



Crown MA Gaming - DraftKings

Q2 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

10

Revenue

Q2 2024 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Hold %
April	\$24,477,109	\$4,747,476	8.0%
May	\$29,085,189	\$5,665,642	9.7%
June	\$19,983,523	\$3,869,770	7.6%
TOTALS	\$73,518,821	\$14,282,888	8.5%

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%
TOTALS	\$91,855,541	\$17,931,533	10.2%

02

**Workforce
Diversity**

Workforce / Workforce Diversity

- Intentional Diversity recruitment efforts and Inclusive hiring practices have contributed to 42% of YTD new hires identifying as Non-White in the US and 33% identifying as Women Globally
- Our 2025 goal for Female representation across all levels is 35% and they currently make up 27% of our global workforce. We are making stronger strides with women in leadership roles as they account for 24%, nearly reaching our 25% goal.
- For Non-White representation, our 2025 Goal for US workforce is 40% and we are currently at 32%. And our Non-White Leadership representation has slightly declined to 12.2% (20% Goal) due to recent M&As.

Breakout of Workforce Diversity Data

	GLOBAL				US				MA			
	Non-White	Women	Veteran	Total	Non-White	Women	Veteran	Total	Non-White	Women	Veteran	Total
Senior Leaders	11.00%	24.00%	2.60%	154	12.20%	25.90%	2.20%	139	4.80%	31.30%	2.40%	83
Managers	12.70%	24.40%	1.30%	1008	18.20%	27.40%	1.30%	702	16.80%	32.60%	1.60%	304
Professionals	26.20%	28.40%	1.20%	3449	37.80%	30.90%	1.20%	2394	21.90%	27.40%	0.30%	741
Total	22.80%	27.40%	1.30%	4611	32.50%	29.90%	1.30%	3235	16.80%	25.30%	0.70%	1295

*Data as of Q2 2024 for all regular employees
Non-white data is US employees only*

30

Vendor/Supplier Spend/ Supplier Diversity

Supplier Diversity Efforts

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

Supplier Diversity efforts have focused on the tracking, reporting and identification of key areas of opportunities for the business to drive impact. We have focused our recent efforts on local recurring spending such as F&B, Industry Associations focused on diversity efforts, and partner organizations for cultural events & speakers.

Total Supplier Diversity Goals - 5% by 2028

Total Vendor/Supplier Spend Overall- \$620,744,576

MA Diverse spend 16.71%

Total Vendor/Supplier Spend Overall

Q2 2024	US	MA
Total Vendor Spending	\$486,378,195	\$15,579,600
MBE	\$2,528,147	\$2,519,361
VBE	-	-
WBE	\$425,441	\$2,385
Total Diversity Spend	\$2,953,588 (1%)	\$2,521,746 (16.7%)

04

Compliance

Underage/Minor Access

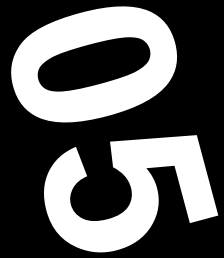
The below statistics are based on DraftKings' Monthly Underage Report

Month	User Accounts Suspended due to claims of underage activity*	User Accounts Reported to the Commission
April	14	14
May	12	12
June	9	9

Q3 2023

Month	User Accounts Suspended due to claims of underage activity*
October	7*
November	7*
December	1*

* 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.



