

Mobile Sports Betting and Casinos TWO STREAMS OF INCOME

DIRECT

- ▶ Mobile sportsbook operators are required to partner with an existing casino – mobile operators share a percentage of every mobile sports betting dollar in exchange for the right to use the casino’s gaming license
 - ▶ Revenue sharing agreements simplify things for both parties - Rather than a casino having to develop and implement their own software, payment and security platforms, partnering with an experienced mobile operator is a turnkey solution to create a new stream of revenue with minimal investment or risk
 - ▶ By offering mobile sports betting, casinos can expand their reach to online customers throughout the entire state

INDIRECT

- ▶ Casinos can use mobile technology to market to a new customer base of sports bettors that skews younger, more affluent and less interested in traditional gambling than your average casino visitor
 - ▶ Cross-marketing opportunities will incentivize and draw these mobile users into brick and mortar casinos where they will spend money on entertainment and other casino games



DIRECT

- ▶ Sports betting revenue sharing with Mobile sportsbook partner



INDIRECT

- ▶ Increase marketing reach from mobile
- ▶ Incentivize new customers to visit brick and mortar casinos
- ▶ Encourage casino loyalty through affinity programs
- ▶ Rise in \$ from food, drink, and casino gaming

