



MGM RESORTS
INTERNATIONAL®



BETMGM

GameSense™

AN OMNICHANNEL APPROACH TO RESPONSIBLE GAMING

2023 NEW HORIZONS IN RESPONSIBLE GAMBLING CONFERENCE

PRESENTERS



MGM RESORTS
INTERNATIONAL®

GARRETT FARNES, MSW
DIRECTOR OF RESPONSIBLE GAMING
MGM RESORTS INTERNATIONAL



BETMGM

RICHARD L. TAYLOR, JR.
SENIOR MANAGER RESPONSIBLE GAMBLING
BETMGM

WHO WE ARE
THE GLOBAL LEADERS IN ENTERTAINMENT

WHAT WE DO
ENGAGE, ENTERTAIN, INSPIRE

CORE BELIEF
ENTERTAINMENT IS A FUNDAMENTAL HUMAN NEED

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BETMGM

AN OMNICHANNEL APPROACH TO RESPONSIBLE GAMING

WHO WE ARE

S&P 500

Global entertainment company

31 unique destinations

50/50 venture, BetMGM

WHAT WE DO

Hotels and casinos

Restaurants, retail, nightlife

Live entertainment

Meetings, conferences, conventions

CORE BELIEFS

Create extraordinary experiences

Provide outstanding guest service

Build & sustain communities

Be respectful, inclusive, responsible



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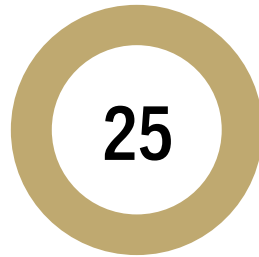


