



THE CROWN
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DRAFTKINGS

SPORTS WAGERING QUARTERLY REPORT Q1 2025



AGENDA



Revenue



Workforce & Workforce Diversity



Vendor/Supplier Spend & Supplier Diversity



Compliance



Responsible Gaming



Community, Outreach & Charitable Impacts





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REVENUE

Q1 2025



REVENUE

Q1 2025

MONTH	TOTAL SW REVENUE	MA SW TAXES COLLECTED	HOLD %
January	\$52,686,176	\$10,355,372	14.0%
February	\$36,781,044	\$7,205,645	11.6%
March	\$29,354,745	\$5,687,066	7.8%
TOTALS	\$118,821,965	\$23,248,083	11.1%

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%
TOTALS	\$ 101,023,647	\$19,652,426	8.9%



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WORKFORCE & WORKFORCE DIVERSITY

Q1 2025



WORKFORCE DIVERSITY - Q1 2025

Workforce Diversity for Q1 reflects sustained momentum in building inclusive representation across job levels. Women are consistently represented, with strong participation across all levels, particularly at the mid manager level, where they reach up to 34.5%. We have seen successful efforts in attracting and retaining women throughout the talent pipeline. Non-White representation is especially strong at the early career level in the US, where it peaks at 35.2%, indicating effective outreach and inclusive hiring practices in foundational roles.

Veteran representation, while smaller overall, shows encouraging trends at senior levels, with leadership roles (L4+) seeing the highest participation—up to 5.7%, specifically in Massachusetts.

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	9.5%	22.6%	4.7%
MANAGERS	14.5%	26.1%	0.9%
PROFESSIONALS	24.5%	26.8%	1.2%
TOTAL	21.6%	26.5%	1.2%

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

US

	NON-WHITE	WOMEN	VETERAN
SR. LEADERS	11.3%	25.6%	5.0%
MANAGERS	20.1%	29.8%	0.9%
PROFESSIONALS	35.2%	28.9%	1.2%
TOTAL	30.6%	29.0%	1.3%

MA

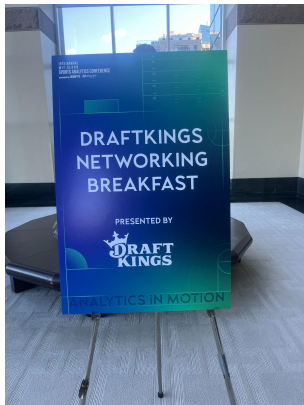
	NON-WHITE	WOMEN	VETERAN
SR. LEADERS	4.6%	28.7%	5.7%
MANAGERS	17.9%	34.5%	0.9%
PROFESSIONALS	22.0%	29.0%	0.0%
TOTAL	19.6%	30.5%	0.7%

WORKFORCE - RECRUITMENT

Q1 recruitment efforts included high engagement opportunities with local organizations and conferences. DraftKings sponsored a table at the Boston chapter of National Society of Black Engineers' (NSBE) STEM Gala.

DraftKings also sponsored the MIT SSAC with a networking breakfast and a Mentee onsite at our office. This program allowed us to engage with a portion of the MIT SSAC attendees.

MIT Sloan Sports Analytics Conference



NSBE STEM Gala



WORKFORCE - DEVELOPMENT

For 2025, DraftKings is focusing on global leadership development and inclusive leadership practices. As a part of our programming designed to develop and grow new and recently promoted managers, we include a deep dive into cultivating trusting relationships with direct report.

Outside of our manager development focused programming we also launched a global communications training program in our Bulgaria offices and will be expanding into NA, UK and Ireland next quarter. This cross-culture workshop is an interactive session designed to help leaders enhance collaboration and build stronger, more effective global teams through increased cultural awareness.

Cross-Culture Communications Trainings



PLOVDIV



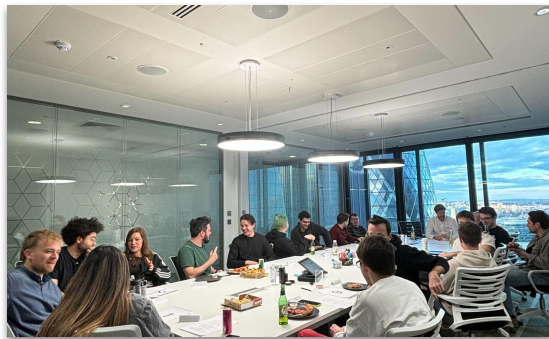
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WORKFORCE - CONNECTIONS

Aligning with our 2025 focus of global inclusion, we launched dedicated days at our global offices led by the Inclusion, Equity and Belonging (IEB) team with local office leaders to drive global connections. We use this opportunity to hear from employees to ensure our culture supports regional needs.

