



Q2 2024 Sports Wagering Report

August 2024

CONFIDENTIAL TREATMENT REQUESTED

Who you will hear from today

RICH COOPER

VP, Regulatory

KEITA YOUNG

VP, Diversity, Equity, & Inclusion

Jill Watkins

Sr. Director, Responsible Gaming Strategy and Operations

AGENDA

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Revenue

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Responsible Gaming

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Charitable Impact

Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Margin %
January 2024	\$ 19,643,442.19	\$3,928,688.44	11.38%
February 2024	\$19,851,012.70	\$3,970,202.54	11.75%
March 2024	\$16,507,872.97	\$3,301,574.59	11.91%
TOTALS	\$56,002,327.86	\$11,200,465.57	11.67%

Compliance

Confirmed Underage Use

Timeframe	Underage Patrons
Q1 2024	1
Q2 2024	1
TOTAL	2

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

Highlighted Impact of DE&I Projects/Initiatives



Diverse Sourcing

&

Hiring

Increasing % of hiring that is diverse (1H of year)

1H23 vs 1H24

6% increase (female leaders)

4% increase (URM leaders)



Talent

&

Development

Investment in diverse pipeline growth & development

McKinsey Leadership Academies

Black participants: 56+

Asian participants: 38+

Hispanic participants: 38+



Community/ Culture

&

Employee Engagement

Over 75+ ERG activations (1H24)

Self-Id Campaign

(new diversity classifications including veterans' status & LGBTQIA affiliation)

Highest Overall Employee Survey Score

Workforce Diversity*

# of Employees in each Category	Minority	Women	Veteran*	MA Resident	Total Number of employees
Executive VP+	11 12.1%	23 35.2%	0	1 1.1%	91
Sr. Director Director Sr. Manager Manager Supervisor	219 27.8%	227 28.8%	5 .6%	3 0.4%	787
Non-Manager Entry Level	1,108 40.8%	846 31.2%	3 .1%	18 0.7%	2,714
Totals	1,338 37.2%	1,096 30.5%	8 .2%	23 0.6%	3,592

Data Information

- Employees as of 7/17/2024
- US, UK, and CAN employees
- Excludes Temps, Contract, Intern, Secondment
- **New Data**

Self-ID

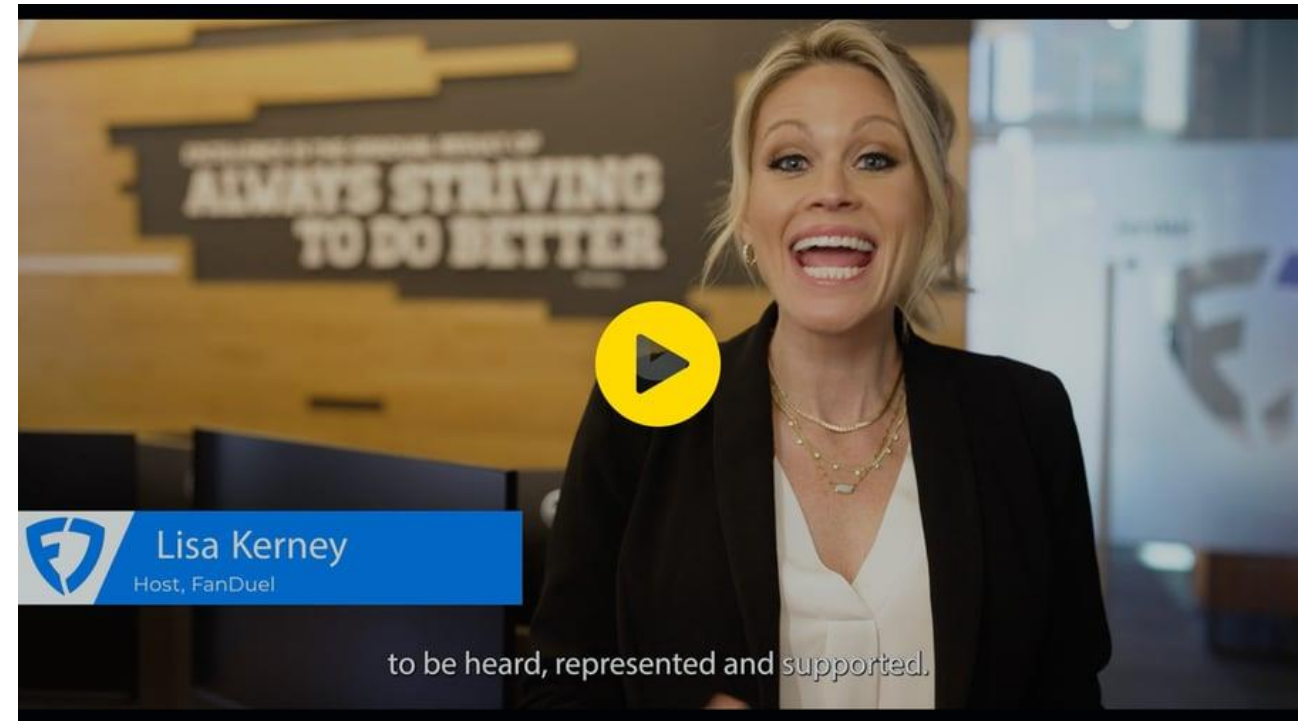
Overview:

