



Fanatics Betting & Gaming

Q1 2024 Massachusetts Sports Wagering Quarterly Report

June 3, 2024



Agenda

- FBG Introductions
- Revenue
- Workforce / Workforce Diversity
- Diverse & Massachusetts Vendor Spend
- Compliance
- Responsible Gaming
- Lottery
- Community / Outreach / Charitable Impacts



FBG Introductions

- Michael Levine, Senior Regulatory Counsel
- Stephanie Althouse, HR Director
- Anthony D'Angelo, Responsible Gaming Senior Manager



MA Revenue Since Launch

FANATICS Betting & Gaming

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Month	Total MA SW Revenue	Monthly Hold %	MA SW Taxes Collected
May 2023	\$41,868.52	34.01%	\$8,354.00
June 2023	\$224,685.99	11.84%	\$44,321.61
July 2023	\$226,230.10	9.61%	\$44,295.74
August 2023	\$553,718.97	12.58%	\$109,064.00
September 2023	\$577,200.52	6.49%	\$113,001.05
October 2023	\$1,289,854.14	9.50%	\$250,675.95
November 2023	\$729,658.63	4.61%	\$138,059.69
December 2023	\$947,951.96	6.94%	\$182,918.79
January 2024	\$1,098,715.59	7.08%	\$212,043.35
February 2024	\$1,097,094.27	7.73%	\$212,596.77
March 2024	\$952,650.52	4.02%	\$178,986.35
Total	\$7,739,629.21	N/A	\$1,494,317.30



Level	Minority		Women		Veteran		MA Resident		Total Number of Employees
Executive	1	13%	2	25%	0	0%	0	0%	8
Manager, Supervisor	62	32%	66	34%	3	2%	5	3%	195
Entry Level, Non-Manager	193	43%	106	23%	2	.4%	7	2%	453
Total	256	39%	174	27%	5	1%	12	2%	656

MA Residents	Level	Minority	Women
	Executive	0	0
	Manager, Supervisor	0	2
	Entry Level, Non-Manager	4	1
	Total	4 (33% of population)	4 (33% of population)

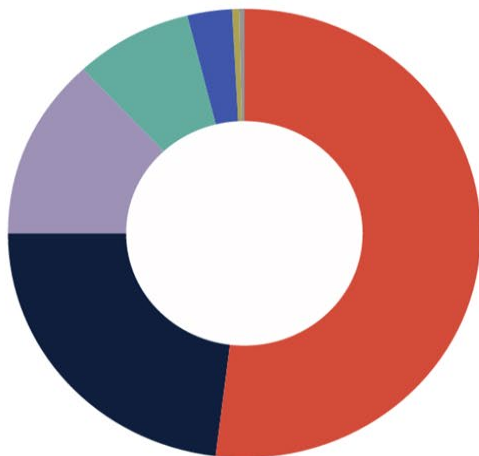


GLOBAL IMPACT
OUR ALL-STAR TEAM

GLOBAL IMPACT REPORT 2023

33

2023 U.S. WORKFORCE DIVERSITY ¹



AMERICAN INDIAN/ALASKAN NATIVE	.4%
ASIAN	8%
BLACK/AFRICAN AMERICAN	13%
HISPANIC/LATINX	23%
PACIFIC ISLANDER/NATIVE HAWAIIAN	0.3%
MULTIRACIAL	3%
WHITE	52%

48% of employees identify as racially and/or ethnically diverse

49% of employees identify as female

23% of employee Directors and above identify as racially and/or ethnically diverse

32% of employee Directors and above identify as female



- A core global impact pillar: “Our All-Star Team: Culture and Talent”
- FBG participates in the Fanatics IDEA (Inclusion, Diversity, Equity, Allyship) Program
 - In 2023, we took a deeper look into our IDEA program; In April 2024, we changed the acronym to ensure we were best capturing our efforts.
 - We changed “equality” to “**equity**” and “advocacy” to “**allyship**”
- IDEA Program has created 6 FANs (Fanatics Alliance Networks) in an effort to cultivate an environment for IDEA focused learning and development
 - *Family First, Global Black Alliance, Multicultural, Pride, Women’s Initiative Network, Veterans*
 - 24% of our global workforce currently participates in FAN networks



Fanatics
Family First



Fanatics
Global Black
Alliance



Fanatics
Multicultural



Fanatics
Pride



Fanatics
Veterans



Fanatics
WIN



OUR ALL-STAR TEAM

IDEA SUMMIT

In 2023, we hosted our now-annual, company-wide IDEA Summit where guest speakers from across Fanatics and the broader sports community came to Fanatics' NYC headquarters to share insight into their personal and professional journeys, and speak on the importance of advocacy for self, others, and fans. Guests included, among others, Orlando Ashford, Chief People Officer, Fanatics; Lydia Jett, member of the Fanatics Board of Directors; Sandra Douglass Morgan, President, Las Vegas Raiders; and Steve L. Robbins, PhD, diversity and inclusion expert, and author.

