



November 27th, 2023

# Crown MA Gaming - DraftKings

Q3 2023

Sports Wagering Quarterly Report

# AGENDA

 1. Revenue

 2. Workforce & Workforce Diversity

 3. Vendor/Supplier Spend & Supplier Diversity

 4. Compliance

 5. Responsible Gaming

6. Lottery

7. Community, Outreach & Charitable Impacts

01

Revenue

# Q3 2023 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Hold %
July	\$14,739,006	\$2,876,648	10.2%
August	\$11,177,837	\$2,155,968.	6.9%
September	\$28,228,841	\$5,505,624	9.7%
<b>TOTALS</b>	<b>\$54,145,685</b>	<b>\$10,538,241</b>	<b>9.1%</b>

## Q2 2023 Revenue

Month	Total SW Revenue	MA SW Taxes Collected	Hold %
April	\$28,961,247.87	\$5,656,799.90	10.2%
May	\$30,625,273.26	\$6,018,432.11	13.9%
June	\$15,436,370.44	\$3,008,784.79	9.4%
<b>TOTALS</b>	<b>\$75,032,891.54</b>	<b>\$14,684,016.80</b>	<b>11.2%</b>

02

# Workforce/ Workforce Diversity



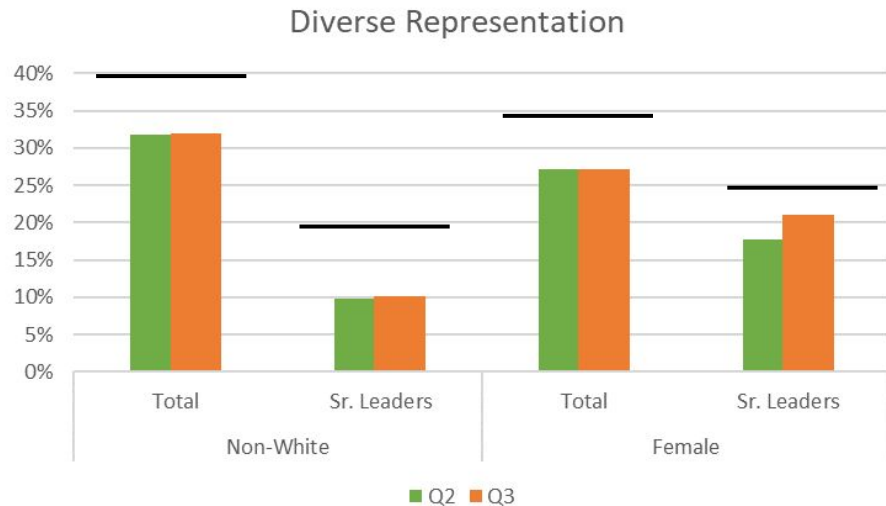
# Workforce / Workforce Diversity

DraftKings has maintained its diverse representation across its total employee population footprint, with  $<+1\%$  change for race (US) and gender (globally) quarter over quarter.

Though, representation of diversity within Senior Leadership roles has increased - the number of females has increased by 23% and Non-White Sr. leaders increased by 10%.

Efforts in Q3 to increase diverse representation and develop Female & Black employees for career growth include the following:

- Sponsorship of Women Impact Tech Conference
- Sponsorship at AfroTech Conference
- Boston While Black Family Reunion sponsor
- Out 4 UnderGrad Tech Conference
- Tech & Product Women's Summit (internally)



— 2025 Goal

# Breakout of Workforce Diversity Data

As of October 1, 2023 for all regular employees

	GLOBAL			US			MA		
	Non-White	Women	Veteran	Non-White	Women	Veteran	Non-White	Women	Veteran
Senior Leaders	8.6%	21.1%	2.0%	10.1%	24.8%	2.3%	3.8%	32.9%	2.5%
Managers	11.4%	24.5%	1.3%	16.8%	27.5%	1.2%	14.0%	29.5%	1.8%
Professionals	25.8%	28.1%	0.9%	37.6%	30.8%	0.9%	22.3%	26.2%	0.1%
<b>TOTAL</b>	<b>22.0%</b>	<b>27.1%</b>	<b>1.0%</b>	<b>31.9%</b>	<b>29.8%</b>	<b>1.0%</b>	<b>18.7%</b>	<b>27.6%</b>	<b>0.8%</b>

03

**Vendor/Supplier Spend/ Supplier  
Diversity**



# Vendor/Supplier Spend/ Supplier Diversity

During Q3 2023, DraftKings, spent \$745K on diverse suppliers in the US, of which 97% was spent on MA based businesses.