The goal is to better understand ways that we, as an organization, can make DraftKings feel like one community; what programs (i.e., workshops, speakers, events) are culturally aligned and relevant to promote team building, strengthen professional networks, and professional development. An immediate result was the development of our London+Dublin Belonging Council.

London + Dublin Belonging Council



Global Connection Days





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VENDOR/SUPPLIER SPEND & SUPPLIER DIVERSITY

Q1 2025



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 - GOAL: 5%		MA	
	Q1	YTD 2025	Q1	YTD 2025
TOTAL SPEND	\$873,645,139	\$873,645,139	\$39,956,929	\$39,956,929
MBE	\$6,608,656	\$6,608,656	\$0	\$0
WBE	\$11,677,833	\$11,677,833	\$7,560	\$7,560
VBE	\$0	\$0	\$0	\$0
DIVERSITY SPEND	\$18,286,489 (2%)	\$18,286,489 (2%)	\$7560 (0.0%)	\$7560 (0.0%)

Data through December 17, 2024



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COMPLIANCE

Q1 2025



UNDERAGE/MINOR ACCESS

Q1 2025

METRIC	January	February	March	Total
Underage Registration Attempts (Did Not Pass KYC)	813	972	390	2175
Suspected Underage Use of Account	25	23	30	78
Confirmed Underage Use of Account	1	0	0	1



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RESPONSIBLE GAMING

Q1 2025



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

LIMITS BY TYPE

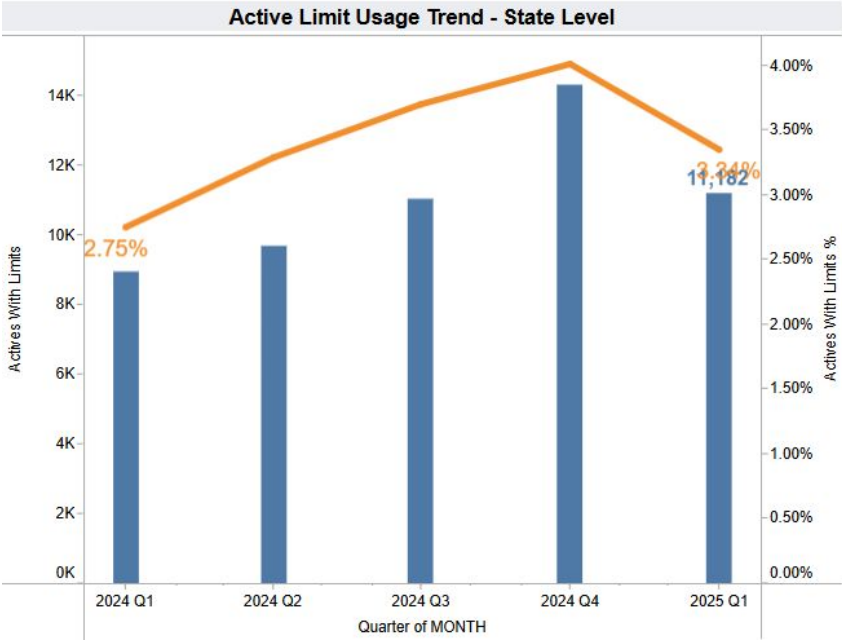
MGC VSE App Exclusions Q1 2025

170

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

Limit	% of MA Players (Average, Q1 2025)
Time Limit	0.03%
Deposit Limit	0.30%
Spend Limit	0.11%
Max Single Wager Limit	0.10%
Cool Off	0.51%
TOTAL	1.06%

