



Q4 2023 Sports Wagering Report

February 2024

CONFIDENTIAL TREATMENT REQUESTED

Who you will hear from today

CORY FOX

VP, Product & New Market Compliance

KEITA YOUNG

Sr. Director, DE&I

JILL WATKINS

Sr. Director, Responsible Gaming Strategy and Operations

AGENDA

1

Revenue

2

Compliance

3

Workforce / Workforce Diversity

4

Vendor/Supplier Spend / Supplier Diversity

5

Responsible Gaming

6

Charitable Impact

Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Margin %
October 2023	\$15,536,305.20	\$3,107,261.06	10.23%
November 2023	\$12,121,983.98	\$2,424,396.79	6.92%
December 2023	\$19,342,806.13	\$3,868,561.25	10.57%
TOTALS	\$47,001,095.31	\$9,400,219.10	9.20%

Compliance

Minors and Underage Report

Q4 2023	Found sports wagering or attempting to SW on a SW platform	Turned over to proper law enforcement authority by the SW operator	Account Suspended due to underage activity
October 2023	0	0	0
November 2023	0	0	0
December 2023	0	0	0
TOTAL	0	0	0

Our DE&I Strategy

4 Primary Focus Areas



Diverse Sourcing & Hiring



Increase diversity of candidates considered and interviewed for open roles through enhanced processes and recruiting strategies



Talent & Development



Create an intentional, all encompassing talent management processes to identify and develop diverse internal talent.



Community & Culture



Craft and deliver an action plan that will drive an overarching inclusive atmosphere and workplace



Employee Engagement & Communications



Drive greater employee engagement and buy-in through a clearly articulated diversity strategy



2023 Initiatives

Diverse Sourcing & Hiring

- Diversity Recruiting Committee (2024)
- Diverse Slates for Leadership Roles
- DE&I Partnerships Expansion & Diverse Focused Hiring Events
- Newly Created Pipeline Programs
 - Veterans Internship Program
 - UK Returners Program
- Expansion of Diversity Outreach
 - 1st HBCU Community Connection Event
 - Bet On Black Tech Summit
- Improved Inclusive External Recruiting Messaging

Talent & Development

- Creation of Women's Leadership Programs (Senior & Emerging)
- Partnership with McKinsey & Company
 - Black Leadership Academy
 - Asian Leadership Academy
- Formal Diversity Training in Leadership Forum
- Launch of formal talent review process with DE&I lens

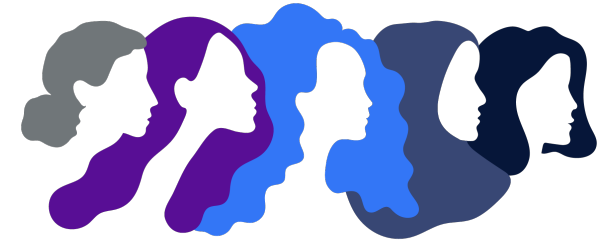
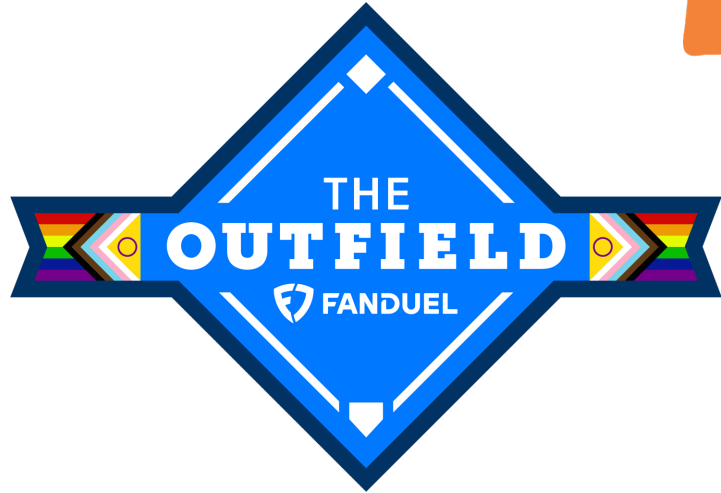


