



June 3rd, 2024

# Crown MA Gaming - DraftKings

Q1 2024

Sports Wagering Quarterly Report

# AGENDA

 1. Revenue

 2. Workforce & Workforce Diversity

 3. Vendor/Supplier Spend & Supplier Diversity

 4. Compliance

 5. Responsible Gaming

6. Lottery

7. Community, Outreach & Charitable Impacts

01

Revenue

# Q1 2024 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Hold %
January	\$36,921,642	\$7,232,585	11.9%
February	\$31,465,543	\$6,164,300	11.7%
March	\$23,468,356	\$4,534,648	7.3%
<b>TOTALS</b>	<b>\$91,855,541</b>	<b>\$17,931,533</b>	<b>10.2%</b>

# Q4 2023 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Hold %
October	\$34,253,687	\$6,704,468	11.2%
November	\$27,190,108	\$5,282,468	8.5%
December	\$30,716,429	\$5,989,645	9.7%
<b>TOTALS</b>	<b>\$92,160,224</b>	<b>\$17,976,581</b>	<b>9.8%</b>

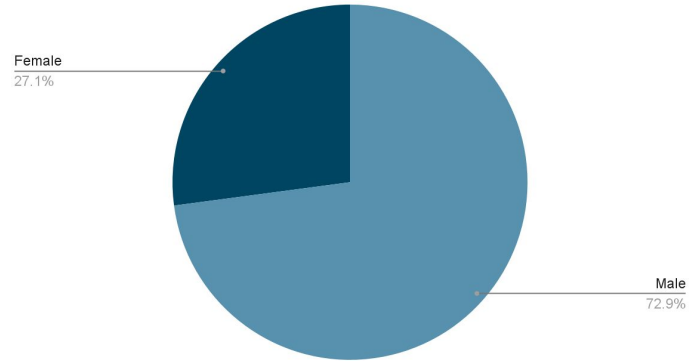
02

# Workforce/ Workforce Diversity

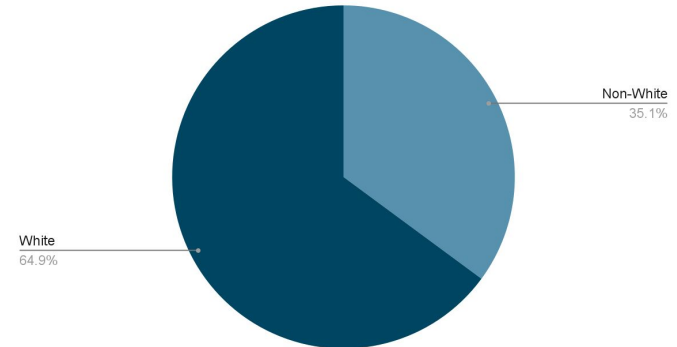
# Workforce / Workforce Diversity

- YOY we have increased global female representation from 26.5% to 27.1% and Non-White representation in the US from 21% to 35.1%.
- Greater partnerships with women based industry organizations, expanded programming with HBCU's campuses and intentional diversity-based recruitment efforts have contributed to the growth in diversity.
- 2024 will incorporate our redesigned BRGs (Women and SHADES) to also drive attraction and recruitment efforts. We are anticipating launching our Veterans BRG in Q3 2024 to assist in recruitment of Vets as well.

Gender



Race/Ethnicity



# Breakout of Workforce Diversity Data

	GLOBAL				US				MA			
	Non-White	Women	Veteran	Total	Non-White	Women	Veteran	Total	Non-White	Women	Veteran	Total
<b>Senior Leaders</b>		34 (21.1%)	3 (1.9%)	161	21 (15.4%)	34 (25.0%)	3 (2.2%)	136	8 (9.9%)	25 (30.9%)	2 (2.5%)	81
<b>Managers</b>		249 (24.7%)	13 (1.3%)	1009	152 (21.8%)	193 (27.7%)	8 (1.1%)	698	58 (20.4%)	88 (30.9%)	4 (1.4%)	285
<b>Professionals</b>		912 (28.2%)	32 (1.0%)	3238	909 (40.4%)	686 (30.5%)	24 (1.1%)	2250	144 (23.5%)	165 (26.9%)	2 (0.3%)	613
<b>Total</b>		<b>1195</b> <b>(27.1%)</b>	<b>48</b> <b>(1.1%)</b>	<b>4408</b>	<b>1082</b> <b>(35.1%)</b>	<b>913</b> <b>(29.6%)</b>	<b>35</b> <b>(1.1%)</b>	<b>3084</b>	<b>210</b> <b>(21.5%)</b>	<b>278</b> <b>(28.4%)</b>	<b>8</b> <b>(0.8%)</b>	<b>979</b>

*Data as of Q1 2024 for all regular employees  
Non-white data is US employees only*

03

**Vendor/Supplier Spend/ Supplier  
Diversity**



# Supplier Diversity Efforts

This year we have designed internal programming to drive awareness and accountability for Supplier Diversity.