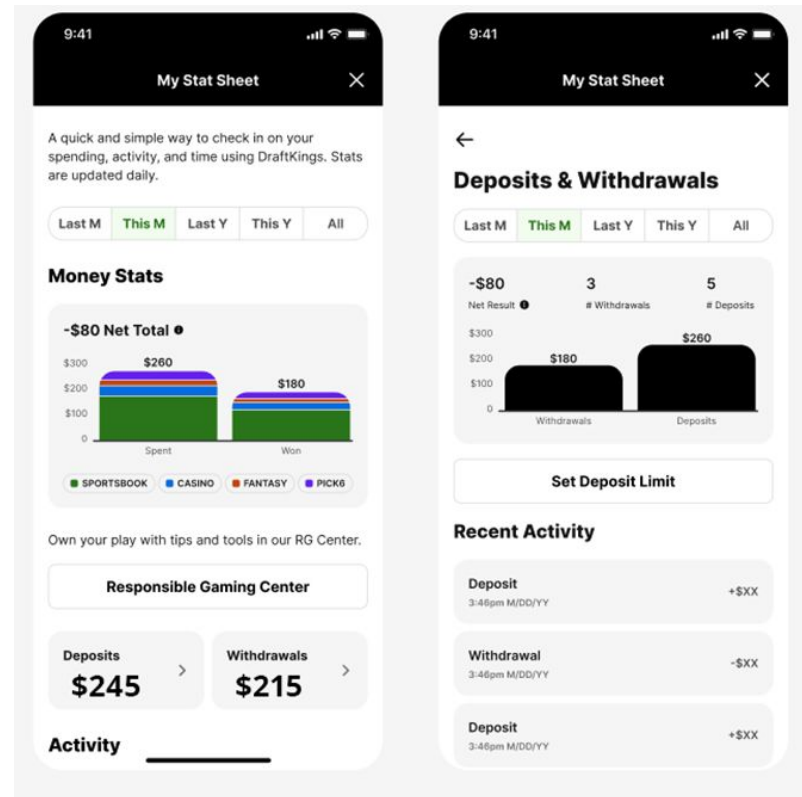
ACTIVE LIMIT USAGE Y/Y % OF ACTIVES TREND, MA



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).

ONE-YEAR ANNIVERSARY OF MY STAT SHEET

- Launched in March 2024, My Stat Sheet is the first-of-its-kind feature providing players with personalized gaming insights through intuitive charts and data.
- Similar to screen time or fitness tracking, it shows time spent, deposits, withdrawals, wagers, and net outcomes across customizable timeframes—encouraging reflection and informed decision-making.
- In just one year, nearly 50% of all DraftKings players have used the tool highlighting its role in supporting responsible play.
- My Stat Sheet had a total of **336,317** Massachusetts visits in Q1 2025 from **70,664** unique Massachusetts players.



STATE COUNCIL FUNDING RECOMMITMENT

- In March, we renewed the DraftKings State Council Funding Program, which has provided over \$2 million to state councils and affiliates of the National Council on Problem Gambling (NCPG) to support educational campaigns, training programs, and resources nationwide.
- This year, we will distribute over **\$500,000** to 34 U.S. state problem gambling councils, including the Massachusetts Council on Gaming & Health.

Right: Recent acknowledgement from the Executive Director of the Arkansas Problem Gambling Council of DraftKings support.



Vena Schexnayder • 1st
Executive Director|MSW|Compliance Consultant|Public Speaker
1w • Edited •

As tournament season and March Madness draw to a close, the final bracket showcases two teams vying for victory. Amidst the basketball excitement, the focus shifts towards a crucial goal: raising awareness for [#PGAM2025](#). The essence of Problem Gambling Awareness Month's theme, "Seeking Understanding," transcends beyond a mere month or two, resonating throughout the entire year.

PGAM serves as a beacon for individuals in need, offering vital resources and educational support for those grappling with problem gambling addiction and mental health challenges. The [Arkansas Problem Gambling Council](#) stands ready to assist those impacted by such issues, fostering a community of understanding and empathy.

In our pursuit of responsible gaming interventions, let us remember key practices:

- 🎲 Check Limits
- 🗣️ Check in With Others
- 🆘 Call for Help

A grateful acknowledgment goes out to [DraftKings Inc.](#) for their unwavering commitment to [#RESPONSIBLEGAMBLING](#) Education and Support, sponsoring the dissemination of this crucial message.



PROBLEM GAMBLING AWARENESS MONTH (PGAM): GAMBLING DISORDER SCREENING DAY

Gambling Disorder Screening Day (GDSD) is held each year the second Tuesday in March.