2023 Initiatives



Community & Culture & Employee Engagement

- Cultural Moments & Activations
 - (ethnic/racial group monthly cultural celebrations and activities)
- Expansion of LGBTQIA+ Moments
 - (LGBTQIA+ week (Oct 2023), Transgender Guidelines, Transgender Awareness Month Celebration (Nov 2023))
- Investment in ERGs & Interest Groups (7 ERGs & 2 Interest Groups)
 - BOLD (Black, African Americans)
 - SPEAK (AAPI community)
 - The Outfield (LGTBQIA+)
 - WIN (Women)
 - HOLA (Hispanic/Latin)
 - FanDuel Amazing Minorities Ethnicity (UK)
- ERG Leads Summit
- Implementation of 'Huddles' Series – DEI Listening Sessions
 - The What and The Why of DE&I
 - Identity
 - Micro-Aggressions/Micro-Affirmations
 - Allyship & DE&I
 - Cultural Fit vs. Cultural Add
 - Inclusive Language
 - Code Switching
- Breaking Barriers External Speaker Series



DE&I impact from 2023's projects



Diverse Sourcing & Hiring

- ✓ ~51% of overall new hires have been diverse
- ✓ Established stronger ties with DE&I pipeline organizations (11 organizations in '23)



Talent & Development

- ✓ Held Women's Leadership Development Program for Senior and Emerging leaders with ~100 participants
- ✓ Conducted McKinsey's Black Leadership Academy & Asian Leadership Academy with nearly 80 associate and manager-level employees, who participated in >30 hours of professional development



Community & Culture

- ✓ Revamped ERG framework across our four organizations (BOLD, SPEAK, The Outfield, and WIN)
- ✓ Established five interest groups, including Military / Veterans, Neurodiversity, Jewish Interest, FAME UK, and HOLA
- ✓ Held six Huddle discussions



Employee Engagement & Communications

- ✓ Kicked off quarterly metrics reporting across gender and racial & ethnic diversity to provide appropriate benchmarking and measure progress
- ✓ Created informal comprehensive DE&I training around bias, inclusive leadership, allyship, etc.

Workforce Diversity

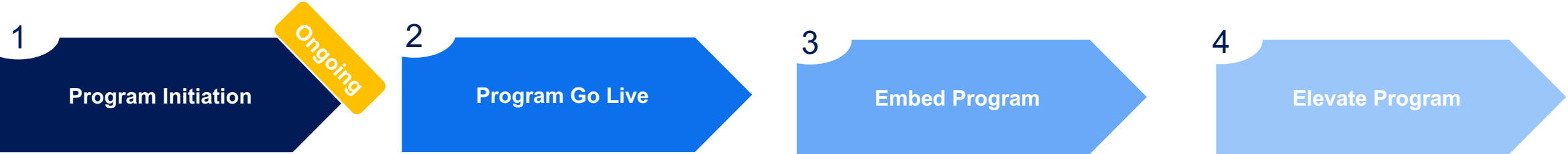
# of Employees in each Category	Minority	Women	Veteran	MA Resident	Total Number of employees
Executive VP+	7 8.5%	21 25.6%	Unknown	1 1.2%	82
Sr. Director Director Sr. Manager Manager Supervisor	369 26.8%	320 23.2%	Unknown	7 0.5%	1,379
Non-Manager Entry Level	959 47.8%	717 35.7%	Unknown	14 0.7%	2008
Totals	1,335 38.5%	1,058 30.5%	Unknown	22 0.6%	3,469

Data Information

- Employees as of 1/29/2024
- US, UK, and CAN employees
- Excludes Temps, Contract, Intern, Secondment

Supplier Diversity (“SD”) Project Plan

Total Spend	<ul style="list-style-type: none"> • Spend detail is based on accrual accounting. • It is driven by marketing costs such as TV, Digital & Radio, as well as card fees, customer verification costs and data feeds. • It doesn't include promotion free bets, wagering & other taxes, payroll or related costs and similar expenses.
Q4	
\$ 632,179,302.89	



Key Deliverables

- Post RFP, Supplier.io identified as preferred solution to support supplier diversity program
- Contract expected to be signed Feb'24

