



Notice of Intent Regarding License for Sports Wagering

The Massachusetts Gaming Commission (“MGC”) requests that entities intending to seek a license for sports wagering pursuant to G.L. c. 23N complete this notice of intent and return it by August 31, 2022. Notices may be e-mailed to mgcclerk@massgaming.gov.

Please note that returned notices, and the information contained therein, will be subject to the Massachusetts Public Records Law and may be published or released by the MGC.

This form is being requested for informational purposes only and to aid the MGC in understanding potential interest in licenses for sports wagering. This notice of intent is not to be construed as an application or request for a temporary license and does not bind the MGC in any way.

Any questions regarding the notice of intent may be e-mailed to mgcclerk@massgaming.gov.

1. Legal Name of entity: Hillside (New Media Holdings US) Inc.

2. Please identify type of entity:

- Holds a gaming license as defined in section 2 of c. 23K
- Licensed by the MGC in accordance with c. 128A to conduct a live horse racing meeting
- Running horse racing licensee that conducted simulcast wagering as of 12/31/20
- Greyhound meeting licensee that conducted simulcast wagering as of 12/31/20
- Offers an interactive sports wagering platform through a mobile application or other digital platform
- None of the above

3. Name of contact person: Bob Moncrief

4. Phone number of contact: 917-776-6871

5. E-mail address of contact: bob.moncrief@bet365.com

6. Name(s) of entity’s mobile application(s) or other digital platform(s): bet365

7. Please list all jurisdictions in which the entity currently is or previously was licensed or authorized to conduct sports wagering, including but not limited to in physical sports books and

via mobile applications or other digital platforms. Please note if any licenses or authorizations are not currently valid.

Please see attached response

8. Please list all jurisdictions in which the entity has applied for a license or authorization to conduct sports wagering, including but not limited to in physical sports books and via mobile applications or other digital platforms, and said application was rejected or withdrawn.

Please see attached response

9. Please offer a brief description of the entity's business, including the type of business it will likely seek to conduct in the Commonwealth of Massachusetts.

Please see attached response

Please attach separate pages as needed to answer the questions above.

Massachusetts Gaming Commission

bet365 Notice of Intent Regarding License for Sports Wagering Attachments

Question 7

bet365 has held licenses in the following jurisdictions which are all still currently valid:

- Argentina – Buenos Aires Province
- Argentina – Buenos Aires City
- Australia
- Bulgaria
- Cyprus
- Denmark
- Estonia
- Germany
- Gibraltar
- Greece
- Ireland
- Italy
- Malta
- Mexico
- Netherlands
- Ontario
- Spain
- Sweden
- United Kingdom
- United States – New Jersey
- United States – Virginia
- United States – Colorado

Question 8

bet365 has had its application to conduct mobile sports wagering rejected in the following jurisdictions:

- Arizona – The Arizona Department of Gaming found that bet365's partner was ineligible therefore bet365's application was rejected prior to any substantive review or investigation of its suitability
- New York – bet365 was found qualified by the New York State Gaming Commission, however it was not extended an invitation to conduct mobile sports.

Question 9

bet365 is the long-standing global leader in online sports betting and is licensed in 21 jurisdictions worldwide. In the United States our mobile sports wagering operation is currently live in New Jersey under a transactional waiver, which is a temporary license pending issuance of our plenary license. We have also received temporary license/permit approval in Colorado and Virginia and have an application to conduct mobile sports wagering in Ohio. We are excited about the potential of operating in Massachusetts under the oversight of the Gaming Commission and would intend offer mobile sports wagering, through either a Category 3 license, or other opportunity within the Commonwealth. We welcome the chance to engage in the stakeholder process and thank the Commission for its outreach.