

## theScore Bet - Part 6.1 Experience

**A. The Applicant shall provide a description of comparable mobile sports wagering platforms developed and operated by the Applicant. Multiple examples may be used to demonstrate experience, but the Applicant shall limit detailed examples to no more than the five most comparable Platform operations. The description shall include the following:**

- an overview of the wagering activity conducted through the Platforms;
- the jurisdictions where the Applicant operates the Platforms;
- current integration of the Platforms with other wagering operators;
- the number of accounts maintained through the Platforms;
- wagering volume processed annually through the Platforms; and
- additional information the Applicant believes relevant to demonstrate the Applicant's experience.

### **Background on theScore Bet**

We manage our sports betting operation with one focus always top of mind - to provide the best and safest possible experience for our users. We strive to empower fans by serving as a trusted source of data, content and odds, paired with deep sports insights that connect fans with their fandom. We are nimble and vigilant in managing theScore Bet, ensuring our integrated sportsbook and platform is the most complete, technologically advanced product in the market. theScore Bet platform was uniquely built in-house specifically for our user interface, and other Operators are not contemplated to be hosted on the platform.

What makes us unique is that we're the only fully integrated media and gaming company in North America. While most online sportsbooks are transactional in nature, we've strategically built a true media and betting ecosystem that delivers an immersive and deeply personalized experience unlike anything else in the market.

As an experienced mobile operator with deep technology capabilities, our in-house product and engineering team built our sportsbook, **theScore Bet**, and the associated technology platform from the ground up. On its own, theScore Bet is a comprehensive mobile sports betting platform, natively built for iOS and Android devices, that provides patrons access to wagering on a vast array of United States and international leagues with straight, prop, in-play and futures markets along with scores and in-game data.

When combined with our wide-reaching, award-winning media app, **theScore**, we offer fans a truly unique and authentic sports betting experience via a suite of cutting-edge integrations. We've made it simple and seamless for sports fans to navigate from our media app to our regulated gaming app while accessing deep data, scores, news, and stats to inform, support and build their bet slips. A single tap in the media app takes registered users directly into theScore Bet app to complete their wager. This model differentiates theScore Bet from the competition,

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as we make betting part of the natural way fans consume and follow the teams, players and sports they love.

theScore Bet accepts wagers on a wide range of pre-game and in-play betting across all major sports leagues and events, and a comprehensive variety of bet types. It also is an authorized partner of the NBA, MLB and PGA TOUR. Fans can bet on sports including NFL and NCAA football, NBA and NCAA basketball, MLB, NHL, PGA, ATP and WTA tennis, MMA and boxing, as well as soccer from the UEFA Champions League and Europa League, English Premier League, La Liga, Bundesliga, Ligue 1, and MLS.

### Current Jurisdictions and Market Access

theScore Bet currently offers mobile sports wagering in **New Jersey, Colorado, Indiana** and **Iowa** [REDACTED]

theScore Bet is authorized to provide sports betting services in **New Jersey** pursuant to a temporary waiver from the New Jersey Division of Gaming Enforcement and under authorization from Monmouth Park Racetrack, which holds a license issued by the New Jersey Racing Commission and a sports wagering license issued by the New Jersey Division of Gaming Enforcement. theScore Bet received authorization to commence full sports betting activity in New Jersey beginning August 26, 2019 and offers mobile sports betting services to New Jersey patrons on iOS and Android devices. In August 2020, theScore Bet secured market access to operate an online casino in New Jersey via a multi-year agreement with Bally's Corporation (f/k/a Twin River Worldwide Holdings, Inc.) and plans to launch its online casino product in Fall 2021.

theScore Bet is authorized to provide sports betting services in **Colorado**, pursuant to a Sports Betting License issued by the Colorado Division of Gaming, and received authorization to commence sports betting activity in Colorado beginning August 4, 2020. theScore Bet offers mobile sports betting services to Colorado patrons on iOS and Android devices.

theScore Bet is authorized to provide sports betting services in **Indiana**, pursuant to a temporary mobile sports wagering vendor license issued by the Indiana Gaming Commission, and received authorization to commence sports betting activity in Indiana beginning September 17, 2020. theScore Bet offers mobile sports betting services to Indiana patrons on iOS and Android devices.

theScore Bet received authorization to provide sports betting services in **Iowa** pursuant to a temporary approval issued by the Iowa Racing and Gaming Commission, beginning on February 3, 2021. theScore Bet offers mobile sports betting services to Iowa patrons on iOS and Android devices.

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Overall, theScore Bet has secured market access for sports betting in 12 states via its multi-state market access framework agreement with Penn National Gaming and a market access agreement with Caesars Entertainment Inc. in Illinois. In total, we have five market access partners in the United States, which shows the gaming industry's confidence in our company, our platform, and our unique business model. [REDACTED]

Additionally, in June 2021, Bill C-218 was passed by the Senate of Canada, allowing for the legalization of single event sports betting across Canada. The passage of this landmark legislation paves the way for provinces to establish regulated sports betting frameworks, which we believe presents a significant opportunity for theScore Bet's integrated media and betting business.

### Wagering Activity and Performance

Since launching in New Jersey on September 3, 2019, theScore Bet has experienced significant growth despite the multi-month slowdown due to the COVID-19 pandemic. Our unique formula of fusing media with gaming is clearly resonating with fans, demonstrated by performance metrics achieved throughout theScore's Fiscal 2021 year.

In our F2021 second quarter (December 2020 - February 2021), theScore Bet achieved record handle growth of 491% year-over-year, including gaming handle growth of nearly 200% in New Jersey, our longest tenured state. Further, in connection with the Super Bowl, theScore Bet's total event handle rose more than 500% over last year.

