



February, 28 2024

Crown MA Gaming - DraftKings

Q4 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

10

Revenue

Q4 2023 Revenue

Month	Total SW Revenue	MASW Taxes Collected	Hold %
October	\$34,253,687	\$6,704,468	11.2%
November	\$27,190,108	\$5,282,468	8.5%
December	\$30,716,429	\$5,989,645	9.7%
TOTALS	\$92,160,224	\$17,976,581	9.8%

Q3 2023 Revenue

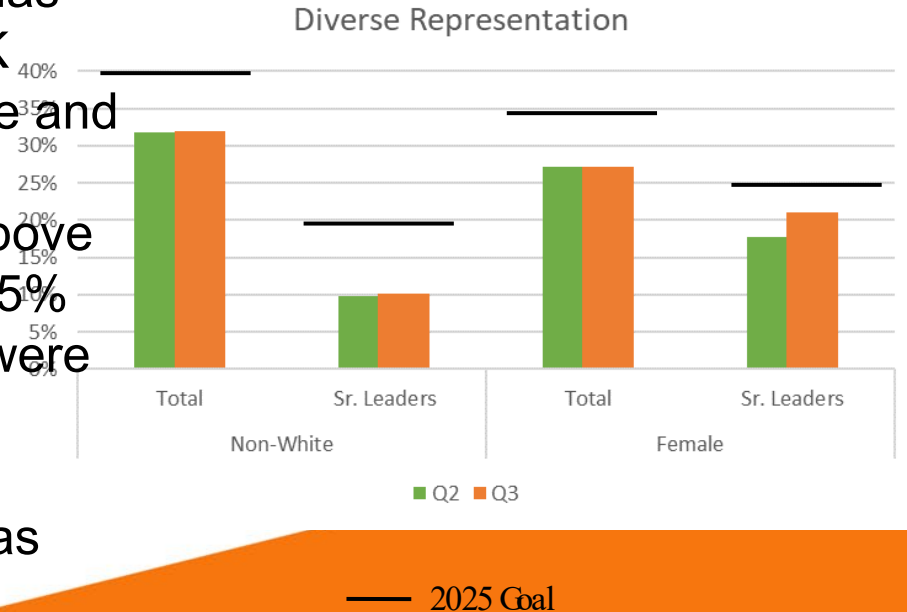
Month	Total SW Revenue	MA SW Taxes Collected	Hold %
July	\$14,739,006	\$2,876,648	10.2%
August	\$11,177,837	\$2,155,968.	6.9%
September	\$28,228,841	\$5,505,624	9.7%
TOTALS	\$54,145,685	\$10,538,241	9.1%

02

**Workforce
Diversity**

Workforce / Workforce Diversity

- Diversity in gender and ethnicity has grown from 2022 to 2023. The DK population is currently 27% female and 32% BIPOC.
- Female and BIPOC Hiring % is above current representation. In 2023, 35% new hires were female and 47% were BIPOC.
- Increasing diversity in leadership positions is a focus area, as well as female representation in technical roles.



Breakout of Workforce Diversity Data

As of Q4 2023 for all regular employees

	GLOBAL			US			MA		
	Non-White	Women	Veteran	Non-White	Women	Veteran	Non-White	Women	Veteran
Senior Leaders	12.08%	22.15%	2.01%	14.17%	25.98%	2.36%	8.00%	33.33%	2.67%
Managers	14.78%	24.84%	1.36%	21.59%	28.02%	1.23%	20.66%	30.63%	1.48%
Professionals	27.96%	28.05%	0.97%	40.09%	30.33%	1.04%	23.28%	26.72%	0.31%
TOTAL	24.57%	27.16%	1.09%	35.11%	29.66%	1.13%	21.40%	28.30%	0.81%

30

Vendor/Supplier Spend/
Supplier Diversity

Supplier Diversity Efforts

- Supplier Diversity spending increased through Q4 2023, both nationally and MA.
- Growth specifically occurred amongst Minority Businesses at 2.5x from Q3 to Q4.
- We are currently launching an executive committee to inform and drive results against our Supplier Diversity program to continue to make progress.
- Our National goals are 5% spending to be allocated to diverse suppliers by 2025. We have reached 10% for MA spending, but will continue to focus on efforts as we tracked 0.6% nationally.