Q1-Q3 Supplier Diversity Spend

% of Total Spend

Total # of Certified Diverse Suppliers

**\$7.9M**

**1%**

**9**

**\$7.8M**

**9%**

**2**

# Supplier Diversity Efforts

Since our initial PO system update earlier this year, we have identified 25 newly onboarded diverse suppliers, up from just 6 tracked in 2022. We expect that number to increase upon the successful onboarding of our new Diversity Supplier Tool, Supplier.io - slated for Q4. With this new tool we can improve the future tracking of supplier diversity spending, retroactively track spending against diverse suppliers and create departmental goals & accountability.

In the interim, while we onboard Supplier.io, the following efforts have been made around this strategic initiative:

Designed a Landing page that outlines our commitment to Supplier Diversity and allows new suppliers to register to become a part of our Supplier Diversity Community

**We will begin tracking traffic and sign ups when the page goes live (Q4)**

DraftKings VP of IEB spoke on a panel in Washington DC at the United States Black Business Chambers National Conference in July 2023 focusing on the importance of diversifying suppliers in sports & online betting to attract diverse suppliers,

**We reached over 300 Black-owned businesses, chamber members and entrepreneurs**

DraftKings has leveraged our WorkPlace Experience team to drive our supplier diversity efforts by partnering with our catering supplier, EzCater, to ensure we are actively identifying diverse catering vendors who align with our values and can provide exceptional services

**In Q3 we have tracked \$59,265 of catering spending against diverse suppliers, 39.5% of which as spent with MA businesses**

# Total Vendor/Supplier Spend Overall

	US			MA		
SPENDING	Q1 '23	Q2 '23	Q3'23	Q1 '23	Q2 '23	Q3 '23
MBE	\$3,149,101	\$4,009,057	\$723,505	\$3,137,874	\$4,009,057	\$718,665
VBE	-	\$13,226	\$13,226	-	-	-
WBE	\$22,132	\$9,180	\$9,180	-	-	-
<b>Total Diversity Spend</b>	<b>\$3,171,234</b>	<b>\$4,031,463</b>	<b>\$745,911</b>	<b>\$3,137,874</b>	<b>\$4,009,057</b>	<b>\$718,665</b>

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**Compliance**

# Underage/Minor Access

The below statistics are based on DraftKings' Monthly Underage Report

Month	User Accounts Suspended due to claims of underage activity*
July	1*
August	4*
September	0

\* These users have made claims that an underage individual, usually a family member, placed a wager on the of-age user's account, or there was some other evidence to support that the account was being operated by an underage individual who was not the account holder.

Q1 and Q2 2023

Month	User Accounts Suspended due to claims of underage activity*
March	0
April	4*
May	2*
June	0



**05**

# **Responsible Gaming**

# Voluntary Self Exclusion

All DraftKings users are routed to the Massachusetts state self-exclusion list from our platform.

## Self-Exclusion

At DraftKings, we bring fans closer to the games they love by adding the fun and thrill of competition. To keep the game as such, consider self-exclusion if you feel like you're spending too much time or money. Self-exclusion allows you to set a time frame during which you will be excluded and banned from participating on the website and app. Looking to call a timeout on your sports betting? LiveChat at [GameSenseMA.com](https://www.gamesensema.com) or call 1-800-GAM-1234 to learn more about the Massachusetts Voluntary Self-Exclusion program.

**MGC VSE App Exclusions  
Q3  
(July, August, September  
2023)**

**121**

**MGC VSE App Exclusions  
Q2  
(YTD as of July 1, 2023)**

**170**

# Account Limits

Account Limit Tools	Percentage of MA users enrolled in (as of 11/21/23):
Time Limit	<.1%
Deposit Limit	2.3%
Spend Limit	0.13%
Wager Limit	0.4%
Cool Off	1.4%



## It's more fun when it's for fun

At DraftKings, we're dedicated to ensuring your well-being and providing a positive gaming experience. We empower you with the tools to manage your play through a handful of controls. You can set these preferences at any time.



