



# BETR SW QUARTERLY REPORT

November 2023





# REVENUE

# Revenue

MONTH	MA SW TAXES COLLECTED	HANDLE	TOTAL SW REVENUE
JULY	\$2,196.65	\$155,635.23	\$11,343.67
AUGUST	\$2,253.96	\$150,218.49	\$11,614.69
SEPTEMBER	\$5,606.43	\$303,052.32	\$28,691.57
<b>TOTAL</b>	<b>\$10,057.04</b>	<b>\$608,906.04</b>	<b>\$51,649.93</b>



# WORKFORCE/WORKFORCE DIVERSITY

# Workforce / Workforce Diversity

**Total Employees:** 85 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	5   2.6%	3   15.8%	0   0%	0   0%	19
ENTRY LEVEL, NON-MANAGER	34   55.7%	9   14.7%	0   0%	0   0%	61
<b>TOTALS</b>	<b>41   48.2%</b>	<b>12   14.1%</b>	<b>0   0%</b>	<b>0   0%</b>	<b>85</b>

## Employment Diversity Efforts:

In Q3 of 2023, we have made efforts in increasing our recruiting pipeline with a diverse candidate pool including women, minorities and veterans. Out of all interviews scheduled in Q3, 21% were with female candidates, with 8% making it into the final interview round. We have increased our minority hiring efforts with 54.5% of our new team members who joined in Q3 identifying as a minority.

We have made efforts to engage with different communities that target diverse groups to attract talent. Efforts include:

- Attending events for Women in Miami Tech & posting jobs on their social pages
- Evaluating platforms where we can post roles to attract Veteran talent. Will implement in Q4 2023.

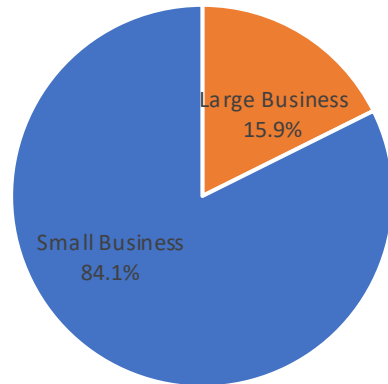


# VENDOR/SUPPLIER SPEND/ SUPPLIER DIVERSITY

# Supplier / Vender Overview: Small Businesses

## Supplier / Vendor Ecosystem

### Supplier/Vendor DEI Insights



**84.1% of our partners self identify as a small business.**

### Small Business Partners:

- Simplebet Inc
- Pitch Tech SRL
- Hiltzik Strategies
- FansUnite Entertainment Inc.
- SOLUTIONS SJM LLC
- Design of All Trade
- Hot Paper Lantern LLC
- Sphere Global LLC

## Breakdown of Small Business Spend

Small Business	YTD SPEND
Simplebet Inc	\$3,438,514.11
Pitch Tech SRL	\$1,092,894.76
Other	\$412,985.68
Hiltzik Strategies	\$158,613.00
FansUnite Entertainment Inc.	\$151,549.15
SOLUTIONS SJM LLC	\$98,361.31
Design of All Trade	\$83,225.00
Hot Paper Lantern LLC	\$58,360.35
Sphere Global, LLC	\$57,700.00
Grecia Quintero	\$47,900.00

NOTE: The figures shown above include only those vendors that have filled out Betr's Vendor/Supplier Diversity Questionnaire

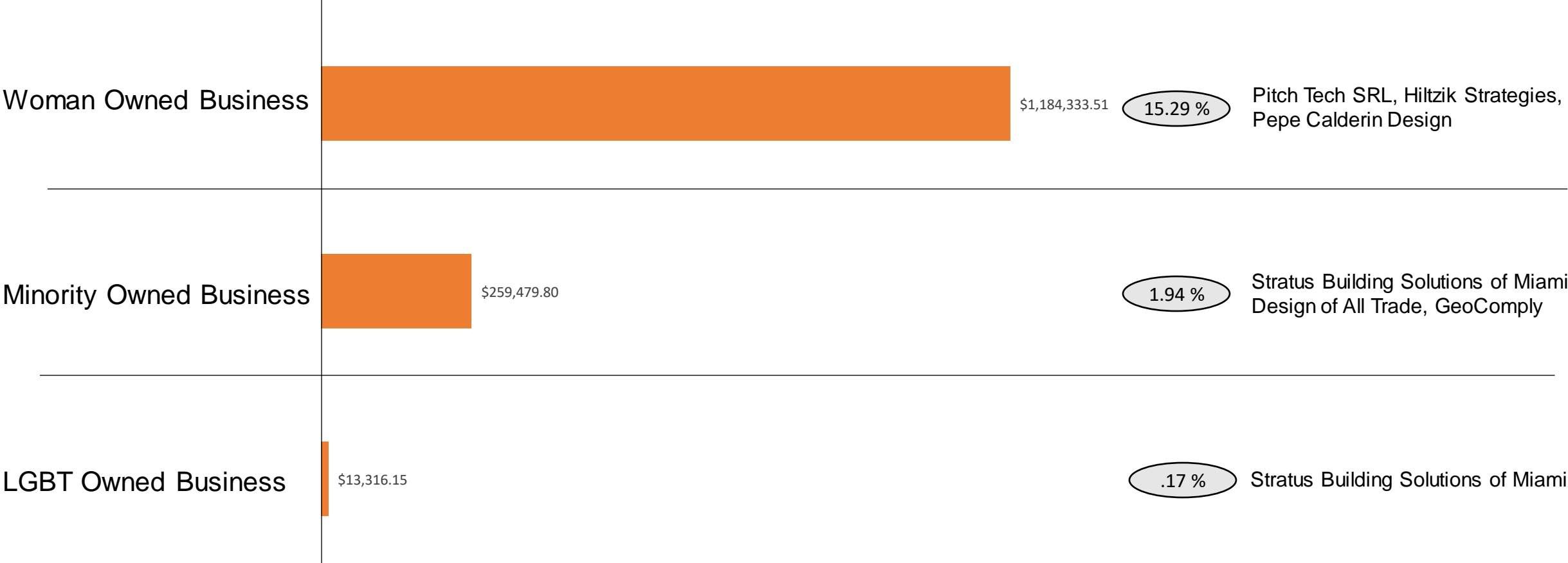
# Supplier / Vender Overview: Ownership Diversity

