



Q3 2024 Sports Wagering Report

November 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

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Sr. Director, Responsible Gaming

AGENDA

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Charitable Impact

Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Margin %
July 2024	\$ 12,862,355.83	\$2,572,471.17	10.97%
August 2024	\$10,667,972.31	\$2,133,594.46	9.27%
September 2024	\$22,056,682.23	\$4,411,336.45	12.33%
TOTALS	\$45,587,010.37	\$9,117,402.06	11.08%

Compliance

Underage Report Metrics

Metric	July 2024	August 2024	September 2024	Total
Underage Registration Attempts	7	20	23	50
Suspected Underage Use of an Account	5	0	37	42
Confirmed Underage Use of an Account	1	0	3	4

Revisions To DE&I Strategy

Primary Focus Areas



Workforce Enhancement



Implement intentional measures to increase and retain workforce diversity



Inclusion & Culture



Create an equitable work culture where EVERY individual feels valued, and respected



Highlighted Impact of DE&I Projects/Initiatives During 3rd Quarter



Workforce Enhancement

Candidate Slate Guidelines focusing on leadership levels

Targeted **DEI/Business Unit alignment** to identify areas of improvement/opportunities (examples)

- Neurodiversity training
- Partnership with People of Color In Tech; Women In Automation; AISES

Launch of 2nd Cohort of McKinsey Leadership Academies for Black & Asian participants (44 combined participants)

Developed extended leadership/developmental program: *Overtime Sessions* – 1st Course Managing Your Performance (100 eligible participants)



Inclusion & Culture

Internal Activations

- **ERG Month** – Month-long celebrations/amplification of 7 ERGs (over 15 activities)
- Roll-out of **manager training**
 - DEI lens (inclusive culture, managing diverse team)

External Activations

- FanDuel & AmeriCorp 9/11 **National Day of Service & Remembrance** Event (participation in 5 cities)
- **1million dollar donation** to UNCF (October)



CONTINUED SUPPORT OF HISTORICALLY BLACK COLLEGES & UNIVERSITIES

FanDuel announces a fourth \$1 million donation supporting the UNCF (United Negro College Fund)

The donation will financially support students at 11 historically Black colleges and universities (HBCUs) across North Carolina

October 2024



Workforce Diversity

# of Employees in each Category	Minority	Women	Veteran	MA Resident	Total Number of employees
Executive VP+	15 15.8%	25 26.3%	0	1 1.1%	95
Sr. Director Director Sr. Manager Manager Supervisor	196 27.5%	215 30.2%	3 0.4%	4 0.6%	713
Non-Manager Entry Level	1,186 41.0%	920 31.8%	11 0.4%	16 0.6%	2,891
Totals	1,404 37.7%	1,169 31.4%	14 0.4%	21 0.6%	3,699

Data Information

- Employees as of 9/30/2024
- US, UK, and CAN employees
- Excludes Temps, Contract, Intern, Secondment

Community Impact



July 2024: ERG Month

- ✓ Launched first ever ERG Month to gain ERG awareness. Events were hosted twice a week for the entire month and spanned across all offices in the US & UK
- ✓ 700+ attendees across all events
- ✓ Cross functional collaboration with several parts of the business including a unique collaboration for our summer outing



Patriot Day and National Day of Service & Remembrance

- ✓ Partnered with our internal volunteerism team and external partner, AmeriCorps, to participate in large-scale meal packs across 5 cities (NY, ATL, Philly, LA, Boston)
- ✓ 90 FanDuel Employees attended across all events
- ✓ 9 million meals were packed and donated as a result



September 2024: Hispanic Heritage Month

- ✓ Celebrated HHM with 3 in-person social & networking events across offices and highlighted Hispanic leadership within the business.
- ✓ Hosted external guests for panel discussion: Navigating Hispanic & Latino/a/x/e Identities – Beyond Labels
- ✓ Launched a small business initiative incentivizing members to patronize Hispanic owned businesses – over \$1,000 spent.



