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# DRAFTKINGS

SPORTS WAGERING QUARTERLY REPORT Q4 2024



# AGENDA



Revenue



Workforce & Workforce Diversity



Vendor/Supplier Spend & Supplier Diversity



Compliance



Responsible Gaming



Community, Outreach & Charitable Impacts





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# REVENUE

Q4 2024



# REVENUE

## Q4 2024

MONTH	TOTAL SW REVENUE	MA SW TAXES COLLECTED	HOLD %
October	\$25,402,537	\$4,893,099	6.6%
November	\$45,127,702	\$8,837,820	11.7%
December	\$30,493,408	\$5,921,507	8.4%
<b>TOTALS</b>	<b>\$ 101,023,647</b>	<b>\$19,652,426</b>	<b>8.9%</b>

## 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%
<b>TOTALS</b>	<b>\$77,257,176</b>	<b>\$15,069,270</b>	<b>9.8%</b>

# REVENUE

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%

Q1 2024

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%



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# WORKFORCE & WORKFORCE DIVERSITY

Q4 2024



# WORKFORCE DIVERSITY- FY2024

Throughout 2024, DraftKings recruitment efforts had a positive impact on diversity in hiring. Hiring rates for women and non-White employees matched or exceeded current representation levels, with 31.6% of new hires globally self-identifying as female and 41.9% of new U.S. hires self-identifying as non-White.

Year over year we have increased the overall headcount of women and non-white employees, but due to global growth across DraftKings this past year, representation levels slightly declined. Compared to 2023, global female representation dropped from 27.2% to 26.9% and non-White U.S. representation dropped from 35.1% to 21.7%. Global veteran headcount grew and representation maintained at 1.1% year over year.

## 2025 REPRESENTATION GOALS

Global Female Representation: 35%



Global Female Leaders: 25%



US non-White: 40%



US non-White Leaders: 20%



## GLOBAL

	NON-WHITE*	WOMEN	VETERAN
SR LEADERS	9.00%	23.1%	3.6%
MANAGERS	14.40%	25.6%	1.1%
PROFESSIONALS	24.70%	27.5%	10%
TOTAL	21.70%	26.9%	1.1%

\*Global percentage of non-White employees reflects U.S. employees only

## US

	NON-WHITE	WOMEN	VETERAN
SR LEADERS	12.0%	25.7%	4.2%
MANAGERS	20.0%	29.2%	1.1%
PROFESSIONALS	35.2%	29.9%	10%
TOTAL	30.7%	29.6%	12%

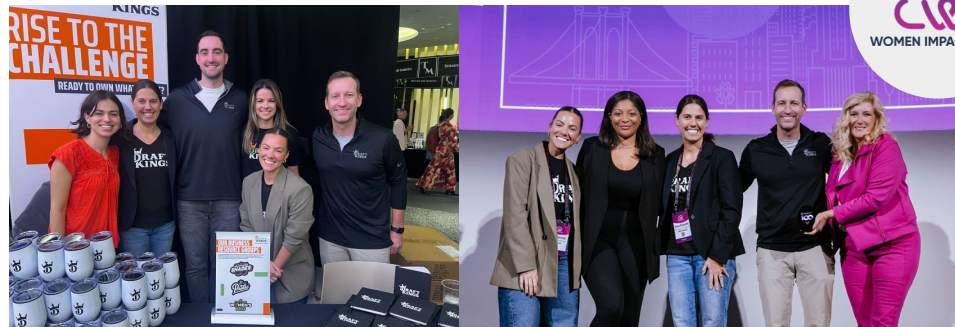
## MA

	NON-WHITE	WOMEN	VETERAN
SR LEADERS	4.4%	27.8%	5.6%
MANAGERS	17.6%	32.9%	0.9%
PROFESSIONALS	22.3%	29.4%	0.1%
TOTAL	19.6%	30.3%	0.8%

# WORKFORCE- RECRUITMENT

In Q4, DraftKings continued to focus on diversifying our workforce through recruitment efforts at conferences such as Women Impact Tech and recruitment marketing campaigns that continue to highlight our culture, benefits, and commitment to a culture of belonging.

