



U.S. Online Gaming Report

SPRING 2023





There was no sadness in this year’s March Madness, at least for operators, who appear to have been very successful at generating revenue. The early rounds were “spectacular” in the words of one trading executive, with unders hitting at a particularly high rate. Another major book said it was holding low double digits on the games across the entire tournament.

In this issue, we hope you will see method in the madness with data on newly opened online sports betting markets like Massachusetts, Ohio, Maryland and Kansas. You can also check out who surpassed the BetMGM brand family in March 2023 to lead the pack in U.S. Online Casino GGR shares.

This report includes an informative chart that shows total U.S. commercial sports betting GGR between 2018 and 2027E on an annual basis. The market’s recent, exponential growth has been driven by a few factors—namely, the rapid legalization and launch of online sports betting in populous states. In 2022, the U.S. market as a whole generated total GGR of \$7.6B. We project \$9.9B in GGR for the U.S market in 2023, representing a 31% gain vs. 2022, growing to \$17B by 2027.

MVB and Eilers & Krejcik Gaming are pleased to partner on this new edition of the U.S. Online Gaming Report covering the online sports betting and online casino markets. Our intent is to provide current, concise and relevant information to operators, potential investors and decision-makers in the online gaming industry.

Please let us know what you think of this edition and what you would most like to see us cover in the future.



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Contact dleary@ekgamingllc.com to learn more about EKG’s sector-leading syndicated research offering, in which we highlight and break down the latest industry rumors, as well as comprehensively cover all aspects—policy, market, forecasts, product performance—of the emerging U.S. sports betting and online casino verticals.

Contents

3	Quick Takes
5	Numbers to Notice
7	Top News Stories
8	National Overview: Online Sports Betting
16	National Overview: Online Casino



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Eilers & Krejcik (EKG) is a research and consulting firm focused on servicing the gaming equipment, interactive gaming, and sports betting sectors within the global gaming industry. They serve over 200 companies worldwide across several different industries including casino operators, gaming equipment suppliers, online gaming companies, financial institutions, professional sports leagues, legislators and regulators.

QUICK TAKES

No Whispers of March Sadness

We estimated around \$2.6bn would be bet on this year's March Madness, and if channel checks are anything to go by, operators were very successful at turning that handle into revenue.

The early rounds were "spectacular" in the words of one trading executive, with unders hitting at a particularly high rate. Another major book said it was holding low double digits on the games across the entire tournament. The final itself saw players win some money back, with UConn winning and covering the worse of the two outcomes—both from a futures perspective and for the game itself. Operators were also relieved to dodge another Mattress Mack bet, with five books holding multi-million-dollar liabilities on Houston to win it all.

FanDuel Still Winning the Hold Wars

U.S. sportsbook operators have spoken with nearly one voice in recent months about the desire to improve hold rate, by improving the parlay mix (although accurate pricing and trading also helps). Despite the big ambitions from the likes of DraftKings, Caesars, and Barstool, FanDuel is still in a league of its own.

According to data we aggregated across multiple states, FanDuel's trailing 3-month gross hold is 11.8%. BetMGM is second best at 8.6% while DraftKings is third at 7.2%. It's worth pointing out that DraftKings is making strides here. That 7.2% mark is above its 12-month average of 6.8% and its 6.4% since-launch mark. We've also seen DraftKings start to outperform FanDuel in aspects of our SGP product testing as the operator brings more of that technology and pricing in-house. That said, the current gross hold metrics (as well as the limited net hold data states like Michigan and Pennsylvania provide) suggests FanDuel remains—for now, at least—firmly in the front of the pack

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Curated SGPs are increasingly important to operators, with trending, popular, or recommended bets populating the home pages of most of the major sports betting apps. With the huge number of available options, presenting engaging bets quickly to time-poor customers is not a simple problem to solve.

Despite all these pressures, social sharing still remains a desert of engagement whenever anyone tries to use it to help in this discovery process. But considering SGPs have taken a lot from the Sportsbet product in Australia, it might be worth keeping an eye on Sportsbet's recent addition of copy-and-share bet. Could this "soft" social aspect catch fire in the U.S. market? It's certainly possible..

What Next for RSI?

Rush Street Interactive's high-profile exit from the Connecticut sports betting market had some industry insiders questioning whether the company was cleaning up its EBITDA profile for a sale. One potential deal we heard floated would see P/E firm Apollo Global Partners acquire RSI and replace the BetRivers brand with Yahoo Sportsbook.

Any acquisition of RSI would likely need to come at a significant premium to the current \$470mm enterprise value, given it is currently trading around all-time lows. However, we question just how much of an upgrade the Yahoo brand would be over BetRivers—especially given the Yahoo fantasy customer database itself has already been picked over by BetMGM. Apollo also has a reputation for owning companies for less than five years, which may not fit with RSI's current strategy, reliant as it is on the long—and, so far, very slow—rollout of online casino in the U.S.



Signs of the Same Old, Same Old as MA OSB Market Opens

The distribution of Massachusetts Google search interest in OSB brands – a good directional indicator of handle share and advertising share of voice — looks utterly unsurprising to us. DraftKings, whose home market is Massachusetts, appears to have come out strong, with FanDuel and BetMGM also capturing material early search interest. No signs (yet) of a more aggressive Barstool (founded in Massachusetts) and WynnBET (parent Wynn has a casino in Boston), which can also claim a form of home field advantage in the populous Bay State.

Strike First, Strike Hard, No Mercy

When looking at promotional activity in newly opened markets like Ohio, Maryland, and Kansas, it's hard to think FanDuel and DraftKings didn't take a page straight out of the Netflix series, *Cobra Kai*. Indeed, the two operators have effectively swept the leg of the rest of the field in these states, lobbing bonusing bombs that, per the companies' recent earnings commentary, have resulted in hitherto unseen levels of user acquisition.

With BetMGM and Caesars pulling back on bonusing spend, with bet365 selectively contesting markets, with Fanatics unlikely to shower money on the U.S. OSB market as product-focused second mover, and with no other pound-for-pound challengers in the status quo, FanDuel and DraftKings are clearly taking the opportunity to amass as much share as possible—as quickly as possible—in newly opened markets. In our view, it's difficult to imagine competitive conditions that would be more conducive to FanDuel and DraftKings consolidating their market-leading positions.

DraftKings Takes U.S. Online Casino GGR Share Lead

The BetMGM family of brands (BetMGM, Borgata, Party, Wheel of Fortune) has led the U.S. online casino market since December 2020 in GGR share terms. But in March 2023, DraftKings (inclusive of Golden Nugget) surpassed BetMGM by a very narrow margin, per our estimates, with DraftKings at 25.8% share vs. BetMGM's 25.1%.

DraftKings is winning in New Jersey and narrowing the gap in Pennsylvania (BetMGM is just ~100bps ahead) and Michigan (BetMGM is ~1000bps ahead). DraftKings is also being helped by its Connecticut market access, which BetMGM does not have. More on this important trend to come.