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

Q2 2024	Spend (\$)
Total Diverse Spend	\$54,943,173
MA Diverse Spend	\$ 32,479

- Q2 2024 MA Diverse Spend was driven by a Certified WBENC (Women-Owned Business) supporting Corporate Facilities, and a Certified MBE providing Office Supplies/Consumables
- September 2024, we onboarded an experienced Supplier Diversity Senior Manager to develop, implement and evolve our Supplier Diversity Program – goals, policies, etc.

Embed Program



- Acquire memberships to certifying agencies and relevant advocacy groups.
- Integrate supplier diversity criteria into the supplier selection processes – RFP's, RFQ's, Direct Negotiations
- Incorporate supplier diversity provisions into supplier contracts

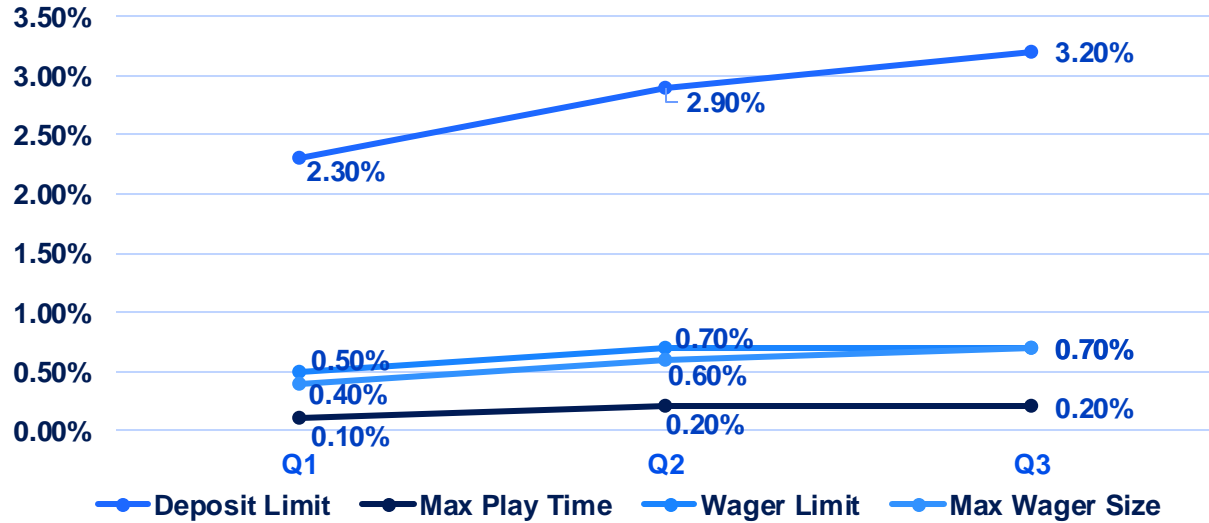
Elevate Program



- 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