Through three full financial quarters since the sports calendar resumed following the COVID-19 shutdown, theScore Bet has exceeded \$210 million CAD in gaming handle. In F2021 theScore Bet has set new records for both quarterly and single-month handle. Most recently, in March 2021, theScore Bet recorded its single highest gaming handle month, \$30.8 million CAD, with fans turning to our platform as their choice to engage around March Madness, the marquee sporting event of our third quarter. Despite heavy competition, theScore Bet is building a sustainable business at an impressive rate due to our innovative media and betting ecosystem and superior technology platform.

**B. For each Operator the Applicant proposes to host on the Applicant's Platform, the Applicant shall provide a description of Sports Wagering operated by the Operator. Multiple examples may be used to demonstrate experience, but the Applicant shall limit detailed examples to no more than the five most comparable Sports Wagering operations. The description shall include the following:**

- the jurisdictions where the Operators is licensed and operating;

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- **wagering volume of Sports Wagering;**
- **estimated market share within each jurisdiction;**
- **the Platforms currently used to accept wagers; and**
- **additional information the Applicant believes relevant to demonstrate the Operator's experience, including, without limitation, the Operator's experience in mobile sports wagering.**

As theScore Bet is submitting this application as both a Platform Provider and Operator, the information requested in this section is much the same as section A. [REDACTED]

[REDACTED] Our approach to sports betting is premised on leveraging our highly engaging, best-in-class media app, which ranks third in North America in monthly active users among multisport news and data apps operated by media companies. Each of our users typically engage with our media app an average of 126 times each month, based on our most recent quarterly results, and our deeply integrated platforms ensure a seamless experience as users flow between media and betting. When theScore Bet enters a new market, it already has a large base of users who trust and frequently engage with theScore media app. [REDACTED]

[REDACTED] we are well positioned to capture meaningful market share in an efficient and sustainable manner. Our model and approach positions us to steadily and smartly gain market share over time as we build an even stronger relationship with bettors in New York.

**theScore Bet - Part 6.2 Expertise**

**A. The Applicant shall provide a summary narrative, not to exceed two pages, highlighting the Applicant's expertise in mobile sports wagering and how the Applicant's expertise is applicable to this RFA. In addition to the summary, each Applicant shall provide:**

- **an overview of the technical features and operation of the Mobile Sports Wagering Platform;**
- **an overview of how the Applicant will provide continual support and maintenance of the Mobile Sports Wagering Platform;**
- **an outline of the features of the Mobile Sports Wagering Platform designed to support the Operators;**
- **an outline of any technology to be used or features offered that the Applicant believes sets the Applicant apart from other potential Applicants; and**
- **additional information the Applicant believes relevant to demonstrate the Applicant's expertise.**

**Technical Expertise Background**

Before we detail our technical expertise, it's important to note our deep mobile sports experience. We have an incredibly capable and rapidly growing product and engineering team who built our leading mobile sports media platform. We know the ins and outs of servicing millions of fans through mobile applications. While many sportsbooks rely on third-parties for necessary technology services, we have utilized our mobile technology experience and capabilities to build a proprietary online infrastructure and platform from the ground up. Further, we applied our expertise in engineering, product development and mobile sports to create a completely differentiated online betting experience, one that harnesses the power of media and gaming. It's an approach that allows us to innovate from a product perspective and it's an approach that is working.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

As the only Operator hosted on our platform, theScore Bet is able to quickly and proficiently move to market by building its product to the specifications and regulations of each individual jurisdiction while ensuring 24/7 monitoring and support. The dedicated support team and platform ownership allow us to prioritize changes to regulations and move quickly to resolve issues without wasting time coordinating between third-party providers.

### **User Friendly**

Our sportsbook is designed to be frictionless for users. As an example, in September 2020 we rolled out our innovative multi-state wallet feature, which provides for a seamless cross-state betting experience. This cutting-edge multi-state wallet functionality via a single mobile app allows for existing users to wager in new jurisdictions (subject to satisfying jurisdiction-specific account creation and KYC requirements) as they travel across states where theScore Bet is active.

[REDACTED]

[REDACTED]

### Technology Stack Ownership

Since theScore Bet's debut, we've been deploying elements of our proprietary player account management ("PAM") system and promotion engine. In August 2021, we will fully deploy our new world-class PAM and promotion system, which is a significant development that allows us to more efficiently and creatively serve users across our integrated product set. These custom-built cutting-edge systems will unlock additional user personalization, cross-platform media and betting integration capabilities and platform automation, which will serve to further differentiate theScore Bet's best-in-class offering. With a robust, flexible technology stack we can take inputs from the media side and the betting side, and in-turn create a unique consumer-facing experience. Further, we'll be providing the safest environment possible for patrons, as it allows us to go above and beyond state regulations.

With our PAM and promo system ready to fully deploy, the next major development on the horizon is migrating our risk and trading service in-house. We recently announced that we have appointed Patrick Jay to lead these efforts as our Head of Sportsbook Operations. Patrick is a highly regarded online betting industry leader with nearly 30 years of experience working at some of the world's largest online and retail sportsbooks. He will be responsible for the roll out of our in-house risk and trading and work cross-functionally on all aspects of theScore Bet. The migration of risk and trading in-house is the final step as we move to fully vertically integrate our sportsbook operations. Vertical integration is critical as it positions us to fully leverage our technology to provide users with the most advanced online sportsbook experience.