Our efforts have been recognized by the Boston Globe, BuiltIn and Sports Business Journal as a top place to work based on our continued commitment to producing a high performing company culture.



DraftKings has a longstanding partnership with Women Impact Tech whose mission is to inspire, empower, and advance gender equity so that women can thrive in their careers. DraftKings was a sponsor for the 2024 Accelerator Conference in NYC and recognized as Women Impact Tech's 2024 list of progressive companies empowering women in tech award.





# WORKFORCE- DEVELOPMENT

DraftKings designed and executed internal development programs and tools to continue to help develop and empower our employees. DraftKings also arranged for employees to attend conferences focused on fostering diversity in tech.

## Textio

DraftKings now offers the power of AI to assist in writing high quality, actionable feedback year round through our Textio integration.



## Women's Summits

DraftKings hosted our second annual Global Product & Tech Women's summit, driving professional development and networking for over 100 of our female tech employees.



## AfroTech

Our DK Shades BRG sponsored 16 team members to attend AfroTech with the mission to connect and celebrated diversity while having meaningful conversations about growth and belonging at DraftKings.



# WORKFORCE-CONNECTIONS

In 2024, DraftKings relaunched its three Business Resource Groups (BRGs), DK Pride, DK Shades, and DK Women, with improved structure and support to create greater community, socialization, resources, and networking.

In Q4, our BRGs hosted cultural celebrations, industry event outings and in-office gatherings to promote employee networking, relationship building and engagement.

We also launched our DK Veterans BRG which will focus on supporting recruitment, professional development and employee engagement programming.



Thanksgiving  
Potluck



London  
Belonging  
Council @ NFL  
London game



WISE  
Boston's  
Women of  
Inspiration  
event

  
DRAFTKINGS  
**VETERANS**  
BRG



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# VENDOR/SUPPLIER SPEND & SUPPLIER DIVERSITY

Q4 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 efforts on local recurring spending such as F&B, Industry Associations focused on diversity efforts, and partner organizations for cultural events & speakers.

	US		MA	
	Q4	FY 2024	Q4	FY 2024
TOTAL SPEND	\$814,188,171	\$2,441,402,056	\$28,154,713	\$90,338,817
MBE	\$1,853,199	\$8,812,334	\$0	\$6,102,817
WBE	\$10,140,113	\$15,168,473	\$0	\$2,385
VBE	\$0	\$500,000	\$0	\$0
DIVERSITY SPEND	\$11,993,311 (1.5%)	\$24,480,807 (1.0%)	\$0 (0.0%)	\$6,105,202 (6.8%)

Data through December 17, 2024



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# COMPLIANCE

Q4 2024



# UNDERAGE/MINOR ACCESS

Q4 2024

MONTH	USER ACCOUNTS SUSPENDED DUE TO CLAIMS OF UNDERAGE ACTIVITY*	USER ACCOUNTS REPORTED TO THE COMMISSION
October	20*	*20
November	21*	21*
December	28*	28*

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*

\* These users have made claims that an underage individual, usually a family member, placed the wager on the outcome of the event.

evidence to support that the account was being operated by an underage individual who was not the account holder.

# UNDERAGE/MINOR ACCESS

**Q2 2024**

MONTH	USER ACCOUNTS SUSPENDED DUE TO CLAIMS OF UNDERAGE ACTIVITY*	USER ACCOUNTS REPORTED TO THE COMMISSION
<b>April</b>	14*	14*
<b>May</b>	12*	12*
<b>June</b>	9*	9*

**Q1 2024**

MONTH	USER ACCOUNTS SUSPENDED DUE TO CLAIMS OF UNDERAGE ACTIVITY*	USER ACCOUNTS REPORTED TO THE COMMISSION
<b>January</b>	7*	7*
<b>February</b>	7*	7*
<b>March</b>	7*	1*

\* These users have made claims that an underage individual, usually a family member, placed the wager on the outcome of the event.

evidence to support that the account was being operated by an underage individual who was not the account holder.



