "Unleash Your Team's Potential Through Coaching and Feedback"
- Launched our twice-annual Workplace Experience Survey to employees at the end of Q2. Identified priorities areas for the company while functional team leaders continue to identify their priorities through mid-Q3.





Compliance

Prohibited Patrons ('25 Q2)

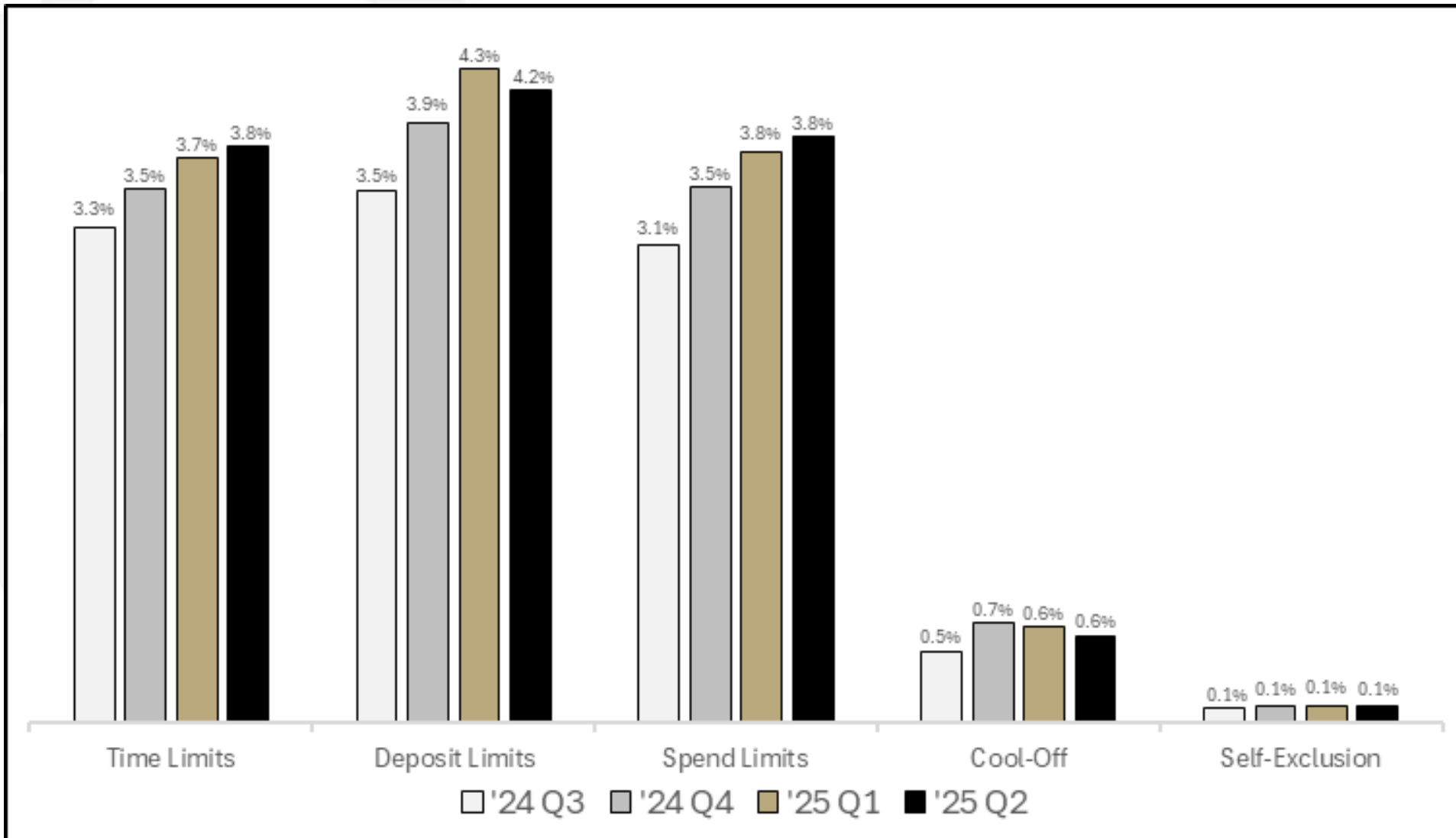
Month	Attempted Underage Registration	Suspected Underage Use of Account	Confirmed Underage Use of Account
January	0	1	0
February	1	4	2
March	0	1	0
Q1	1	6	2
April	1	1	0
May	0	1	0
June	1	1	1
Q2	3	1	1

