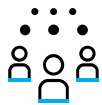


HOW MUCH DOES THE NHL STAND TO GAIN FROM LEGAL SPORTS BETTING?

TOTAL PROJECTED REVENUE: \$216 MILLION



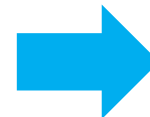
Increase in Revenue from Fan Engagement:

Revenue not incurred directly from betting operators, but rather as a result of increased consumption and engagement with the league and its content / products



Gaming Related Revenue:

Revenue paid directly from betting operators, in the form of sponsorship, advertising, and product fees



\$151M

\$65M

FAN ENGAGEMENT REVENUE

NHL revenue impacted by consumption is projected to increase 3.5%

(\$M)	Current	% Change	Post-PASPA
Media Rights	\$1,570	4.3%	\$1,637
Sponsorship	\$505	2.0%	\$515
Merchandise	\$156	0.7%	\$157
Ticket Sales	\$2,038	3.6%	\$2,110
Revenue Impact	\$4,269	3.5%	\$4,420

GAMING RELATED REVENUE

The NHL is projected to generate a combined incremental revenue of \$65M per year through TV advertising, sponsorship, and data / product revenue created by gambling services



Sources: Ad Intel, Sponsorglobe