



Marketing and Sales

Anne Charpentier

March 29, 2022



Corrected SBM Chart

March 29, 2022

As of 3/21/2022

NEW CHART

Sport	Mobile	PCT	Retail	PCT	Total
Football	\$2,727,528	11.7%	\$20,510,099	88.3%	\$23,237,627
Basketball	\$2,353,056	9.5%	\$22,371,196	90.5%	\$24,724,252
Baseball	\$817,257	6.7%	\$11,457,927	93.3%	\$12,275,184
Ice Hockey	\$269,414	8.5%	\$2,884,661	91.5%	\$3,154,075
Golf	\$226,002	20.0%	\$905,783	80.0%	\$1,131,785
Specials	\$216,108	16.0%	\$1,137,775	84.0%	\$1,353,883
MMA	\$145,415	11.2%	\$1,150,509	88.8%	\$1,295,924
Soccer	\$143,941	1.7%	\$8,161,589	98.3%	\$8,305,530
Tennis	\$36,771	2.2%	\$1,659,381	97.8%	\$1,696,152
Nascar	\$34,644	11.3%	\$270,596	88.7%	\$305,240
Boxing	\$3,423	3.9%	\$83,466	96.1%	\$86,889
Athletics	\$2,977	52.7%	\$2,677	47.3%	\$5,654
Formula	\$2,087	12.2%	\$15,044	87.8%	\$17,131
Rugby	\$664	6.3%	\$9,804	93.7%	\$10,468
Indycar	\$449	20.9%	\$1,702	79.1%	\$2,151
Olympics	\$364	7.8%	\$4,284	92.2%	\$4,648
Handball	\$309	84.1%	\$58	15.9%	\$367
Beach Volley	\$271	70.6%	\$113	29.4%	\$384
Volleyball	\$251	67.0%	\$123	33.0%	\$374
Other	\$1,044	7.2%	\$13,518	92.8%	\$14,562
Total	\$6,981,975	9%	\$70,640,305	91%	\$77,622,281



The chart was labeled incorrectly during the meeting as 'Football.' It should have been labeled 'Other,' which includes bets for several sports like cycling, table tennis, swimming, etc.

As of 3/21/2022

Incorrect Chart – Provided for reference only

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Thank you!

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