BETMGM

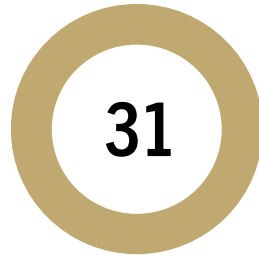
ESTABLISHED 2018

50/50 VENTURE BETWEEN MGM & ENTAIN

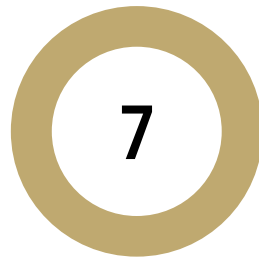
Markets



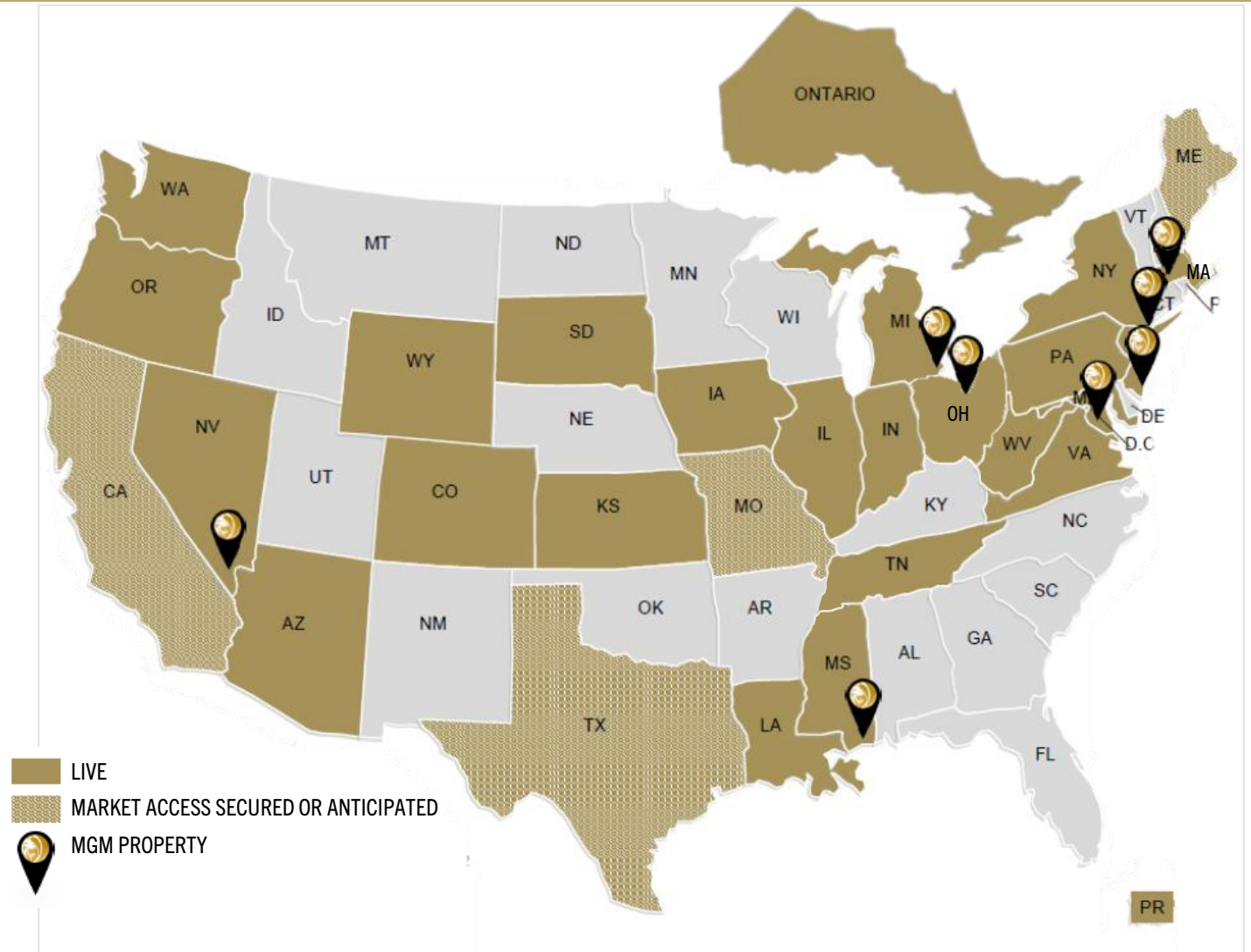
CURRENT ACTIVE JURISDICTIONS



MARKET ACCESS SECURED OR ANTICIPATED



MGM RESORTS BRICK-AND-MORTAR JURISDICTIONS



Dedication to Responsible Gaming

MGM RESORTS
PROPERTIES



BETMGM RETAIL
SPORTSBOOKS

BETMGM
ONLINE APP



MGM RESORTS AND BETMGM
RECOGNIZE THE IMPORTANCE OF
RESPONSIBLE GAMING, AND WE ARE
COMMITTED TO EMBEDDING IT
ACROSS OUR COMPANY CATALOG

To meet this commitment, we are focused on the development and continuous improvement of a multi-faceted approach to ensure all experiences are engaging and sustainable



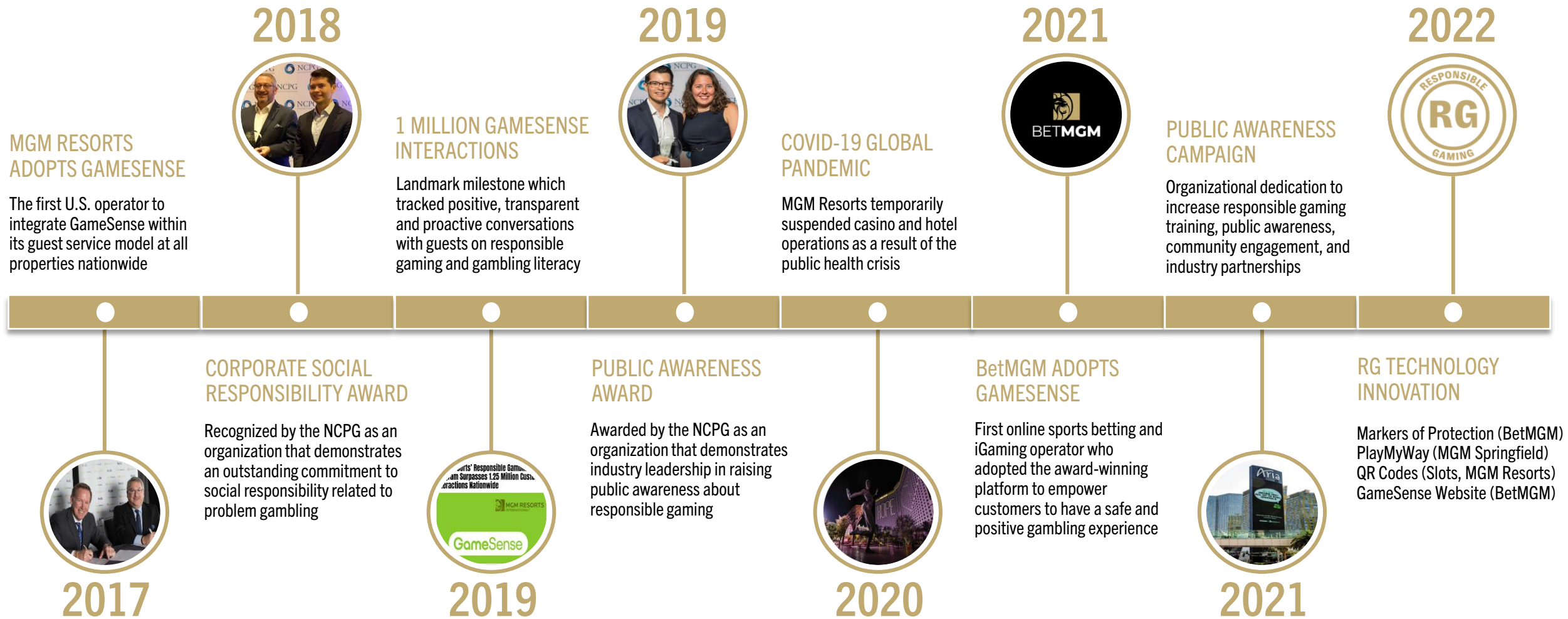
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BETMGM

