



# DRAFTKINGS

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# AGENDA



**1. DraftKings Overview**



**2. Observations**



**3. Sports Betting Integrity and Responsible Gaming**



**4. Q&A**

# Founder-Led Company & Leader in Sports, Entertainment and Gaming

**10+**  
YEARS

**3,500+**  
DRAFTKINGS  
EMPLOYEES

**2M+**  
MONTHLY  
UNIQUE PLAYERS

**18M+**  
LIFETIME  
REGISTRATIONS



**Jason Robins**  
CEO & Co-Founder



**Paul Liberman**  
President &  
Co-Founder



**Matt Kalish**  
President &  
Co-Founder



DK begins its  
DFS operations

**2012**

**March 2019**

SBTech selected as  
Oregon State Lottery's  
sports betting provider



2018 - PASPA Overturned



Oregon Scoreboard  
launches across Oregon

**October 2019**



DK and the Oregon State  
Lottery sports betting  
offering goes live

**January 2022**

**DraftKings** and **SBTech**  
combine, DK becomes a  
public company



# DraftKings Has an Extensive Sports Betting Footprint Across The U.S.

## ONLINE SPORTSBOOK IN

## 17 STATES

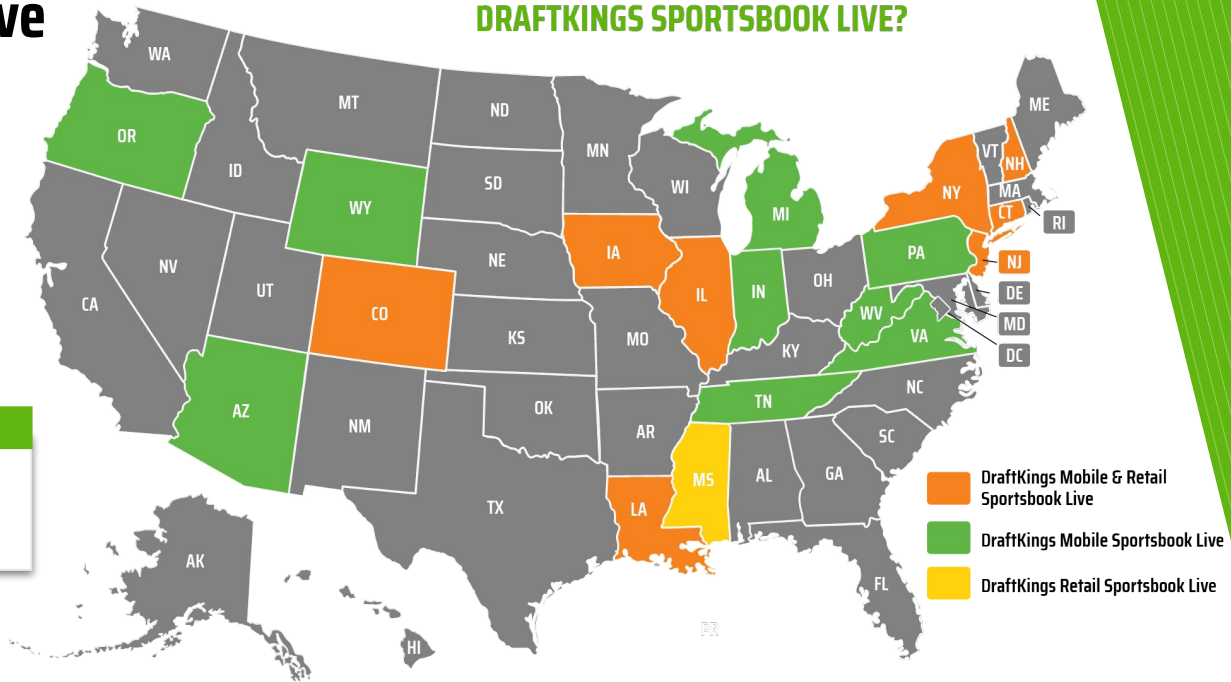
## RETAIL SPORTSBOOKS IN

## 9 STATES

## RETAIL SPORTSBOOKS

## 14 PROPERTIES

## WHERE IS DRAFTKINGS SPORTSBOOK LIVE?

 DraftKings Mobile & Retail Sportsbook Live

DraftKings Mobile Sportsbook Live

DraftKings Retail Sportsbook Live



# Consistently Rolling Out New Impactful & Innovative Partnerships



## Expanding into content space, DraftKings acquires sports betting broadcast company VSIN

CHRIS BUMBACA | USA TODAY | 50 minutes ago

DraftKings continued its venture in the sports gambling content space by announcing Tuesday it acquired the sports betting broadcast company Vegas Sports Information Network (VSIN).

VSIN, founded in 2017 by the Musburger family (following former ESPN announcer Brent Musburger's departure from the company), has operated in Las Vegas and produces roughly 18 hours of



## PGA Tour to put sportsbook operated by DraftKings at TPC Scottsdale



The PGA Tour is putting a retail sportsbook at TPC Scottsdale, one of golf's most raucous environments.

