



THE CROWN
IS YOURS

DRAFTKINGS

SPORTS WAGERING QUARTERLY REPORT Q3 2024



AGENDA



Revenue



Workforce & Workforce Diversity



Vendor/Supplier Spend & Supplier Diversity



Compliance



Responsible Gaming



Community, Outreach & Charitable Impacts





THE CROWN
IS YOURS



REVENUE

Q3 2024

REVENUE

Q3 2024

| MONTH | TOTAL SW REVENUE | MA SW TAXES COLLECTED | HOLD % |
|---------------|---------------------|-----------------------|-------------|
| July | \$20,809,675 | \$4,062,661 | 10.3% |
| August | \$16,805,264 | \$3,247,904 | 7.3% |
| September | \$39,642,237 | \$7,758,705 | 11.2% |
| TOTALS | \$77,257,176 | \$15,069,270 | 9.8% |

Q2 2024

| 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% |



THE CROWN
IS YOURS

WORKFORCE & WORKFORCE DIVERSITY

Q3 2024

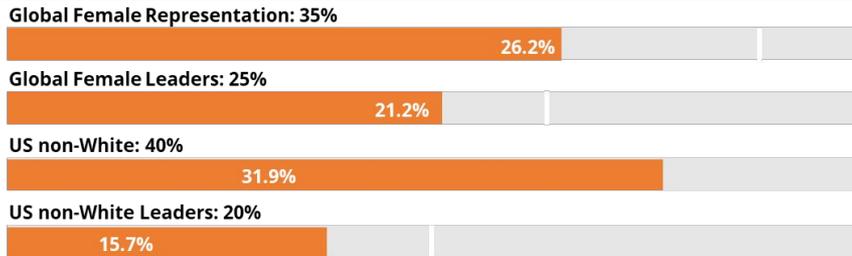


WORKFORCE DIVERSITY

DraftKings recruitment efforts continue to attract talent of diverse backgrounds and these efforts have resulted in hiring rates for women and non-White employees matching or exceeding current representation levels. Year to date, 31.7% of new hires have been female and 43.2% have been non-White.

Yet, recent mergers & acquisitions have slightly decreased the female and non-White representation across all levels requiring DraftKings to adjust future goals for representation. DraftKings continues to invest in diversity recruitment efforts while doubling down on development programs to increase diversity within leadership roles.

2025 REPRESENTATION GOALS



GLOBAL

| | NON-WHITE | WOMEN | VETERAN |
|---------------|-----------|-------|---------|
| SR. LEADERS | 11.8% | 21.2% | 3.8% |
| MANAGERS | 15.2% | 23.6% | 1.0% |
| PROFESSIONALS | 25.4% | 27.3% | 1.1% |
| TOTAL | 22.5% | 26.2% | 1.2% |

US

| | NON-WHITE | WOMEN | VETERAN |
|---------------|-----------|-------|---------|
| SR. LEADERS | 15.7% | 23.9% | 4.4% |
| MANAGERS | 21.5% | 26.2% | 1.0% |
| PROFESSIONALS | 36.2% | 29.0% | 1.1% |
| TOTAL | 31.9% | 28.2% | 1.2% |

MA

| | NON-WHITE | WOMEN | VETERAN |
|---------------|-----------|-------|---------|
| SR. LEADERS | 10.1% | 29.2% | 5.6% |
| MANAGERS | 20.8% | 32.5% | 1.0% |
| PROFESSIONALS | 22.7% | 28.8% | 0.3% |
| TOTAL | 17.5% | 24.7% | 0.8% |

WORKFORCE - RECRUITMENT

During Q3 DraftKings kicked off campus recruitment season with intentional efforts to meet with diverse student organizations on campuses, such as programs like Duke University's Reverse Diversity Fair.

DraftKings has also initiated a multi-year partnership with Thurgood Marshall College Fund's Leadership Institute to target early career candidates.

In partnership with TA, individual teams across DraftKings also participated in conferences to attract talent. DK's PRIDE BRG attended Lesbians Who Tech, folks from the Vegas team attended Association of Latino Professionals For America (ALPFA), and leaders from the Marketing team held sessions at Where are All the Black People? Creative One Conference.



DRAFTKINGS WAS A SPONSOR OF THE THURGOOD MARSHALL COLLEGE FUND LEADERSHIP INSTITUTE



DK PRIDE BRG LEADERS ATTEND LESBIANS WHO TECH SUMMIT IN NYC

WORKFORCE - DEVELOPMENT

DraftKing designed and executed internal developmental programs while also leveraging external conferences to lean into the individual developmental needs of diversity across DraftKings - from in-house Women's Summits to group sponsored trips to conferences focused on fostering diversity in tech.