Granite State Gaining Momentum

New Hampshire lawmakers have been quietly but steadily progressing through the legislature SB 104. The bill originally authorized full online casino operated by private agents on behalf of the Lottery but was amended to exclude online slots and HHR. The exclusion reportedly mollified lawmakers concerned that online casino could negatively impact the state's brick-and-mortar charitable gaming and HHR industries. The amended bill passed the Senate by the slimmest of margins.

Of note, the exact number of operators and revenue share (i.e., tax rate) would be determined via competitive bidding process, though the legislature's fiscal analysis estimates the process would yield 3-5 operators and a revenue share of at least 35% GGR. Chatter remains lean-positive about the bill's odds to pass this year, particularly because the above amendment should materially soften opposition from Churchill Downs, which recently expanded its HHR operations into New Hampshire.

NUMBERS

TO NOTICE



U.S. Online Sports Betting

82%

That was the decline in promo spend across Ohio in month two after launch, falling from \$320mm all the way down to \$59mm. FanDuel was responsible for driving the lion's share of that decrease, dropping its bonus outlay 88% from \$169mm to \$20mm. The other newly launched market, Maryland, saw similar a dramatic dropoff in promo from month one to two, suggesting operators see the value of an initial blitz, before scaling back quickly. Ohio's February promo-handle ratio was 3.5%, more in line with mature markets like Pennsylvania and Michigan.

Source: [Ohio Casino Control Commission](#)

< \$ 20MM

That was the amount of cash raised by U.S. sports betting start-ups in the first quarter of the year, according to the Earnings+More funding tracker. That figure was down around 60% on the same period last year and spread across just six announced raises. The downturn was attributed to the worsening macro backdrop, a shift in focus to 'sexier' industries like AI, and investors ramping up the level of due diligence they are doing on each deal. That said, some raises likely went unreported, particularly if companies were forced to do down rounds.

Source: [Earnings+More](#)

1.3MM

That's how many times Kentucky residents attempted to access online sports betting platforms throughout the month of March—more than double the number of attempts in the same period last year, per GeoComply. The uptick was driven by neighboring Ohio legalizing sports betting, GeoComply said, and the resulting halo effect of more sportsbook advertising. The geolocation figures were used by lawmakers when making the successful case to legalize online sports betting in the state at the end of March.

Source: [GeoComply](#)

\$ 700MM

That is the annual cost of offshore sports betting to state tax coffers, according to Bill Miller, the CEO of the American Gaming Association. Writing in The Hill, Miller criticized the "rash of cookie-cutter, click-bait 'reporting'" on legal sports betting in recent months. In particular he defended the level of sportsbook advertising across the U.S., saying it was needed to bring players onshore into regulated environments with responsible gaming messages and protection for at-risk players.

Source: [The Hill / AGA](#)



U.S. Online Casino

\$2.1MM

That was the GGR generated in Michigan by the Sports Illustrated Casino in March—its first full month of operations. That was good for a 1.2% share of GGR. For context, SI Casino's GGR share was equivalent to local online casino brand Play Gun Lake, which has been live for two years. The SI Casino Michigan launch marks the first deployment of 888's full casino tech stack alongside the SI brand. 888 has been clear it sees its future in the U.S. as a casino-led brand rather than sports thanks to its institutional expertise in the vertical.

Source: [MI Gaming Control Board](#)

0.35%

That's our estimate for Unibet's online casino GGR share in New Jersey over the first three months of 2023. However, the operator expects an uptick in the coming months after securing regulatory approval for its proprietary gaming platform from the state's Division of Gaming Enforcement. The new platform is expected to go live in mid-May and will allow for greater personalization and improved CRM, parent Kindred said. It will also be rolled out to Pennsylvania in the 2Q23. Kindred currently runs on a Scientific Games platform in New Jersey and a mostly Pala platform in Pennsylvania.

Source: EKG Estimates / Kindred

65%

That's the percentage of BetMGM Casino (App Store version) users that are female, according to Sensor Tower. That compares to 38% at FanDuel Casino and 36% at DraftKings Casino. The skew reflects the relative success of BetMGM at acquiring directly into its casino, with the other two operators more liable to cross-sell customers from their sports apps. We regard Sensor Tower's demographic tracking as a useful directional indicator of direct acquisition trends and will be monitoring FanDuel's demographics particularly closely given its increased focus on direct acquisition.

Source: Sensor Tower

25%

BetMGM's total U.S. online casino GGR share in March 2023. That figure, compared to mid 2022, represents a considerable share decline (-480 bps)—coinciding with the aforementioned uptick at DraftKings—and is the lowest monthly result for the brand in over two years, per our tracking. That share decline also coincides with broader customer acquisition-spend cutbacks, including online casino bonusing, which are ostensibly geared towards BetMGM's recently reiterated commitment to become both more NGR-focused, and EBITDA-positive, by 2H23.