**Diversity Category – Enterprise Ownership**

x

% of total YTD Spend among respondents



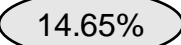

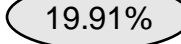

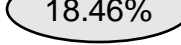

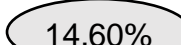

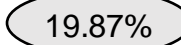
**Partners**



NOTE: The figures shown above include only those vendors that have filled out Betr's Vendor/Supplier Diversity Questionnaire



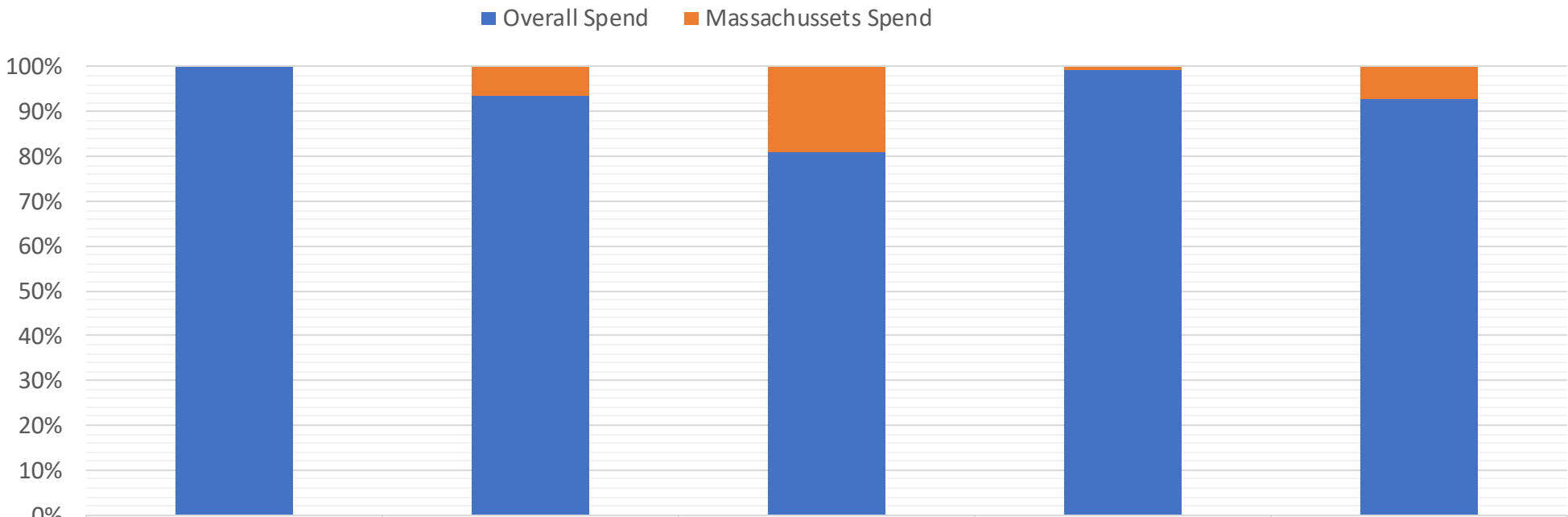
# Supplier / Vender Overview: Affiliation Diversity

