Monmouth Park Sports Book by William Hill

“Friend or Foe”

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Monmouth Park Racetrack and Sports Book
Sports Overview:
- Led the case to legalize. Dennis Drazin in conjunction with Governor Christie.
- 2011 (Nov) – Voters pass referendum, Gov. Christie signs in early 2012...Court eventually denies.
- 2014 (Oct) – Gov. Chrisite signs new bill (Repealing the crime-no State regulation)
- 2017 (Dec) – Supreme Court hears case. Delivers opinion May 14, 2018. 6-3 in favor of NJ.
- Monmouth Park Sports Book by William Hill opens June 14
- Sports Book by William Hill opened in a renovated mutuel line in Grandstand, plus a renovated Sports Bar
Sports Betting in New Jersey

- Current NJ Environment:
- Racetracks and Casinos are only operators - Each location has 3 “skins” to operate mobile/online
  - Racetracks (2) – Monmouth and Meadowlands
  - Atlantic City Casinos (7) – Oceans, Borgata, Resorts, Golden Nugget, Harrahs, Tropicana, Ballys

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<tr>
<th>Track</th>
<th>Retail Location</th>
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<td>Retail</td>
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<td>Oceans</td>
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<td>Harrah’s</td>
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NJ Retail-Online Revenue Splits

October 2018: Online / Retail Revenue Split
- Online: 76%
- Retail: 24%

October 2018: Retail Market Shares
- Meadowlands: 39%
- Monmouth: 21%
- Ocean: 15%
- Bally's: 11%
- Borgata: 4%
- Harrah's: 4%
- Resorts: 3%
- Golden Nugget: 2%
- Tropicana: 1%
Monmouth Park Wagering Snapshot

NJ Gross Revenue calculated on the wager, minus any settled winning wagers for the day.

Monmouth Park Retail
October Revenue - $606,981
Total Annual Revenue - $6,778,541

ONLINE/MOBILE
October Revenue - $608,611 (2 skins activated)
Total Annual Revenue - $679,396
Weekdays show greater % of online handle
Pari-Mutuel Wagering Effect

- Pari-Mutuel Handle Effect from Sports Wagering:
  - Many factors affect handle during live racing (live crowds, weather...)
  - William Hill Sports Bar (Labor Day Weekend)
    - 2017 Sat-Sun 9/2,3 = $14,406
    - 2018 Sat-Sun 9/1,2 = $39,907 (increase of 176%)

- Night simulcast pari-mutuel handle (after 5:00pm):
  - 2017 June 16-Nov 28 = $2,722,320
  - 2018 June 15-Nov 27 = $3,480,994 (increase of 28%)

- Advantages of Racetrack:
  - State regulated gambling, Parking, Interior Space, TV rooms with multiple channels...
Sports-Horse Racing Wagering Opportunities

- Haskell Day introduced new combined Sport-Horse wagers (Gross Handle):
  - Parlay Card (3 stakes Races + Sunday Night Baseball game) = $4,233
  - Haskell Margin of Victory = $4,396
  - Head to Head Matchups (Ex..Good Magic v. Bravazo) = $15,012

What’s Next...

- Fixed Odds Horse Race wagers
  - Future Wagers, Head to Heads, Multi-race and sports wagers
- Racing to capitalize on the broad reach of sports