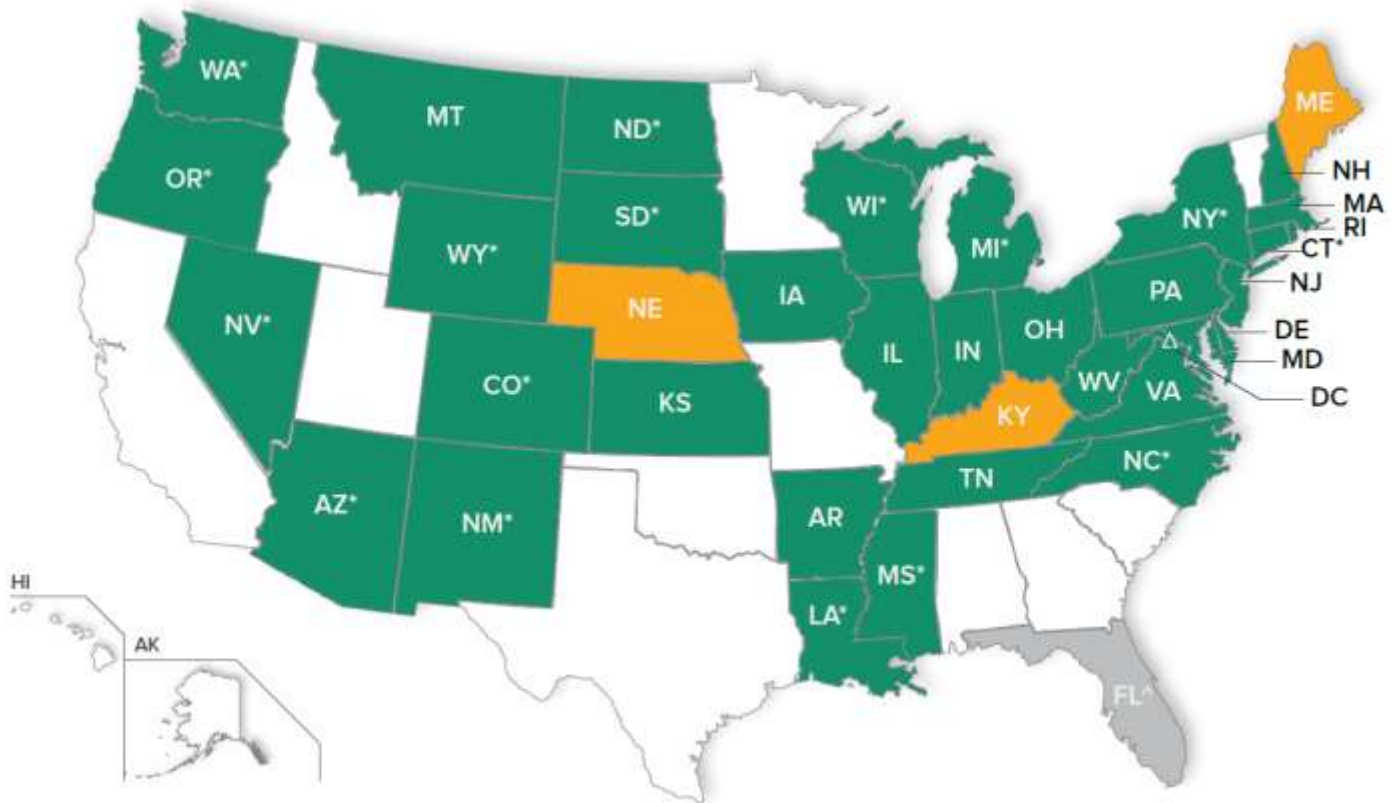
Source: EKG Estimates

U.S. Sports Betting

Summary	Core Theme	Link
In-Play Golf Wagering Has Endless Possibilities, But Overwhelming Fans And Bettors Concerns PGA Tour	Sports Leagues	Here
Michigan State Faculty Petitions To End Caesars College Sports Betting Deal	Regulation	Here
Colorado Rockies and bet365 Announce Three-Year Partnership	Partnerships	Here
As Mobile Sports Betting Apps Grow In Popularity, AG Andrea Campbell Is Watching Them	Regulation	Here
Tribal Leaders Sound Off On CA Sports Betting Future On IGA Panel	California	Here
GAN Under Strategic Review After Challenging 4Q22 Report	Corporate	Here
Jason Scott Exits BetMGM, Returns to Australia	People	Here
Virginia: Bet365 Makes A Splash As FanDuel Marches On	Market Share	Here

U.S. Online Sports Betting: Market Landscape

● Sports Betting Operational ● Sports Betting Authorized But Not Yet Operational ● Other



*State in which tribal sports betting is operational.
 ^A federal court has deemed the state's tribal compacts in violation of federal Indian gaming law. Pending the outcome of an appeal of this decision, sports betting is neither legal or operational in Florida.

State	AZ	AR	CO	CT	DC	DE	FL	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MS	MT	NE	NV	NH	NM	NJ	NY	NC	ND	OH	OR	PA	RI	SD	TN	VA	WA	WV	WI	WY	
Retail	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Online	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

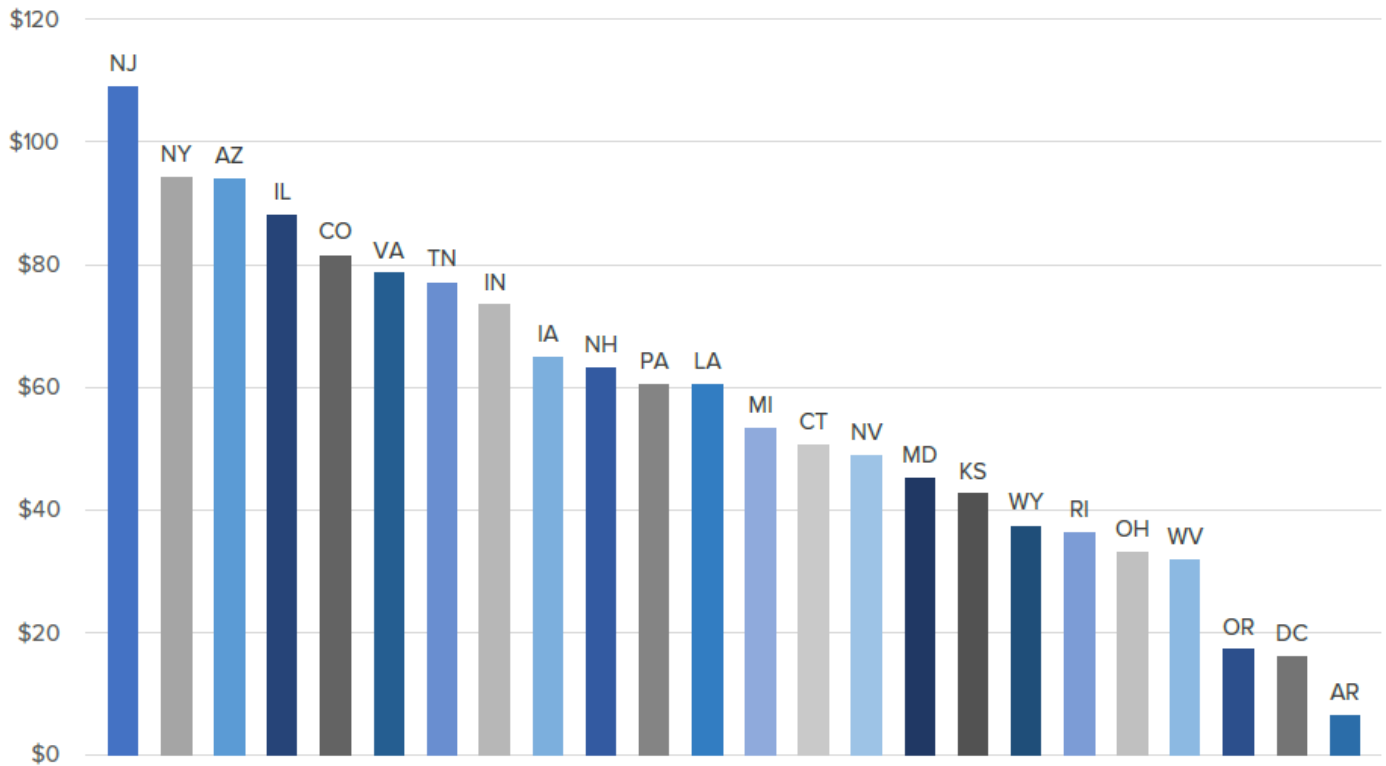
25 The number of operational online sports betting brands in Colorado, the most of any legal sports betting state.

1 The number of states in which SugarHouse online sportsbook is operational. Parent company Rush Street Interactive recently ended its partnership with the Connecticut Lottery, leaving only the Pennsylvania sportsbook.

U.S. Online Sports Betting: State By State Online GGR-Per-Adult Comparison

In the chart below, we set out online GGR per adult across all operational states. States are ordered from most productive to least. The most productive online market of New Jersey is also the second-most-mature in our comp set (behind Nevada); New Jersey has also benefited significantly from border-crossing New York City area bettors. Note that our Nevada GGR-per-adult value is an estimate that corresponds to exclusively to the Nevada locals market (i.e., excluding tourists); we believe this approach makes the Nevada data more directly comparable to data from other states.

Online GGR Per Adult By State: Trailing 12 Months



Note: T12M totals for states where online sports betting has been operational fewer than 12 months—Wyoming, Arizona, Connecticut, New York, Louisiana, and Arkansas—don't correspond congruously to T12M totals from other states.

