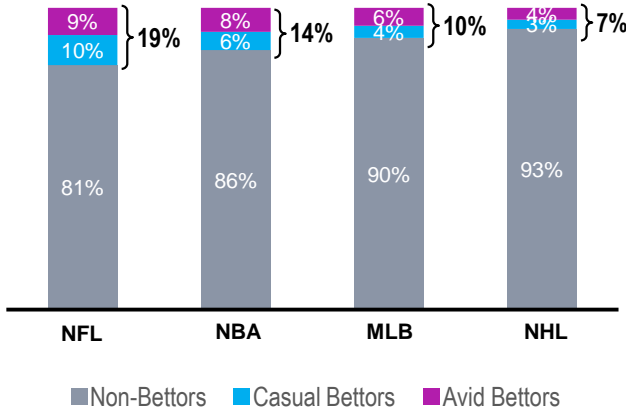


WHAT'S NEXT IN THE U.S. SPORTS BETTING MARKET?

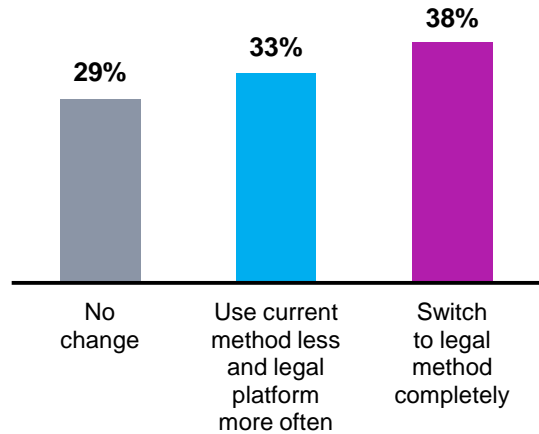
Research by Nielsen Sports

TYPES OF BETTORS BY LEAGUE



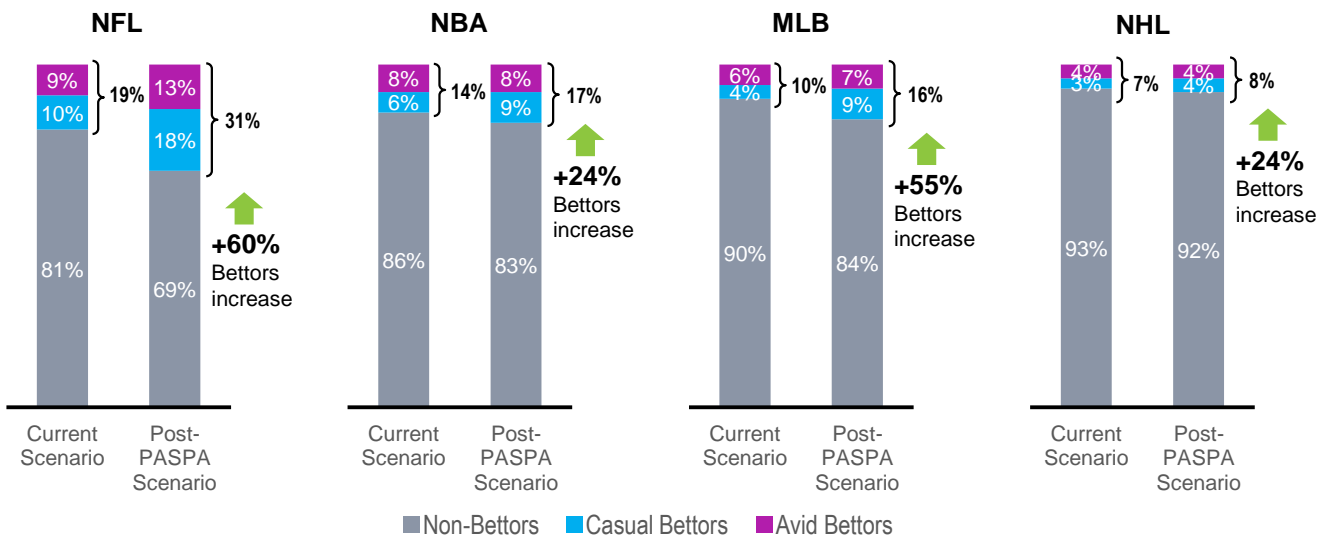
OF THOSE WHO PLACED A BET WITH A BOOKIE...

Will they change how they go about placing bets if sports betting were legalized?



PROJECTED CHANGE IN BETTING HABITS AFTER LEGALIZATION OF GAMBLING

Based on reported behavior from survey conducted



Source: Custom Nielsen Research 2018. Survey Respondents: Panel Sample Total n=1032