- FanDuel's campaign to further collect workforce demographics to foster a more inclusive environment and better experience for all its employees
- More inclusive forms with new questions and expanded classifications
- Campaign involved a promotional video, digital signage in all FD offices, company-wide email, slack comms & more.

Live May 30th

Completion
is Voluntary

500+ New
Submissions



[Click Here To Watch Video](#)

8.4

Peakon Comments

Peakon Rating DIVERSITY AND INCLUSION

Definition

Employee perceptions of an organization's efforts to maintain a diverse workforce and create an environment where every individual feels included

"I LOVE FanDuel's support for diversity, equity and inclusion. I've never worked somewhere that actually puts actions to their words and celebrates all walks of life."

"...People are accepted with all their unique characteristics and qualities, and FanDuel has done a good job on that- acknowledging pronouns, respecting cultures, etc. Whether all backgrounds will have the same opportunities for career advancement is a different question than acceptance."

"I really want to underscore this one. DEI is INCREDIBLY important and I think the company does a good job promoting it. There is always room for more work and visibility in this space so I would urge the company to continue to commit additional resources to related initiatives."

ERG Recent Impacts



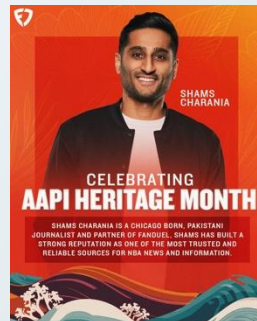
JUNE 2024: PRIDE MONTH

- ✓ The Outfield hosted activations throughout the month across all offices in the US & UK
- ✓ 425+ attendees across all events
- ✓ Cross functional collaboration with several parts of the business



MAY 2024: AAPI HERITAGE MONTH

- ✓ SPEAK had a big first half of the year, with a Global Lunar New Year Celebration in February, followed by a full month of activations in May for AAPI Heritage Month
- ✓ 450+ attendees across all events
 - ✓ 50% increase in group membership this year alone



MAY & JULY 2024: SUPPORTING HEROS

- ✓ SHIELD hosted the 2nd annual Murph Fundraiser in honor of Memorial Day. Participants opt in to the Murph Workout Challenge & each completion equated to a specific dollar amount donated.
- ✓ Money raised was utilized to create care packages for those currently deployed in the US military
- ✓ 60 care packages were created



Supplier & Diversity Spend Project Plan

Program Initiation



Program Go Live



Note: Due to overall organizational Master Data Reporting running behind actual Quarterly Reporting requests, reporting will be reflected one quarter behind on an ongoing basis

Q1 2024	Spend (\$)
Total Diverse Spend	\$44,364,402
MA Diverse Spend	\$ 28,546

- Q1 24 MA Diverse Spend was driven by a Certified WBENC (Women-Owned Business) supporting Corporate Facilities, and a Certified MBE providing Office Supplies/Consumables
- Ongoing work continues to be focused on Environmental Graphics, Office Furniture, and general Facilities.
- Overall Q1 24 MA Diverse spend has increased 244% YOY compared to Q1 23, and is already at 76% of TOTAL FY 23 Spend as of Q1 24