2ND ANNUAL FP&A WOMEN'S SUMMIT

DK Shades BRG in partnership with our Learning & Development team hosted workshops to help employees shape their personal brand as part of their career development.



KNOW YOUR BRAND WORKSHOP

Our in-house 2-day summit focused on driving the professional and personal development of women within Finance and Analytics. Topics included public speaking, self defense, and allyship.



RENDER CONFERENCE

DK Shades BRG in partnership with our Learning & Development team hosted workshops to help employees shape their personal brand as part of their career development.



WORKFORCE - CONNECTIONS

This year DraftKings relaunched its BRGs with greater structure and support and theme of “Meaningful Moments of Connection” to create greater community, socialization and networking.

Throughout the year the BRGs hosted over 50 unique opportunities for employees to connect with colleagues outside of their direct teams. Specifically in Q3 our BRGs held virtual celebrations for Hispanic Heritage Month, hosted one-on-one coffee chats, launched a mentorship program, and organized walks for Breast Cancer across local offices.

**Hispanic
Heritage
Month**



**Breast
Cancer
Awareness
Month**



**AMERICAN CANCER SOCIETY BREAST CANCER
WALK (NYC)**

COMMUNITY

DraftKings hosted its third annual Gather on the Green event in Milton, MA. Brought to employees by DK Shades, DK Pride, and DK Women's BRG, Gather on the Green centers around the spirit of Inclusion, Equity & Belonging (IEB), by welcoming marginalized groups to the golf course, a place that can often lack diversity.

This year, friendly competitions included the longest drive, closest to the pin, and a putting competition, along with pickleball and cornhole tournaments.

All of these contests and raffles allowed DraftKings to raise significant funds for three incredible Boston-based charities: [Kings Amongst Kings](#), [Casa Myrna](#), and the [Boston Lesbian Gay Urban Foundation](#).





THE CROWN
IS YOURS

VENDOR/SUPPLIER SPEND & SUPPLIER DIVERSITY

Q3 2024



SUPPLIER DIVERSITY

Supplier Diversity efforts have focused on the tracking, reporting and identification of key areas of opportunities for the business to drive impact. DraftKings continues to focus their efforts on local recurring spending such as F&B, Industry Associations focused on diversity efforts, and partner organizations for cultural events & speakers. For 2025 DraftKings' priority areas will evaluate high value categories with, long term impact.

| | US | | MA | |
|------------------------|---------------------------|----------------------------|------------------------|---------------------------|
| | Q3 | YTD (Q1 - Q3) | Q3 | YTD (Q1 - Q3) |
| TOTAL SPEND | \$542,789,354 | \$1,627,213,885 | \$23,906,264 | \$62,184,105 |
| MBE | \$917,023 | \$6,959,135 | \$75,000 | \$6,102,817 |
| WBE | \$502,602 | \$5,028,360 | \$0 | \$2,385 |
| VBE | \$500,000 | \$500,000 | \$0 | \$0 |
| DIVERSITY SPEND | \$1,919,625 (0.4%) | \$12,487,495 (0.8%) | \$75,000 (0.3%) | \$6,105,202 (9.8%) |



THE CROWN
IS YOURS

COMPLIANCE

Q3 2024



UNDERAGE/MINOR ACCESS

Q3 2024

| MONTH | USER ACCOUNTS SUSPENDED DUE TO CLAIMS OF UNDERAGE ACTIVITY* | USER ACCOUNTS REPORTED TO THE COMMISSION |
|-----------|---|--|
| July | 7* | 7* |
| August | 16* | 16* |
| September | 16* | 16* |

Q2 2024

| 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* |

* 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



THE CROWN
IS YOURS

RESPONSIBLE GAMING

Q3 2024



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
Q3 2024**

329

GameSense™

LIMITS & COOL-OFF UTILIZATION - MA ACTIVE USERS

Q3 2024

LIMITS BY TYPE

| Limit | % of MA users (Average, Q3 2024) |
|------------------|-------------------------------------|
| Time Limit | 0.21% |
| Deposit Limit | 2.15% |
| Spend Limit | 0.23% |
| Wager Limit | 0.41% |
| Cool Off | 0.47% |
| Any Limit | 4.38% |

ACTIVE LIMIT USAGE Y/Y % OF ACTIVES TREND



Limits includes active players (those who had the limit set for a value > 0 at any point during the period and also had a paid action on OSB/CAS/DFS during that period).