Vendor/Supplier Spend/ Supplier Diversity

	US				MA			
SPENDING	Q1 '23	Q2 '23	Q3'23	Q4'23	Q1 '23	Q2 '23	Q3 '23	Q4 '23
Total Vendor Spending	576,543,810	393,345,850	399,422,601	519,959,919	20,657,973	15,230,189	12,646,470	51,128,170
MBE	3,149,101	4,009,057	723,505	2,430,717	3,137,874	4,009,057	718,665	2,401,677
VBE	-	13,226	-	4,409	-	-	-	-
WBE	22,132	9,180	-	507,561	-	-	-	-
Total Diversity Spend	3,171,234	4,031,463	723,505	2,942,687	3,137,874	4,009,057	718,665	2,401,677

Total Vendor/Supplier Spend

	US				MA			
SPENDING	Q1 '23	Q2 '23	Q3'23	Q4'23	Q1 '23	Q2 '23	Q3 '23	Q4 '23
MBE	0.5%	1.0%	0.2%	0.5%	15.2%	26.3%	5.7%	4.7%
VBE		0.003%		0.001%				
WBE	0.004%	0.002%		0.1%				
Total Diversity Spend	0.6%	1.0%	0.2%	0.6%	15.2%	26.3%	5.7%	4.7%

04

Compliance

Underage/Minor Access

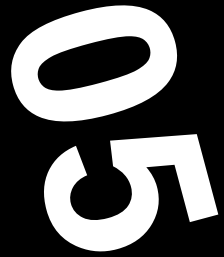
The below statistics are based on DraftKings' Monthly Underage Report

Month	User Accounts Suspended due to claims of underage activity*	User Accounts Reported to the Commission
October	5*	5*
November	3*	3*
December	2*	2*

Q3 2023

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.



Responsible Gaming

Voluntary Self Exclusion

All DraftKings users are routed to the Massachusetts state 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.gamesense.com) or call 1-800-GAM-1234 to learn more about the Massachusetts Voluntary Self-Exclusion program.



**MGC VSE App Exclusions
as of Q4 2023**

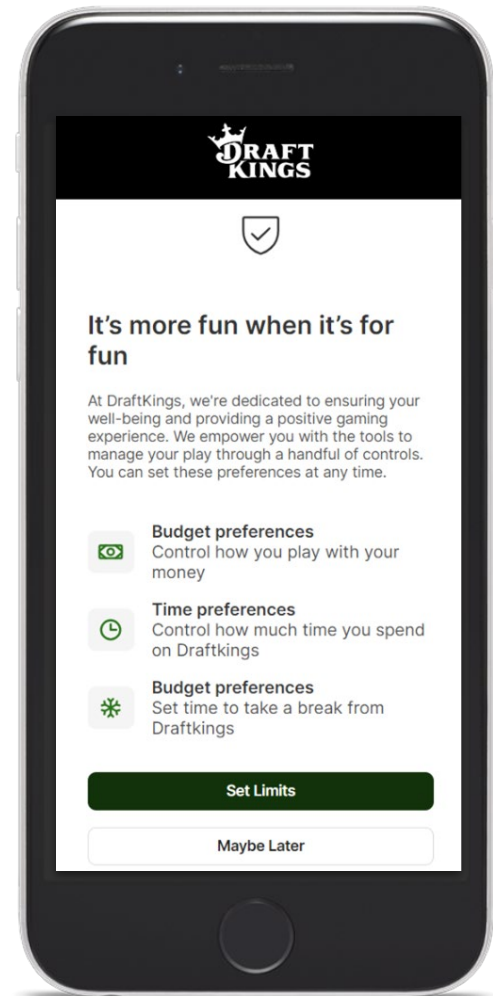
330

**MGC VSE App Exclusions as of
Q3 2023**

121

Account Limits

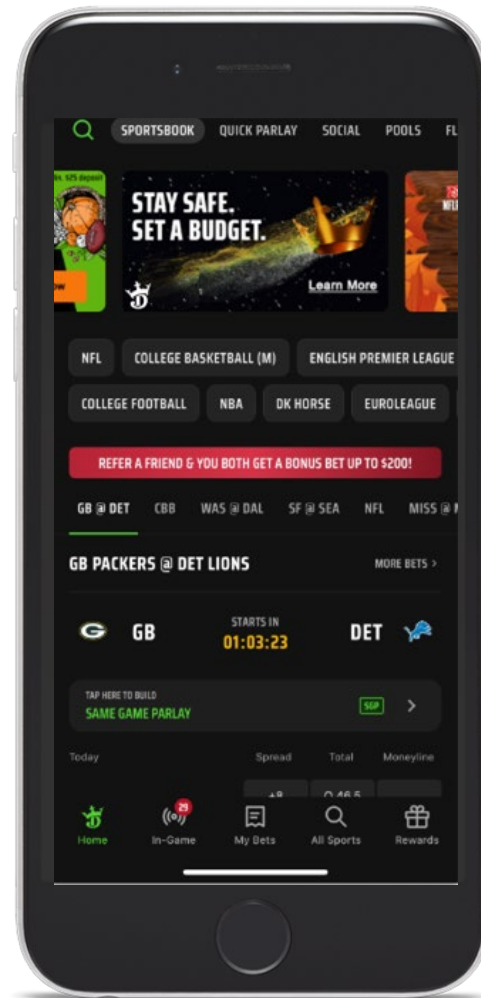
Account Limit Tools	Percentage of MA Users enrolled (Q4)
TIME LIMIT	0.19%
DEPOSIT LIMIT	1.63%
SPEND LIMIT	0.16%
WAGER LIMIT	0.16%
COOL OFF	0.68%