Embed Program



- Invest in and dedicate the resources required to develop, implement and evolve our Supplier Diversity Program – Goals, Policies, etc.
- Integrate supplier diversity criteria into the supplier selection processes – RFP's, RFQ's, Direct Negotiations
- Incorporate supplier diversity provisions into supplier contracts

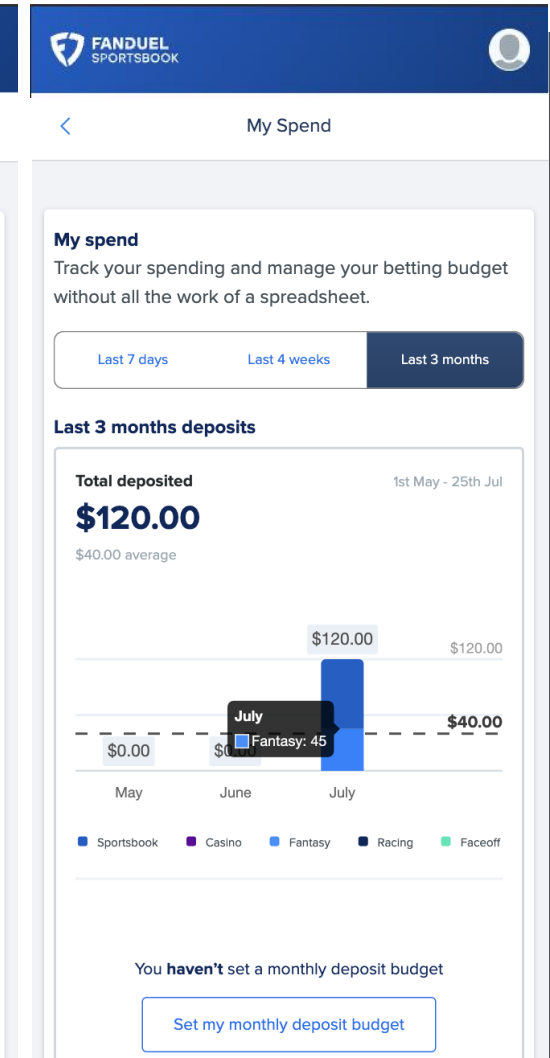
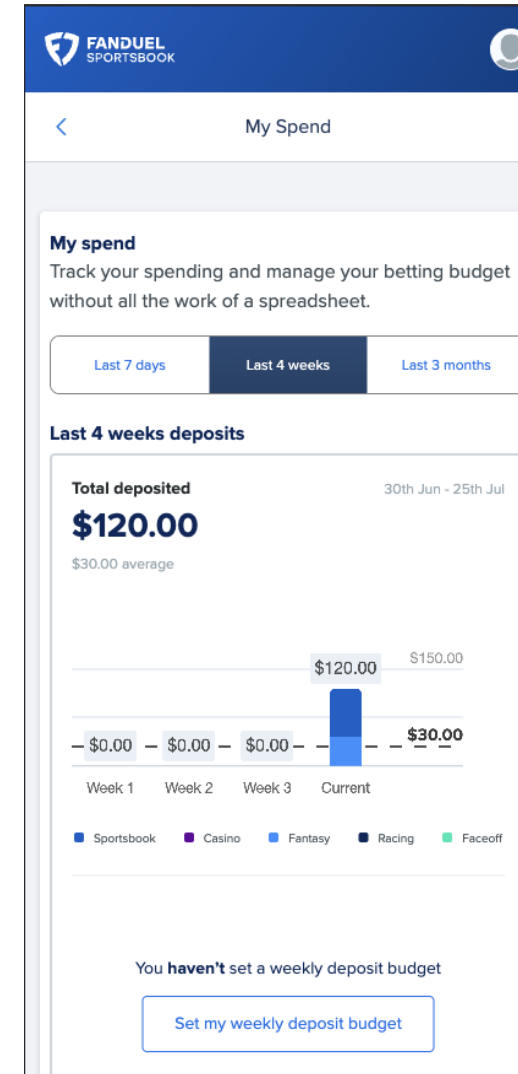
Elevate Program