- 1) Supplier Diversity integrated into monthly in-office social hours
- 2) Supplier Diversity Directory developed by our BRGs (*PRIDE, SHADES and Women - Vets launching in Q4*)
- 3) SLT Comms to drive usage of Diverse Suppliers based on annual spending trends
- 4) Supplier Diversity Committee with Executive Sponsorship in development



*In the Community...*

BOSTON MAIN STREETS  
FOUNDATION

# Total Vendor/Supplier Spend Overall

- By 2023 year end we allocated 0.6% of US vendor spend towards diverse suppliers, short of our 5% National Goal, but through Q1 we have reached 1.27% of total spend.
- Local MA spending 2023 year end reached 10% of towards diverse suppliers, and we have tracked an increase for Q1 2024

Q1 2024	US	MA
<b>Total Vendor Spending</b>	<b>598,046,336</b>	<b>22,698,240</b>
MBE	3,513,965	3,508,456
VBE	-	-
WBE	4,100,317	-
<b>Total Diversity Spend</b>	<b>7,614,282 (1.27%)</b>	<b>3,508,456 (15.45%)</b>

**10**

**Compliance**

# Underage/Minor Access

The below statistics are based on DraftKings' Monthly Underage Report

Month	User Accounts Suspended due to claims of underage activity*	User Accounts Reported to the Commission
January	7*	7*
February	7*	7*
March	1*	1*

Q3 2023

Month	User Accounts Suspended due to claims of underage activity*
October	5*
November	3*
December	*2

\* These users have made claims that an underage individual, usually a family member, placed a wager on the of-age user's account, or there was some other evidence to support that the account was being operated by an underage individual who was not the account holder.

05

# Responsible Gaming

# Voluntary Self Exclusion

All DraftKings users are routed to the Massachusetts state self-exclusion list from our platform.

## Self-Exclusion

At DraftKings, we bring fans closer to the games they love by adding the fun and thrill of competition. To keep the game as such, consider self-exclusion if you feel like you're spending too much time or money.

Self-exclusion allows you to set a time frame during which you will be excluded and banned from participating on the website and app.

Looking to call a timeout on your sports betting? LiveChat at [GameSenseMA.com](https://www.gamesensema.com) or call 1-800-GAM-1234 to learn more about the Massachusetts Voluntary Self-Exclusion program.

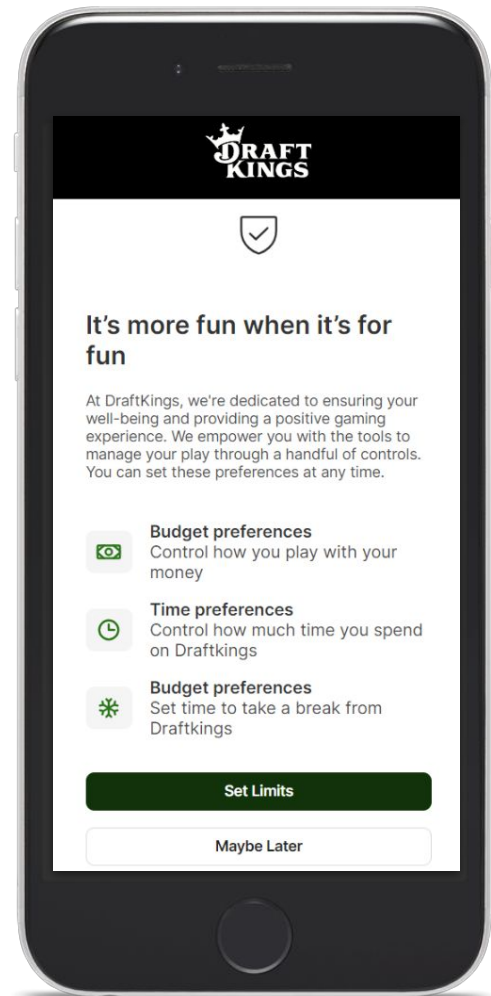


**MGC VSE App Exclusions  
Q1 2024 (January - March)**

**112**

# Account Limits

Account Limit Tools	Percentage of MA Users enrolled (Q1 2024)
TIME LIMIT	0.3%
DEPOSIT LIMIT	2.8%
SPEND LIMIT	0.3%
WAGER LIMIT	0.3%
COOL OFF	0.15%