Responsible Gaming

Voluntary Self Exclusion

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

Self-Exclusion

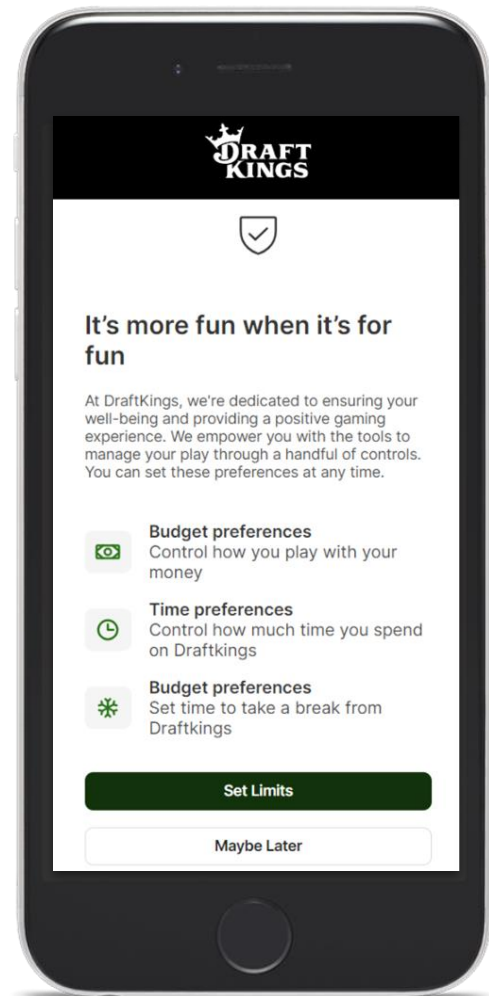
At DraftKings, we bring fans closer to the games they love by adding the fun and thrill of competition. To keep the game as such, consider self-exclusion if you feel like you're spending too much time or money. Self-exclusion allows you to set a time frame during which you will be excluded and banned from participating on the website and app. Looking to call a timeout on your sports betting? LiveChat at [GameSenseMA.com](https://www.gamesense.com) or call 1-800-GAM-1234 to learn more about the Massachusetts Voluntary Self-Exclusion program.



MGC VSE App Exclusions Q2 2024
291

Account Limits

Account Limit Tools	Percentage of MA Users enrolled (Q2 2024)
TIME LIMIT	0.03%
DEPOSIT LIMIT	0.35%
SPEND LIMIT	0.1%
WAGER LIMIT	0.1%
COOL OFF	0.49%