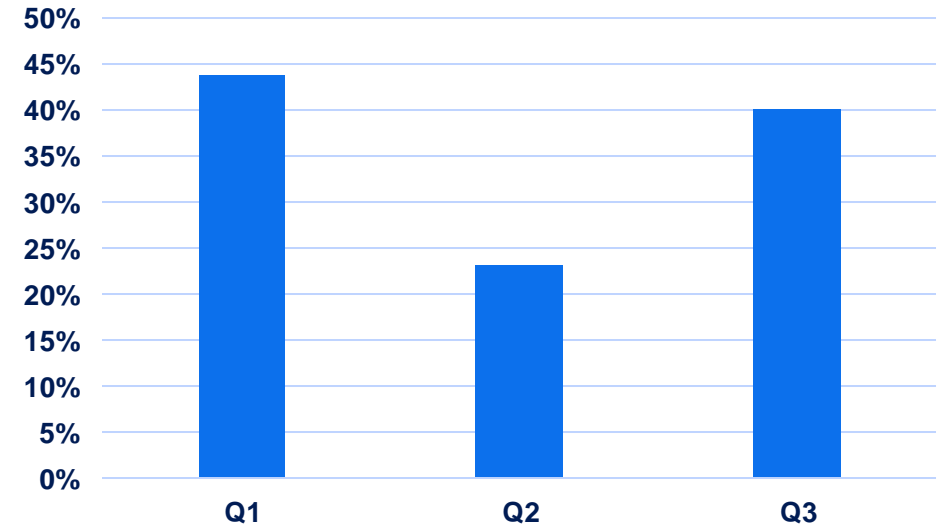
Responsible Gaming: RG Tool Usage in MA

Percentage of Active Tool Users

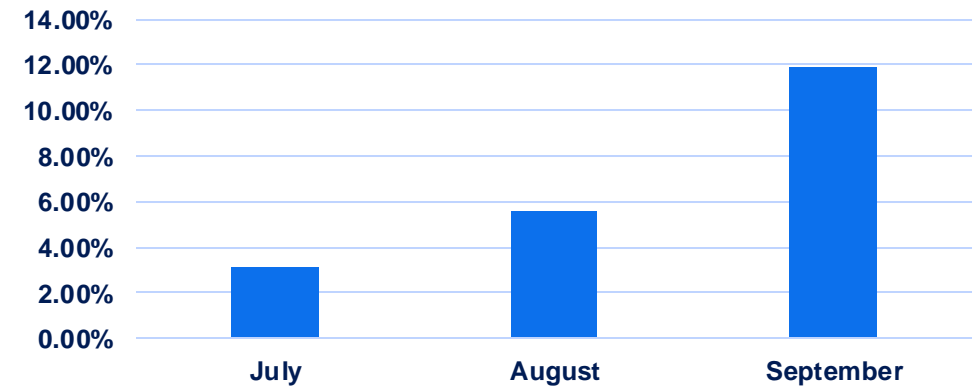


Tool Type	Q3 % Active Tool Users
Deposit Limit	3.2%
Max Play Time	0.2%
Wager Limit	0.7%
Max Wager Size	0.7%
Player Activity Statement	40.1%
My Spend	14.6%

Player Activity Statement Usage



My Spend Tool Monthly Usage - Post Launch



*% 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 Q3. 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 Q3 2024 is closer to ~24.5% for MA actives. The Average monthly My Spend engagement for MA users for Q3 2024 was 7.6%.

Responsible Gaming: RG Tool Usage in MA



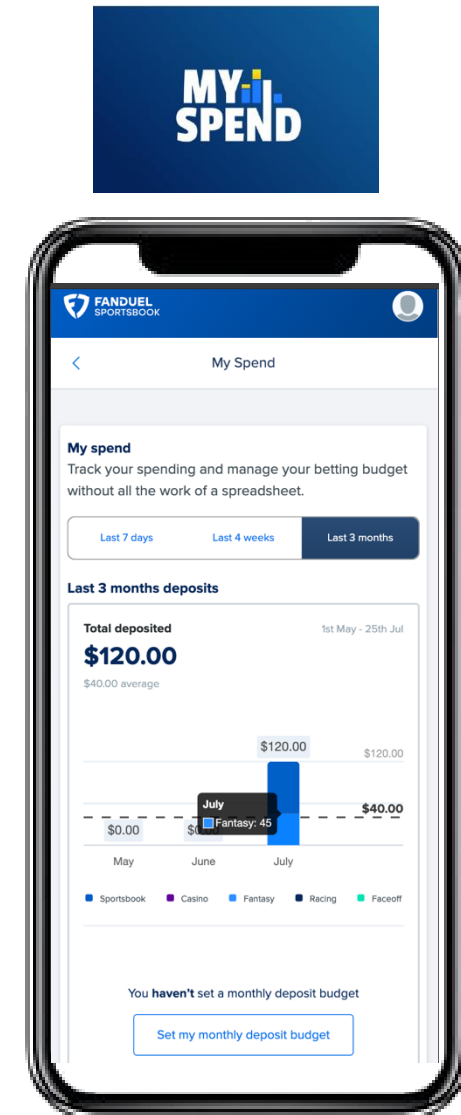
0.2% of registered MA accounts elected to take a timeout in Q3 with an average length of 73 days.

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.