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# RESPONSIBLE GAMING

Q4 2024





# SELF-EXCLUSIONS, LIMITS & COOL-OFF UTILIZATION - MA ACTIVE USERS

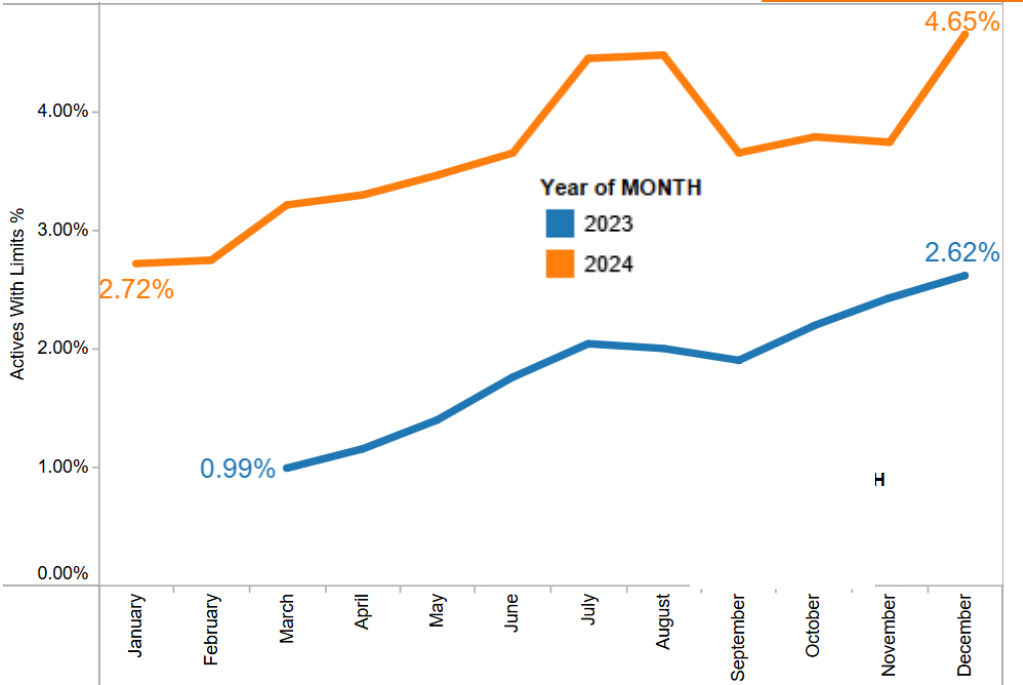
LIMITS BY TYPE  
Q4 2024

MCCVSE App Exclusions Q4 2024
418

All DraftKings players are routed from our platform Self Exclusion page to the Massachusetts state self-exclusion list.

Limit	% of MA Players (Average, Q4 2024)
Time Limit	0.079%
Deposit Limit	0.57%
Spend Limit	0.39%
Max Single Wager Limit	0.37%
Cool Off	0.48%

ACTIVE LIMIT USAGE Y/Y % OF ACTIVE TRENDS MA



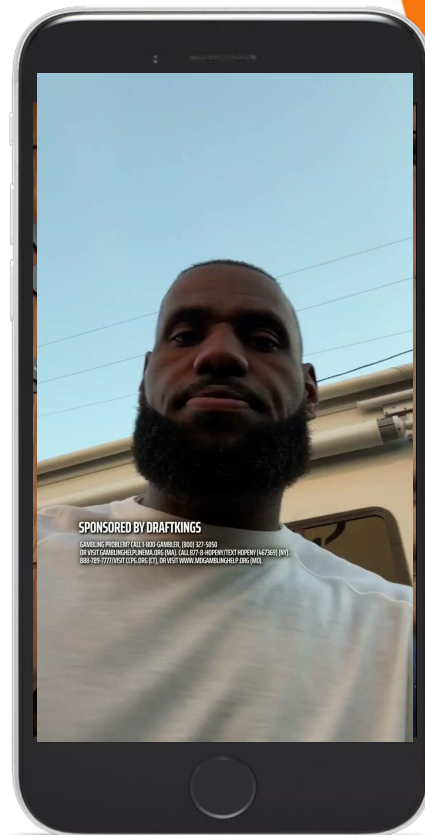
Limits includes active players (those who had the limit set for a value > 0 at any point during the period and also had a paid action on OSB/CAS/DFS during that period).