[REDACTED]

[REDACTED]

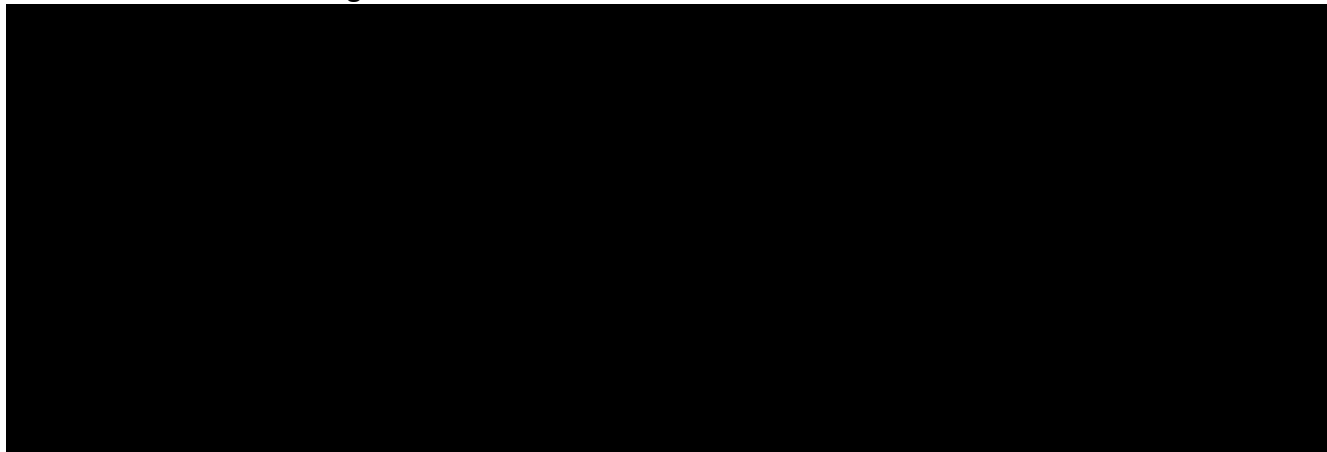
[REDACTED]

**B. The Applicant shall provide a summary narrative, not to exceed two pages per proposed Operator, highlighting the expertise in sports wagering that such proposed Operator demonstrates. In addition to the summary, each Applicant shall provide:**

- **an overview of the integration between the Applicant's Platform and the Operator's wagering system;**
- **an outline of the features offered or used by the Operator that the Applicant believes sets it apart from other potential Applicants;**
- **a sample wagering menu the Operator intends to offer if such wagers are approved by the Commission;**
- **an illustration of the proposed Operator's ability to rapidly effectuate the commencement of mobile sports wagering on the Applicant's Platform; and**
- **additional information the Applicant believes relevant to demonstrate the Operator's expertise, including, without limitation, experience in the field of mobile sports wagering.**

As theScore Bet is submitting this application as both a Platform Provider and Operator, the information requested in this section is much the same as section A. Given we are a Platform Provider and Operator, our systems already mesh, therefore allowing us to nimbly effectuate the commencement of mobile sports wagering. Fans can bet on sports including NFL and NCAA football, NBA and NCAA basketball, MLB, NHL, PGA, ATP and WTA tennis, MMA and boxing, as well as soccer from the UEFA Champions League and Europa League, English Premier League, La Liga, Bundesliga, Ligue 1, and MLS. [REDACTED]

[REDACTED] theScore Bet offers pre-match, live, parlays, teasers, props, and futures for many authorized leagues. Our wagering catalogues for other sports are similar, in accordance with State regulations.



[REDACTED] will leverage its existing technology, customer support, risk and trading, fraud and payments, compliance and operations teams to roll out theScore Bet in New York. Having completed successful launches of theScore Bet in Colorado, Indiana, and Iowa within a period of under six months, we know what it takes to quickly stand up our solution in a new jurisdiction and are positioned to accomplish this in New York. With proprietary technology that is highly scalable, we are able to quickly deploy and become operational in new jurisdictions.



**theScore Bet - Part 6.3 Integrity, Sustainability and Safety**

The Applicant shall provide detailed information on how the Applicant or the Applicant's proposed Operators will ensure the responsibilities, duties and requirements in draft regulations Part 5330 in regard to:

**A. wager acceptance;**

theScore Bet edge design allows for customizing the wager acceptance to be tailored for jurisdictional requirements. All the requirements in draft regulations Part 5330 will be complied with for wager acceptance.

**B. verification of information provided by Authorized Sports Bettors opening a new account;**

**Account Registration**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Account Authentication**

theScore Bet will authenticate every patron before a wagering account is created. [REDACTED]

All KYC fields and government ID will be collected and verified before the patron account is created - in this manner, KYC verification will be conducted in one complete step before an account is created.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**C. the systems used for monitoring structured wagers and unusual or suspicious wagering activity;**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

D. the systems used to ensure that Authorized Sports Bettors are physically located within the State of New York while placing a wager;

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theScore Bet uses a third-party geolocation service provider (GeoComply) to perform geolocation checks prior to bet placement or cash out to ensure the patron is located within the state of New York. The location check returns an error if it is unable to verify the patron's location;

The geolocation check will use pre-established geolocation rules in accordance with New York State regulations to determine whether the patron is successfully authorized to wager. These checks are repeated at intervals dictated by GeoComply, which are determined by how close the patron's device is to an inclusion boundary in New York.

theScore Bet's gaming platform is GLI-33 certified and undergoes rigorous testing and certification to ensure compliance with all applicable regulatory requirements, including geolocation requirements.

**E. the technology to ensure that any wager is accepted through equipment physically located at a licensed gaming facility in the State;**

[Redacted]

**F. description and location of redundant servers, if any;**

[Redacted]

**G. security of servers, applications, and communication networks; and patron personal and wagering information;**

[Redacted]

[REDACTED]

[REDACTED]

**H. integrity monitoring and reporting, including any current affiliations related to integrity monitoring; and**

[REDACTED]

**I. responsible gaming.**

theScore Bet shall maintain a corporate policy on responsible gambling that addresses all of the requirements set forth by New York State.