### Budget preferences

Control how you play with your money



### Time preferences

Control how much time you spend on Draftkings



### Budget preferences

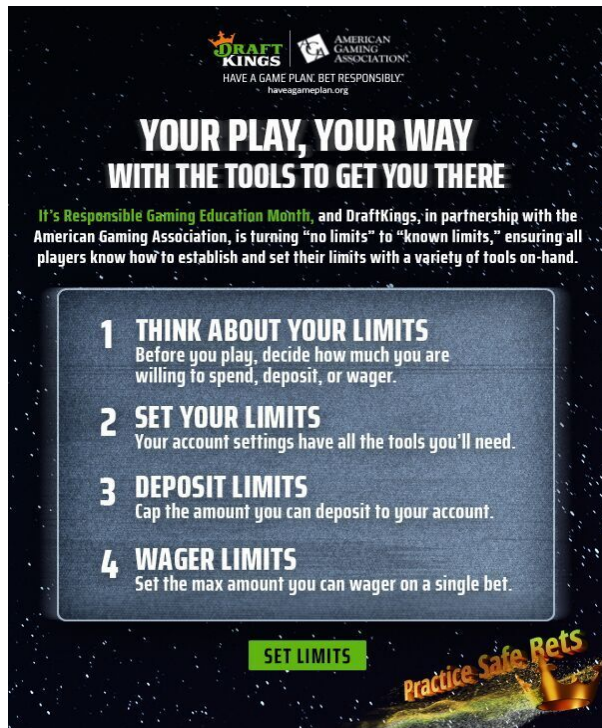
Set time to take a break from Draftkings

Set Limits

Maybe Later

# CRM RG Specific Messages (examples)

Sept. 2023



**DRAFT KINGS** | AMERICAN GAMING ASSOCIATION  
HAVE A GAME PLAN. BET RESPONSIBLY.  
haveagameplan.org

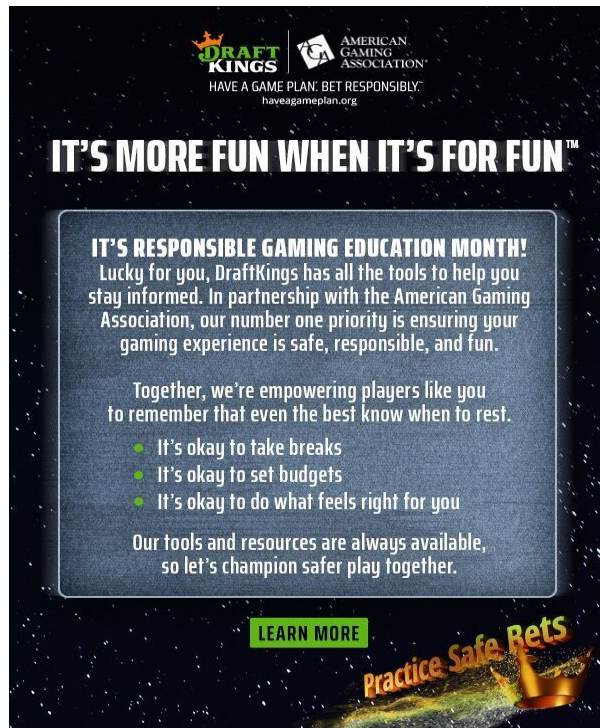
## YOUR PLAY, YOUR WAY WITH THE TOOLS TO GET YOU THERE

It's Responsible Gaming Education Month, and DraftKings, in partnership with the American Gaming Association, is turning "no limits" to "known limits," ensuring all players know how to establish and set their limits with a variety of tools on-hand.

- 1 THINK ABOUT YOUR LIMITS**  
Before you play, decide how much you are willing to spend, deposit, or wager.
- 2 SET YOUR LIMITS**  
Your account settings have all the tools you'll need.
- 3 DEPOSIT LIMITS**  
Cap the amount you can deposit to your account.
- 4 WAGER LIMITS**  
Set the max amount you can wager on a single bet.

**SET LIMITS**

*Practice Safe Bets*



**DRAFT KINGS** | AMERICAN GAMING ASSOCIATION  
HAVE A GAME PLAN. BET RESPONSIBLY.  
haveagameplan.org

## IT'S MORE FUN WHEN IT'S FOR FUN™

**IT'S RESPONSIBLE GAMING EDUCATION MONTH!**  
Lucky for you, DraftKings has all the tools to help you stay informed. In partnership with the American Gaming Association, our number one priority is ensuring your gaming experience is safe, responsible, and fun.

Together, we're empowering players like you to remember that even the best know when to rest.

