



Caesars Sportsbook
06/03/24 Meeting – Massachusetts Gaming
Commission

*Q1 2024 Sports Wagering Quarterly
Report*



Caesars Sportsbook Sports Wagering Quarterly Report – Q1 2024

➤ Revenue:

Q4 2023				Q1 2024			
Month	Total SW Revenue	MA SW Taxes Collected	Handle	Month	Total SW Revenue	MA SW Taxes Collected	Handle
October	1,311,092.89	1,265,197.89	7%	January	1,088,507.79	1,032,845.79	5%
November	403,366.90	335,536.90	2%	February	688,719.09	643,526.09	4%
December	1,072,083.88	1,012,162.88	4%	March	1,352,696.41	1,290,366.41	5%
TOTALS	2,786,543.67	2,612,897.67	4%	TOTALS	3,129,923.29	2,966,738.29	5%

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➤ **Workforce / Workforce Diversity**

- We embrace diversity and aim to create a diverse workforce of Team Members in which all are celebrated as individuals and supported by equitable policies and a culture of inclusion. Our policies and processes throughout the organization are designed to encourage the broadest possible diverse representation in our Company and ensure each has the opportunity to succeed.
- We've set goals to achieve full gender and racial parity across our organization in accordance with the following commitments by 2025:
 - Women: 50% of leadership roles* held by women within both the mid-level and senior leadership populations.
 - Racial/Ethnic: 50% of leadership roles* held by people of color. We also commit to increasing the representation of people of color in senior leadership by 50%.
- Our commitment to these goals remains solid; as we grow our organization going forward, we will ensure our recruitment and Team Member development processes are aligned behind our stated goals. We plan to achieve our DEI goals through a range of actions that include reinforcing our DEI culture across all communications and training channels, ensuring equitable access to development programs for Team Members and ensuring our hiring practices continue to create opportunities for Team Members of all identities and backgrounds.

**Leadership roles include supervisors and above. Mid-level leadership roles include supervisors and managers. Senior leadership roles include Directors, Vice Presidents, Senior Vice Presidents and C-Suite Targets cover direct employees in the U.S.*





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➤ Workforce / Workforce Diversity

# of Team Members in each Category	Minority		Women		Veteran*		MA Resident		Total Team Members
	#	%	#	%	#	%	#	%	
Executive	91	26%	34	10%	0	0%	0	0%	352
Manager & Supervisor	157	39%	108	27%	12	3%	6	1%	407
Entry Level	352	45%	209	27%	20	3%	0	0%	775
Totals	600	39%	351	23%	32	2%	6	0%	1,534

*Team Members are not required to disclose Veteran status

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- Caesars over the past year has taken a very detailed look at how we as a company identify, capture and calculate our overall Diversity spend. With that in mind we have developed a new methodology that we feel tightens up the overall process we use. With this new methodology we are taking a much more critical look at what categories of spend we scrub from our total spend numbers to arrive at our final Diversity spend percentages. With any change in methodology will come growing pains and this change is no different. We do however feel that our new methodology will create greater visibility into how we calculate these percentages and provide us with a consistent methodology going forward. Although the intent of this presentation is to discuss Caesars Diversity spend, we would also like to point out that based on our addressable spend data we have spent over \$38.5 million with Mass. Based suppliers in Q1 of 2024.

*Addressable spend does not include taxes, utilities and some highly regulated gaming trade sectors defined as addressable.





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➤ Vendor / Supplier Spend / Supplier Diversity

Q1 2024 Overview of Total Spend, including any MA Spend/Impacts

- The below statistics are anticipated company-wide vendor spend statistics for Q1 2024, which are not yet validated. Q2, Q3 and Q4, 2023 statistics have been validated and updated accordingly. This data is reflective of the company's total spend at all properties.

2023	Total Spend	Diverse Spend	Diversity %
23Q2	\$1,254,528,026	\$35,963,687	11.60%
23Q3	\$1,291,324,046	\$30,547,983	10.05%
23Q4	\$1,425,762,756	\$36,349,051	11.38%
24Q1	\$1,285,482,124	\$22,749,234	8.10%

- As you see above, we had a dip in our overall company Diversity spend from Q4 2023 to Q1 2024. This can be attributed to a large decrease in our companies Capex Construction spend. This decrease amounts to a loss of \$15.5 million in Diverse spend when comparing Q4 2023 to Q1 2024. On a more positive note, we are trending at approximately 12.1% Diverse spend for Q2 2024.