As a platinum member of the National Council on Problem Gambling, theScore Bet is committed to the principles of responsible gambling, and responsible gambling requirements set by the relevant gaming regulations are strictly followed.

theScore Bet has implemented a uniform responsible gaming program and details of this program can be found at <https://thescore.bet/rg>, where patrons are provided with problem gambling help and resources, information on types, myths and risks associated with gambling on sporting events, tools to assist with responsible gaming (e.g. daily, spend, deposit limits) and self-exclusion options.

[REDACTED]

theScore Bet also provides thorough responsible gaming training to all employees who interact with our gaming product, rather than just those who interact with patrons. The National Council on Problem Gambling curates and facilitates training directly to theScore Bet employees, conducting annual foundational responsible gaming training sessions as well as deeper supplemental interactive training sessions for employees who are customer-facing or in positions which may interact with customers or have oversight over customer gaming activity.

Our commitment to responsible gaming, and to the protection of our patrons, is reflected in our products and services. theScore Bet's responsible gaming program ensures responsible gaming tools are easily accessible to our patrons in-app. By offering our patrons the ability to set limits easily and seamlessly (time, deposit, spend), enact cool-off periods or to self-exclude, we strive to promote a healthy and sustainable relationship for all parties.

theScore Bet app will display a responsible gaming logo, approved by the NYSGC, to direct patrons to theScore Bet's responsible gaming webpage <https://thescore.bet/rg>. theScore Bet's responsible gaming webpage will be available to patrons while using theScore Bet app and will contain:

- A prominent message that provides a toll-free number approved by the NYSGC for individuals to use if they suspect they or someone they know may have a gambling problem;
- A clear statement of theScore Bet's commitment to responsible gaming and problem gambling prevention; and
- A direct link to internet resources dedicated to helping people with potential gambling problems.

All available options for account limitations are described clearly, including the process for patrons that wish to increase or decrease limits. Patrons can access theScore Bet's responsible gaming options from within their account page. They will also be prompted with an option to set up responsible gaming limits when they first register for their account and the responsible gaming limits link will be presented to the patron at the bottom of the deposit screen each time the patron makes a deposit.

Deposit & Spend Limits: Patrons have the option to set daily, weekly and monthly deposit and spend limits. Once 'Set \_\_\_\_ Limit' is selected, they will be offered the opportunity to enter their specific budget.

- Once a limit has been entered, and 'Save' is selected, a green check mark will appear next to it, in addition to specifying the date it was set.
- The limit page also tracks the activity in question, via daily, weekly and monthly intervals. This is beneficial if the patron has enacted a limit and wants to view how close they are to meeting it or identifying if a limit needs to be put in place.
- Should the patron try to make a deposit which exceeds their limit the deposit will fail and return an error on the pre-authorization screen before they even enter the deposit flow.
- If the patron attempts to wager an amount which exceeds their set spend limit, they will receive an error which correlates to their limits which were set in place. This will prevent them from placing the wager.

Daily Time Limit: Patrons can set a daily time limit for how long they want to allow themselves to utilize the app during a day. Upon entering the daily time limit section, they will be prompted to use a selector to establish a defined time, or they can leave it set to 'No Limit Set.'

- Players may select a min. of 1-hour to max. of 10-hours for their daily time limit.
- If a player reaches their allocated daily time limit, they will be prompted with an error message, and logged out immediately. Should the player attempt to re-login after being logged out, they will encounter the same error message - and expiration of their daily time limit
- The daily limit will be reoccurring until they adjust the limit.

Limit Expirations: spend limits, deposit limits, and time limits all reset at 12:00 AM according to Eastern Standard Time. theScore Bet app will communicate all timelines in the patron's time zone. For example, if the player's time zone is Mountain Standard Time, they will be notified that their limit will reset at 10:00 PM MST.

- Daily limits will reset at 12:00 AM EST as the new day begins.
- Weekly limits reset on Mondays at 12:00 AM EST.
- Monthly limits reset on the 1st of the month at 12:00 AM EST.

Changing Limits: All limits will remain active after their reset until the player makes an adjustment or removal using the in-app limit tools. If a patron increases or removes their limits within 24-hours before its expiration, this will add an additional 24-hours until the limit officially expires/adjusts. Patrons who choose to make their limit restrictions stricter, by lowering their allotted allowance, will see these changes take effect immediately.

Should a player raise/remove their limit within 24-Hours to its original reset time, at 12:00 AM their original limit will still reset and provide them with the original limit allowance before the increase/removal takes place. As such, the 24-hour delay does not impact the 'daily cycles' which limits are enforced on. When customer support reviews a patron's responsible gaming limit(s) to assist with limit and limit expiration questions, a timestamp is available to the customer support agent which will reference when the original limit was imposed and/or adjusted.

Cool-Off Period: A cool-off period prevents a patron from accessing theScore Bet app for a specified period. A cool-off period is no less than 3 days and can be set for up to 4 weeks. Should a patron need to withdraw funds or make account changes during their cool-off period, they will need to contact customer support. Once a patron chooses the time-period and confirms "Set my Cool-Off Period" they will receive a confirmation screen and be logged out of their account. They will be unable to log back in until the selected cool-off period expires. If the patron attempts to log-in during their cool-off period they will see an error screen indicating when their cool-off period will expire. Cool-off periods will expire at the time they were originally set after the specified number of days has lapsed.

