



BETR SW QUARTERLY REPORT

August 2023





REVENUE

Revenue

We did not launch sports wagering operations in Massachusetts until May 2023.

MONTH	MA SW TAXES COLLECTED	HANDLE	TOTAL SW REVENUE
MARCH	\$0	\$0	\$0
APRIL	\$0	\$0	\$0
MAY	\$9,124.60	\$593,334.57	\$42,596.66
JUNE	\$2,310.42	\$290,667.28	\$10,829.33
TOTAL	\$11,435.02	\$884,001.85	\$53,425.99



WORKFORCE/WORKFORCE DIVERSITY

Workforce / Workforce Diversity

Total Employees: 74 Full Time Employees

Mass Employees: 0

Women: 12

# OF EMPLOYEES IN EACH CATEGORY	MINORITY	WOMEN	VETERAN	MA RESIDENT	TOTAL EMPLOYEES
EXECUTIVE	2 40%	0 0%	0 0%	0 0%	5
MANAGER, SUPERVISOR	4 2.8%	3 21.4%	0 0%	0 0%	14
ENTRY LEVEL, NON-MANAGER	28 50.9%	9 16.3%	0 0%	0 0%	55
TOTALS	34 45.9%	12 16.2%	0 0%	0 0%	74

Employment Diversity:

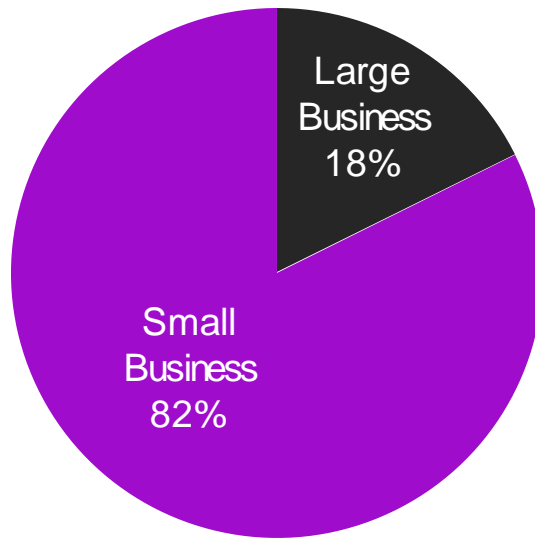
A top priority for us at Betr is recruiting, retaining and developing employees that are best suited to achieve our company’s objectives regardless of their race, religious creed, color, ancestry, age, national origin, sex, disability or veteran status. Betr prides itself on providing all applicants and our employees with equal opportunity in our recruitment, selection, appointment, training, promotion, discipline, and delegation. Betr ensures the hiring and promotion of women and minority groups as well as including them in all levels of employment and in company decision making. Betr works to maintain a culture and workforce that is not only designed to achieve company goals but also reasonably reflects the diversity of its community and the surrounding areas.



VENDOR/SUPPLIER SPEND/ SUPPLIER DIVERSITY

Supplier/Vendor Overview: Small Businesses

Supplier/ Vendor Ecosystem



Small Business Partners:

- Simplebet Inc
- FansUnite Entertainment Inc.
- Hiltzik Strategies
- SOLUTIONS SJM LLC
- Hot Paper Lantern LLC
- Sphere Global LLC
- The Schmo LLC

82% of our partners self identify as a small business.

Breakdown of Small Business Spend

<u>Small Business</u>	<u>YTD SPEND</u>
Simplebet Inc	\$856,196
FansUnite Entertainment Inc.	\$143,447
Hiltzik Strategies	\$109,149
SOLUTIONS SJM LLC	\$77,427
Hot Paper Lantern LLC	\$58,360
Sphere Global, LLC	\$57,700
The Schmo LLC	\$32,661
Grecia Quintero	\$27,900
Other Small Businesses	\$75,683