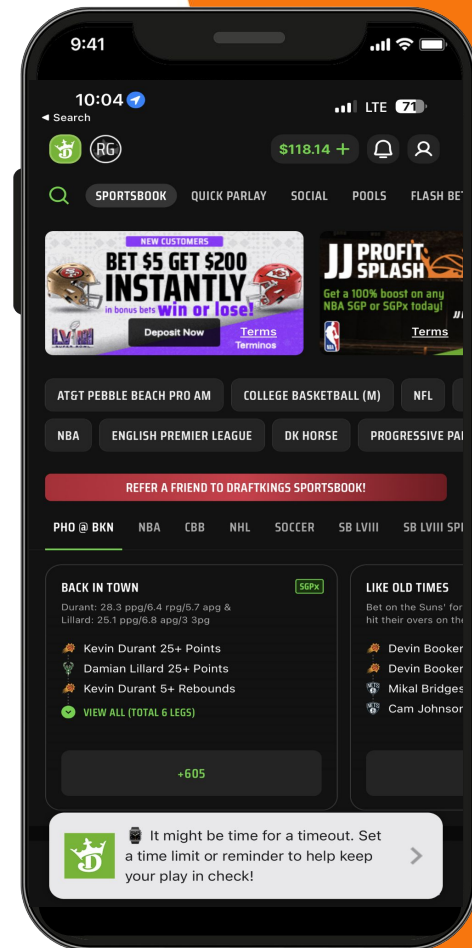


# MY STAT SHEET

In February, DraftKings is proud to have unveiled **My Stat Sheet**, a gaming tool that gives players the ability to assess, track and interact with their personal stats through intuitive charts and information that will help empower players to make data-driven decisions on their own play and therefore promote responsible gaming. This new feature is now available across all DraftKings products. Customers can view time spent on the platform, deposits, withdrawals, contest involvement, wagers placed, and net win/loss across monthly, yearly, and lifetime views through intuitive charts and filtering options. My Stat Sheet is accessible to all customers through all DraftKings platforms.

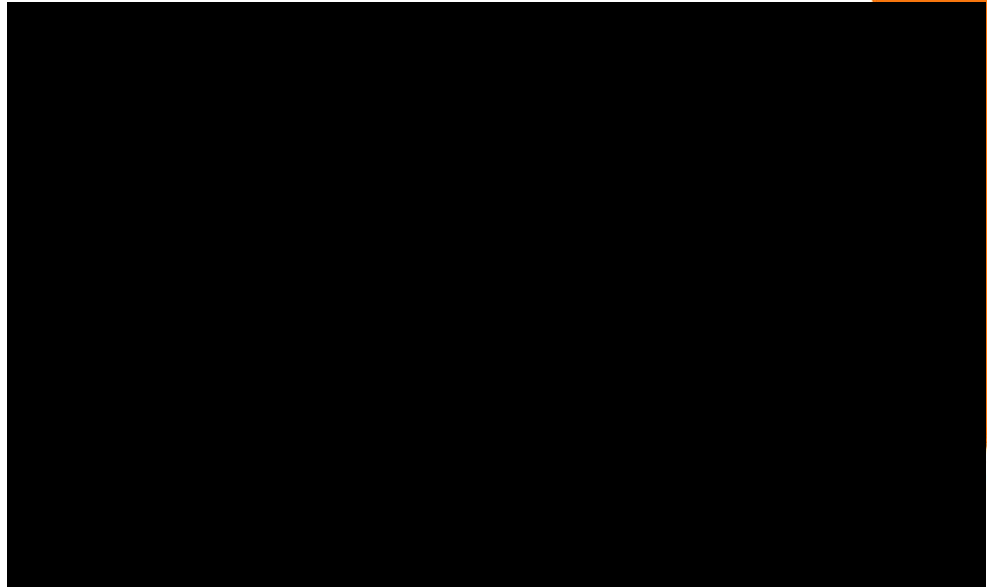
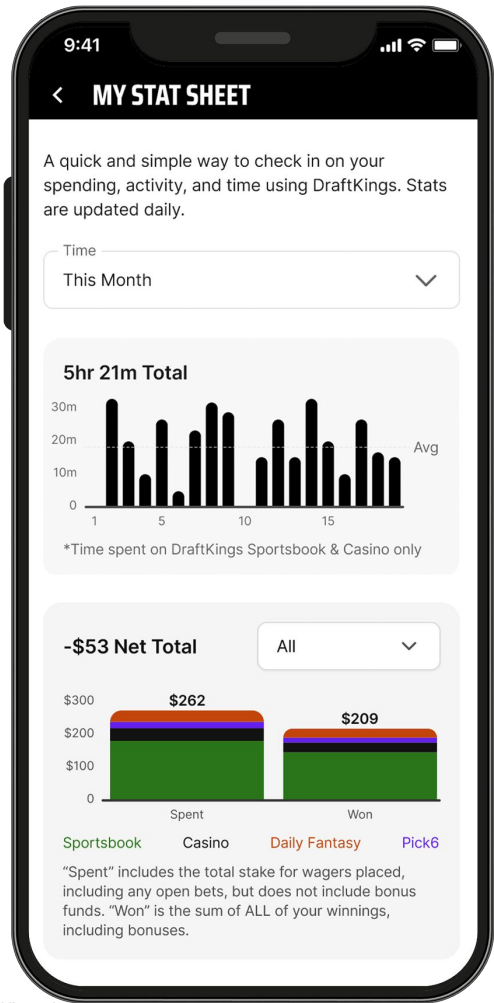
Additionally, in February, DraftKings launched **in-app messages** to players that are triggered by alerts built by Analytics related to their play behavior.