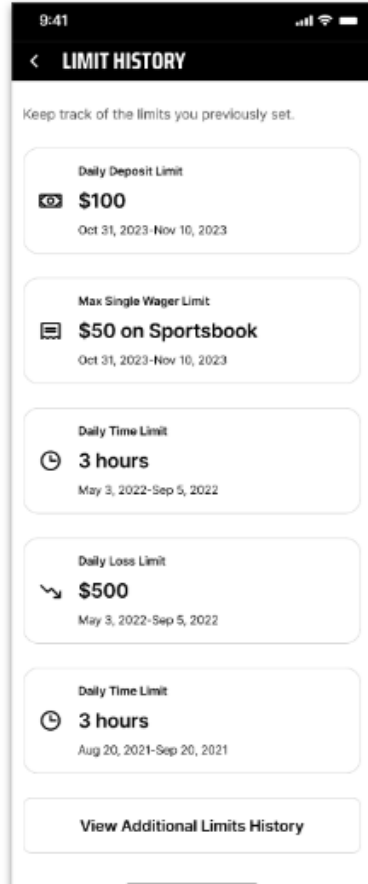
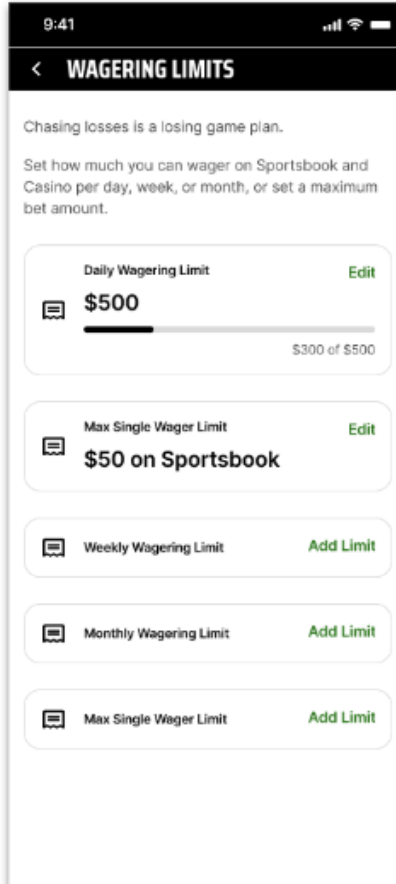
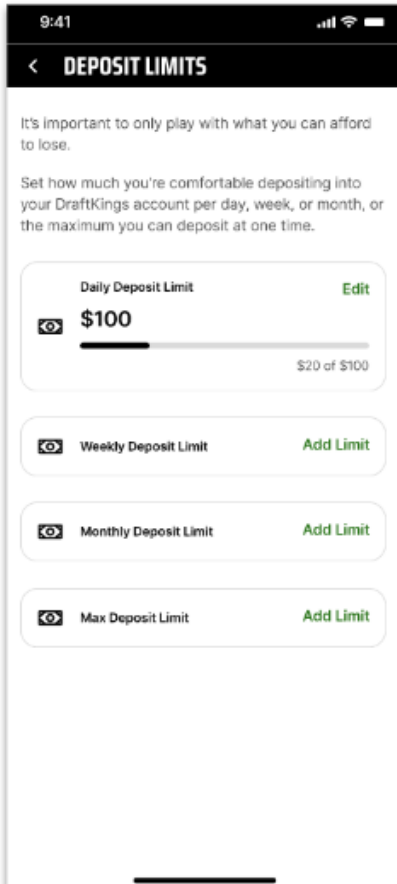
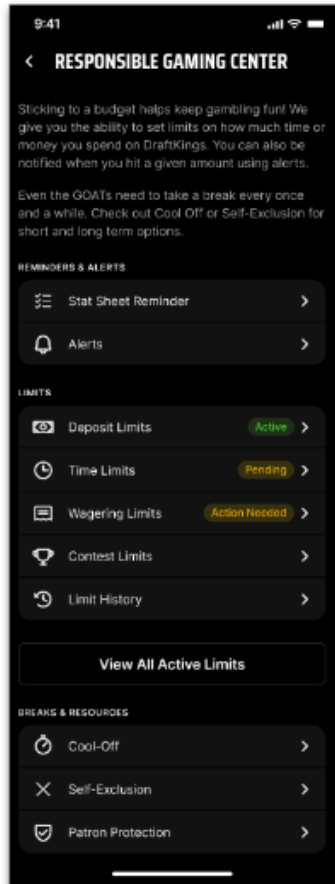
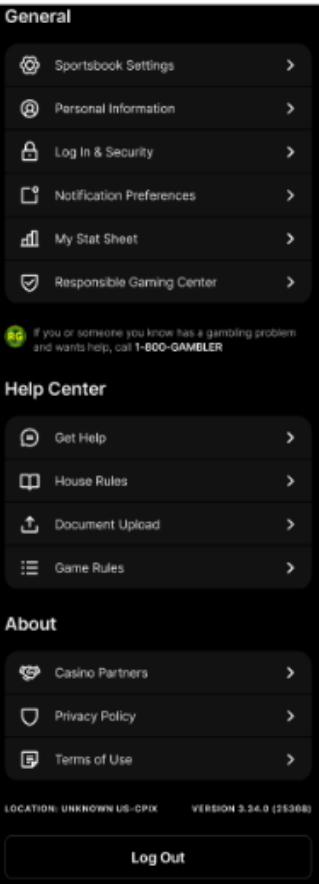
RESPONSIBLE GAMING CENTER

In Q2, we completed tone of voice modifications throughout all customer touchpoints; these changes were made as a result of prevailing and internal player research reflecting bettors' sentiments that responsible gaming resources are not for them because they "don't have a problem." The goal of tone of voice improvements is to help normalize responsible gaming tooling and behaviors, using a friendly and direct approach.

Aligned with the refreshed tone of voice, we launched new RG branding and in-product interface improvements. Most notably, our new Responsible Gaming Center was launched; the new Center is vastly more accessible and user-friendly, with the goal of creating approachable and easy-to-access RG resources for our players.