Online Launch Date By State

NV	NJ	WV	PA	IA	RI	IN	OR	NH	CO	DC	IL	
2010	Aug.'18	Dec.'18	May'19	Aug.'19	Sep.'19	Oct.'19	Oct.'19	Dec.'19	May'20	May'20	Jun.'20	
TN	VA	MI	WY	AZ	CT	NY	LA	AR	KS	MD	OH	MA
Nov.'20	Jan.'21	Jan.'21	Sep.'21	Sep.'21	Oct.'21	Jan.'22	Jan.'22	Mar.'22	Sep.'22	Nov.'22	Jan.'23	Mar.'23

U.S. Online Sports Betting:

State-By-State Online Sports Betting GGR Growth Tracker

The table below sets out OSB GGR by state in T12M vs P12M. No markets are currently in negative growth, with y/y growth healthy across most competitive states in the ≤2020 cohort—particularly populous Illinois.

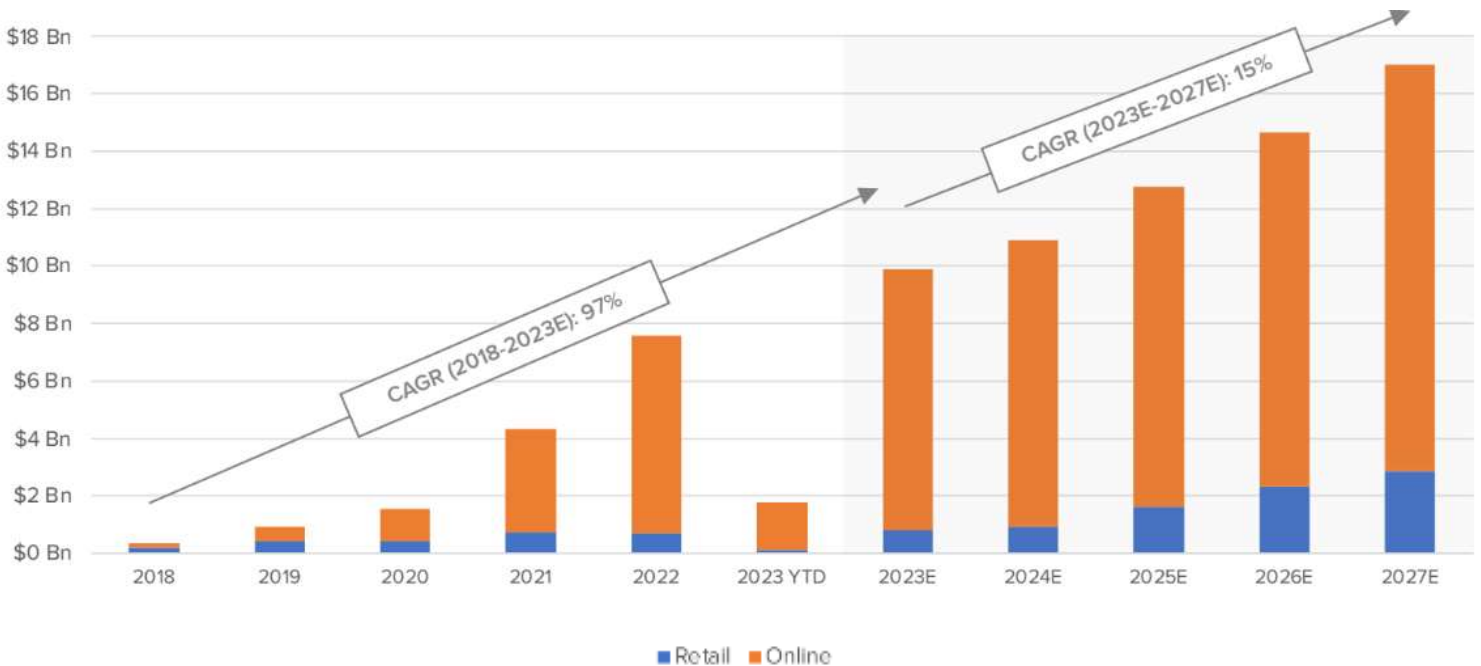
Note that in markets that have been operational for <24 months, y/y growth is presented on a like-for-like basis.

State	Cohort	T12M GGR	P12M GGR	T12M Share	P12M Share	Y/Y GGR Growth
CO	≤ 2020	\$352,310,421	\$269,208,563	4.63%	6.64%	30.9%
DC	≤ 2020	\$8,305,936	\$7,509,411	0.11%	0.19%	10.6%
IL	≤ 2020	\$824,988,831	\$516,456,156	10.83%	12.73%	59.7%
IN	≤ 2020	\$361,318,323	\$268,695,016	4.74%	6.62%	34.5%
IA	≤ 2020	\$150,667,903	\$93,332,659	1.98%	2.30%	61.4%
NV	≤ 2020	\$213,346,000	\$185,192,000	2.80%	4.56%	15.2%
NH	≤ 2020	\$67,492,041	\$37,244,962	0.89%	0.92%	81.2%
NJ	≤ 2020	\$753,454,588	\$714,679,440	9.89%	17.62%	5.4%
OR	≤ 2020	\$55,603,160	\$29,565,066	0.73%	0.73%	88.1%
PA	≤ 2020	\$591,337,348	\$443,797,879	7.76%	10.94%	33.2%
RI	≤ 2020	\$29,992,564	\$21,995,497	0.39%	0.54%	36.4%
TN	≤ 2020	\$397,551,937	\$263,146,933	5.22%	6.49%	51.1%
WV	≤ 2020	\$43,385,578	\$31,638,350	0.57%	0.78%	37.1%
AZ	2021	\$500,919,360	\$225,263,845	6.58%	5.55%	35.1%
CT	2021	\$137,408,181	\$44,474,412	1.80%	1.10%	63.1%
MI	2021	\$398,693,034	\$326,545,372	5.24%	8.05%	22.1%
VA	2021	\$503,211,232	\$336,618,902	6.61%	8.30%	49.5%
WY	2021	\$15,662,253	\$5,833,907	0.21%	0.14%	70.5%
AR	2022	\$14,100,414	\$0	0.19%	0.00%	N/A
KS	2022	\$89,437,561	\$0	1.17%	0.00%	N/A
LA	2022	\$202,523,915	\$29,333,703	2.66%	0.72%	75.6%
MD	2022	\$205,880,512	\$0	2.70%	0.00%	N/A
NY	2022	\$1,410,245,376	\$206,531,060	18.52%	5.09%	24.8%
OH	2023	\$287,609,688	\$0	3.78%	0.00%	N/A

U.S. Online Sports Betting: Total U.S. Sports Betting GGR By Year

In the chart below, we show total U.S. commercial sports betting GGR between 2018 and 2027E on an annual basis. The market’s recent, exponential growth has been driven by a few factors—namely, the rapid legalization and launch of online sports betting in populous states. In 2022, the U.S. market as a whole generated total GGR of \$7.6bn. We project \$9.9bn in GGR for the U.S market in 2023, representing a 31% gain vs. 2022, growing to \$17bn by 2027.