RG PAGE TOUCHES BY MONTH - YOY (ALL JURISDICTIONS)

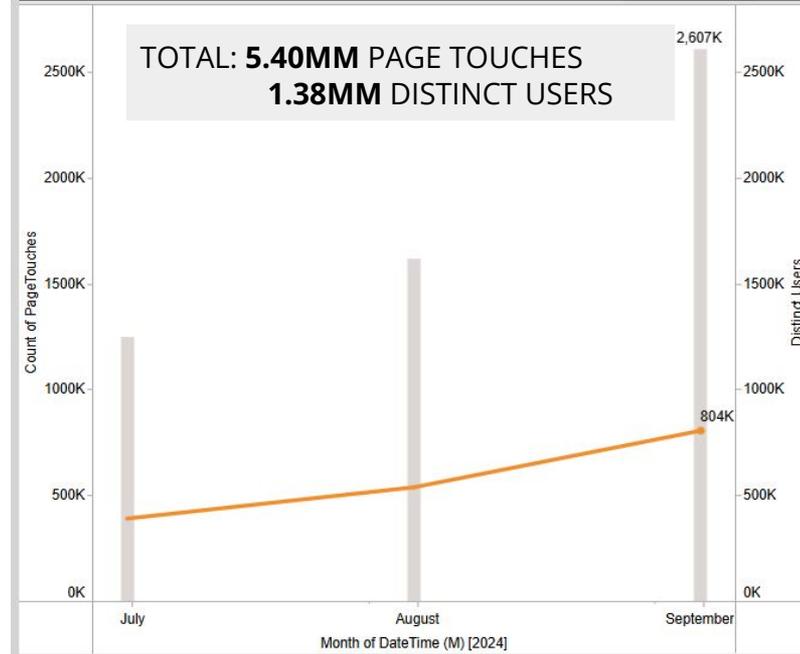
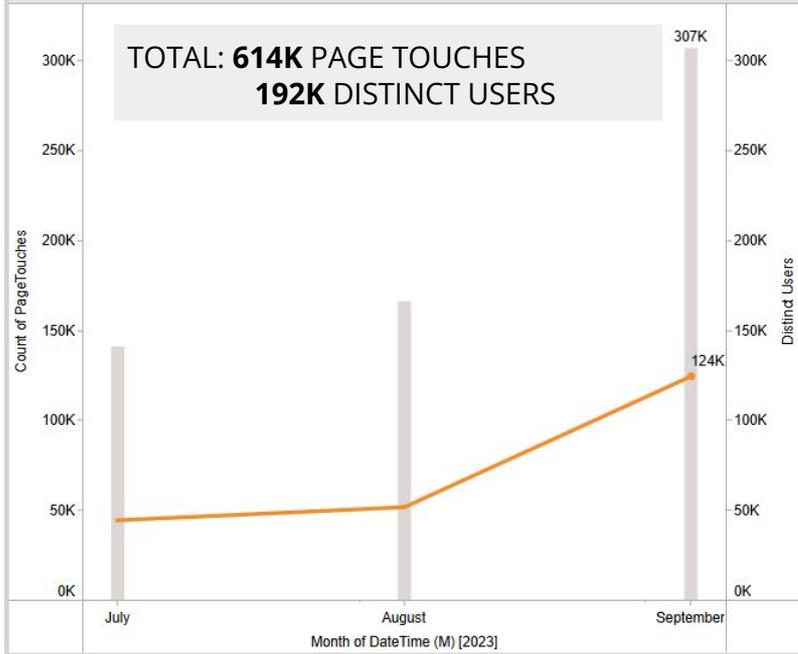
Q3 2023 / Q3 2024

JUL - SEP 2023

JUL - SEP 2024

386,465
Average monthly visits to RG Center

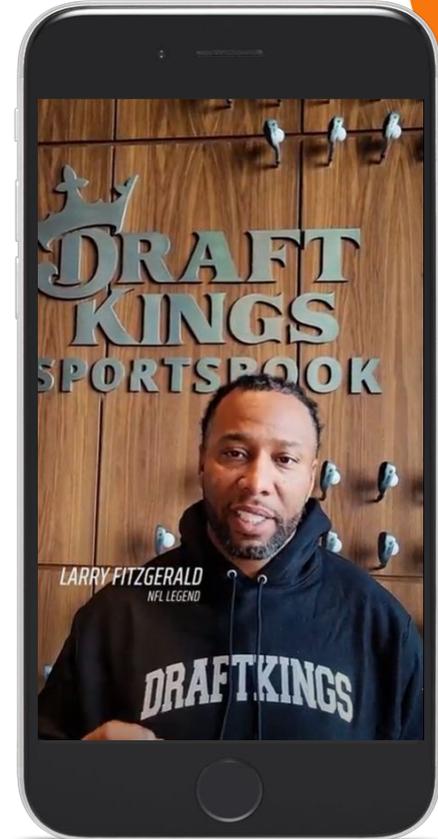
593,954
Average monthly visits to My Stat Sheet