- Partner with certifying agencies to educate, advocate, identify opportunities and grow our Supplier Diversity Program.
- Increase the percentage of diverse suppliers in our supply chain over the next 2-3 years
- Employ outreach efforts to identify and engage with diverse suppliers, foster collaboration/knowledge sharing with peers

Responsible Gaming: RG tool usage in MA

Tool Type	% Active Tool Users
Deposit Limit	2.9%
Max Play Time	0.2%
Wager Limit	0.7%
Max Wager Size	0.6%
PAS	23.3%



*% of Active Tool Users is defined as quarterly paid actives with recorded tool usage as a percentage of registered MA accounts with paid activity in Q1. a. Deposit, max play time, wager, and max wager size limits are as of the end of the quarter (# of quarterly paid actives with active limit as of the end of the quarter / # of quarterly paid actives). b. PAS usage percentage includes unique users across the quarter (# of quarterly paid actives who used the tool in the quarter at least once / # of quarterly paid actives). Average monthly PAS usage in Q1 2024 is closer to ~28% for MA actives

Responsible Gaming: RG tool usage in MA



0.2% of registered MA accounts elected to take a timeout in Q2 with an average length of 76 days.

Within the FanDuel product we direct customers to the GameSense website to learn more about the VSE program

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.

Kindbridge partnership expansion

- Following a Q1 pilot in New Jersey and Ohio, FanDuel has expanded its partnership with Kindbridge, a pioneering mental health service provider dedicated to supporting individuals facing challenges related to problem gambling, across all jurisdictions.
- Upon removal from the FanDuel platform, we offer self-excluded players **direct access to comprehensive mental health assessments and group support services**. Also promoted through FanDuel RG page.
- Allows self-excluded players to schedule appointments immediately with specialized problem gambling outpatient treatment providers via telehealth services.

The screenshot shows the Kindbridge Behavioral Health website. At the top, the navigation menu includes 'For People', 'For Business', 'Therapists', 'Learning & Resources', and 'About Us'. The main header features the text 'Quit gambling? Smart move.' and 'Now, explore your no-cost next steps to feeling better.' with a photo of a man. Below this is a large section titled 'Start Your Wellness Journey for Free'. It states: 'FanDuel has teamed up with Kindbridge to provide you free access to services designed to help you successfully manage your transition away from an unhealthy relationship with gambling.' The benefits listed are: 'A brief check-in with a mental health professional to learn about your needs', 'A comprehensive mental health assessment to help you understand your personal mental health status', 'Getting matched with a care provider in your area', 'A formal care plan tailored to your needs designed by you and your care provider', and 'Access to Support Groups at no cost'. There are three circular images of people: a man, a woman, and a woman at a desk. At the bottom, there are two call-to-action boxes: 'Take Your Own Screening Test' with a 'Get Started' button, and 'Join a Peer Support Group' with a 'Register Now' button.

Kindbridge Behavioral Health

For People | For Business | Therapists | Learning & Resources | About Us

Quit gambling? Smart move.

Now, explore your no-cost next steps to feeling better.

Start Your Wellness Journey for Free

FanDuel has teamed up with Kindbridge to provide you free access to services designed to help you successfully manage your transition away from an unhealthy relationship with gambling.

Your benefits include:

- ✓ A brief check-in with a mental health professional to learn about your needs
- ✓ A comprehensive mental health assessment to help you understand your personal mental health status,
- ✓ Getting matched with a care provider in your area,
- ✓ A formal care plan tailored to your needs designed by you and your care provider.
- ✓ Access to Support Groups at no cost

Connect with a team member at K
Schedule a initial screening call to

Take Your Own Screening Test

Screening tests are a great first step towards becoming more aware of how you are doing.

Get Started

Join a Peer Support Group

Connect with others in a safe space who have shared experiences. It's nonjudgemental, confidential and free.