RGBANNERONMAINCAROUSEL

Goal: Normalize tool utilization through prominent messaging and prescriptive, approachable tone of voice

- Activated in all states through end of 2024
- Implemented Dec 2023: 22,692 clicks
- Call to action to Limits page
- Early data have demonstrated very small uptick in limits utilization



UNDER25 ONBOARDING

All players under 25 receive targeted CRM sends: Day 3 of new player onboarding, Day 14 new player onboarding & bimonthly thereafter.

DRAFTKINGS SPORTSBOOK

PLAY RESPONSIBLY. SET LIMITS.

Visit our website to learn how we empower players to play responsibly.

- Deposit Limits**
You may set daily, weekly or monthly limits on the amount you deposit into your account.
- Wagering Limits**
You may set limits on how much money you wish to wager while playing.
- Max Wager Limits**
You may set limits on the maximum amount of any single wager you can place on DraftKings Sportsbook.
- Time Limits**
You may set session limits so you can control the amount of time you want to play.

[SET LIMITS](#)

Day 3 - new player email - general tips

DRAFTKINGS SPORTSBOOK

GAME RESPONSIBLY. Don't fall for these myths.

MYTH: "If I keep playing, I'll win back the money I've lost."	TRUTH: Prior outcomes have no impact on future outcomes.
MYTH: "I was so close. I'm due for a win!"	TRUTH: What happens in the future isn't influenced at all by almost winning.
MYTH: "Gaming is a way to supplement my income."	TRUTH: Gaming is for entertainment rather than a source of income.

[VIEW RESOURCES](#)

Day 14 - new player popup - mythbusting

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

HAVE A GAME PLAN BET RESPONSIBLY™

- Educate yourself** and be knowledgeable about the wagers you're placing.
- Set a realistic budget** and never play beyond your means.
- Avoid chasing losses** and don't try to make up for prior wagers.
- Take a break** for the amount of time you feel is necessary.

[VIEW RESOURCES](#)

Bimonthly popup - general tips

Recap 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
- **EPIC Global Solutions - Lived Experience Trainings**
Amount: \$40,000
- **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

Active members of the **American Gaming Association** and the **National Council on Problem Gambling**

90

Lottery

Massachusetts State Lottery

DraftKings has entered into a definitive merger agreement to acquire Jackpocket, which closing conditions.

20

Community/Outreach/Charitable Impacts

DraftKings Holiday Give Back Initiative

In honor of the holiday season, we gave our employees in each of our offices around the globe the opportunity to nominate and vote on a charity of their choice to receive a \$10,000 contribution. In total, DraftKings contributed over \$100,000 to charities around the globe that were nominated and voted on by employees.

Employees in our Boston Headquarters selected Closing the Gap Foundation, a Massachusetts-based nonprofit organization focused on supporting the unique needs of individuals and families affected by Cystic Fibrosis.

Representatives from Closing the Gap Foundation attended the DraftKings Boston holiday party on December 15th and took part in a formal check presentation ceremony where they had an opportunity to educate employees about their work in the community.

DraftKings Holiday Give Back Initiative



ArmyNavy Game

December 9 2023

On Saturday, December 9, the DraftKings S.E.R.V.E.S. team had members of the veteran community at the 124th installment of Army/Navy game at Gillette Stadium. Our friends at VetsinTech with graduates and active participants of our Tech for Heroes veteran training program, joined us for a fun day in Foxborough, which is the first time this historic game has ever been played in Massachusetts. Several of our very own Boston area DraftKings veterans were in attendance, serving as a reminder of our brave teammates who served our country over the years.



Sponsored Boston Celtics Shamrock 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 Harbor. This year's gala raised \$1.5 million to invest 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 '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 \$5 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 \$2 million to VetsinTech in support of this program. For Veteran's Day, DraftKings ran several free to play contests and donated \$100,000 to VetsinTech, with \$100,000 raised.





THANK YOU