*YoY - Jul 1, 2023 - Sep 30, 2023 / Jul 1, 2024 - Sep 30, 2024, Includes net new pages, e.g., My Stat Sheet, RG Center, Deposit Methods. Patron Protection Privacy page removed from data view.

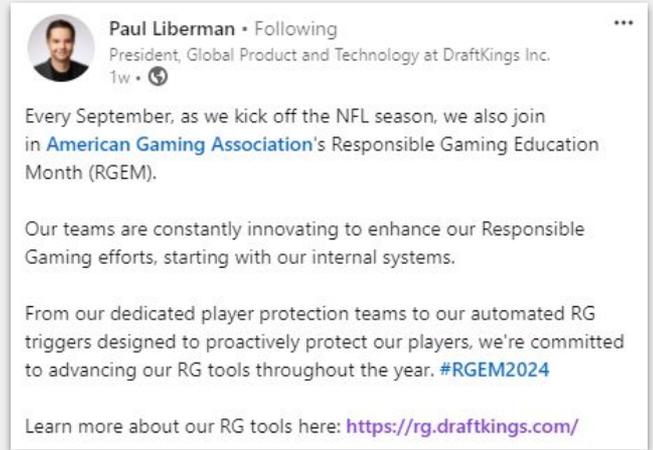
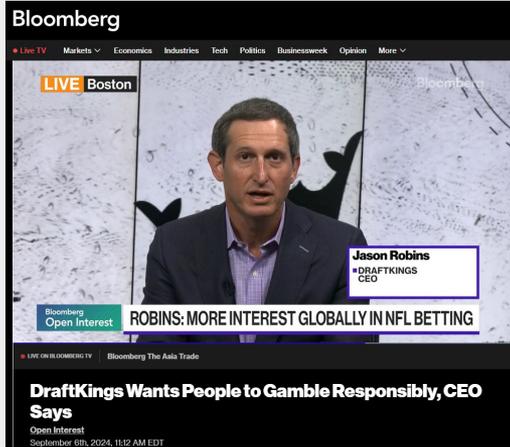
TALENT PROMOTION OF RG

- Talent:
 - Larry Fitzgerald (NFL)
 - Forrest Griffin (UFC)
 - Shawn Porter (boxer)
 - Matthew Berry (on-air talent)
 - Jon Anik (UFC on-air talent)
 - Neil Patrick Harris (entertainer)
- Promotion of My Stat Sheet and RG Center
- Theme of normalizing RG tools



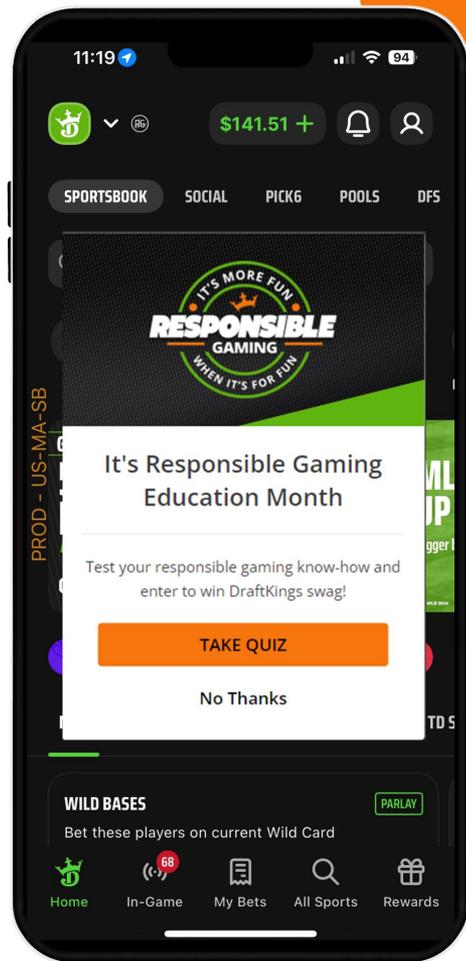
RESPONSIBLE GAMING EDUCATION MONTH: EXTERNAL HIGHLIGHTS

- Executives LinkedIn messaging (>120K impressions)
- Social Media Posts / influencers (Forrest Griffin >107K impressions)
- Free-to-Play Pool for players - RGEM quiz (>50K participants)