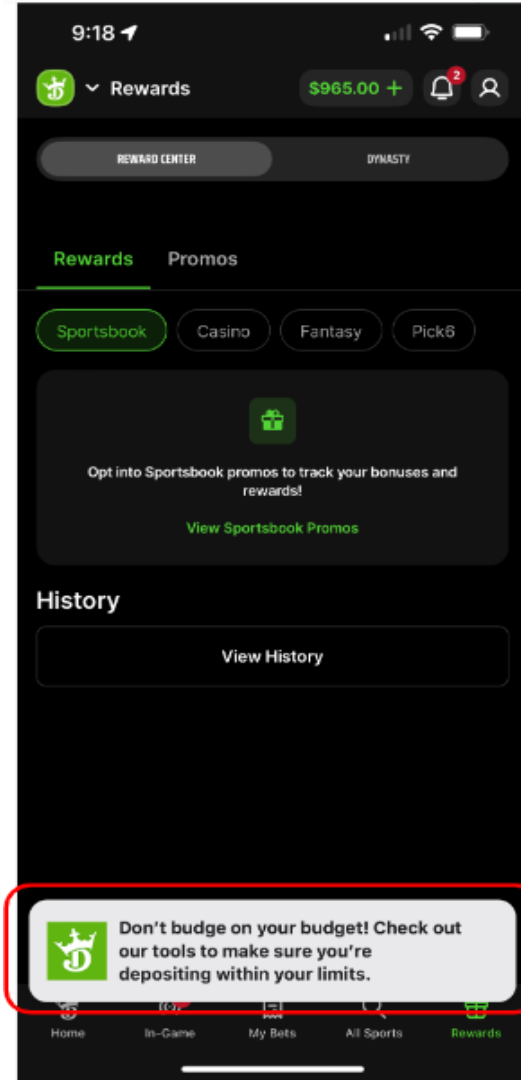
RESPONSIBLE GAMING CENTER IN-APP

Net new messaging



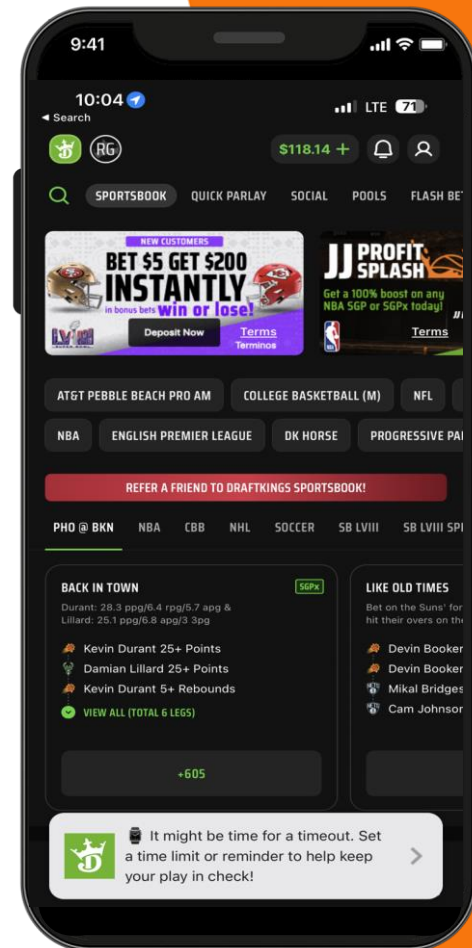
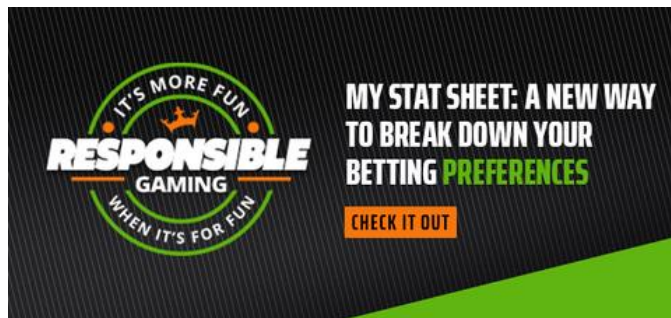
IN-APP COMMUNICATIONS