- It's okay to take breaks
- It's okay to set budgets
- It's okay to do what feels right for you

Our tools and resources are always available, so let's champion safer play together.

**LEARN MORE**

*Practice Safe Bets*



# Re-cap Responsible Gaming Funding (2023)

*DraftKings' responsible gaming initiatives are funded throughout the year and are ongoing throughout all quarters.*

- **BetBlocker**  
Amount: \$15,000
- **Cambridge Health Alliance, Division on Addiction, (Malden, MA)**  
Amount: \$325,000
- **DraftKings State Council Funding Program**  
Amount: \$495,000 to multiple state councils, including \$15,000 to the MA Council on Gaming and Health
- **International Center for Responsible Gaming, (Beverly, MA)**  
Amount: \$70,000
- **Kindbridge Research Institute (KRI) - 50x4 Vets, ((Beverly, MA)**  
Amount: \$150,000
  - KRI - Military Research Associate Program (MRAP)  
Amount: \$100,000
- **Kindbridge Behavioral Health**  
Amount \$60,000



**90**

**Lottery**

# Massachusetts State Lottery

DraftKings has spoken with the Massachusetts Lottery.

07

# Community/Outreach/Charitable Impacts

# Dana Farber Cancer Institute Check Presentation

September 14 2023

On September 14 DraftKings presented a check for \$55,000 to the Dana Farber Cancer Institute during the Boston Red Sox pregame ceremony at Fenway Park. DraftKings is the presenting sponsor of the 2023 Jimmy Fund Day at Fenway, which helped give patients at Dana-Farber Cancer Institute the experience of a lifetime, while fueling the future of cancer research and care. The Dana-Farber Campaign supports the Institute and its mission to defy cancer by accelerating science, care, and expertise.

**Amount Donated: \$55,000**





# DraftKings Employee Volunteer Tree Planting Roslindale/Mattapan (Mt. Hope Cemetery) September 26 2023

On September 26, over 40 DraftKings employees volunteered to plant dozens of large trees at Boston's historic Mt. Hope Cemetery in partnership with the Arbor Day Foundation and Boston-based organization Speak for the Trees. The new trees will immediately contribute to the local community as Mattapan and Roslindale residents use the cemetery's green space for passive recreation since there are few parks nearby and the community has lost 16 acres of tree canopy in recent years.





# DraftKings Employee Volunteer Tree Planting East Boston (Memorial Park) September 28 2023

On September 28, over 50 DraftKings employees volunteered to plant 20 large trees at East Boston's Memorial Park in partnership with the Arbor Day Foundation and the East Boston community based program, Tree Eastie. We selected Memorial Park for this project because East Boston has the lowest tree canopy in all of Boston, and with its close proximity to Logan International Airport, these new trees will mitigate against noise and air pollution from the airport and related traffic.



# Sponsored Boston Celtics Shamrock Foundation Tip-Off Gala

October 5 2023

DraftKings was a major sponsor of this year's Tip-Off Gala, which took place on October 5 at Encore Boston Harbor. This year's gala raised \$1.5 million to invest back into the Boston community through grassroots programming and strategic funding to local organizations.

# DraftKings Pink 'Em Campaign

October 2023

During the month of October, DraftKings teamed up with the Larry Fitzgerald Foundation and raised \$100,000 for breast cancer research and support for those impacted. DraftKings offered free to play Pink 'Em charity pools during Weeks 4 through 8 of the NFL Sunday schedule, and for each of the first 20,000 pool entries weekly, DraftKings donated \$1 to The Larry Fitzgerald Foundation to fund breast cancer research along with support for people impacted by this disease.





# DraftKings Tech For Heroes

2023

Throughout 2023, DraftKings continued its Tech for Heroes initiative in collaboration with VetsinTech. Through the program, DraftKings has trained over 800 veterans and their spouses in high-demand tech skills, from cybersecurity to web development and more. Since 2018, DraftKings has donated over \$2M to VetsinTech in support of this program. For Veteran's Day, DraftKings ran several free to play contests and donated \$1 for every entry, with \$100,000 raised.



# Donation to Maine Community Foundation

In response to the tragic events in Lewiston, ME on October 25, DraftKings donated \$100,000 to the Lewiston-Auburn Area Response Fund to support those affected. With Maine Community Foundation (MaineCF) as a conduit, 100% of every dollar donated will be allocated to people impacted and the organizations that will help guide Lewiston-Auburn through the process of healing.



**THANK YOU**