RESPONSIBLE GAMING EDUCATION MONTH: MASSACHUSETTS PARTNERSHIP

- Massachusetts Council on Gaming & Health hosted an RGEM-specific quiz
- DraftKings participated with in-app messaging with call-to-action for players to engage with quiz
- Pop-up message reached over 130,000 Massachusetts DraftKings players, with over 3,200 taking the quiz



RESPONSIBLE GAMING EDUCATION MONTH: INTERNAL EFFORTS

- Slack & Employee Intranet Ongoing Posts / Intranet takeover
- Employee Spotlights
- In-Office Messaging Takeover (80 screens / table tents, stickers)
- EPIC Global Solutions, Lived Experience Training
- ROGA Conversation with Lori Kalani and Jennifer Shatley
- Fireside Chat with Lori Kalani & Zach Maybury (800+ attendees on Zoom, ~150 in person)
- End-of-Month Wrap with Employee Quiz / Raffle





THE CROWN
IS YOURS

COMMUNITY, OUTREACH & CHARITABLE IMPACTS

Q3 2024





DRAFTKINGS GATHER ON THE GREEN BOSTON

July 8, 2024



DraftKings held its Gather on the Green event in Boston on July 8 to raise money for the local Boston community. In addition to raising money, the event was created to build a sense of belonging for our Boston community and welcome demographics to the golf course who have traditionally been excluded. Over 300 DraftKings employees attended the event and raised nearly \$100,000 which was split between the three selected charities:

- **Casa Myrna:** Boston's largest provider of domestic violence awareness efforts and of shelter and supportive services to survivors. They offer a comprehensive range of services, available in both Spanish and English, providing survivors with tools to recover from the trauma of abuse and begin to build sustainable self-sufficiency.
- **Kings Amongst Kings:** The mission of KAK is to empower black men on their journey towards holistic wellness. They are committed to addressing the often-overlooked aspects of mental health, financial stability, and physical wellbeing.
- **Blue Foundation:** The mission of BLUE is focused on the development of strong, sustainable, LGBTQIA+ community functions and relationships. They are committed to improving social and emotional outcomes for the black/brown/latinx LGBTQIA+ community by providing wellness support, coordinating services, and trauma informed care.

DK S.E.R.V.E.S. WOMEN'S OLYMPICS CAMPAIGN

For the Summer Olympics, DraftKings S.E.R.V.E.S. ran a campaign to raise money and awareness for the Women's Sports Foundation. We hosted a free-to-play pool specifically for women's sporting events and donated \$5 for every free entry into the contest, up to \$50,000. The campaign resulted in over 54,000 entries into the free-to-play pool.



DRAFTKINGS TECH FOR HEROES GRADUATION

On August 29, 2024 over two dozen additional veterans and military spouses participated in a graduation ceremony after completing the VetsinTech web development class on Python coding 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.



MASHANTUCKET PEQUOT TRIBAL NATION EVENTS

August 27 & September 9, 2024

DraftKings sponsored the Mashantucket Pequot Tribal Nation's **"Entrepreneur & Small Business Symposium"** on August 27, which provided education, training, networking and opportunities for local entrepreneurs in the Mashantucket Community. DraftKings also sponsored the Mashantucket Pequot Tribal Nation's **"Driving Out Diabetes"** golf event on September 9, which raised funds to help promote healthier lifestyles and support the Tribe's mission to help local at-risk communities and throughout Indian Country to live healthier, longer lives.



UMBRELLA CLUB ENDLESS SUMMER ON THE SOUND

September 8, 2024

DraftKings was a major sponsor of the Umbrella Club's Endless Summer of the Sound on September in Stamford, Connecticut. The event was held to raise money for the Umbrella Club, which is a local community-based charity in Connecticut that provides financial assistance and services to local families in need.



DANA FARBER CANCER INSTITUTE CHECK PRESENTATION

SEPTEMBER 9, 2024

On September 9 DraftKings presented a check for \$55,000 to the Dana Farber Cancer Institute during the Boston Red Sox pregame ceremony at Fenway Park. DraftKings is the presenting sponsor of the 2024 Jimmy Fund Day at Fenway, which helped give patients at Dana-Farber Cancer Institute the experience of a lifetime, 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.





THE CROWN
IS YOURS

THANK YOU

