

iGaming & Virginia



bet365



ONE YEAR **LATER**

- Growth of the iGaming market & consumer sentiment
- Update on legal iGaming performance & the forecast for Virginia
- Positive new insights into consumer behavior in states with legalized iGaming and B&M casinos
- Consumer protections in the regulated iGaming market



Legalizing, regulating, and taxing iGaming doesn't mean introducing online casino gaming to Virginia.

iGaming is already here.

Through unregulated operators, adults and minors in every corner of the Commonwealth can download illegal betting apps through their phone App Store and start **wagering within seconds.**



ONE YEAR **LATER**

An incredible amount of data has emerged illustrating the dynamics unfolding in unlawful and regulated iGaming markets.

+38%

Americans bet over **\$466 billion** with unlicensed iGaming operators in the past year.

+37%

Unlicensed iGaming Gross Gaming Revenue grew to an estimated **\$18.6 billion**

ONE YEAR **LATER**

Virginia's unlicensed iGaming landscape according to multiple 3rd party studies

\$16B

The amount Virginians wagered on unlicensed platforms in 2024 according to a study conducted by an industry opponent.

\$11.9B

The amount Virginians wagered on unlicensed platforms in 2024 according to the American Gaming Association study released earlier this month.

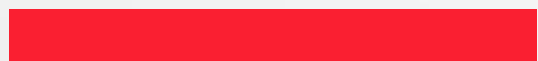
ONE YEAR
LATER

Virginia Registered Voters Perception of Online Gaming

58%

The percent of voters who believe online casinos are already legal in their state.

Once informed, Virginia voters want state government to ensure online gaming platforms "prevent children from gambling" and verify the age of gamblers.



ONE YEAR **LATER**

Unlicensed Sweepstakes Products are Booming by Exploiting Legal Loopholes & Deceiving Customers

[X]

The number of state Attorneys General to issue cease-and-desist notices to unlicensed, offshore online gaming **sweepstakes operators since 2023.**

5

The number of states that have **passed legislation defining and prohibiting illegal online gaming sweepstakes.**

3

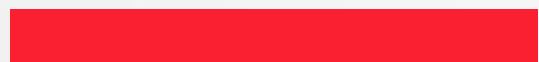
The number of states that have **pending legislation prohibiting illegal online gaming sweepstakes.**

This legislative action against unlawful actors is a **100%** increase from 2024.



SNAPSHOTS OF THE **LEGAL iGAMING MARKET**

+90%





New Jersey has generated over **\$1.5 billion** in additional tax revenue from iGaming since 2017.



Michigan has generated over **\$1.5 billion** in additional tax revenue from iGaming since 2021.



Pennsylvania has generated nearly **\$2 billion** in additional tax revenue from iGaming since 2020.

Why Not Virginia?



VIRGINIA'S IGAMING **OPPORTUNITY**

Legalizing online casino gaming will generate an estimated **\$400 million annually** in new tax revenue.

Additionally, **millions** will be generated immediately from operator licensing fees.



THE CASE FOR **B&M CASINOS & iGAMING**

As interest in online gaming grows, economists are increasingly studying how consumers interact with traditional B&M Casinos and online casinos.

+80%

Adults who play online are also regular customers at B&M casinos. **Both can co-exist.**

88%

Adults visit a casino once-a-month or less. iGaming sessions occur more frequently but **customers report spending similar amounts on both activities.**

iGamers are generally younger, more educated and affluent than B&M casino gamers. **B&Ms tout the benefits of iGaming sustaining their customer base.**

LEGALIZING iGAMING **PROTECTS CONSUMERS**

+90%



BY THE **NUMBERS**

Legalization of iGaming
Shifts Players from Illegal
to Regulated Markets

+60%

More than 60% of legal iGamers previously made bets in the illegal market or have played legally in other states.

+90%

Over 90% of illegal online gamblers transitioned their play to regulated markets when it became available in their state.