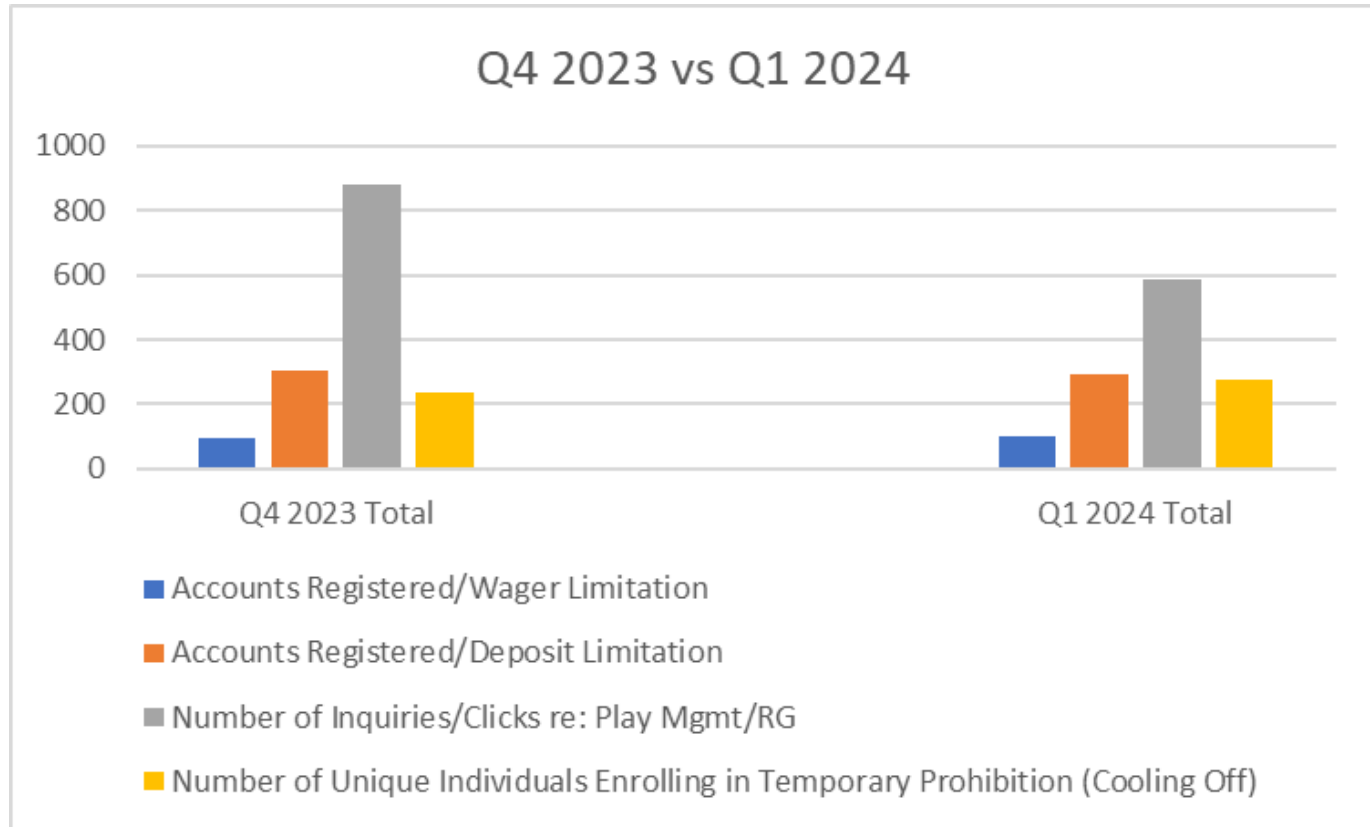
*Addressable spend does not include taxes, utilities and some highly regulated gaming trade sectors defined as addressable.





➤ Compliance

Play Management Responsible Gaming Reporting





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➤ **Responsible Gaming Q1 2024**

- Q1 2024 VSE Enrollees:
 - 97 Massachusetts State VSE enrollees were added for the quarter
 - As of 03/31/24, there were 97 MA State VSEs suppressed at Caesars

- Caesars participated in the following problem gaming activities in Q1 2024:
 - 2024 Mandatory Annual Responsible Gaming Refresher Training roll out on January 23-for front of house/customer facing, Corporate, and Caesars Digital team members;
 - Caesars Responsible Gaming Ambassador training during PGAM -March 6, 19, 20, 26, and 27;
 - Press Release dated March 28: Caesars Sportsbook Recognized for Responsible Gaming Practices with Top Accreditation by Responsible Gambling Council's RG Check Program
 - March 2024 - Caesars Foundation Grant Award of \$250,000 to the International Center of Problem Gambling





➤ **Lottery Engagement**

Caesars is undergoing changes in our initial marketing strategy with the Massachusetts Lottery. We will continue to work with the Massachusetts Lottery on a marketing strategy and implementation plan for potential promotional opportunities.



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➤ **Community / Outreach / Charitable Contribution**



**BOYS & GIRLS CLUBS
OF AMERICA**

Caesars Foundation National partnership with Boys and Girls Club of America has been instrumental to scaling important resources:

- **Safety and Trauma-Informed Practice:** Implement rigorous safety policies and trauma-informed practices, ensuring the emotional and mental well-being of the youth served. To date, 721 (71%) Clubs have engaged in trauma-informed improvements, as measured by the Trauma-Informed Diagnostic.
- **Scaling Impact with Technology:** Through innovative technology solutions facilitated by Caesars, such as the MyFuture web platform and MyClubHub, they've been able to efficiently deliver high-quality programs and track outcomes, ultimately scaling impact beyond Club walls.
- **Research, Evaluation, and Advocacy:** Caesars' support has enabled them to conduct research, evaluate program effectiveness, and advocate for policies that support the success of young people at local, state, and federal levels.





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Questions and comments can be sent to:

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