FANATICS ALLIANCE NETWORKS

Our employee resource groups – Fanatics Alliance Networks (FANs) – focus on enhancing our workplace community, supporting diverse recruiting initiatives, improving retention, identifying community outreach opportunities, and unlocking innovative business ideas through cross-functional teamwork. FANs are co-chaired by dedicated employees who volunteer their time to lead their respective resource group, develop content and programming, and help advance the FANs' mission. Each FAN is sponsored by Fanatics executives who lend their support and guidance.

In 2023, FAN groups continued to drive inclusion and a sense of belonging through employee engagement by hosting memorable cultural moments and milestones, providing networking platforms, creating safe spaces, and initiating learning series that address the needs of employees across many dimensions of diversity. We now have approximately 24% of our global salaried employees participating across the FAN program and we continue to explore additional FANs that will benefit our employee population.

A few examples of FAN events in 2023 include: the Fanatics Global Black Alliance recognizing Juneteenth with a panel discussion in partnership with the NFL's Black Engagement Network, celebrating Hispanic Heritage Month with a read-along event with Major League Baseball player Jose Trevino and a cooking demonstration with Chef Kevin Fernandez, hosting a Veteran's Luncheon in support of K-9 Warriors, creating bi-monthly safe space forums for our LGBTQIA+ employees, and recognizing Transgender Awareness Month with a letter writing project.



- Game Changers Program
 - Talent Development Program and Culture Consulting Services
 - Launched in Feb 2024 for 6 months, a total of 150 participants

- Black History Month
 - Global Black Alliance held a panel discussion about the role of culture in sports and apparel with Toretha McGuire (SVP, Talent Management and DEI, Fanatics), Eli Kumeckpor (CEO, Mitchell & Ness), Kimberly Frye Alula (SVP, Merchandising, Fanatics Commerce), and Avery Jessup (CCO, Fanatics Collectibles) and special guest Academy Award-Winning Director Spike Lee.
 - GBL x NBA - Black Trivia Night

- Women's History Month
 - Women Initiative Network hosted a variety of events and activities
 - Virtual Yoga Sessions
 - WINTalk with Female Fanatics Leaders
 - Women Story Swap Conversations - celebrating the women we know
 - Women in Tech - video series



Vendor: Diverse and Massachusetts-Specific Spend

Q1 Total Vendor Spend Overall: \$70,997,914

Q1 Total Diverse Vendor Spend %: 1.58%

Q1 Massachusetts Vendor Spend: \$506,696

Q1 Massachusetts Vendor Spend %: 0.71%

FANATICS Betting & Gaming

Diversity Certification	Q1 2023 \$ Amount	Q1 2023 Percent	Q2 2023 \$ Amount	Q2 2023 Percent	Q3 2023 \$ Amount	Q3 2023 Percent	Q4 2023 \$ Amount	Q4 2023 Percent	Q1 2024 \$ Amount	Q1 2024 Percent
MBE	\$0	0%	\$0	0%	\$0	0%	\$426,450	0.43%	\$131,160	0.18%
WBE	\$0	0%	\$0	0%	\$0	0%	\$140,154	0.14%	\$0	0%
MWBE	\$674,850	1.51%	\$170,968	0.38%	\$269,794	0.33%	\$1,184,090	1.19%	\$993,663	1.40%
VBE	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Total Diverse Spend	\$674,850	1.51%	\$170,968	0.38%	\$269,794	0.33%	\$1,750,694	1.76%	\$1,124,823	1.58%

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Month	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
May 2023	0	0	0
June 2023	2	0	0
July 2023	2	0	0
August 2023	7	0	0
September 2023	14	0	0
October 2023	9	0	0
November 2023	6	0	0
December 2023	7	0	0
January 2024	6	0	0
February 2024	11	0	0
March 2024	6	0	0
Total	70	0	0



Month	VSE Enrollees
May 2023	0
June 2023	2
July 2023	0
August 2023	2
September 2023	0
October 2023	0
November 2023	4
December 2023	1
January 2024	11
February 2024	8
March 2024	4
Total	32



As of March 31, FBG had **55,710 active** Massachusetts sports wagering accounts

Tool Type	ME Total Usage (as of 3/31/24)	% Total Enrollment MA Users (as of 12/31/23)
Time Limit	592	1%
Deposit Limit	1734	3.1%
Overall Spend Limit	1426	2.6%
Single Wager (Max Stake) Limit	820	1.5%
Cooldown Period (Timeout)	60	.11%

Cooldown Periods	
72 hours	0%
73 hours to 1 month	12%
1 month to 6 months	45%
> 6 months	43%



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Fanatics and Make-A-Wish have joined together to form a first-of-its-kind, game-changing partnership to support sports-related wishes.



Fanatics, a leading global digital sports platform, is now the "Official Sports Partner" for Make-A-Wish. Through the partnership, sports-related wishes in the U.S., will be granted under the co-brand of Fanatics Make-A-Wish.