



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: **Betr Holdings, 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: **Ashwin Krishnan**

4. Phone number of contact: **786-387-4205**

5. E-mail address of contact: **ashwin.krishnan@betr.app**

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

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.

N/A

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in physical sports books and via mobile applications or other digital platforms, and said application was rejected or withdrawn.

Indiana, Ohio

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.

See attached.

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

Betr is the first direct-to-consumer sports betting company to focus predominantly on micro-betting, a new form of betting that introduces instant gratification to the sports betting user experience by enabling the moments that drive U.S. sports consumption – such as pitches & at-bats of baseball games and plays & drives of football games – to become discrete betting opportunities. Founded in 2022 by Joey Levy and Jake Paul, Betr is setting out to disrupt legacy gambling and legacy media. Levy is the co-founder of Simplebet, the B2B technology company that has pioneered micro-betting on U.S. sports by building the machine learning and automation infrastructure to enable this new form of betting to exist at scale and in fact powers DraftKings. Betr will be leveraging Simplebet's technology and is releasing its app in the coming weeks, initially as a free-to-play experience available in all 50 states, with a state-by-state rollout of its licensed real money betting experiences to follow later this year. Betr will unbundle micro-betting by building an entire company around it and delivering the experience in a simple, intuitive UI layer. Betr believes micro-betting will ultimately emerge as the predominant way consumers bet on U.S. sports, given (1) the stop and start cadence of U.S. sports lending itself perfectly to this style of wagering, and (2) similarly to how daily fantasy sports innovated on top of season long fantasy, micro-betting introduces an order of magnitude greater level of instant gratification to the current sports betting user experience. To date, Betr has raised \$50 million in funding from renowned institutional and strategic investors and some of the most influential athletes, celebrities, and sports team owners. Betr is poised to become the consumer company, product, and brand associated with simple, intuitive, instant gratification-rooted sports betting user experiences, which it believes will ultimately become the category defining company.