The PGA Tour announced Wednesday that DraftKings will operate the first-of-its-kind sportsbook at TPC Scottsdale and become the exclusive sports betting partner of the Waste Management Phoenix Open.

Three locations at TPC Scottsdale are being discussed for the "19th hole" sportsbook, which will be open year-round and include in-person betting windows. The goal is to open the sportsbook by the Summer Bowl in 2023



## Foxwoods Partners With DraftKings as Legal Sports Betting Gets Underway in Connecticut

October 1, 2021



Connecticut has become the latest state to greenlight sports betting. Jason Guyot, the president and CEO of Foxwoods Resort, joined Cheddar's "Closing Bell"



## News ▾ Headlines

PRESS RELEASE

## DraftKings agrees to become sports betting, DFS, iGaming partner of NHL

Company announces agreement to be exclusive sportsbook, daily fantasy sports provider for Turner Sports' coverage of League

by NHL Public Relations @PR\_NHL

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## DraftKings launches sports betting in Oregon with state lottery

By Charlie Horner - January 13, 2022



Image: Shutterstock

DraftKings has announced it has penned an 'exclusive agreement' with the Oregon Lottery to become the official sportsbook provider in the state of Oregon.

The gaming and sportsbook provider stated it is furthering its strategy to build a 'coast-to-coast presence' in the US sports betting market.

March 2021

April 2021

Oct. 2021

Oct. 2021

Jan. 2022

# Observations ... So Far

**COLLABORATION** Through our partnership with the Oregon State Lottery we anticipate continued success of a responsible and trusted sports betting experience driven by DraftKings' proven technology and approach bolstered by the leadership and capabilities of the Oregon State Lottery.

**INNOVATION** In Q2, we have seen increased user engagement and a greater product mix, helped by the introduction of new and innovative betting options, such as Same Game Parlays.

**PEOPLE & TECHNOLOGY** Our teams coupled with our technology have created a better product and user experience, including a seamless transition of players from the Scoreboard offering to the DraftKings Sportsbook product (ex. funds, deposits, withdrawals).

**OFFERINGS** Oregon is unique in that it is the only state where DraftKings Sportsbook operates that restricts all wagering on college sporting events.

- This restriction results in a “split wallet” framework for players.

# Sports Betting Integrity



## BET MONITORING

24/7 monitoring of unusual betting and odds movements by the trading team and event-specific risk management settings



## INFORMATION SHARING

Sharing of suspicious betting information with other operators through integrity monitoring associations



## KNOW OUR CUSTOMER

Customer-specific behavior monitoring as well as rigorous KYC and tracking of the location of every bet placed



## MEDIA SURVEILLANCE

DraftKings monitors news/social media for possible indicators of integrity concerns and our trading team responds in a timely and appropriate manner

# DraftKings' Responsible Gaming (RG) Program

We have an obligation to our customers and employees to put RG on the top of our priority list. Our RG mission is to mitigate harm and protect those at greater risk through groundbreaking technology, training, robust resources and supporting evidence-based research.

**EDUCATION** Educate all employees on RG, this includes internal and external stakeholders

**TRAINING** Provide regular targeted training to customer-facing employees

**MESSAGING** Create RG-specific messaging and advertising

**OUTREACH** Engage with external stakeholders (legislators, regulators, academic organizations, etc.)

**RESEARCH** Fund evidence-based research



# A Safe And Responsible Betting Experience



Real-time platform alerts to investigate abnormal player behavior



Integrations for player verification and self-exclusion



Easy access to transaction history



Pre-determined self-exclusion options (permanent, temporary & "Cool-Off")



Time-out and self-limitation functionalities



Partnership with BetBlocker (free app that blocks >18,000 gambling sites)



Exclusion = No promotions/marketing



**Self-Exclusion anywhere = Self-Exclusion everywhere\***



**Platinum membership: National Council on Problem Gambling**



**KBA / Scan ID for automated age verification**



*\*Works with self-exclusion done through DraftKings*

**DraftKings is an active member of leading gaming associations**



**2022  
PLATINUM MEMBER**



# DraftKings Has Shown Sustained Commitment To The Responsible Gaming Field



**DraftKings Responsible Gaming Program Awarded National Council on Problem Gambling's Corporate Social Responsibility Program of the Year**

*July 2022 -- National organization honors Program plus two individual awards for excellence in Responsible Gaming programming and advocacy*



**DraftKings and Division on Addiction at Cambridge Health Alliance Pioneer Comprehensive Responsible Gaming Program**

*Harvard Medical School Affiliate's scope includes staff training, strategic consulting and research*



**DraftKings Announces \$1.5 Million+ Responsible Gaming Initiative Providing Multi-Year Financial Commitments to State Problem Gambling Councils**

*Non-discretionary fund provides support to grassroots nonprofit organizations, including Oregon Council on Problem Gambling*



**DraftKings and Kindbridge Research Institute Advance Veterans-Focused Responsible Gaming Research**

*50x4Vets program partners spearhead first-of-its-kind solutions-based research on veterans*



**DraftKings Provides International Center for Responsible Gaming with Financial Support for First-of-its-Kind Sports Wagering Research**

*Fund supports innovative research in responsible gaming*

**Q&A**



**THANK YOU**