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



Responsible Gambling

Tool Usage (MA Only)



Cool-Off Data

Timeframe	Total Days	Average
'24 Q3	195,488	121
'24 Q4	332,586	137
'25 Q1	305,130	123
'25 Q2	270,233	112

RGEM 2025 Overview

Responsible Gaming Education Month (“RGEM”) is the American Gaming Association’s (AGA’s) nationwide campaign dedicated to raising public awareness about responsible play.

The 2025 theme is *Play Smart from the Start*.

This year, BetMGM is taking a unique approach, focusing on education, empowerment, and engagement to inspire responsible play. BetMGM will also launch it’s first-ever RGEM giveaway to help spur engagement.

Campaign Initiatives

- Press Release
- LinkedIn quotes from CEO, CCO and Director of RG
- CRM emails and push notifications featuring GameSense and AGA resources
- Play Smart from the Start giveaway promoting RG engagement (GameSense video, RG survey)
- In-App and Website Banners across all BetMGM operated labels
- Weekly social media posts and paid campaigns
- EPIC Global Solutions employee education sessions



Industry Engagement

BetMGM's Responsible Gambling Engagement

- RG Director Richard Taylor attended the 18th Annual Nevada State Conference on Problem Gambling
- BetMGM's Partnership with Kindbridge Behavioral Health



Problem Gambling Therapy



Employee Engagement

BetMGM's VIP Responsible Gambling Training Refresher

- The BetMGM RG team conducted three RG Training Refresher courses, attended by 191 employees
- The trainings covered the following topics:
 - An overview of the current responsible gambling and problem gambling landscape
 - Practical tips and tools for promoting responsible gambling.
 - Guidance on available problem gambling resources and how to direct customers to them.
 - Techniques for identifying potentially concerning language and appropriate response protocols.
 - Real-life case demonstrations and role-play exercises reinforce best practices and ensure VIP agents are equipped to handle sensitive situations effectively.



BETMGM

Community, Outreach & Charitable Impacts

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



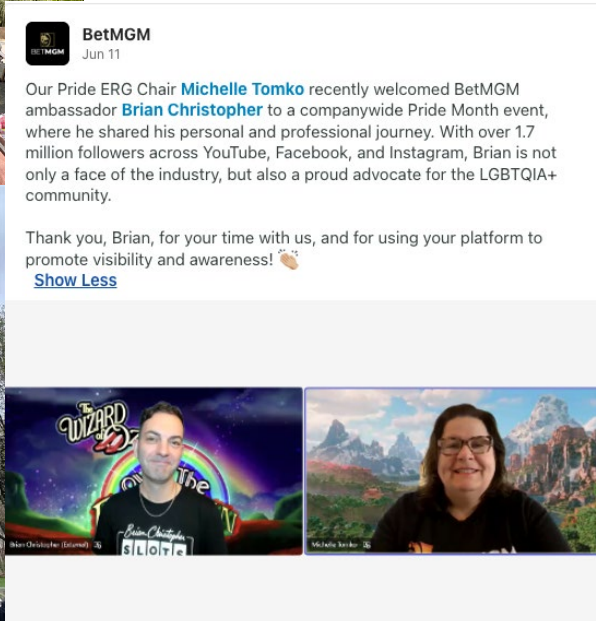
- Providing networking and Development opportunities
- Internal Community building



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

Initiatives and Community Engagement

- To give back to the Jersey City community, the **People Team** painted benches at Van Vorst Park in downtown Jersey City
- **BetMGM** sponsored the annual Cherry Blossom Festival Parade in Washington DC.
- The **Pride @ BetMGM ERG** held a discussion with slot machine influencer and BetMGM ambassador Brian Christopher to share his personal and professional journey.
- The **API ERG** hosted a game night which included Asian and Pacific Islander trivia and bingo





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