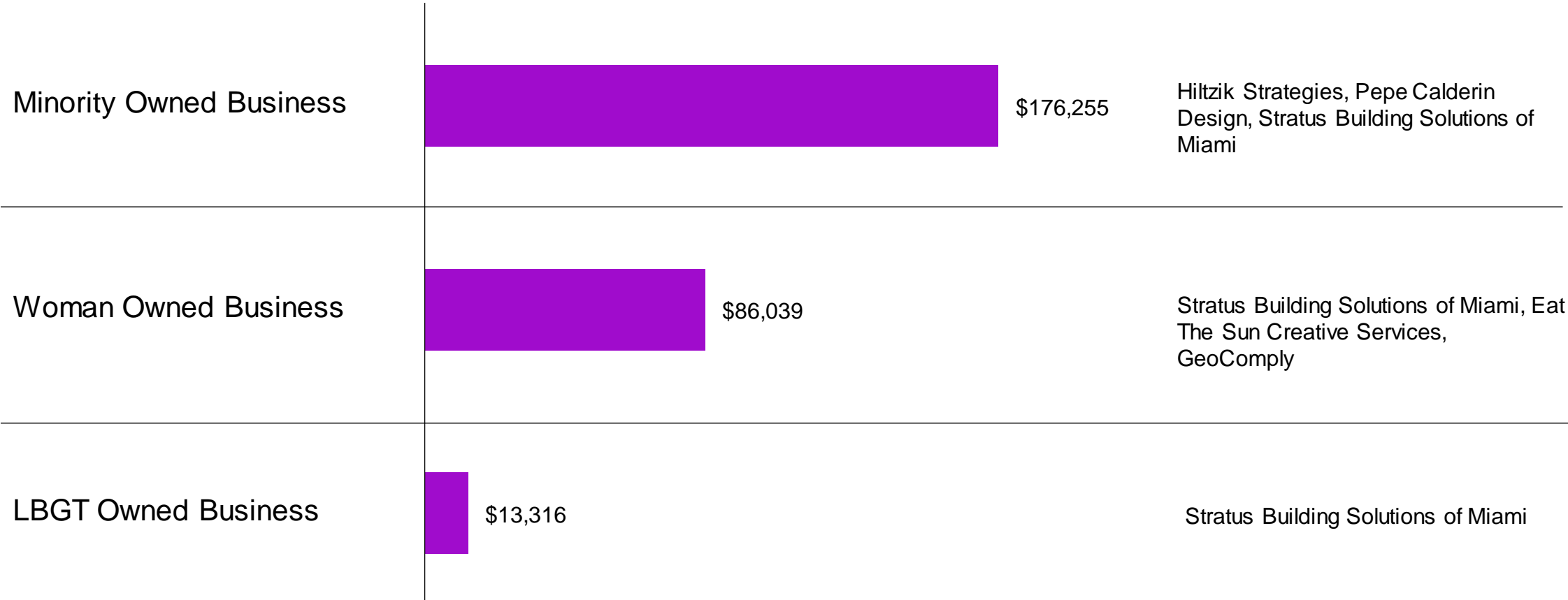
Supplier/Vendor Overview: Ownership Diversity



Diversity Category –
Enterprise Ownership

YTD Spend 2023

Partners



Supplier/Vendor Overview: Affiliation Diversity

Diversity Category – Enterprise Affiliation	YTD Spend 2023	Partners
Hispanic American	\$451,782	Pepe Calderin Design, SOLUTIONS SJM, Stratus Building Solutions, Brose, Gaming Labs
Asian Pacific American	\$346,071	FansUnite, GeoComply, Saiber, Hiltzik Strategies, Gaming Labs
African American	\$335,148	FansUnite, GeoComply, Saiber, Hiltzik Strategies, Gaming Labs
Native American	\$47,303	Gaming Labs
Alaska Native Corporation/ Indian Tribes	\$47,303	Gaming Labs



COMPLIANCE

Minors/Underage Access

The one case seen on the chart was an underage individual who “took over” the account of a parent, an incident report was submitted to the MGC.





RESPONSIBLE GAMING

VSE Enrollment

Betr personnel attended the National Conference on Gambling Addiction & Responsible Gambling 2023 in Washington, D.C.

