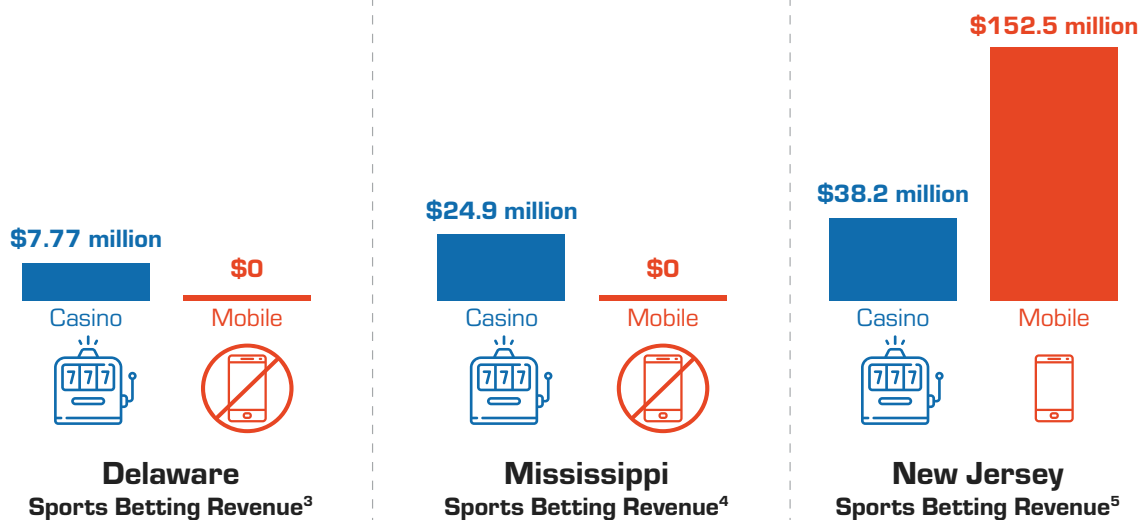


The Present and Future of Sports Betting is MOBILE

Mobile is how Today's Customer Engages

- ▶ We do everything on our phones today – banking, doctors appointments, shopping
- ▶ Consumers demand convenience , and having to drive to a casino to place a bet just doesn't make sense in today's world
- ▶ Over 70% of survey participants said they would continue to use illegal online sportsbooks if their only legal option required them to drive to a casino¹
- ▶ Mobile betting allows advanced betting types not available in brick and mortar; In-play betting on events happening in real time is already a significant part of the betting market and is expected to become the dominant form of betting within several years²
- ▶ Mobile betting is safe and provides more consumer protections than in-person betting

New Jersey Sports Betting Revenue Leaves Non-Mobile States in the Dust



(Year to Date through September, 2019)

Even after adjusting for population differences, sports betting revenue in New Jersey is still almost **3X** that of Delaware and Mississippi. The reason is mobile betting – **over 80% of New Jersey sports bets take place online**⁶. The fact that Delaware and Mississippi are missing out isn't a fluke, this scenario is expected to remain consistent in every state – **states that authorize mobile are projected to increase their sports betting revenue by 4-5X**⁷.

The facts are indisputable – any state that wants to maximize revenue, protect consumers and defeat the illegal offshore market must allow mobile betting. Anything less will simply undermine the legal market and allow taxable revenue to escape to illegal offshore websites.



1. Eilers and Krejci Gaming – Legal Sports Betting: Defining the U.S. Opportunity 2. <https://www.reviewjournal.com/sports/betting/in-game-wagering-popularity-grows-for-las-vegas-bettors-1582872/> 3. <https://www.delottery.com/Sports-Lottery/Sportsbooks/Monthly-Distribution/2019> 4. http://www.msgamingcommission.com/index.php/reports/monthly_reports 5. <https://www.nj.gov/lps/ge/docs/Financials/PressRel2019/September2019.pdf> 6. <https://www.nj.gov/lps/ge/financialandstatisticalinfo.html> 7. Eilers and Krejci Gaming – Legal Sports Betting: Defining the U.S. Opportunity