



# Q4 2024 Sports Wagering Report

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February 2025

CONFIDENTIAL TREATMENT REQUESTED

## Who you will hear from today

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**RICH COOPER**

VP, Regulatory

**KEITA YOUNG**

VP, Diversity, Equity, & Inclusion

**JILL WATKINS**

Sr. Director, Responsible Gaming

**ASHLEY CAHILL**

Sr. Director, Responsible Gaming

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# Q4 2024 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Margin %
October 2024	\$15,148,940.67	\$3,029,788.13	7.27%
November 2024	\$24,505,209.68	\$4,901,041.94	11.10%
December 2024	\$18,830,481.96	\$3,766,096.39	8.04%
TOTALS	\$58,484,632.31	\$11,696,926.46	8.81%

# Compliance

## Underage Report Metrics

Metric	October 2024	November 2024	December 2024	Total
Underage Registration Attempts	27	20	11	58
Suspected Underage Use of an Account	16	29	19	64
Confirmed Underage Use of an Account	7	5	1	13

# 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

## Seeking to align DEI focus areas to FanDuel's business goals to ensure maximum impact



### Business Alignment

Efforts are **strategically integrated into each vertical's aspirations**, maximizing relevance and impact



### Empowered ERGs

Positions ERGs as **active contributors** to solving business challenges and driving innovation



### Focused Collaboration

Facilitates a clear understanding of priorities, enabling tailored and impactful initiatives



## Highlighted Impact of Projects/Initiatives During 4th Quarter



### Workforce Enhancement

#### Manager Training Development

- Area of Focus - Inclusive Leadership

#### Business Unit Development

- Area of Focus - Neurodiversity Training

#### Launched 2nd Cohort of McKinsey Leadership Academy

#### Extended Developmental Training

- *Overtime Sessions*
  - 2<sup>nd</sup> Course – Perfecting Your Elevator Pitch
  - 3<sup>rd</sup> Course – Fueling Feedback



### Inclusion & Culture

#### Internal Activations

- Native American Heritage Month Celebration
- *Huddle Roundtable - "Inclusive Language, Words Matter!"*
- Veterans Day Celebrations
  - Decorated Navy Seal / Seal Six Team Member
  - US Navy F/A-18 Super Hornet pilot

#### External Activations

- WISE Emerging Leaders Program Participation



## WISE Emerging Leaders Certificate Program, FanDuel Fall 2024 Cohort

Participated throughout October & November 2024

## INVESTING IN OUR EMPLOYEES

### What is it?

WISE Emerging Leaders Certificate Program, Fall 2024 Cohort

### Goal?

The program empowers women with the broad-based business and leadership skills they need to broaden their horizons, confidently position themselves for advancement, and “break out of the middle.”

### Program Highlights

- Learners gain critical exposure to bigger picture topics outside such as business operations, strategic planning, and finance, using real-world case studies and examples.
- Designed around a robust six-week curriculum that is focused to maximize each learner's time. It is delivered in a constructive and supportive learning environment where women get the opportunity to build relationships with others in different facets of the business of sports across North America.
- Since its launch in 2021, more than 400 women have come through the program, representing more than 100 organizations across the sports landscape. This includes organizations such as CBS Sports, Coca-Cola, FOX Sports, MLB, MLS/SUM, NASCAR, NBA, NBC Sports, NFL, NHL, Under Armour, USGA, USTA, as well as major league teams.



## Workforce Diversity

# of Employees in each Category	Minority	Women	Veteran	MA Resident	Total Number of employees
Executive VP+	15   15.6%	25   26.0%	0	1   1.1%	96
Sr. Director Director Sr. Manager Manager Supervisor	222   28.5%	226   30.0%	5   0.6%	3   0.4%	780
Non-Manager Entry Level	1,166   41.0%	915   32.2%	6   0.2%	17   0.6%	2,843
<b>Totals</b>	<b>1,403   37.7%</b>	<b>1,166   31.4%</b>	<b>11   0.4%</b>	<b>21   0.6%</b>	<b>3,719</b>

### Data Information

- Employees as of 12/31/2024
- US, UK, and CAN employees
- Excludes Temps, Contract, Intern, Secondment

## Supplier & Diversity Spend: Inclusion for Impact Program

Q3 2024 *	Spend (\$)
Total Diverse Spend	\$26,067,510
MA Diverse Spend	\$ 13,896

Q3 2024 MA Diverse Spend was driven by a Certified MBE providing Office Supplies/Consumables.



**Program Initiation Complete**



**Embed & Elevate Program – In Progress**

While we will always select supplier bids based on merit, we endeavor to encourage diverse suppliers to submit competing bids

Q4 2024 focus areas to embed and elevate our program.



