



### 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](mailto: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](mailto:mgcclerk@massgaming.gov).

1. Legal Name of entity: **PlayUp Interactive MA Inc. ("PlayUp")**
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: **Wes Friedman, Head of Legal & Compliance**
4. Phone number of contact: **201-400-5430**
5. E-mail address of contact: **us.legal@playup.com**
6. Name(s) of entity’s mobile application(s) or other digital platform(s): **PlayUp Sports Betting MA**
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.

### New Jersey and Colorado

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in physical sports books and via mobile applications or other digital platforms, and said application was rejected or withdrawn.

None

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.

PlayUp Interactive MA Inc. ("PlayUp") is a next generation entertainment and technology group that enriches the lives of people through entertaining, rewarding and responsible online betting. We are a gaming wagering business that offers online sports betting and iGaming in the USA. The Company has developed a highly scalable and robust, cloud-based online betting platform that provides an integrated experience to users. Our energies are focused on fulfilling the needs of dedicated and passionate users who seek a deeper connection to the games they play.