



Fanatics

Betting & Gaming

Q4 2024 Massachusetts Sports Wagering Quarterly Report



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 Year to Date

FANATICS Betting & Gaming

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Month	Total MA SW Revenue	Monthly Hold %	MA SW Taxes Collected
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
April 2024	\$1,229,290.71	5.40%	\$234,726.94
May 2024	\$1,762,959.98	8.89%	\$342,822.54
June 2024	\$1,740,673.03	8.63%	\$338,291.91
July 2024	\$2,284,521.84	10.90%	\$446,618.32
August 2024	\$1,615,665.20	6.25%	\$310,345.66
September 2024	\$1,926,747.87	5.08%	\$367,173.59
October 2024	\$2,089,214.71	5.93%	\$400,746.95
November 2024	\$1,789,979.90	4.79%	\$339,824.19
December 2024	\$2,583,119.81	5.50%	\$493,861.10
2024 Total	\$20,170,633.43	N/A	\$3,878,037.67



Level	Minority		Women		Veteran		MA Resident		Total Number of Employees
Executive	1	9%	3	27%	0	0%	0	0%	11
Manager, Supervisor	41	18%	65	27%	3	1%	7	3%	241
Entry Level, Non-Manager	250	37%	141	20%	4	1%	11	2%	683
Total	292	31%	209	22%	7	1%	18	2%	935

MA Residents	Level	Minority	Women
	Executive	0	0
	Manager, Supervisor	0	2
	Entry Level, Non-Manager	5	1
	Total	5 (28% of population)	3 (17% of population)



Level	Minority		Women		Veteran		MA Resident		Total Number of Employees
Executive	1	11%	3	33%	0	0%	0	0%	9
Manager, Supervisor	41	20%	59	29%	3	1%	7	3%	203
Entry Level, Non-Manager	246	41%	132	22%	4	1%	11	2%	596
Total	288	36%	194	24%	7	1%	18	2%	808

MA Residents	Level	Minority	Women
	Executive	0	0
	Manager, Supervisor	0	2
	Entry Level, Non-Manager	5	1
	Total	5 (28% of population)	3 (17% of population)



At Fanatics, we value diverse sets of experience, viewpoints, socioeconomic status, race, national origin, religion, age, gender identification and expression, sexual orientation, ethnicity, disabilities, veteran status and much more.

- **Inclusion:** Belonging, a welcoming culture that recognizes and accepts all.
- **Diversity:** Representation, what makes each of us unique (identities, perspectives, life experiences and more).
- **Equity:** Ensuring fairness by removing systemic barriers so everyone has a chance to contribute their perspectives and talents.
- **Allyship:** Advocacy in action for others to gain visibility, validity, and credibility for their work and contributions.



INCLUSION
DIVERSITY
EQUITY
ALLYSHIP



People, Culture and Accountability will inform our approach to building a world class employee experience, IDEA framework and pillars to optimize our impact.

FANs are voluntary, employee -led, executive sponsored groups who join together to bring a sense of community to the workplace based on shared interests or life experiences.

They are designed to help build an inclusive workplace, provide leadership in how we celebrate and honor cultural moments, drive business goals forward, and support recruiting efforts. FANs are open and available for any and all Fanatics employees to participate in and help build an inclusive workplace.

Two new FANs Groups!



Fanatics Veterans



Global Black Alliance



Fanatics WIN



Fanatics Family First



Fanatics Multicultural



Fanatics Pride



ACE



LatinX



K9s for Warriors

A nonprofit dedicated to ending veteran suicide by providing highly trained service dogs to veterans with PTSD, traumatic brain injury, or military sexual trauma



Fanatics Community Impact Grants

Community Engagement program aimed to help amplify your impact and champion the causes you care about in our global communities.

Winners of this cycle included organization such as Boys & Girls Club of North San Mateo County and Tribe Rehabilitation



Make - A - Wish

Fanatics, in partnership with the Philadelphia Eagles, created a once-in-a-lifetime wish madness event for four Make-A-Wish kids ahead of the December 8th Carolina Panthers vs. Philadelphia Eagles game



Vendor: Q4 Diverse and Massachusetts-Specific Spend

Q4 Total Vendor Spend Overall: \$123,514,222

Q4 Total Diverse Vendor Spend %: 0.78%

Q4 Massachusetts Vendor Spend: \$545,499

Q4 Massachusetts Vendor Spend %: 0.44%

Diversity Certification	Q1 2024 \$ Amount	Q1 2024 Percent	Q2 2024 \$ Amount	Q2 2024 Percent	Q3 2024 \$ Amount	Q3 2024 Percent	Q4 2024 \$ Amount	Q4 2024 Percent	2024 Total \$ Amount	2024 Total Percent
MBE	\$131,160	0.18%	\$251,500	0.32%	\$251,500	0.27%	\$474,625	0.38%	\$1,108,785	0.30%
WBE	\$0	0%	\$0	0%	\$48,291	0.05%	\$41,044	0.03%	\$89,335	0.02%
MWBE	\$993,663	1.40%	\$860,535	1.09%	\$714,278	0.78%	\$453,596	0.37%	\$2,161,537	0.59%
VBE	\$0	0%	\$0	0%	\$0	0%	\$0	0%	\$0	0%
Total Diverse Spend	\$1,124,823	1.58%	\$1,122,035	1.41%	\$1,014,069	1.10%	\$969,265	0.78%	\$3,359,657	0.92%



Month	Underage Account Creation Blocks	Internal Underage Investigations Conducted	Confirmed Underage
October 2024	1	1	0
November 2024	4	4	0
December 2024	9	1	0
Q4 Total	14	6	0



Month	VSE Enrollees
January 2024	11
February 2024	8
March 2024	4
April 2024	6
May 2024	4
June 2024	0
July 2024	8
August 2024	34
September 2024	13
October 2024	37
November 2024	13
December 2024	29
Total YTD	167



As of December 31, FBG had **93,591 active** Massachusetts sports wagering accounts

Tool Type	ME Total Usage (as of 12/31/24)	% Total Enrollment MA Users (as of 12/31/24)
Time Limit	893	1%
Deposit Limit	3,384	3.6%
Overall Spend Limit	2,451	2.6%
Single Wager (Max Stake) Limit	1,615	1.7%
Cooldown Period (Timeout)	54	.06%

Cooldown Periods	
72 hours	20%
73 hours to 1 month	78%
1 month to 6 months	2%
> 6 months	0%



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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.