**theScore Bet - Part 6.4 Capacity to Bring Authorized Sports Bettors to Platform**

**The Applicant shall demonstrate the Applicant's ability to effectuate rapidly the commencement of mobile sports wagering on the Applicant's platform and to bring Authorized Sports Bettors effectively onto the Platform.**

**The Applicant shall provide a time from award of license to the date on which each Operator shall be prepared to accept mobile sports wagers through the Applicant's Platform.**

In every new state in which we launch theScore Bet, our priority is to get to market as efficiently as possible. We have the team, the technology, and experience to ensure theScore Bet will be ready to launch immediately in New York upon receiving licensure pending independent laboratory testing requirements and State regulatory approval.

By owning our highly scalable technology, including all of the software and system components, we are able to quickly deploy and become operational in new jurisdictions. We're not slowed down by third-party service providers, and therefore are able to move rapidly to comply with regulated environments and implement any changes or additions to our platform.

As referenced earlier in the application, in September 2020 we launched theScore Bet in Colorado and Indiana 13 days apart, showcasing our speed-to-market capabilities and operational proficiency. In the months since, we have scaled our technology team, more than doubling the number of employees dedicated to theScore Bet, with a focus on product, engineering and software development.

[REDACTED]

[REDACTED]

When theScore Bet launches in a new market, such as New York, we have a built-in advantage due to the reach and familiarity with our media app. [REDACTED]

[REDACTED] In fact, over 50% of our bettors use both theScore and theScore Bet. Over the years we have developed a relationship with these users, who trust and rely on our media app to bring them the most up to date sports news, scores, stats and data. With the ability to leverage this powerful user base, theScore Bet has a built-in, highly sustainable user acquisition strategy; one that positions us for incremental growth and long-term success, while also creating an incredibly innovative and easy-to-use experience for our users.

[REDACTED]





**theScore Bet - Part 6.5 Workforce Diversity**

**The Applicant and each of its Operators shall provide information demonstrating how the Applicant fosters racial, ethnic and gender diversity within the organization’s workforce. Such demonstration shall include:**

- A. the organization’s policy on workforce diversity;**
- B. workforce demographics demonstrating the organization’s current workforce diversity;**
- and C. efforts the Applicant and Operators will undertake to foster workforce diversity as it relates to operations undertaken pursuant to a License, if awarded.**

As part of theScore’s parent company, our entire team is dedicated to workforce diversity, inclusion, and maintaining a culture that supports and empowers our team members. We have been steadfast and committed to promoting diversity in the workplace and cultivating a corporate climate that recognizes the importance of cultural diversity, openness, and understanding while identifying and removing discriminatory barriers. Everyone is treated like family, evidenced by theScore being named one of Canada’s Top Small & Medium Employers in 2020 and 2021<sup>1</sup>.

[Redacted]

[Redacted]

[Redacted]

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<sup>1</sup> [Canada's Top Small & Medium Employers \(2021\)](#)

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**theScore Bet - Part 6.6 Other Factors Impacting Revenue to the State**

**The Applicant shall provide a narrative and analysis of any other factor or aspect of the Applicant's Application that the Applicant believes the Commission should take into consideration when evaluating other factors that could impact the revenue from mobile sports wagering paid to the State. The applicant shall limit all narrative and analysis in response to this section to no more than five pages.**

Millions of fans across North America already know and trust theScore, using our sports media app for real-time news, scores, and stats, [REDACTED] we are now eager to offer Empire State bettors our award-winning mobile sportsbook, theScore Bet<sup>2</sup>.

We believe it's critical for the NYSGC to seek to mitigate out-of-state losses to fully maximize the State's revenue potential. Regulatory regimes in the United States that allow a wide variety of online Operators are the most competitive markets and create enhanced customer engagement and tax revenue for the State. In many states, approximately 85% to 90% of the sports betting monthly handle (total amount wagered) is online, clearly indicating an overwhelming customer preference for online sports betting.

As one of the most mature sports betting markets in the country, New Jersey was an early adopter of a competitive market model (with close to 20 licensed online sportsbooks to date) and is now a leading jurisdiction in terms of handle and revenue per adult. For close to three years the New Jersey market has unquestionably benefitted from its proximity to New York, with estimates as much as 25% of the state's business coming from New Yorkers<sup>3</sup>. We believe that if the NYSGC prioritizes competition and consumer choice and allows for the widest possible breadth of Platform Providers and Operators, it will incentivize wagering in New York instead of New Jersey.

By offering consumers choice, bettors are continually drawn from the unregulated market to the regulated market, and the ensuing competition among Operators drives better product quality, pricing, and promotions. A positive consumer experience undoubtedly aids in stamping out the unregulated market and keeping bettors in New York instead of other states. If customers cannot find a game, event, type of bet, or a specific licensed sportsbook in New York, they may continue to wager on the unregulated market, or in New Jersey, or in Pennsylvania, taking revenue from New York.

As an experienced mobile-first company, we strongly believe our unique formula of integrating media with sports betting makes theScore Bet well positioned to deliver immediate and long-

[REDACTED]

<sup>2</sup> Cynopsis Sports Media Awards 2020 Best Online Mobile Sportsbook Experience; EGR N. America 2021 Awards U.S. Rising Star

<sup>3</sup> Rosenstein, M. (2021, April 21). N.J. gets a new sports betting competitor.

Retrieved from <https://www.nj.com/giants/2021/04/nj-gets-a-new-sports-betting-competitor.html>

term revenue to the State of New York. Instead of trying to introduce a new brand to the market and build trust and bettors from a standing start, our differentiated approach to online sports betting allows us to leverage our sports media app, its broad user base in New York and North America, and hit the ground running as soon as the state's regulated market launches.