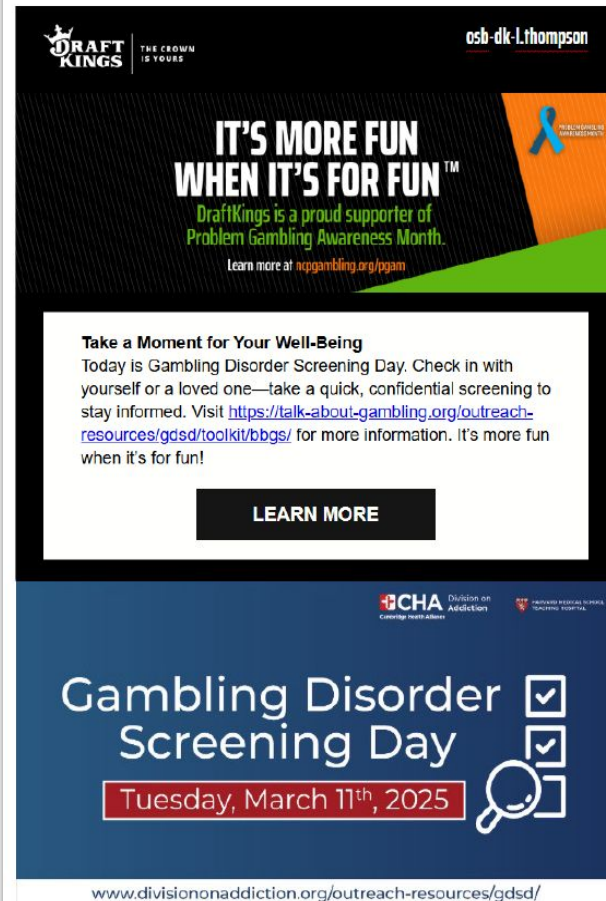
- DraftKings supported a GDSD activation at the March 11 Bruins Game, sponsored by Cambridge Health Alliance (CHA)
 - CHA's GDSD message was featured on the jumbotron for "What's Bruin"
 - In-person tabling event hosted by CHA provided screening in 5 languages and support materials
- Email CRM sent to all players on March 11 promoting GDSD, reaching **135,174** Massachusetts DraftKings players



Above: "What's Bruin" featured GDSD at the March 11 Boston Bruins game.

Right: GDSD-dedicated email sent to all MA players.

From: DraftKings Sportbook <draftkings@email.draftkings.com>
Sent: Tuesday, March 11, 2025 4:03 PM
To: Lauren Thompson <l.thompson@draftkings.com>
Subject: [EXTERNAL] Take a Moment for Your Well-Being



PGAM: STATE COUNCIL RG CENTER VISIT

- On March 11 and 12, DraftKings hosted nine State Council Executive Directors to at our headquarters in Boston for PGAM initiatives.
- Dr. Debi LaPlante, Director, Cambridge Health Alliance, Division on Addiction, presented about Gambling Disorder Screening Day.
- Council Executive Directors recorded public service announcement videos in the DraftKings studio to highlight PGAM.

Top right: Example of nine PGAM PSAs recorded in the DK studio.

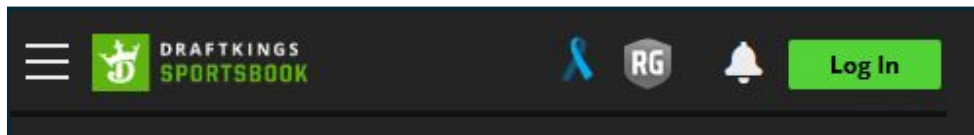
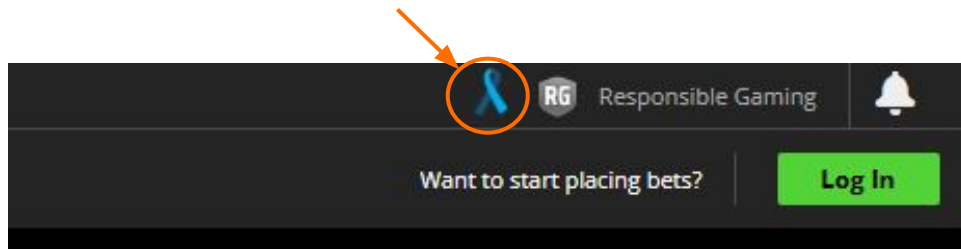
Right: Nine State Council directors visited the DraftKings office on March 12.