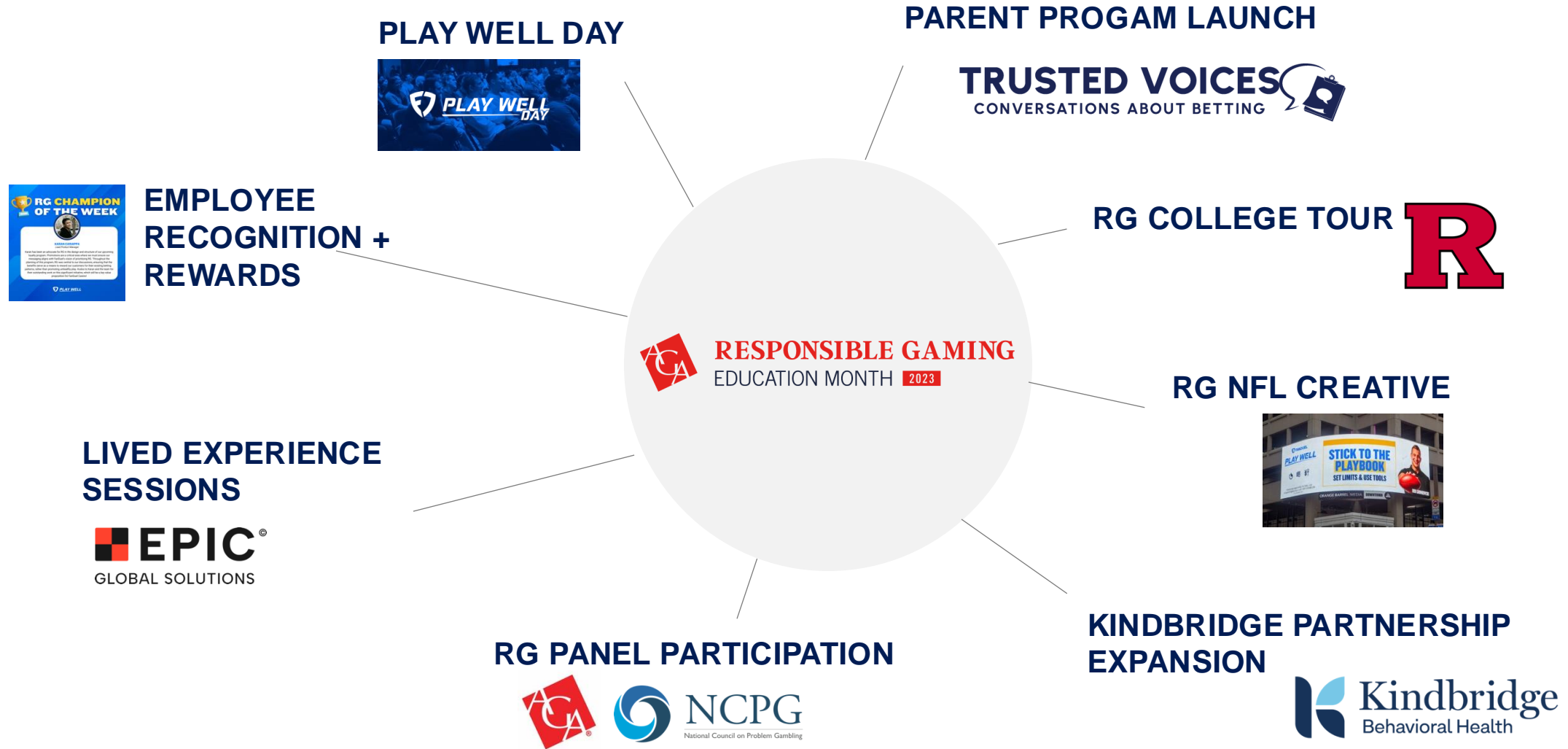
New My Spend Tool

- New My Spend tool promotes awareness and reflection on spend and overcomes stigma challenges by leveraging customer interest in personalized data and insights.
- My Spend helps players easily track and review personal play activity and manage their budget.
- View play stats, including amount deposited and net winnings over the last seven days, four weeks or three months. *My Spend* dashboard also encourages customers to utilize tools, including deposit limits and wager limits.
- Developed based on research and customer insights demonstrating interest in personalized stats and insights.
- Positive customer feedback post-launch and strong early utilization
- Significant marketing investment and **new TV commercial** launching in mid-November featuring real players attempting to make basketball shots when the lights are unexpectedly shut off.
- **“My Spend makes it easy to view your deposit and bet history all in one place. Because betting without keeping track of how much you’re spending is like shooting in the dark. See the whole picture. Make FanDuel’s My Spend tool part of your system and stop shooting in the dark.”**



Responsible Gaming Education Month 2024

Throughout September, FanDuel highlighted the importance of RG internally and externally through key programs, initiatives and partnerships.

