

Score Digital Sports Ventures Inc.
Mobile Sports Wagering Platform Provider – RFA
New York Gaming Commission

Exhibit 5.1 – Operator

The responsibilities, duties and requirements of an Operator are defined and determined, by context, in the draft regulation Part 5330, which has been included as Appendix A: Draft Regulation Part 5330.



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Exhibit 5.2 – Number of Operators to be Hosted

The Applicant shall identify the number of Operators the Applicant proposes to host on the Applicant's Platform.



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Exhibit 5.3 – Operator Organization

For each Operator the Applicant proposes to host as part of this Application, the Applicant shall provide the full name of the Operator as it appears on such Operator’s certificate of incorporation, charter or other official formation document, along with any D/B/A or trade names.

The Applicant shall include for each proposed Operator, information on the Operator consistent with that required for the Applicant pursuant to Sections 4.3 through 4.14 of Part 4 of this RFA.



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Exhibit 5.4 – Applicant as an Operator

If the Applicant also intends to be an Operator tied to the Application, the Applicant must identify itself as such.

The Applicant, Score Digital Sports Ventures Inc. d/b/a theScore Bet, [REDACTED]
[REDACTED]

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Exhibit 5.5 – Licensure

Each Operator must be licensed as a Mobile Sports Wagering Licensee, separate from the Mobile Sports Wagering Licensee issued to the Platform Provider. The standard for licensing shall be equivalent to that of a Casino Vendor Enterprise pursuant to PML Article 13 Title 4 – Enterprise and Vendor Licensing and Registration.



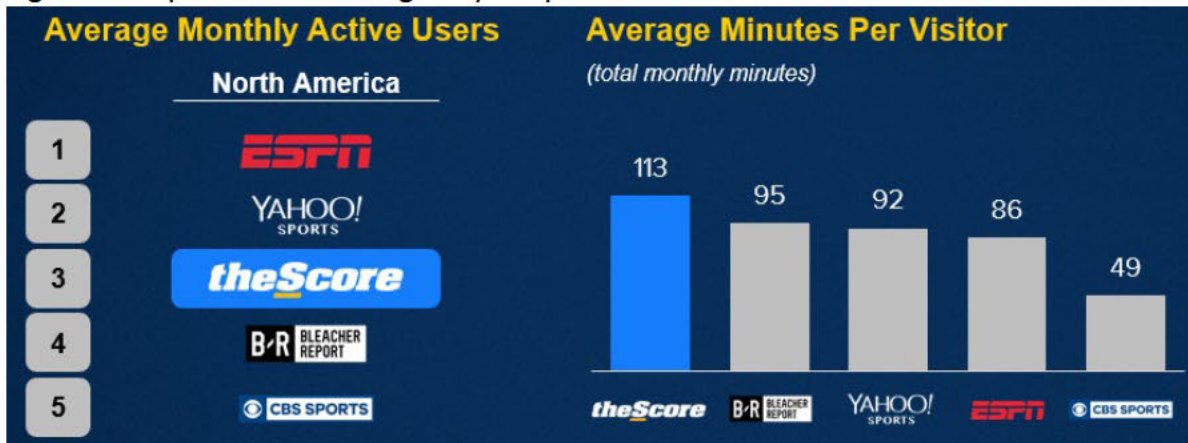
theScore Bet - Part 5.6 Advertising and Promotional Plans

The Applicant shall provide detailed information demonstrating the marketing and promotion efforts proposed by its Operators, including:

- estimated marketing budget;
- promotion and player loyalty programs;
- advertising plans;
- player acquisition models; and
- efforts to be undertaken to convert customers from wagering through unlicensed channels to wagering legally in the State.

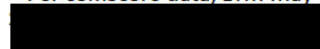
The Applicant shall provide examples and samples of marketing, advertising, and promotional activities recently undertaken in other jurisdictions by each of the proposed Operators in the Application.

theScore Bet provides a unique value proposition when it comes to drawing authorized bettors from the unregulated market and operating in a cluttered and competitive regulated marketplace. We are the ONLY sportsbook that is operated by a media company, which has one of the largest and the most engaged mobile media audiences in North America¹. Our sports media reach [REDACTED] us an owned and operated marketing channel, and being an unified media and betting platform allows for us to integrate our sportsbook in a singularly unique fashion.



While operating as two standalone apps, theScore and theScore Bet are deeply and seamlessly integrated together. A user of theScore can browse available markets, receive customized promotions, track their placed bets and even receive cash out offers, all while following the game in real-time. For clarification purposes, all betting transactions take place within theScore Bet. With all of the engagement around betting that other sportsbooks feverishly work to insert

¹ Per comScore data; LTM May-21



into their sportsbook products, we are able to place natively alongside our users' media experience, where they are already living and consuming sports.

As evidence of the success of this unique approach, over 50% of our bettors use both theScore and theScore Bet, showing the value of our integrated ecosystem - and that is based on the strength of the products to date. We have focused over the past two years building this interconnected experience, as well as taking ownership of our own technology stack, which combined with our sizable New York audience, presents the opportunity to unleash the potential of theScore users into theScore Bet as never before.