DraftKings also placed an **RG banner** on our main promotions carousel that encouraged players to “Stay Safe. Set a budget.” and included a call to action link to our limit setting pages.



Above: targeted in-app nudges based upon player behavior.





# PROBLEM GAMBLING AWARENESS MONTH 2024 EFFORTS

In addition to regular messaging that goes out to increase awareness about self-exclusion and Massachusetts / GameSense resources, we engaged in several efforts to promote awareness of problem gambling and resources for help:

- Raising awareness via [DKsaferplay.com](https://DKsaferplay.com), a site for information and facts on responsible gaming, DraftKings safer play resources, and links for getting help for problem gambling.
- Digital screens featured PGAM at all retail access partners with QR to [DKSaferPlay.com](https://DKSaferPlay.com) PGAM resources
- Resources and PGAM quiz featured on [DKSaferPlay.com](https://DKSaferPlay.com)
- Responsible Gaming Quiz Free to Play Pool on platform with over 51,000 entrants. Quiz questions focused around RG practices.
- Featured Gambling Disorder Screening Day (Mar 12)
- Media outreach and press releases on various topics, including new RG tooling, expanded partnership with Kindbridge Behavioral Health and public education about underage gaming
- LinkedIn thought pieces and posts through DKLife talent acquisition channel
- Dedicated CRM message send to total of 2.5 million players (see asset on next slide)
- Links across our platform pages for players



## SOMETIMES STEPPING AWAY IS THE RIGHT **PLAY**



Breaks are important, even when you're winning.



Setting limits on your deposits, spending, and time can keep you in check.



Want a longer break? We've got your back with our self-exclusion option.

[VIEW RG TOOLS](#)



PROBLEM GAMBLING  
AWARENESS MONTH

**90**

**Lottery**

# Massachusetts State Lottery

There are no updates for Q1 2024.

07

# Community/Outreach/Charitable Impacts



# SERVE WITH S.E.R.V.E.S.

Volunteer to Support Women in Our Communities

In honor of International Women's Day, DK S.E.R.V.E.S. hosted employee volunteer events across all 11 of our global office locations. 500 employee volunteers came together across the company to assemble 4,500 care packages for women in their communities and DraftKings donated over \$150K for this initiative. Care packages were delivered to women escaping domestic violence, homelessness, and other traumatic situations.

In Boston, DraftKings employees assembled 1,000 care packages in coordination with United Way of Massachusetts Bay with care packages distributed Women's Lunch Place, Rosie's Place and Project Hope, among others.



# A Day in the Life - Dr. Jen Welter

During Super Bowl week, DraftKings S.E.R.V.E.S. was the primary sponsor for “A Day in the Life” hosted by Dr Jen Welter, the first female coach in NFL history. The event served to empower women through the game of football by providing attendees with a unique opportunity to step onto the field and learn the fundamentals of football from former athletes. DraftKings is committed to bringing fans closer to the games they love while supporting the A Day in the Life experience, encouraging women to embrace football both on and off the field.





# DraftKings Tech For Heroes

DraftKings is continuing its Tech for Heroes initiative in collaboration with VetsinTech for 2024 to train veterans and their spouses in high-demand tech skills, from cybersecurity to web development and more. Over 75 additional veterans have graduated through the Tech for Heroes program this year, with several classes held in January and February. DraftKings is on its way to training its 1,000th veteran through the program in 2024. Since 2018, DraftKings has donated over \$2.5M to VetsinTech in support of this program.





**THANK YOU**