The fundamental premise to our online sports betting approach is to make wagering available at the same place bettors are consuming real-time sports news, scores, and stats. In other words, we believe betting is a natural extension of the fan experience. Our in-house content team comprehensively covers the New York sports landscape - from the Knicks, to the Islanders, Bills, Yankees, and more. Our deeply personalized content resonates with our users, evidenced by their frequency of visits and time spent on our media app.

Our strategic integration of media and sports betting is designed to facilitate a smooth and effortless conversion of sports fans to authorized sports betting customers. [REDACTED]

[REDACTED] we believe theScore Bet is positioned for immediate customer acquisition, sustainable growth, and long-term success.

Furthering the easy-to-use experience we have designed for our customers, we offer a seamless cross-state wagering experience through a single mobile app and multi-state wallet functionality. By way of example, this means any of our New Jersey customers may continue utilizing theScore Bet if they travel to Colorado, Indiana, Iowa, or any subsequent jurisdiction in which we are licensed to operate (subject to satisfying jurisdiction-specific account creation and KYC requirements). The same applies to customers in any of those other jurisdictions. So, if vacation, business, a sporting event, or any other reason brings out-of-state customers of theScore Bet to New York, they will be able to easily continue utilizing theScore Bet while in New York, providing additional revenue opportunities for the State.