# TALENT PROMOTION OF FRG

- Talent:

- LeBron James
- Kevin Hart
- Larry Fitzgerald
- Forrest Griffin
- Shawn Porter
- Matthew Berry
- Jon Anik
- Neil Patrick Harris

- Promotion of My Stat Sheet and RGCenter



# RG TOOLS SWEEPSTAKES

DECEMBER 2024

**Context:**

Players with an active limit set were eligible to opt into a promo to be entered to win Shaq signed basketballs.

**Next Steps:** Further experimentation on promos related to limit setting and RG tooling.





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# COMMUNITY, OUTREACH & CHARITABLE IMPACTS

Q4 2024



# DRAFTKINGS TRAINS 1,000TH VETERAN

## DRAFTKINGS TECH FOR HEROES

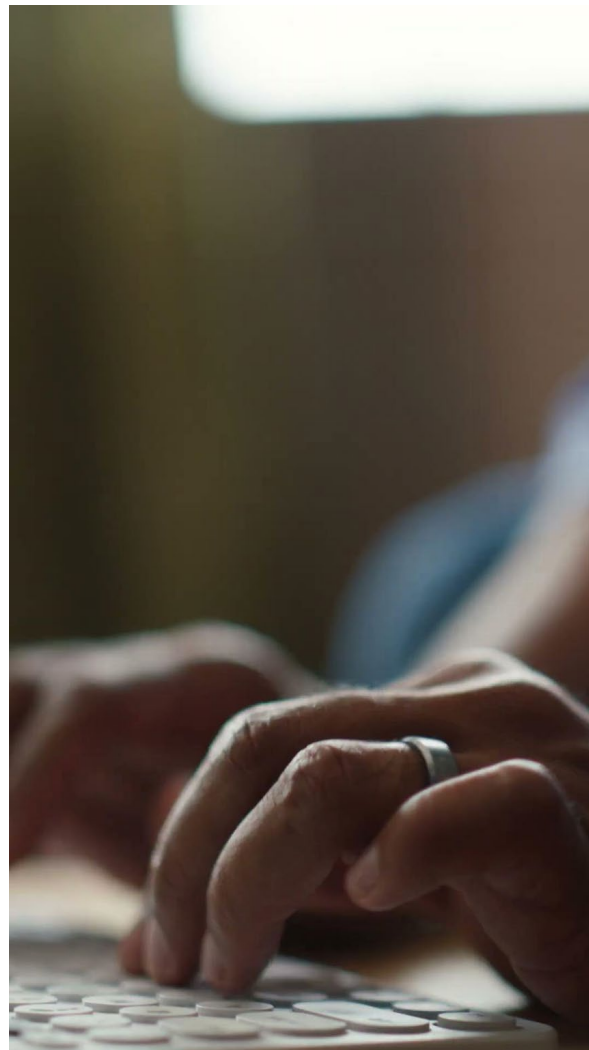
- Throughout 2024, DraftKings continued its Tech for Heroes initiative in collaboration with VetsinTech to train veterans and their spouses in high-demand tech skills, from cybersecurity to web development and more.
- **On Veteran's Day, DraftKings announced that it had reached the milestone of training over 1,000 veterans and military spouses through the Tech for Heroes program.**
- Since the inception of the Tech for Heroes program in 2018, DraftKings has donated over \$3M to empower veterans and their spouses in education and entrepreneurship, focusing on today's ever-changing technology spaces.