0

Betr had zero VSE enrollees this quarter



LOTTERY

Massachusetts State Lottery

Betr has been exploring activation ideas to capitalize on the Massachusetts State Lottery by utilizing our media arm and live sportsbook app. During our recent meeting, Betr proposed a seamless integration of the Massachusetts State Lottery into our platform. This integration aims to offer users exclusive promotions, rewarding experiences, and a vibrant community centered around sports betting and lottery participation. The two specific activations that were discussed are as follows:

01

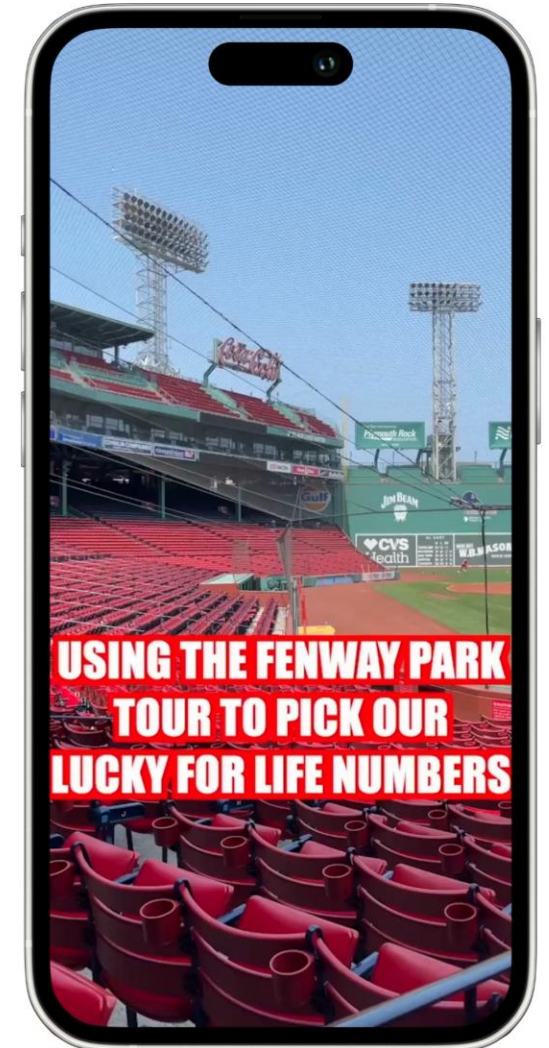
ORIGINAL CONTENT CREATION

Betr's strategic plans for the Massachusetts State Lottery include creating original content with renowned talent outlets like Jake Paul, Haley & Hanna Cavinder, Handshake Bets, Bo Nickal, and more. Through innovative marketing and captivating content, we aim to boost visibility and engagement for the lottery, creating a dynamic community of participants in sports betting and lottery activities through the Betr app. Please view the social asset from Handshake Bets featuring the Boston Red Sox and the Massachusetts State Lottery.

02

MASSACHUSETTS STATE LOTTERY

In Q4 2023, Betr launched "Betr Ticket," a personalized free-to-play game based on sporting event outcomes. Now, proposing a collaboration with the Massachusetts Lottery, Betr aims to create a customized game under their brand. Tailoring the game to local Massachusetts sports events, like the Red Sox-Yankees playoffs, will strengthen the association between the Massachusetts Lottery and popular sporting events.





COMMUNITY/OUTREACH/ CHARITABLE IMPACTS

Betr x Boxing Bullies Integration

- Founded with the vision to become an **industry leader in socially conscious operations**
- Led by Jake Paul, known for his involvement in **community-focused organizations**, including "Boxing Bullies" charity
- Launching the **#BeBetr** sub-brand in 2023 to support and initiate charitable efforts
- Bringing Jake Paul's "Boxing Bullies" charity to Massachusetts, partnering with local gyms to build **healthier communities**
- "Boxing Bullies" aims to instill **self-confidence and leadership** in youth while fighting against bullying
- Jake Paul's charity has already raised over **\$400,000**, donated **300 pairs of boxing gloves**, and initiated **gym renovations**
- Discussions underway with a local **Boys & Girls Club** for funding comprehensive youth programming in athletics, education, and citizenship





BETR SW QUARTERLY REPORT

August 2023