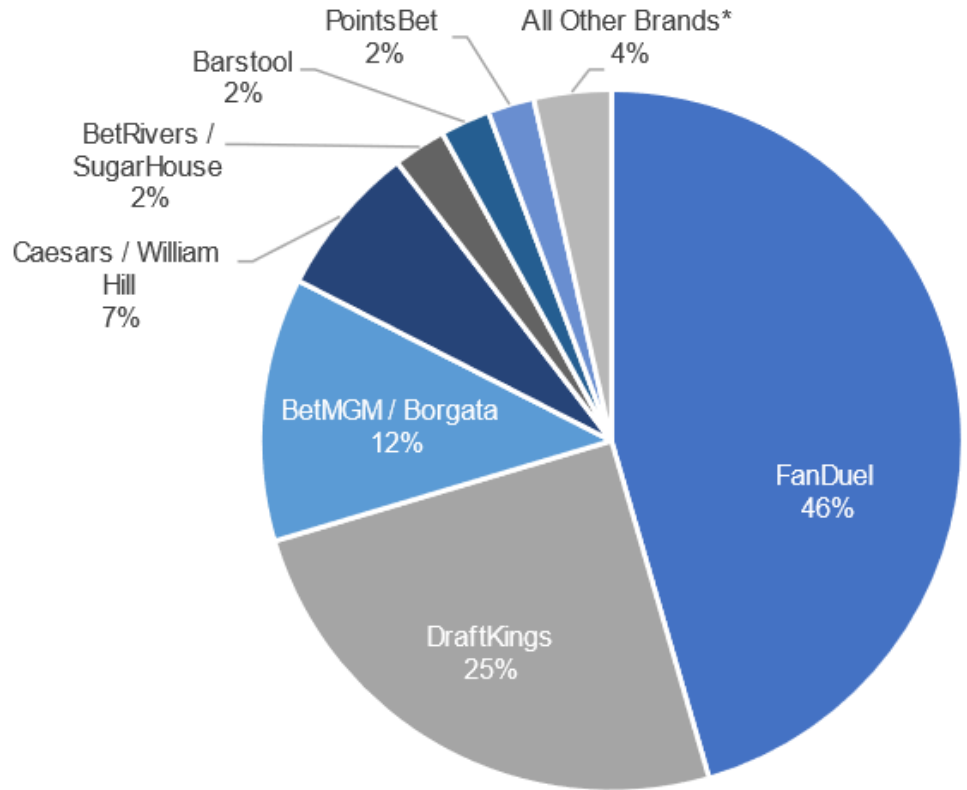
U.S. Sports Betting Gross Gaming Revenue By Distribution Channel: 2018 to 2027E



U.S. Online Sports Betting: All States Estimated GGR by Brand

Notes

In the chart to the right, we show trailing twelve-month gross revenue by brand across all states where online sports betting is operational, including Nevada (12 months to Feb 23). Given the lack of direct visibility into gross revenue by brand in Arizona, Colorado, Louisiana, Nevada, New Jersey, Tennessee, Virginia, West Virginia, and Wyoming, the chart below should be treated as a medium-confidence estimate.



* Note: 51 operational "other" brands within the 12-month period to February 2023

Brand	States Where Operational	Est. Trailing 12-Month GGR	Est. GGR Share
FanDuel	AZ, CO, CT, IL, IN, IA, KS, LA, MA, MD, MI, NJ, NY, OH, PA, TN, VA, WV, WY	\$3,463,782,715	45.52%
DraftKings	AZ, CO, CT, IL, IN, IA, KS, LA, MD, MA, MI, NH, NJ, NY, OH, OR, PA, TN, VA, WV, WY	\$1,892,606,984	24.87%
BetMGM / Borgata	AZ, CO, IL, IN, IA, KS, LA, MA, MD, MI, NV, NJ, NY, OH, PA, TN, VA, WV, WY	\$923,742,971	12.14%
Caesars / William Hill	AZ, CO, IL, IN, IA, KS, LA, MD, MA, MI, NV, NJ, NY, OH, PA, TN, VA, WV, WY	\$535,646,892	7.04%
BetRivers / SugarHouse	AZ, CO, CT, IL, IN, IA, LA, MD, MI, NJ, NY, OH, PA, VA, WV	\$185,461,193	2.44%
Barstool	AZ, CO, IL, IN, IA, KS, LA, MA, MD, MI, NJ, OH, PA, TN, VA, WV	\$175,004,354	2.30%
PointsBet	CO, IL, IN, IA, KS, LA, MD, MI, NJ, NY, OH, PA, VA, WV	\$162,520,303	2.14%
bet365	CO, NJ, OH, VA	\$32,130,908	0.42%
Sportsbook Rhode Island	RI	\$29,992,564	0.39%
Circa	CO, IA, NV	\$23,805,573	0.31%
STN Sports	NV	\$22,841,171	0.30%
WynnBET	AZ, CO, IN, MA, MI, NV, NJ, NY, TN, VA	\$22,105,957	0.29%
Hard Rock	AZ, IN, IA, NJ, OH, TN, VA	\$18,795,176	0.25%

*The "Other" slice composed of additional brands with 2% or less of GGR.

U.S. Online Sports Betting: GGR Leaderboard

In the table below, we show the leading brand in each U.S. online sports betting market on a gross revenue basis for the trailing 3-month period to February 2023; totals for markets operational fewer than 3 months are shown on a since-launch basis.

Note: GGR by brand values for Arizona, Colorado, Louisiana, Illinois, Nevada, New Jersey, Tennessee, Virginia, West Virginia, and Wyoming are estimated.