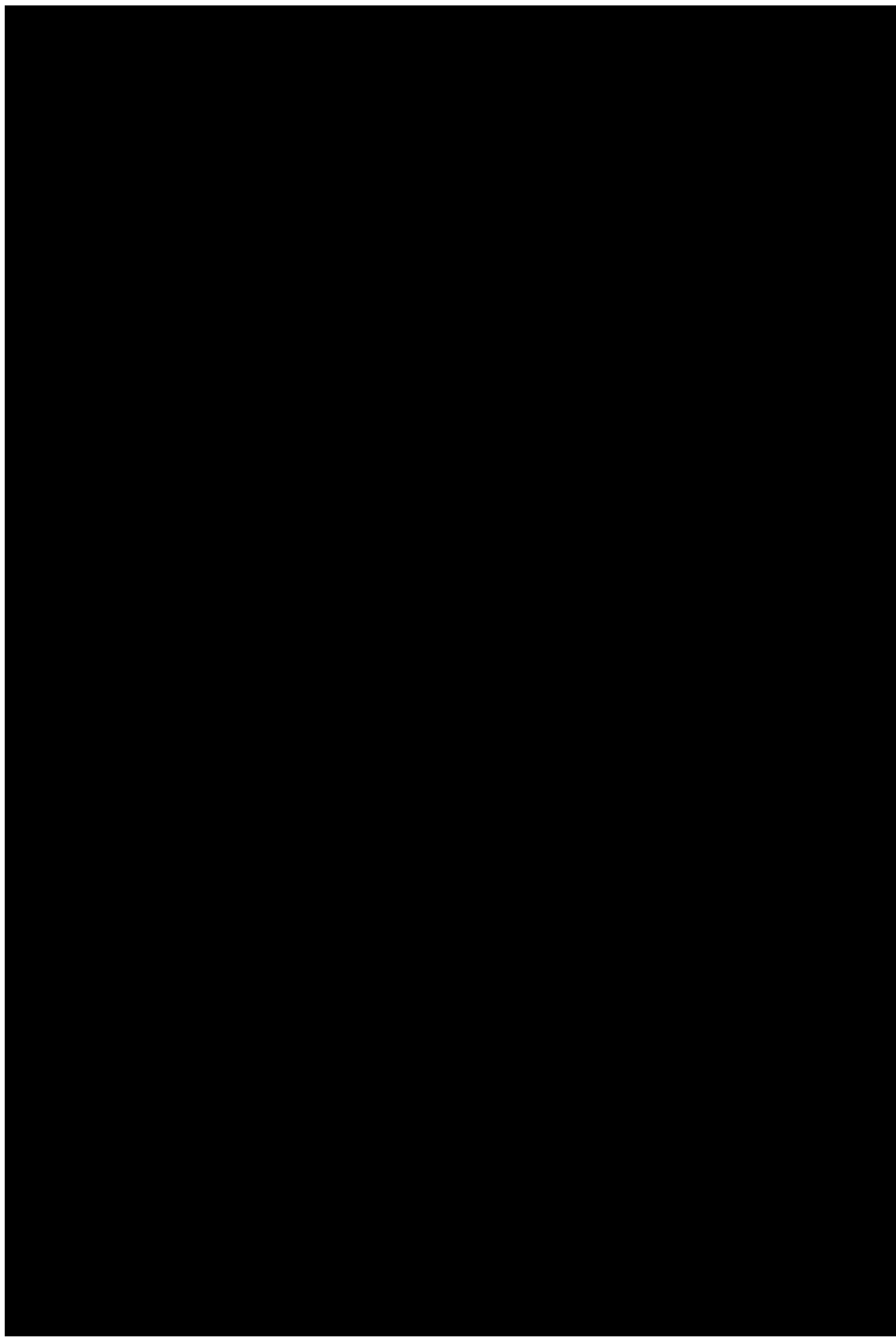
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New York Casino Sports Wagering Licensee  
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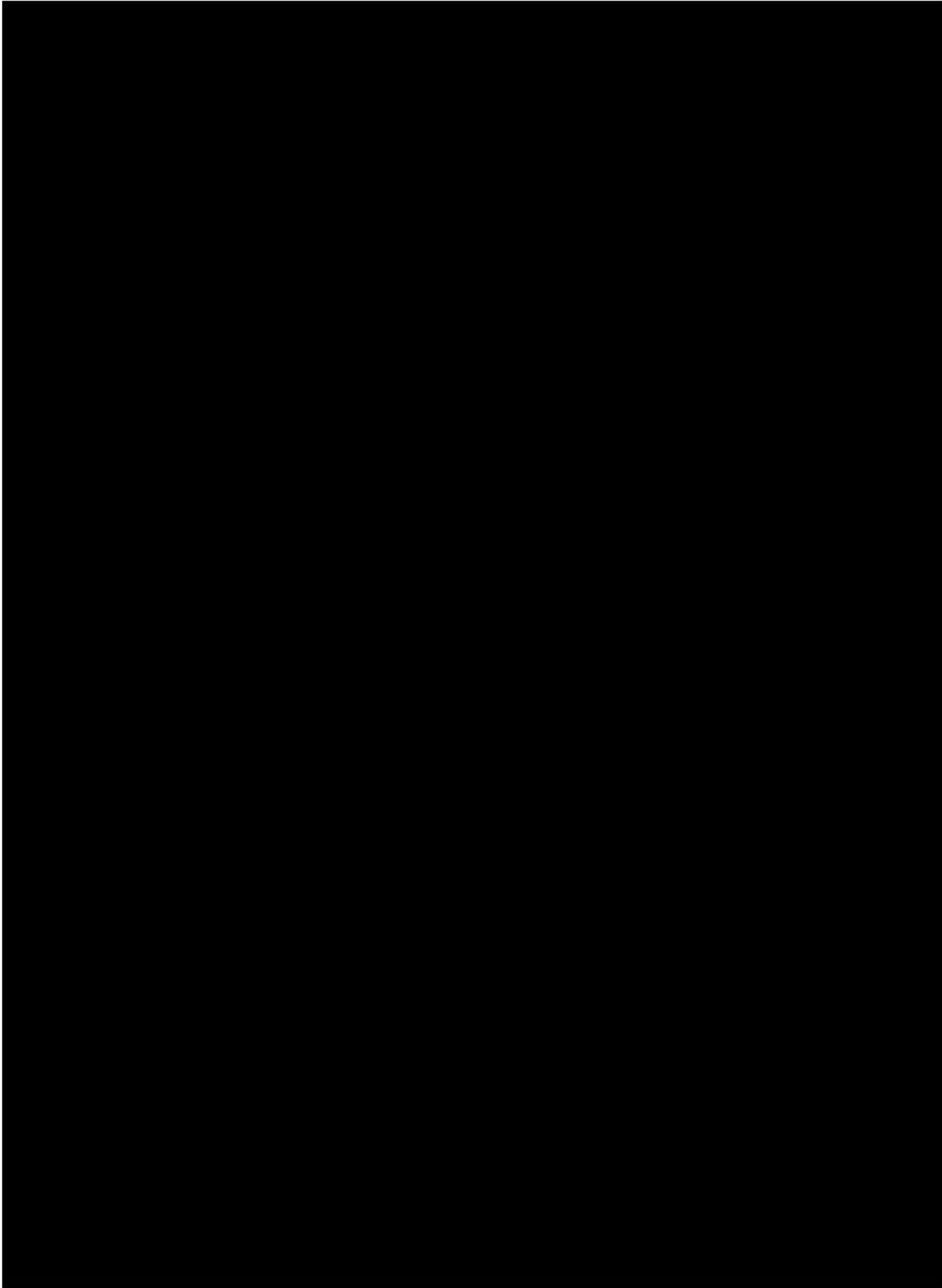