We acknowledge that we are not the biggest or loudest advertiser in the market. That is by design. We are, however, the only one that can fully leverage the power of a media property at this scale and with this level of engagement. [REDACTED]

Promotion and Loyalty Programs

Embedded into our marketing campaigns, there are various types of promotions that theScore Bet intends to offer to users in New York, in both evergreen campaigns and event-driven activations. These include:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Each promotion will have a defined set of terms and conditions that accompanies the offer, making clear the full extent of promotion eligibility criteria and any restrictions on award usage. All promotions are also accompanied by responsible gaming language. In addition to being approved by the regulatory body, promotions are all conceived through internal operating procedures involving marketing, legal, risk and trading, finance, and executive review where relevant.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Advertising Plans and Channel Summary

As an integrated media and betting operator, theScore Bet's advertising plan relies on several channels. As mentioned above, a primary differentiator of theScore Bet is access to the media user base of theScore's owned and operated media channels. theScore Bet leverages theScore's media channels to cross-market and communicate with its users the value of its offering, features, markets, and promotions. theScore Bet's goal is to provide users with a best-in-class digital sports betting experience on mobile, attracting, at a cost-efficient level, new users to try our sportsbook, enhancing their media experience, and keeping existing users actively engaged.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

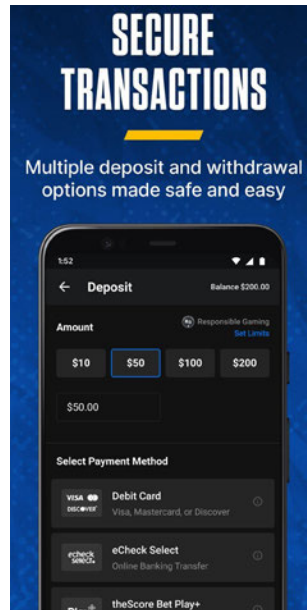
[REDACTED]

[REDACTED]

Converting Authorized Bettors from the Unregulated Market

theScore Bet undertakes a number of methods to bring users from unlicensed channels into its regulated platform in states where the sportsbook operates. theScore reaches millions of users across its media and betting channels including app, email and social. Marketing messaging for our regulated sportsbook theScore Bet highlights key features to persuade users of the value proposition of its regulated offering including safe and secure payment transactions as well as customer protection and responsible gaming practices, such as App Store & Google Play listings (below).

theScore Bet also leverages its status as an Official Partner of professional sports leagues as a means of combating unlicensed betting behavior. Our partnerships with the NBA, MLB, and the PGA TOUR not only afford certain data and content rights that enhance the experience for users above those of unlicensed operators, but also establish a trustworthiness and credibility difficult to rival in offshore platforms. By way of example: League lockups and partnership status used in promotional creatives. In addition, theScore Bet offers 24/7 in-house customer support, with agents available by phone, email or chat, facilitating a level of communication and support many unlicensed sportsbooks can't rival.



Recently Executed Promotions and Advertisements

Campaign: "Ontario, it's happening. See you soon."

Channels: Billboards, Cabana Waterfront Patio

Activation Date: June 2021

Location: Ontario



Campaign: \$300 NBA Finals Special

Channels: theScore, Email, Paid Social, Organic Social, Turner Media, Genius Media, NBA Email, Affiliates

Activation Date: July 2021

Location: Colorado, Indiana, Iowa, New Jersey

theScore | BET

Bet on the NBA Finals, Get \$300!
Alex Moretto
7h ago · Credit: Long / Photozone

The Milwaukee Bucks halved a 2-0 series deficit Sunday and will look to pull even with the Phoenix Suns in Wednesday's can't-miss Game 4, and you can add to the thrill by signing up for [theScore Bet](#).

For the duration of the series, all first-time bettors can get a **\$300 FREE BET** when they bet on the 2021 NBA Finals - any bet and any amount qualifies!

PROMOTION: Bet on the NBA Finals and get a \$300 FREE BET*

WHO: First-time bettors in Colorado, Indiana, Iowa, and New Jersey

Follow these steps to capitalize on this special promotion:

- [Click this link](#)
- Download theScore Bet app
- Sign up and deposit if you haven't already
- Place any bet on the 2021 NBA Finals (first-time bettors only)!

PLUS, don't forget that your first deposit is matched with a Bonus of up to \$1,000 and your first bet is risk-free up to \$500!*

*21+, CO/IA/IN/NJ Only. Gambling Problem? Contact 1-800-522-4700 (CO), 1-800-BETS-OFF (IA), 1-800-WITH-IT (IN), 1-800-GAMBLER (NJ). T&Cs Apply. See rules at [thescorebet/promos](#).

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Bet on the 2021 NBA Finals and get a \$300 FREE BET (first-time bettors only)!
[thescorebet.app.link/xPycOIPrGhb](#)

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