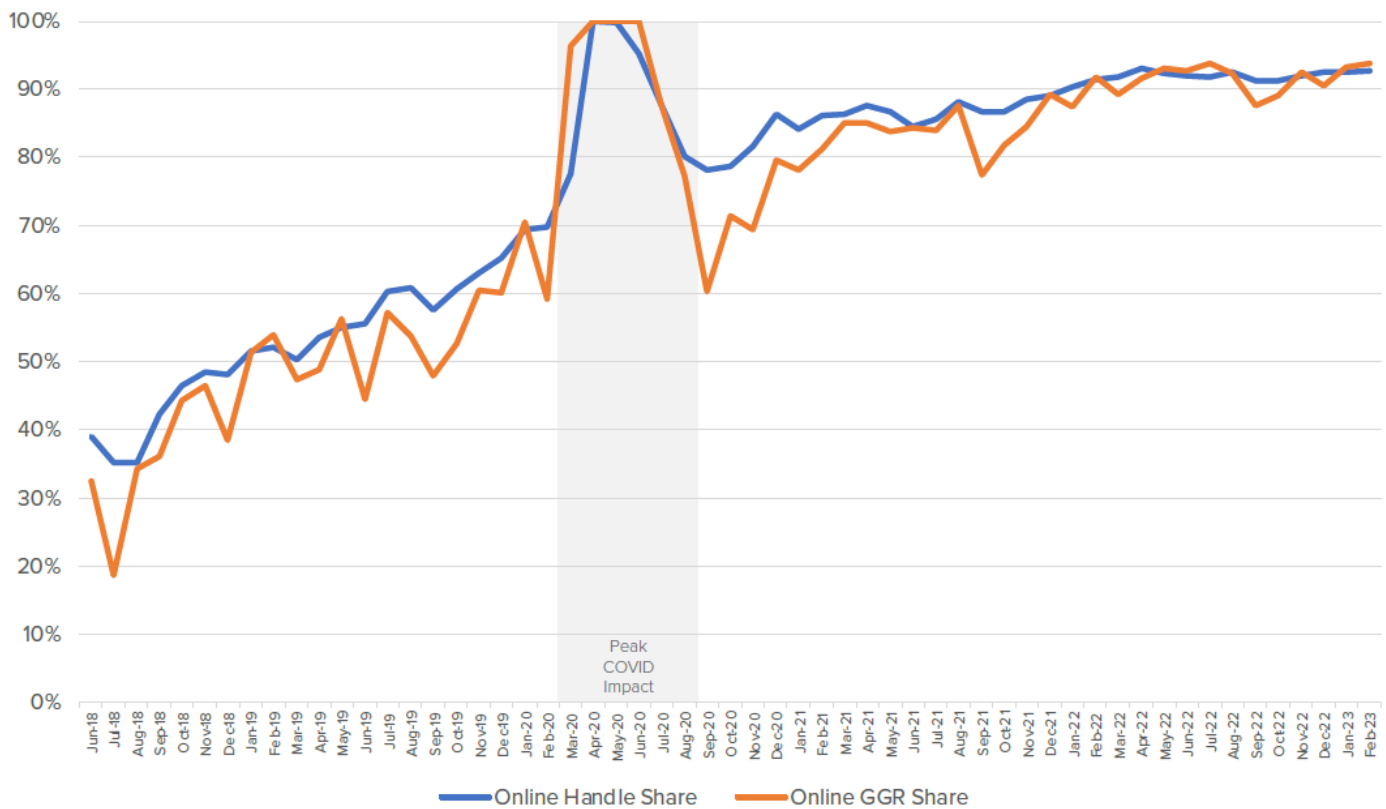
Market	Top Brand	Est. Trailing 3-Month Online GGR	GGR Share
Arizona	FanDuel	\$56.8mm	41%
Arkansas	BetSaracen	\$4.2mm	68%
Colorado	DraftKings	\$35.2mm	36%
Connecticut	FanDuel	\$23.7mm	57%
District of Columbia	GambetDC*	\$2.3mm	100%
Illinois	FanDuel	\$112.3mm	49%
Indiana	FanDuel	\$46.8mm	47%
Iowa	DraftKings	\$15.7mm	35%
Kansas	DraftKings	\$14.4mm	45%
Louisiana	FanDuel	\$44.4mm	54%
Maryland	FanDuel	\$102.1mm	57%
Michigan	FanDuel	\$54.9mm	52%
Nevada	Caesars / William Hill	\$27.7mm	53%
New Hampshire	DraftKings*	\$23.1mm	100%
New Jersey	FanDuel	\$115.8mm	55%
New York	FanDuel	\$203.3mm	51%
Ohio	FanDuel	\$141.6mm	49%
Oregon	DraftKings*	\$17.5mm	100%
Pennsylvania	FanDuel	\$101.7mm	57%
Rhode Island	Sportsbook Rhode Island*	\$10.2mm	100%
Tennessee	FanDuel	\$59.0mm	47%
Virginia	FanDuel	\$75.1mm	54%
West Virginia	FanDuel	\$6.5mm	42%
Wyoming	DraftKings	\$2.3mm	51%
Total U.S.	FanDuel	\$1.21bn	48%

* Only available online sports betting brand in the state

U.S. Online Sports Betting: Distribution Channel Trends

The chart below highlights the outsized role that the online distribution channel is playing in the U.S. sports betting market. Since the post-PASPA era began in June 2018, the online channel, driven by growth in existing online markets and the steady introduction of new online markets, has grown to account for over 90% of handle and GGR on a nationwide basis.

U.S. Online Sports Betting Handle And GGR As A Percentage Of Total U.S. Handle and GGR