## TESTIMONIAL SPOT DURING NFL “SALUTE TO SERVICE”

### DRAFTKINGS TECH FOR HEROES

- In honor of Veteran’s Day and the NFL’s “Salute to Service” games, DraftKings produced a national spot highlighting testimonials from veterans who participated in DraftKings’ technical skills training program with VetsinTech.
- The spot aired nationwide during the Fox broadcast of Sunday NFL games on November 10 - the day before Veteran’s Day.

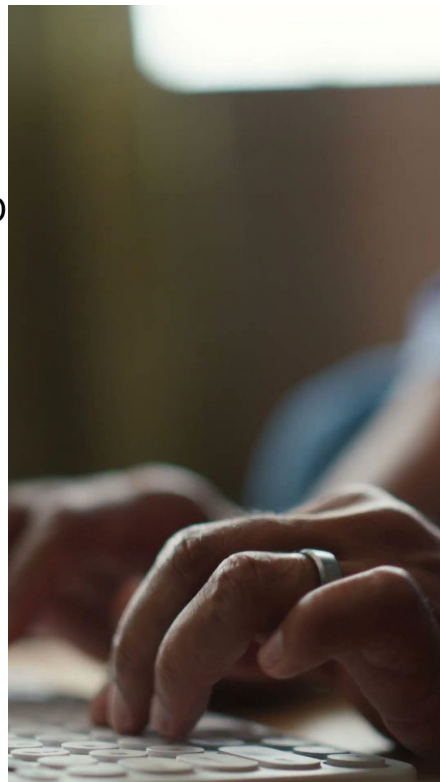




# FREE TO PLAY POOL BENEFITING VETSINTECH

## DRAFTKINGS TECH FOR HEROES

- For the Sunday Night Football game on Veteran's Day weekend, DraftKings hosted a free-to-play pool in which free entries were matched with a \$5 donation to VetsinTech.
- Through this free contest for customers, DraftKings donated \$500K to VetsinTech.
- DraftKings aired an additional national spot on Fox to bring more attention to the work of VetsinTech and to encourage sports fans to join the cause for free.



## “PINK‘EM’ WITH THE LARRY FITZGERALD FOUNDATION

- This October, DraftKings continued its annual “Pink ‘Em” campaign in support of the Larry Fitzgerald Foundation. Established in 2005, The Larry Fitzgerald Foundation has worked to provide equitable access and new pathways for women, men and families affected by breast cancer.
- Each NFL week in October, DraftKings hosts a free-to-play pick ‘em style contest for fans to choose winners of each game. DraftKings donates \$1 for the first 20,000 free entries each week. This year we saw record participation in the “Pink ‘Em.”
- For the 2024 “Pink ‘Em” campaign, DraftKings donated \$100,00 to the Larry Fitzgerald Foundation. Since the inception of the “Pink ‘Em” program in 2019, DraftKings has donated over \$600K to the Larry Fitzgerald Foundation.





## “SERVE WITH DRAFTKINGS, SERVES” - EMPLOYEE VOLUNTEER TREE PLANTING EVENTS

Over the last two years, DraftKings has hosted 16 volunteer tree planting days across all of its offices (Boston, NYC, Houston, Atlantic City, Las Vegas, London, Dublin, Sofia, Plovdiv) where employees come together to plant trees and revitalize local neighborhoods. The benefits of these volunteer events include heat and flood mitigation, strengthened tree canopies, carbon sequestration, water quality improvements, and overall environmental enhancements to the community.