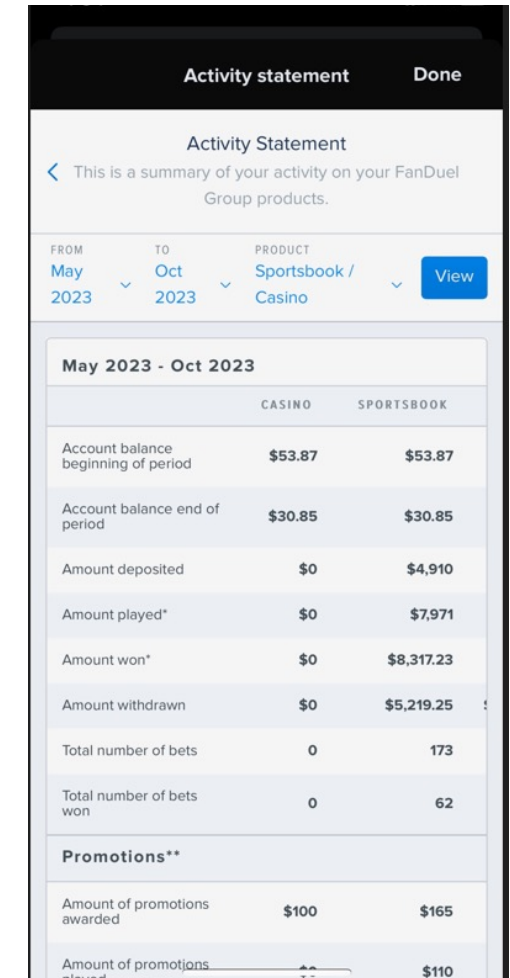
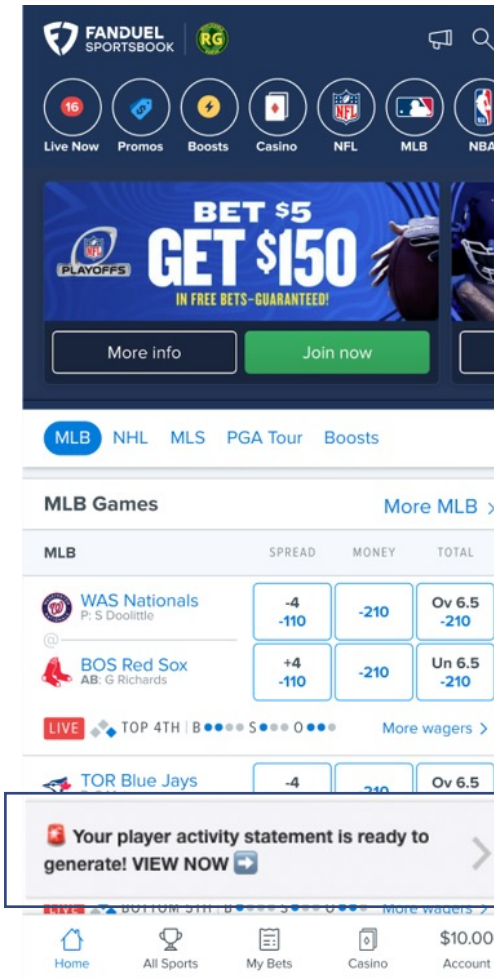
- System Go Live
- SD Program Goals defined
- Procurement procedure updated and circulated across organisation

- Implement quarterly reporting to ensure transparency

- Online registration portal
- Actively connecting with diverse suppliers

Responsible Gaming: RG Tool Usage

Tool Type	% Active Tool Users ¹
Deposit Limit	2.0%
Max Play Time	0.1%
Wager Limit	0.4%
Max Wager Size	0.3%
PAS	45.4%



¹ Quarterly Active Tool as a percentage of registered MA accounts with paid activity in Q4

Responsible Gaming: RG Tool Usage



- **0.2%** of registered MA accounts elected to take a timeout in Q4 with an average length of **69 days**.¹
- Within the FanDuel product we direct customers to the GameSense website to learn more about the VSE program.

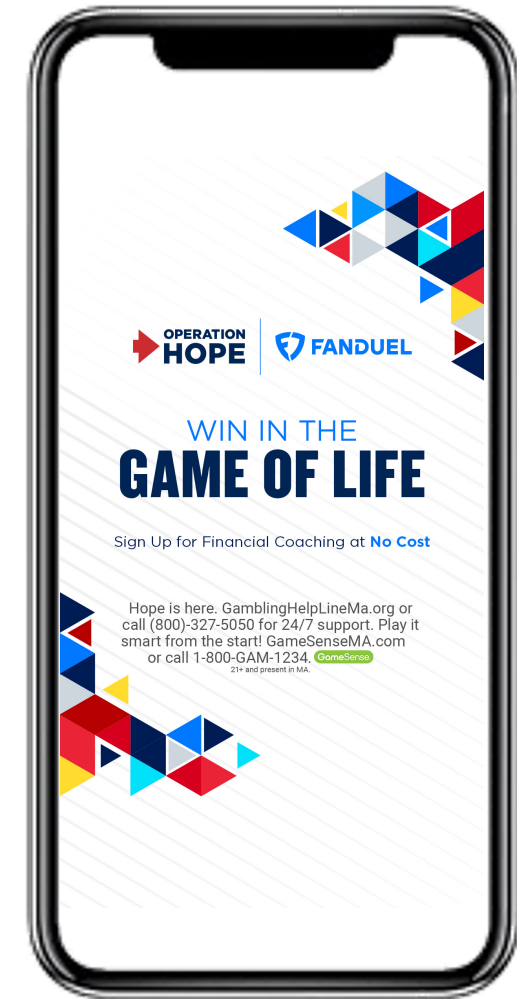
¹ Timeouts are breaks from the user's FanDuel account that range in length from 3 to 365 days. Users can elect to take longer breaks through the form of self-exclusions. Users took a timeout at least once in the quarter and may not be in an active exclusion as of the end of the quarter.