92.2%

Percentage of U.S. sports betting handle generated by the online channel in T12M

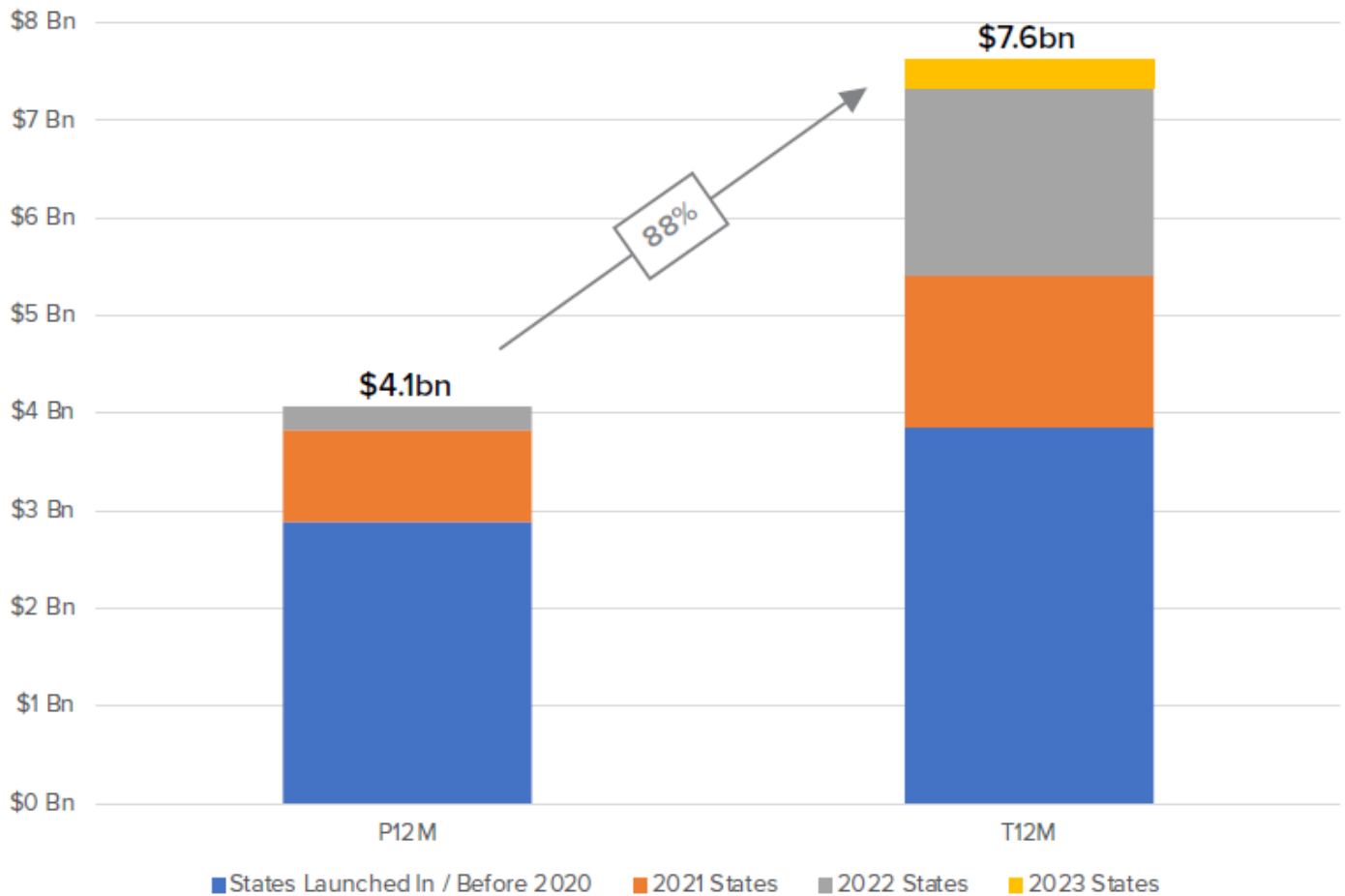
91.4%

Percentage of U.S. sports betting GGR generated by the online channel in T12M

U.S. Online Sports Betting: Year Over Year Growth

The chart below shows OSB GGR grouped into state cohorts. Overall OSB GGR in the T12M was \$7.6bn, up 88% y/y. While all state cohorts saw y/y growth, we note the 2022 cohort is the fastest-growing, with its size (\$1.9bn in T12M) already exceeding that of the more mature 2021 cohort.

U.S. OSB GGR: 12 Months To Feb-22 (P12M) vs 12 Months to Feb-23 (T12M)

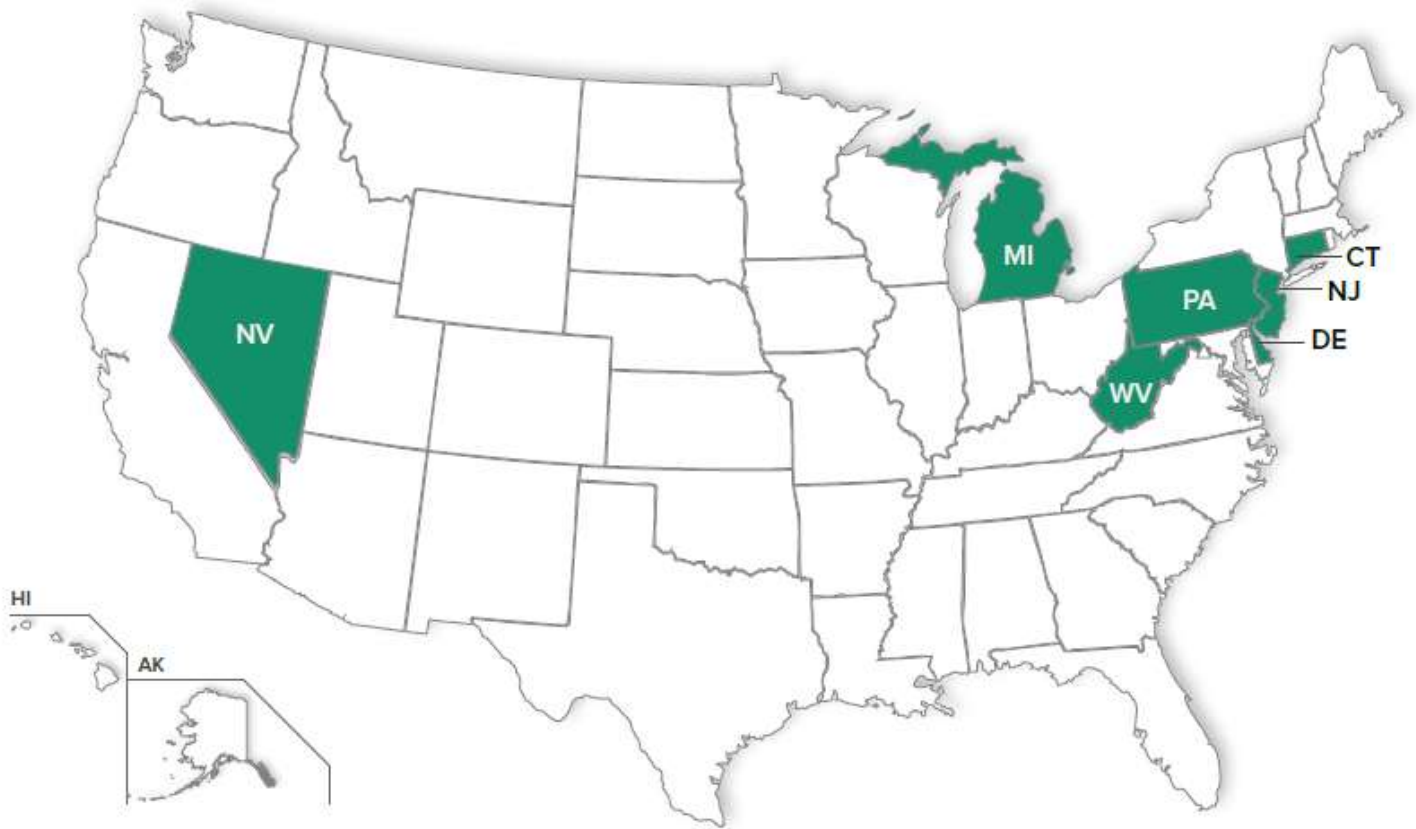


T12M GGR + Y/Y Growth Rates

Total		In / Before 2020 States		2021 States		2022 States		2023 States	
\$7.6bn	+88%	\$3.8bn	+34%	\$1.6bn	+66%	\$1.9bn	+715%	\$288mm	N/A

U.S. Online Casino: Market Landscape

● Operational ● Authorized But Not Yet Operational



State	CT	DE	MI	NV	NJ	PA	WV
Casino	●	●	●	●	●	●	●
Poker	●	●	●	●	●	●	●

13% The percentage of the U.S. adult population with access to legal online casino and/or poker products.