**1,200**

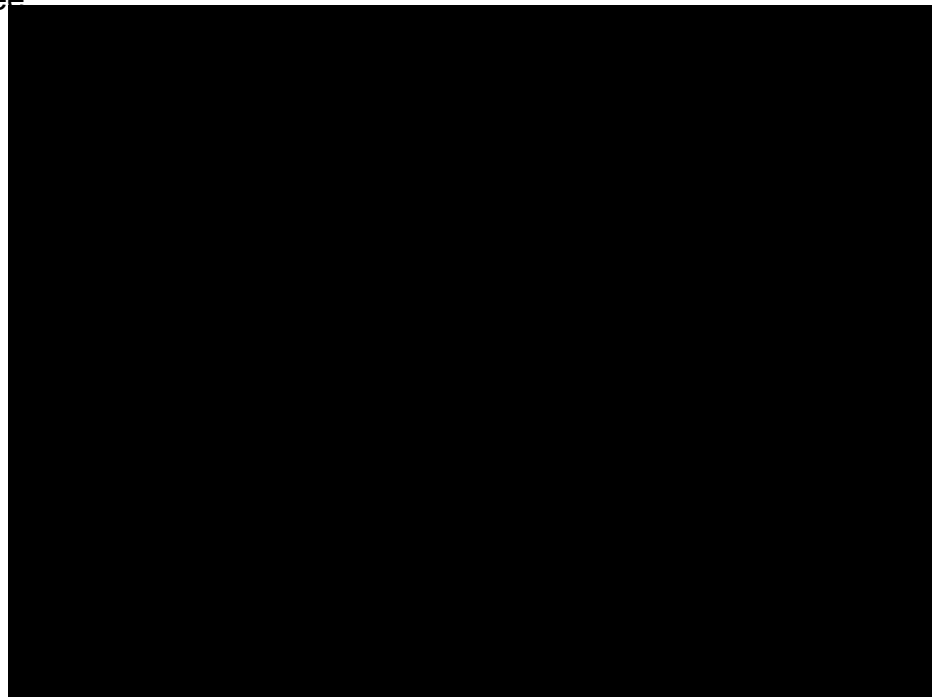
**VOLUNTEER HOURS**

**3,000**

**TREES PLANTED  
ACROSS 8 LOCATIONS  
GLOBALLY**



**Arbor Day  
Foundation®**



# BOSTON VOLUNTEER TREE PLANTING EVENTS

- In October, DraftKings hosted two employee volunteer tree planting events in Boston to support the local community and make a positive impact on the environment.
- In partnership with the Arbor Day Foundation and Tree Eastie - a Boston-area nonprofit, **over 100 DraftKings employees** volunteered to plant large trees around Constitution Beach.
- Constitution Beach is comprised of 84 acres and due to its dangerous lack of shade, the area suffers from heat mitigation issues. This, along with the significant impact of noise and air pollution from Logan Airport (located in East Boston) makes East Boston very vulnerable from an environmental standpoint. As part of a greater revitalization effort across the East Boston community, our work helped to increase tree canopy.



# CAM NEELY FOUNDATION

## COMICS COME HOME

- In November 2024, DraftKings served as the presenting sponsor of Comics Come Home, the longest-running comedy fundraiser in the country.
- One hundred percent of the proceeds from Comics Come Home go directly to the Cam Neely Foundation, dedicated to addressing the most immediate needs of cancer patients and their families.
- DraftKings donation of \$100,000 supports this critical work being done by the foundation.



# EMPLOYEE DONATIONS FOR THE HOLIDAYS

## DRAFTKINGS' "HOLIDAY GIVE-BACK" PROGRAM

- Each December, DraftKings S.E.R.V.E.S. holds its annual "Give-Back" program to give employees an opportunity to decide where the company's philanthropic efforts are directed, with nearly \$200K having been donated to local nonprofits.
- Employees in every DraftKings office are given an opportunity to nominate and vote on a local nonprofit organization to receive a \$10,000 donation.
- **In December 2024, Boston DraftKings employees nominated and selected the Testicular Cancer Society to receive a \$10,000 donation.**
  - TSC raises awareness for the most common form of cancer in men 15-35, with a goal of providing education about the disease and supporting fighters, survivors, and caregivers.





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**THANK YOU**