Diversity Category – Enterprise Affiliation	YTD Spend 2023	 % of total YTD Spend among respondents	Partners
Native American	 \$1,135,304.53	 14.65%	Pitch Tech SRL, Pepe Calderin Design, SOLUTIONS SJM, Stratus Building Solutions, Brose, Gaming Labs
Hispanic American	 \$1,542,783.10	 19.91%	Pitch Tech SRL, FansUnite, GeoComply, Saiber, Hiltzik Strategies, Gaming Labs
Asian Pacific American	 \$1,430,072.59	 18.46%	Pitch Tech SRL, FansUnite, GeoComply, Saiber, Hiltzik Strategies, Gaming Labs
Alaska Native Corporation/ Indian Tribes	 \$1,131,304.53	 14.60%	Pitch Tech SRL, Gaming Labs
African American	 \$1,539,374.99	 19.87%	Pitch Tech SRL, Gaming Labs

NOTE: The figures shown above include only those vendors that have filled out Betr's Vendor/Supplier Diversity Questionnaire

# Supplier / Vender Overview: Spend Breakdown

## MASSACHUSETTS SPEND BREAKDOWN



	Q1	Q2	Q3	Q4	Total
Massachussets Spend	0	\$106,993.60	\$498,670.42	\$9,614.30	\$615,278.32
Overall Spend	\$2,507,466.50	\$1,567,354.87	\$2,103,967.73	\$1,569,031.58	\$7,747,820.68



# COMPLIANCE

# Minors/Underage Access

There were no cases of Minors/Underaged access to our platform during the reporting period.





# RESPONSIBLE GAMING

# Responsible Gaming User Limits Data

Limit Type	Limit Duration	Q3 –New Users with a Limit	Q1-Q3 Total Users With a Limit	Q3% New Limits/Actives	Q1-Q3% Limits/Actives
<b>Deposit</b>	Day	4	54	0.5%	1.2%
	Month	122	1645	15.8%	36.8%
	Week	2	44	0.3%	1.0%
<b>Deposit Total</b>		128	1743	16.5%	39.0%
<b>Single Wager</b>		1	6	0.1%	0.1%
<b>Single Wager Total</b>		1	6	0.1%	0.1%
<b>Wager</b>	Day	2	19	0.3%	0.4%
	Month	1	13	0.1%	0.3%
	Week	2	16	0.3%	0.4%
<b>Wager Total</b>		5	48	0.6%	1.1%
<b>Grand Total</b>		134	1797	17.3%	40.2%

<b>Q1-Q3 Active Base</b>	<b>4466</b>
<b>Q3 Active Base</b>	<b>774</b>

# Responsible Gaming User Limits Data (Continued)

Active Base	Number of Actives
Q1-Q3 Active Base	4,466
Q3 Active Base	774

# Of Timeouts for Q3		
Timeout	# of Timeouts	% of Active Base with Timeout
New Timeout	20	2.6%
On-Going Timeout	3	0.4%
Total	23	3.0%

Timeout Duration for Q3				
Average	# Enrolled for 72 hrs.	# Enrolled for 73 hrs. - 1 month	# Enrolled for 1 -6 months	# Enrolled for over 6 months
201 Days	2	5	5	11

# VSE Enrollment

0

**Betr had zero VSE enrollees this quarter**





# COMMUNITY/OUTREACH/ CHARITABLE IMPACTS

# Betr x Boxing Bullies Integration

- **Continued Commitment to Socially Conscious Operations:** Boxing Bullies remains dedicated to its vision of becoming an industry leader in socially conscious operations, with a steadfast commitment to making a positive impact on communities.
- **Expansion of #BeBetr Sub-Brand:** In line with its mission, Boxing Bullies plans on launching the #BeBetr sub-brand in 2024, enhancing its capacity to support and initiate charitable efforts. This expansion reflects the organization's ongoing efforts to broaden its reach and create meaningful change.
- **Geographic Expansion to Massachusetts:** Boxing Bullies plans to expanded its reach to Massachusetts, working closely with local gyms to establish a presence and contribute to building healthier communities. This geographical expansion aligns with the organization's goal of addressing bullying on a broader scale.
- **Positive Fundraising Results:** Jake Paul's "Boxing Bullies" charity has achieved significant fundraising milestones, surpassing the \$400,000 mark. These funds contribute directly to the organization's initiatives aimed at instilling self-confidence and leadership skills in youth while actively combating bullying.
- **Impactful Donations:** Building on its previous successes, Boxing Bullies has donated an additional 300 pairs of boxing gloves, demonstrating a tangible commitment to supporting aspiring young athletes and promoting a healthy outlet for self-expression.
- **Community Partnerships:** Ongoing discussions with a local Boys & Girls Club reflect Boxing Bullies' commitment to comprehensive youth programming. These discussions involve exploring opportunities for funding initiatives in athletics, education, and citizenship, further solidifying the organization's dedication to making a holistic impact.



# Massachusetts State Lottery

Betr is actively exploring ways to capitalize on the Massachusetts State Lottery through our media division and live sportsbook app, be it on Betr Sportsbook or Betr Picks. We have maintained regular communication with the Massachusetts State Lottery to foster a potential partnership. The envisioned integration aims to offer users distinctive promotions, enriching experiences, and a vibrant community centered around both sports betting and lottery participation. As highlighted in our previous report, Betr is pursuing the following two activation strategies:

## 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.



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