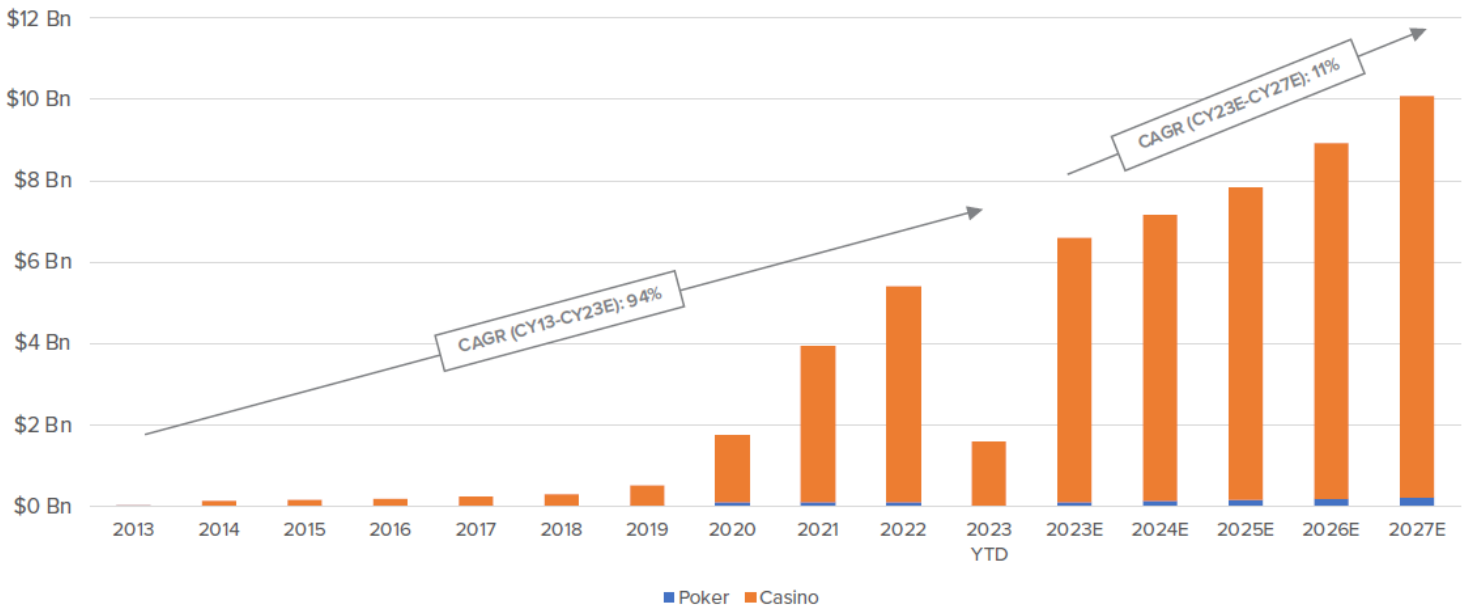
33% The percentage of total March 2023 U.S. online casino GGR (excluding poker) that was attributable to Pennsylvania.

U.S. Online Casino:

Total U.S. Online Casino And Poker GGR By Year

In the chart below, we show total U.S. online casino and poker GGR between 2013 and 2027E. The market’s recent, exponential growth has been driven by a few factors—namely, the launch of populous Pennsylvania in mid 2019, COVID’s stay-at-home impact (which began to manifest in March 2020), and the launch and ultra-rapid maturation of the Michigan market in early 2021. In 2022, the U.S. online casino and poker market generated \$5.40bn. We project \$6.6bn in GGR for 2023, representing a 22% gain vs. 2022, growing to \$10.1bn by 2027.

U.S. Online Casino And Poker GGR: 2013 To 2027 EST

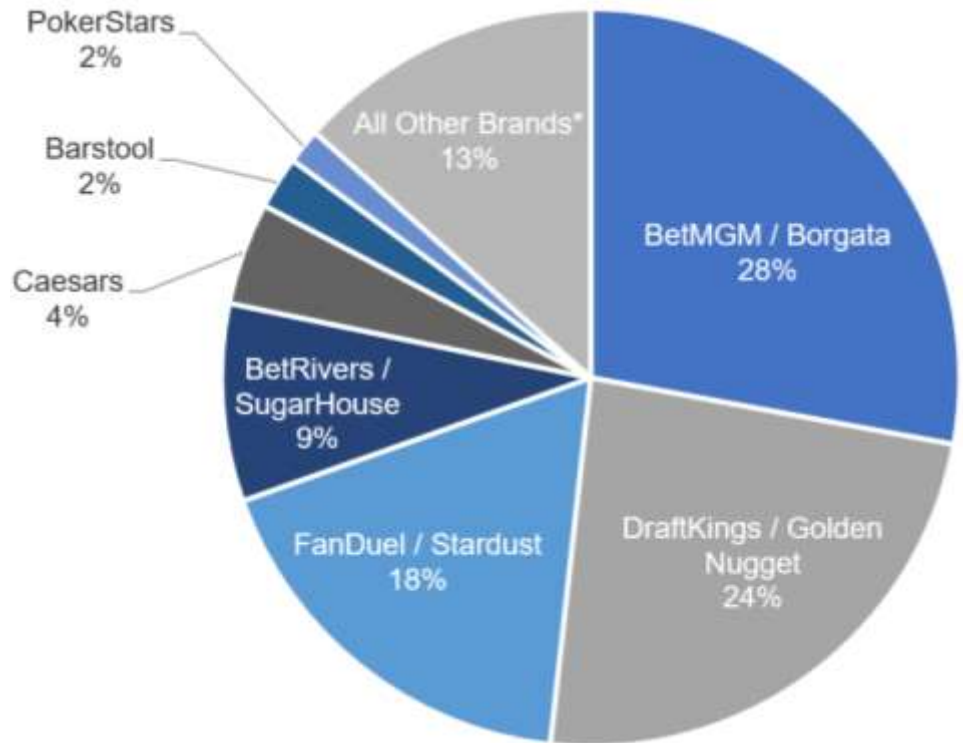


State	DE	NJ	PA	WV	MI	CT
Launch Year	2013	2013	2019	2020	2021	2021
P12M Share of Total GGR	0.2%	33.3%	32.8%	1.7%	29.3%	2.7%
T12M Share of Total GGR	0.2%	30.1%	32.5%	2.2%	29.4%	5.5%
Y/Y Growth	30%	-18%	29%	69%	31%	169%

U.S. Online Casino: Estimated Market Share By Brand

Notes

In the chart to the right, we show trailing twelve-month gross revenue by brand in the Connecticut, Delaware, Michigan, New Jersey, Pennsylvania, and West Virginia online casino markets (12 months to March 23). The chart reflects casino revenue only; poker revenue is not included. Given the lack of direct visibility into gross revenue by brand in Connecticut, New Jersey, Pennsylvania, and West Virginia, the chart below should be treated as a medium-confidence estimate.



* Note: 30 operational "other" brands within the 12-month period to March 2023

Brand	States Where Operational	Est. Trailing 12-Month GGR	Est. GGR Share
BetMGM / Borgata	MI, NJ, PA, WV	\$1,563,734,739	27.89%
DraftKings / Golden Nugget	CT, MI, NJ, PA, WV	\$1,337,743,714	23.86%
FanDuel / Stardust	CT, MI, NJ, PA, WV	\$999,684,095	17.83%
BetRivers / SugarHouse	MI, NJ, PA, WV	\$485,254,763	8.66%
Caesars	MI, NJ, PA, WV	\$251,774,440	4.49%
Barstool	MI, NJ, PA, WV	\$129,139,469	2.30%
PokerStars	MI, NJ, PA	\$86,193,045	1.54%
Mohegan	CT, NJ	\$80,538,749	1.44%
betPARX	NJ, PA	\$79,846,491	1.42%
Hard Rock	NJ	\$60,388,880	1.08%
WynnBET	MI, NJ	\$55,650,029	0.99%
Hollywood	PA	\$37,437,688	0.67%
Others	Various	\$438,969,273	7.83%

"Others" is composed of additional brands with 0.8% or less of GGR.

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