PGAM HIGHLIGHTED ON DRAFTKINGS PRODUCTS

All Jurisdictions:

- Blue ribbon and PGAM information added to DraftKings pages and showcased in other customer-facing materials



About Massachusetts Sports Betting

Massachusetts began offering sports betting in March 2023, and DraftKings Sportsbook launched in the state that same month. Anyone who is at least 21 years of age, has a valid United States Social Security Number, and is physically within the state of Massachusetts can bet with DraftKings Sportsbook in Massachusetts.

Sports betting in Massachusetts is regulated by the Massachusetts Gaming Commission. With that, Massachusetts has regulations that may differ from other states.

DraftKings Sportsbook offers dozens of American and international sports for users to bet on. There are also many different bet types that are unique to DraftKings such as live, in-game betting, and Teasers.

Problem Gambling Awareness Month



DraftKings is a proud partner of Problem Gambling Awareness Month.

Visit our [RG Center](#) and get familiar with information, resources, tips and tools. Grab your playbook for Responsible Gaming with DraftKings.



RESOURCES FOR PROBLEM GAMBLING HELP

← Resources for Problem Gambling Help



Think you have a gambling problem? Call for help.

If you or a loved one is experiencing problems with gambling, call (800) 327-5050 or visit <https://gamblinghelpinema.org/> to speak with a trained specialist free and confidentially.

Not ready to chat? Check out the links below covering these subjects:

NEW RG AD CAMPAIGN FEATURING KENNY ROGERS' "THE GAMBLER"

DraftKings' new campaign reinforces the company's commitment to Responsible Gaming, reminding players that sports betting is "more fun when it's for fun." By incorporating Kenny Rogers' well-known anthem, the ad captures the spirit of entertainment, camaraderie, and mindful play—values at the core of the DraftKings experience.

The campaign launched on March 17th and is ongoing.

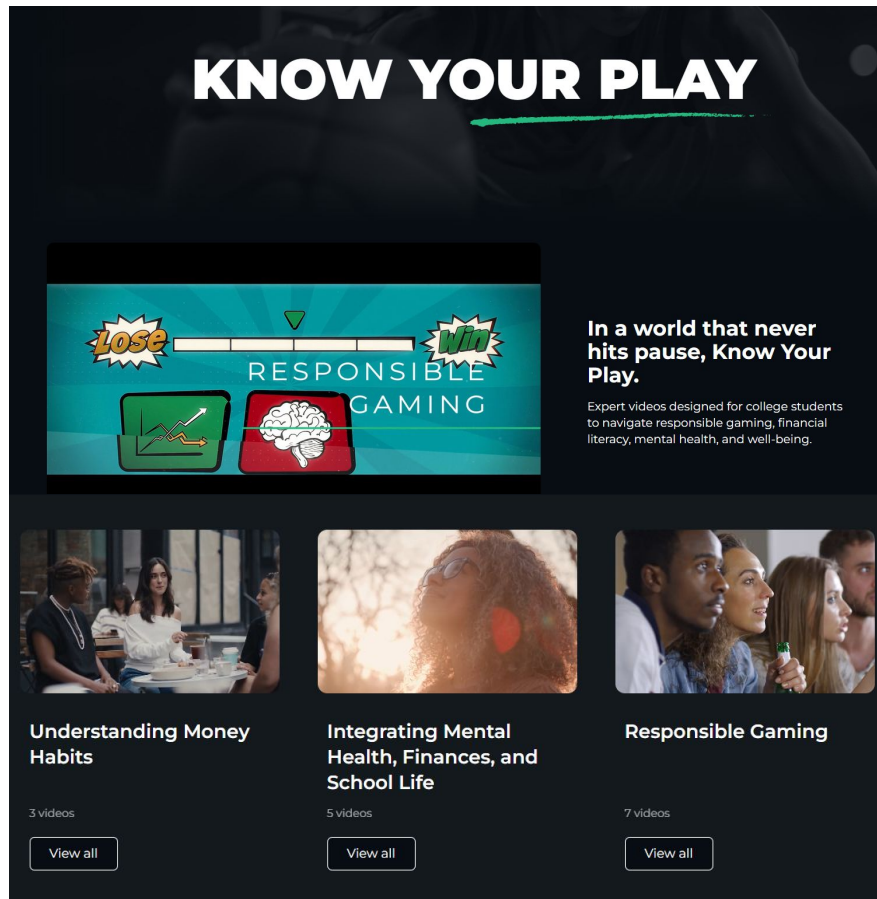


DRAFTKINGS


GAMBLING PROBLEM? CALL 1-800-GAMBLER, (800) 327-5050 or visit gamblinghelplinea.org (MA).
Call 877-8-HOPENY/text HOPENY (467369) (NY). Call 888-789-7777 visit ccpg.org (CT), or visit www.mdgambinghelp.org (MD).