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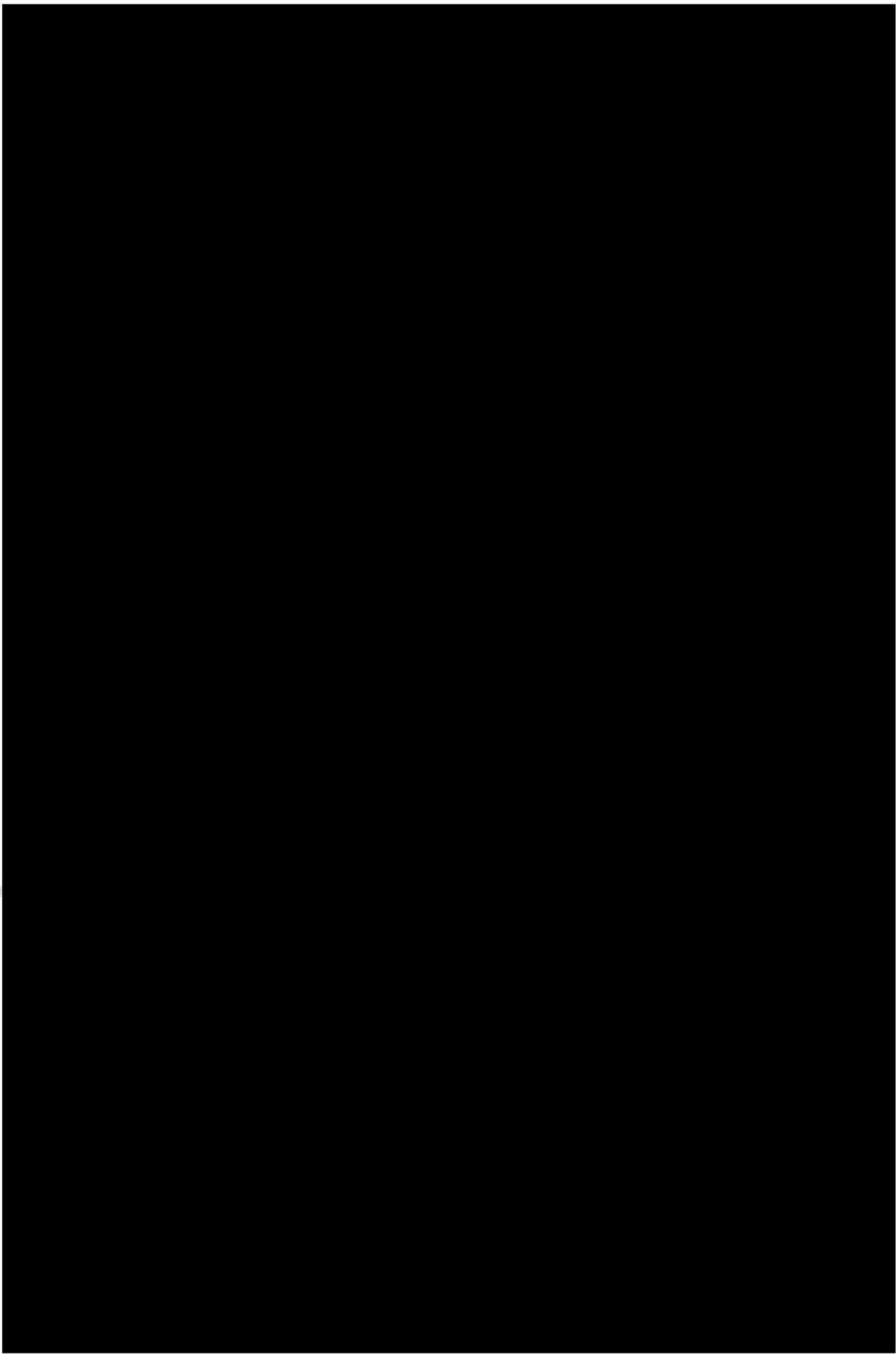
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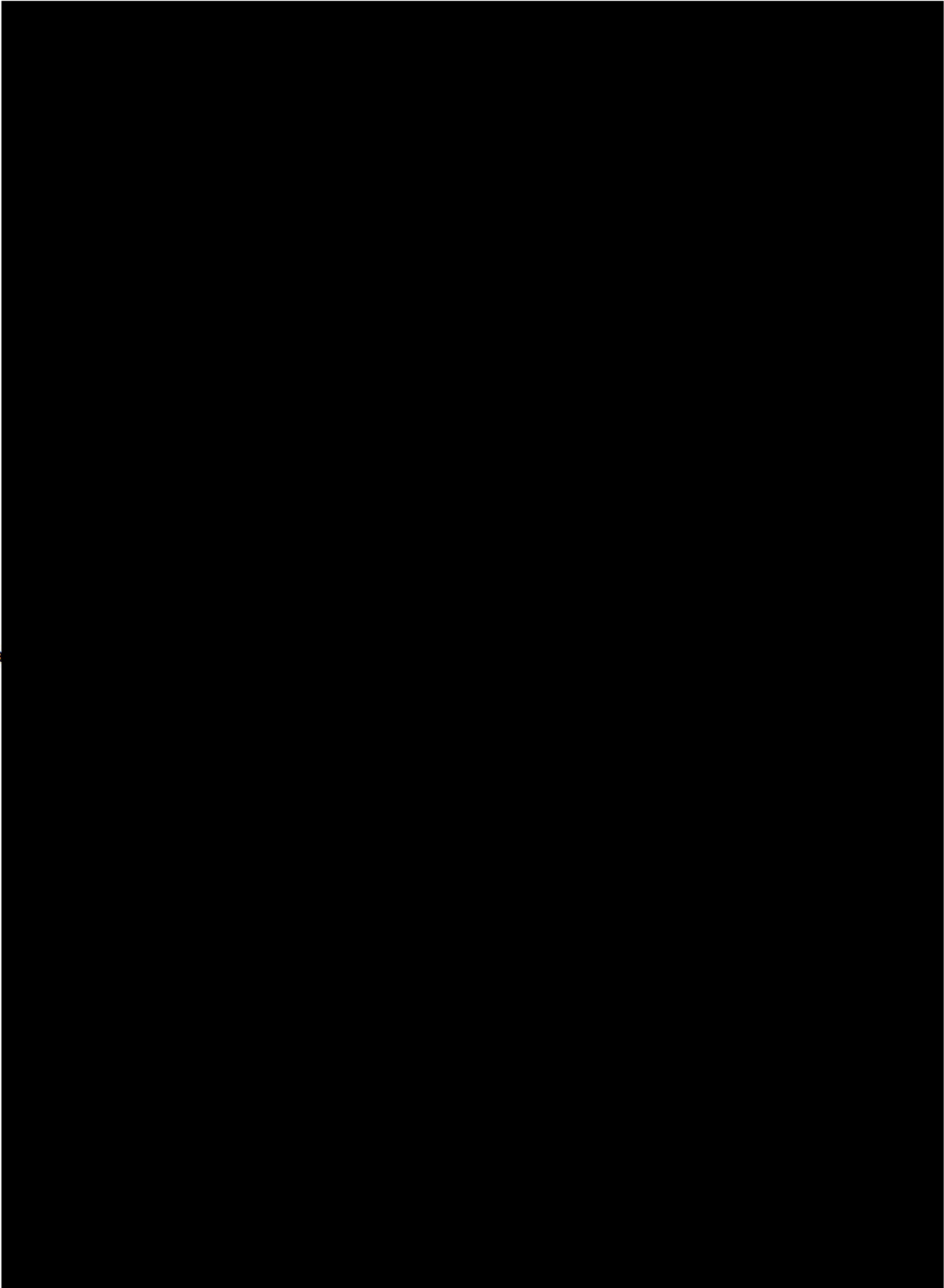
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