**Internal Processes  
& Communication**



**Reporting  
Enhancements**



**External Partnerships**

*\* Note: Spend reporting data will be reflected one quarter behind on an ongoing basis*

## Responsible Gaming: RG Tool Usage in MA

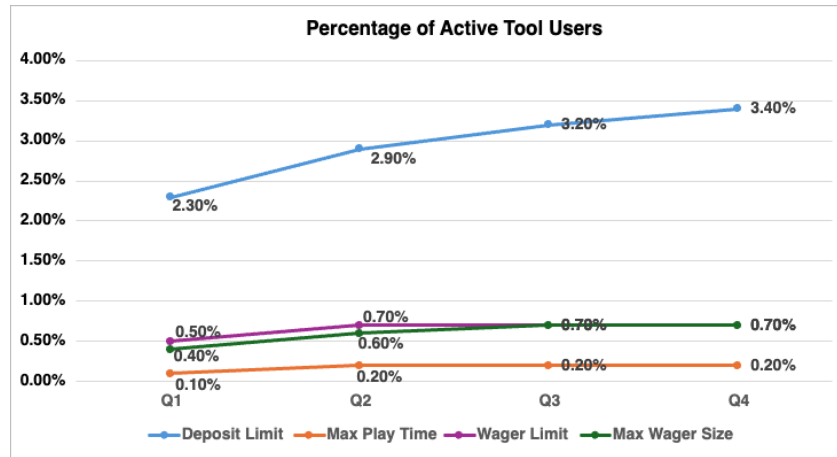
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MSC VSE Q4
120

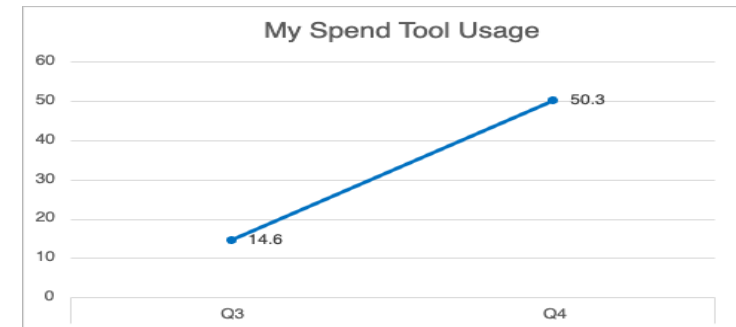
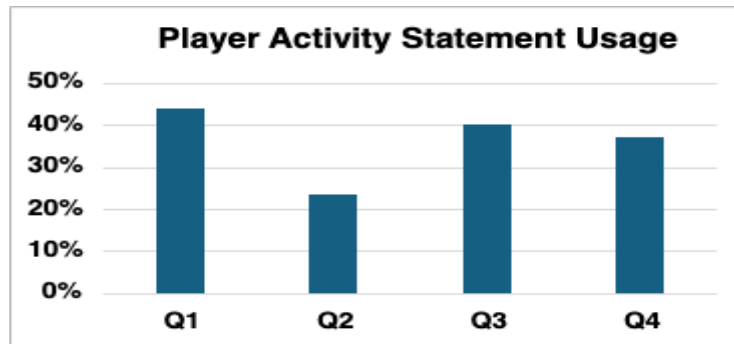
- 0.2% of registered MA accounts elected to take a timeout in Q4 with an average length of 255 days and a median length of 28 days.
- Within the FanDuel product we direct customers to the GameSense website to learn more about the VSE program

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.

## Responsible Gaming: RG Tool Usage in MA



Tool Type	Q4 % Active Tool Users
Deposit Limit	3.4%
Max Play Time	0.2%
Wager Limit	0.7%
Max Wager Size	0.7%
Player Activity Statement	37.0%
My Spend	50.3%



\*% 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 the given quarter. 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 Q4 2024 is closer to ~20% for MA actives. The Average monthly My Spend engagement is closer to ~30% for MA actives.

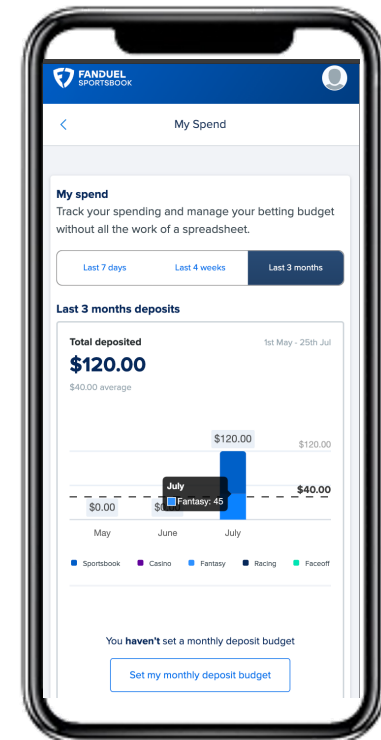


Gambling Problem? Call 1-800-GAMBLER. For NY, call 1-877-8-HOPENY or text HOPENY.

Must be 21+ (18+ in D.C.) and present in AZ, CO, CT, D.C., IA, IL, IN, KS (in affiliation with Kansas Star Casino), KY, LA (permitted parishes only), MA, MD, MI, NC, NJ, NY, OH, PA, TN, VA, VT, WV, or WY.

## New campaign launched to promote My Spend, encouraging awareness and reflection on spend

- The new My Spend tool 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.
- 3 out of 4 customers who saw the My Spend advertisement agreed that tools like My Spend are helpful for **all players** to track and manage their play.
- Significant marketing investment and **new TV commercial** launched in December in English and Spanish





# 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 coaches attending Boston Bruins games to promote program resources.

## Key metrics:

### Activity:

- 636 new clients
- 475 workshops
- 722 attendees
- 3,096 total activities

### Impact:

- 62% have increased their credit score
- 46% reduced debt
- 64% increased savings