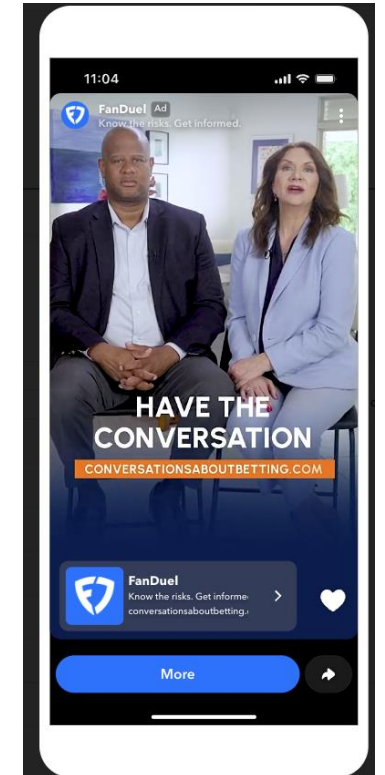
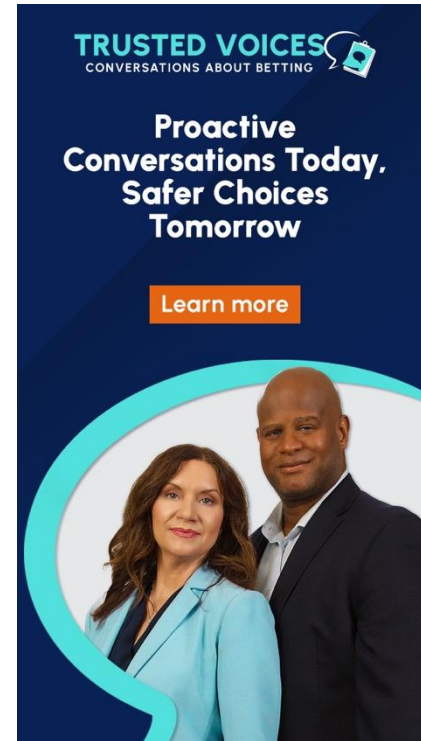




PLAY WELL
DAY

Launched Trusted Voices program and targeted RG educational efforts

- Announced the addition of former NBA player and high school coach Randy Livingston and his wife Anita Smith to the RG Ambassador Program.
- Launched **Trusted Voices: Conversations About Betting**, a program designed to equip parents and coaches with tools and resources to talk to young people about gambling, incl. warning signs, risks and proxy betting.
- **Activities:**
 - Program creative shared on owned channels
 - October appearance on the New Orleans Pelicans podcast
 - Paid media support across digital, paid social and radio throughout Q4
 - Amplification via league and team partnerships
 - 2025 major moments planning (e.g., SB, RG college tour stop, etc.)
 - Outreach to expand program reach and impact via new partners (e.g., Ad Council, etc.)



Note: FanDuel's RGEM press release focused on the RG Ambassador Program expansion, launch of the Trusted Voices program and expansion of FanDuel's partnership with Kindbridge to offer subsidized support resources to customers upon exclusion in all markets



PLAY WELL
DAY

Community Impact

Program updates:

- HOPE coaches continue to build strategic alliances (e.g., Medford Housing Authority, Dress for Success, etc.) with local community organizations to expand reach
- Operation HOPE direct mailers distributed in October to promote program awareness

Key metrics YTD:

Activity:

- 243 clients reached since launch
- 233 workshops held

Impact:

- 59% have increased their credit score
- 42% reduced debt
- 58% increased savings