RESPONSIBLE ONLINE GAMING ASSOCIATION (ROGA) EFFORTS

- The ROGA-funded **Know Your Play** collegiate education program launched in February 2025.
- EPIC Global Solutions, Kindbridge Behavioral Health, Responsible Gambling Council are vendors for this program and DraftKings RG provided leadership and subject matter expertise for the program.
- Video-based with emphasis on common gaming themes, misconceptions, financial literacy.
- For more information, visit knowyourplay.org.




KNOW YOUR PLAY

LOSE  **WIN**

RESPONSIBLE GAMING

In a world that never hits pause, Know Your Play.


Expert videos designed for college students to navigate responsible gaming, financial literacy, mental health, and well-being.



Understanding Money Habits

3 videos


[View all](#)



Integrating Mental Health, Finances, and School Life

5 videos

[View all](#)



Responsible Gaming

7 videos

[View all](#)



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COMMUNITY, OUTREACH & CHARITABLE IMPACTS

Q1 2025



DRAFTKINGS CONTINUES TRAINING VETERANS

DRAFTKINGS TECH FOR HEROES

- In Q1 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.
- For 2025 DraftKings is also supporting veterans hiring programs by participating in VetsinTech employer meetups and supporting veteran entrepreneurship by hosting local educational events for veteran entrepreneurs in collaboration with VetsinTech.
- 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.



CALIFORNIA WILDFIRE SUPPORT

- As wildfires devastated the Los Angeles community, DraftKings supported relief and recovery efforts with a \$200,000 donation to the American Red Cross and the Los Angeles Fire Department Foundation.
- These funds directly aided first responders and provided essential resources to impacted communities during an unquestionably challenging time.
- DraftKings leveraged ad inventory during the PPV broadcast of UFC 311 hosted in Los Angeles on January 18 to encourage viewers to add their own donations.



**American
Red Cross**



**LOS ANGELES
FIRE
DEPARTMENT
FOUNDATION**



“SERVE WITH DK S.E.R.V.E.S.”- EMPLOYEE VOLUNTEER EVENTS FOR WOMEN IN NEED

- During the month of March, DraftKings S.E.R.V.E.S. recognized International Women’s Day with a powerful, global employee volunteer initiative in partnership with United Way to assemble over 5,000 care packages for women in need by providing essentials such as hygiene products, journals, and home items.
- 300+ employees participated in local volunteer events across DraftKings offices including Boston, New York, Las Vegas, London, Dublin, Sofia, Plovdiv, and Tel Aviv. This amounted to 600 volunteer hours across the company.
- This marks the second consecutive year of a DraftKings S.E.R.V.E.S. collaboration with United Way to empower women, surpassing a total of 10,000 kits assembled across both years.



600

VOLUNTEER HOURS

5,000

**CARE PACKAGES FOR
WOMEN**

BOSTON EMPLOYEE VOLUNTEER EVENT FOR WOMEN IN NEED

- At DraftKings' Boston headquarters, **75** employee volunteers came together to assemble **1,000** essential hygiene kits to support basic needs for women in need while also reinforcing dignity and care for women facing housing instability, economic hardship and health crises.
- These kits were distributed to community organizations serving women across Greater Boston, including Pine Street Inn, Health Care for Homeless Veterans, Justice 4 Housing, Father Bill's & MainSpring, La Colaborativa, Project Hope, Catholic Charities, and Heading Home.



UNITED NEGRO COLLEGE FUND

UNCF “A MIND IS...” NEW ENGLAND GALA

- DraftKings sponsored the United Negro College Fund’s 2025 “A Mind Is...” New England Gala. The gala recognized partners and allies of UNCF who have helped to advance educational opportunities in Massachusetts.
- DraftKings’ Chief People Officer, Linda Aiello, attended the event along with other DraftKings employees to show support for UNCF’s mission and to recognize DraftKings Board Member Val Moseley, who was honored at the event.





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THANK YOU