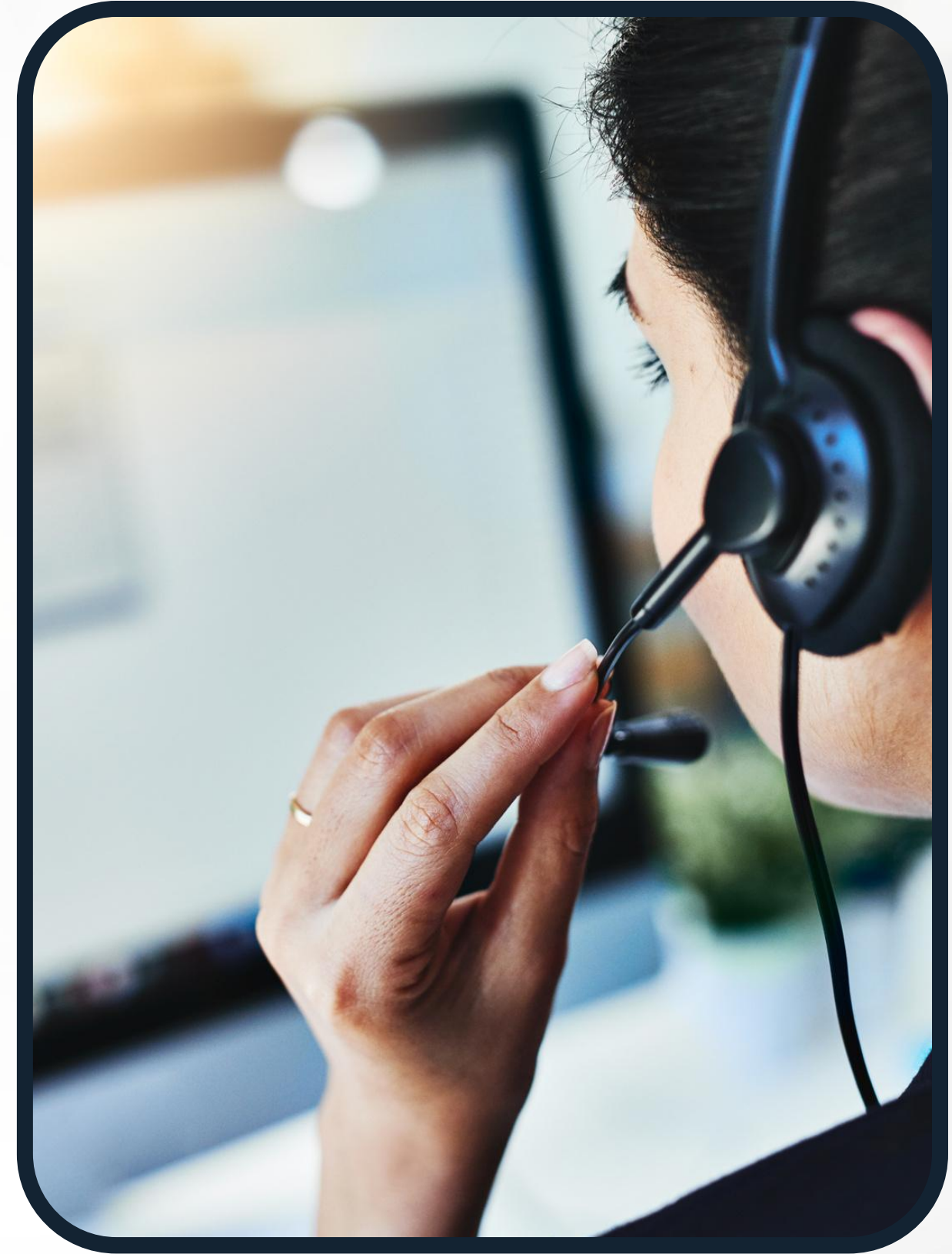
DID YOU **KNOW?**

Legal online gaming operators use the same technologies as banks to ensure that only authorized persons can access their platforms.



DID YOU **KNOW?**

The five SBA member companies employ over 200 employees whose full-time jobs are dedicated to actively monitoring consumer behavior, intervening when needed, and ensuring that customers always play responsibly.



RESPONSIBLE GAMING **TOOLS**

Legal online gaming operators have integrated responsible gaming tools into their platforms to ensure customers are safe online. These include:

- 1 DEPOSIT LIMITS**
- 2 TIME LIMITS**
- 3 WAGER AMOUNT LIMITS**
- 4 COOLING OFF PERIODS**
- 5 Temporary or permanent SELF-EXCLUSION**
- 6 SUSPENDING OR CLOSING ACCOUNTS**

BY THE **NUMBERS**

The regulated online gaming industry is growing and that's a good thing for states and local communities.

93%

The percent of platform users who reported that RG tools helped them manage their play.

83%

The percent of voters who attributed one or more positive sentiments with the online gaming industry.



Surrounding States are Embracing iGaming

Virginia is surrounded by jurisdictions that either have legalized iGaming or are seriously contemplating iGaming legalization.