Operation Hope Partnership Launch

- In January, FanDuel launched a new partnership with America's leading non-profit dedicated to financial literacy, Operation Hope, to bring their HOPE Inside program to Massachusetts.
- Program provides MA residents with access to Financial Wellbeing Coaches, offering virtual and in-person financial health sessions at no cost.

Program overview:

- Three HOPE Inside coaches, located across the state, provide individuals...
 - financial knowledge and tools to create a secure future
 - strategies to build savings
 - improve FICO (credit) scores
 - decrease debt
- Supported with FanDuel media spend across social (Meta, Twitter/X, Snap), radio (focused in Boston on WBZ-FM (98.5) and WEEI-FM (93.7)) and out-of-home
- Ads promote awareness of the program and drive to a landing page with links to sign up for coaching and workshops
- Program impact reporting beginning in Q2



Partnership Video




HOPE Inside Program

FINANCIAL COACHING IN MASSACHUSETTS

Through support from FanDuel, Operation HOPE will implement its HOPE Inside program, giving Massachusetts residents access to Financial Wellbeing Coaches who will offer virtual and in-person financial health sessions across the state at no cost.

To learn more about HOPE Inside program resources available in Massachusetts, please reach out to a program coach.

ADAM SPENCER
FINANCIAL WELLBEING COACH | BOSTON, MA



Adam Spencer is a Financial Wellbeing Coach in Boston, Massachusetts for our partner FanDuel. He is working with Operation HOPE's clients helping individuals learn more about financial literacy. Massachusetts's residents will gain a greater understanding of how to manage money, budget effectively, and increase their credit scores. Adam is excited to work with individuals to support them in achieving their financial goals.

adam.spencer@operationhope.org

CHECK OUT UPCOMING EVENTS WITH ADAM SCHEDULE TIME WITH ADAM

ADAM BERNDT
FINANCIAL WELLBEING COACH | FALL RIVER/NEW BEDFORD, MA



Financial Wellbeing Coach, Adam Berndt, is a Doctorate level professional with a passion for money management. Adam has spent his career helping others learn how to help themselves. He brings over 10 years of experience and professional education to his coaching position. Adam was a Recovery Coach and helped numerous clients with serious financial issues during that time. Adam's focus is to help provide the tools needed to create a successful financial future for all his clients.

adam.berndt@operationhope.org

CHECK OUT UPCOMING EVENTS WITH ADAM SCHEDULE TIME WITH ADAM

AMY HOERLE
FINANCIAL WELLBEING COACH | SPRINGFIELD, MA



Amy Hoerle joined Operation HOPE as a Financial Wellbeing Coach to encourage and empower Springfield, MA, community residents. Amy brings over 10 years experience in the financial field including positions as a bank teller, assistant auditor, mortgage lender and financial coach. With her diverse background of banking and extending into marketing and sales, Amy is thrilled to be part of Operation HOPE and bring her passion of financial wellness to the forefront.

amy.hoerle@operationhope.org

CHECK OUT UPCOMING EVENTS WITH AMY SCHEDULE TIME WITH AMY

Partnership and program landing page with sign-up links for workshops and 1:1 coaching



WIN IN THE GAME OF LIFE

Hope is here. GamblingHelpLineMa.org or call (800)-327-5050 for 24/7 support. Play it smart from the start! GameSenseMA.com or call 1-800-GAM-1234. GameSense 21+ and present in MA.



FINANCIAL RESPONSIBILITY IS A WINNING STRATEGY

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