In Q2, DraftKings initiated additional behavior-based automated alerting to build upon efforts launched in Q1 2024. These alerts supplement MGC guidance from 205 CMR 257.02(5) to collect player data in efforts to develop programs and interventions to “promote responsible gaming and support problem gamblers.” DraftKings’ processes are in place to monitor, trigger and intervene with sets of player behaviors including, but not limited to, time on site, losses, Self-Exclusion page touches, number of Cool Offs, canceled withdrawals, low balance, deposit scaling, and handle increase. This data is then leveraged to intervene with potentially problematic gaming behavior via in-app and direct player communications.



MY STAT SHEET

DraftKings' My Stat Sheet Tool continues to be very well received and utilized by players. As a refresher, My Stat Sheet gives players the ability to assess, track and interact with their personal stats through charts and information to help them make data-driven decisions on their own play. 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.



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

90

Lottery

Massachusetts State Lottery

In February DraftKings announced that it reached an agreement to acquire Jackpocket and subsequently announced the completion of the transaction on May 23. Renowned for its innovative digital lottery services, Jackpocket has a robust technology infrastructure, and strong brand presence. Jackpocket simplifies the lottery experience by providing players with a secure platform to order lottery tickets from home or on the go. By helping today's players participate in the lottery from the convenience of their smartphone or computer, Jackpocket also helps state lotteries drive incremental revenue to fund essential state programs, such as education, veterans services, natural resources, and more.

The integration of Jackpocket into DraftKings is off to a great start.

20

Community/Outreach/Charitable Impacts

Presenting sponsor of the Dana-Farber Cancer Institute “Jimmy Fund Day” at Fenway (May 18, 2024)

Amount donated: \$55,000

Jimmy Fund Day at Fenway presented by DraftKings helped give patients at Dana-Farber Cancer Institute the experience of a lifetime at Fenway Park on May 18, 2024, while fueling the future of cancer research and care. The Dana-Farber Campaign supports the Institute and its mission to defy cancer by accelerating science, care, and expertise.



16th Annual Joe Andruzzi & Friends Golf Tournament (June 10, 2024)



DraftKings was a major sponsor of the 16th Annual Joe Andruzzi & Friends Golf Tournament, held in Hingham, MA on June 10, 2024. The tournament is held annually to raise funds and awareness for the Joe Andruzzi Foundation mission to provide help and hope for New England cancer patients and their families. The Foundation helps alleviate financial and emotional stress by providing grants to assist with rent/mortgage payments, utilities, and other household expenses so families can focus on their fight against cancer and not on the financial distress that comes with it.

DraftKings Tech For Heroes - Graduation and Career Training Session (May 23 and June 10, 2024)

- On May 23, 2024 over two dozen additional veterans and military spouses participated in a graduation ceremony after completing the VetsinTech web development class through DraftKings' Tech for Heroes initiative.
- 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.
- DraftKings also participated in a virtual Career Training Employer Meetup session with VetsinTech on June 10th for veterans and military spouses. At the event, veterans were able to hear directly from DraftKings engineers and talent and acquisition team members about job finding skills, resume building and mentorship.



Gather on the Green - Las Vegas (June 11, 2024)

- DraftKings held its Gather on the Green event for Las Vegas employees on June 11 to raise money for the local Las Vegas community, with all proceeds donated to U.S. Vets Las Vegas. In addition to raising money, the event was created to build a sense of belonging for our Las Vegas community and welcome demographics to the golf course who have traditionally been excluded.
- Over 150 DraftKings employees attended the event and donated over \$20,000 to U.S. Vets Las Vegas. U.S. Vets Las Vegas provides housing, counseling, career development and other critical services to veterans and military families.





THANK YOU