Register Now

RGEM: Internal programming and activities

Play Well Day



- 3rd Play Well Day on 9/12
- Series of activities across offices to promote RG education and engagement

Lived Experience Sessions



- In-person and virtual lived experience sessions delivered by EPIC facilitators across offices on 9/12 and throughout September

RG Lunch & Learns



- In-person and virtual 'lunch and learn' sessions to share the work of the RG Operations team

Community Impact Activities



- Financial literacy kit packing for Operation HOPE
- Promotion of HOPE skills-based employee volunteerism program

Recognition & Rewards



- Promotion of the RG Champions program
- Weekly RG Champion recognition and gift cards awarded

RGEM: External efforts

In-product RG Educational Comms



- RG customer communications throughout September promoting RG education and tool usage

Multi-channel media plan behind RG tools creative



- Media support across channels throughout September
- Promotion of the System TVC promoting tool use and influencer RG campaign on social

RG Ambassadors & Parent Program



- New RG ambassadors - former NBA player Randy Livingston and Anita Ondine Smith.
- Trusted Voices: Conversations About Betting program launch

RG Ambassador Program

Objective: Build a team of external partners working as advocates and ambassadors to promote RG awareness and education, with goal of normalizing responsible play.

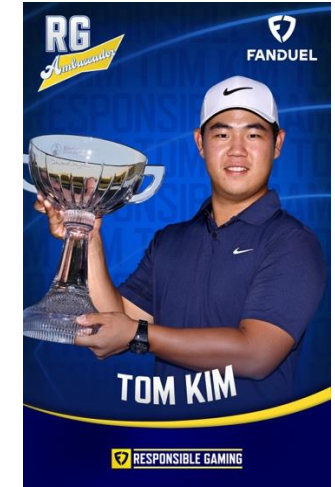
Strategy: Leverage unique voices to deliver impactful messages, raise awareness, and reduce RG stigma.

Highlights:

- 2021: **Craig Carton** became FanDuel's first national RG ambassador, using his platform to raise awareness of problem gambling.
- 2023: Expanded the team with soccer icon **Carli Lloyd** and golf star **Tom Kim**.

Key Initiatives:

- Social media campaigns during major sporting events
- Creative content to normalize RG and reduce stigma
- RG-focused sweepstakes and activations
- Craig Carton RG College Tour



Welcoming Randy & Anita to the team



Randy Livingston | Anita Ondine Smith



Lived Experience: Randy has personal history with gambling disorder and now works to raise awareness of the issue. Both advocate for families facing similar challenges.



NBA Career: Randy played as a point guard from 1996 to 2007. 11-seasons in the NBA, playing for nine teams.



Family Conversations: As parents, Randy and Anita have real-life experience talking to their children about gambling and the risks associated.



Coaching: Successful coaching career, including roles with the Idaho Stampede, LSU, and Isidore Newman School where the team won state titles in 2022, 2023 and 2024.

Phased approach to program launch

Video series supported across digital starting in late August, driving to the program website, www.conversationsaboutbetting.com

Video Series



- Randy & Anita's story
- Starting the conversation
- Know the risks
- Warning signs
- Proxy betting
- Message for coaches

Downloadable Resources



- Downloadable one-pagers developed by EPIC Global Solutions
- Parent-focused financial literacy content from Operation HOPE

Support Directory



- List of organizations for support on problem gambling, financial literacy education, RG education and more.
- List developed in partnership with EPIC Global Solutions

Community Impact updates

Operation HOPE:

- Expanded scope of HOPE Inside financial literacy program in Massachusetts to include promotion of the resource through GameSense advisors.
- HOPE coaches participated in virtual trainings for GameSense advisors in August and visited physical locations.
- Continued expansion of FanDuel support of Operation HOPE, including new markets.

Internal FanDuel programs and activities:

- Launched an employee matching program where FanDuel is matching up to \$500/employee per year
- Participation in HOPE's skills-based volunteerism program in support of the 1 Million Black Businesses Initiative
- Massachusetts-based FanDuel employees participating in 9/11 Day of Service in Boston to pack meals in partnership with Feeding America (supporting local food banks).

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](#)