AN OMNICHANNEL APPROACH TO RESPONSIBLE GAMING

RESPONSIBLE GAMING TIMELINE





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**CREATE EXTRAORDINARY
EXPERIENCES**



**PROVIDE OUTSTANDING
GUEST SERVICE**



**BUILD & SUSTAIN
COMMUNITIES**



**RESPECTFUL,
INCLUSIVE & RESPONSIBLE**

**TECHNOLOGY
DEDICATED MARKETING**

**UPDATE TRAINING
ENABLE VIRTUAL LEARNING
BUILD ADVISOR PRESENCE**

**PARTNER WITH INDUSTRY
ENGAGE WITH COMMUNITY
SUPPORT COUNCILS**

**INCREASE RG VISIBILITY
AFFIRM SUSTAINABILITY**

“We remain focused on offering new and innovative resources to our guests, designed to increase responsible gaming awareness and to promote healthy play. **GameSense** remains an instrumental part of our guest service model and we're confident that it has and will continue to make a difference”.

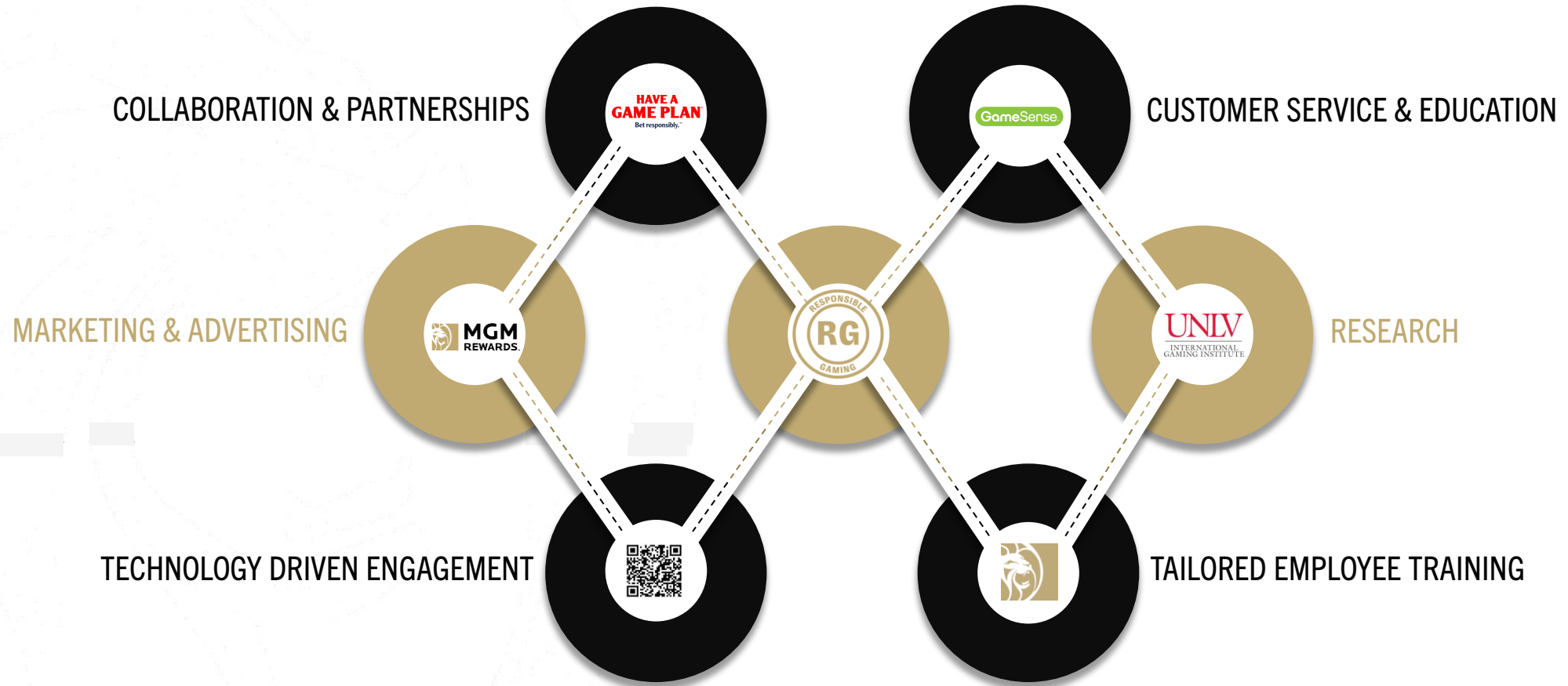


BILL HORNBUCKLE

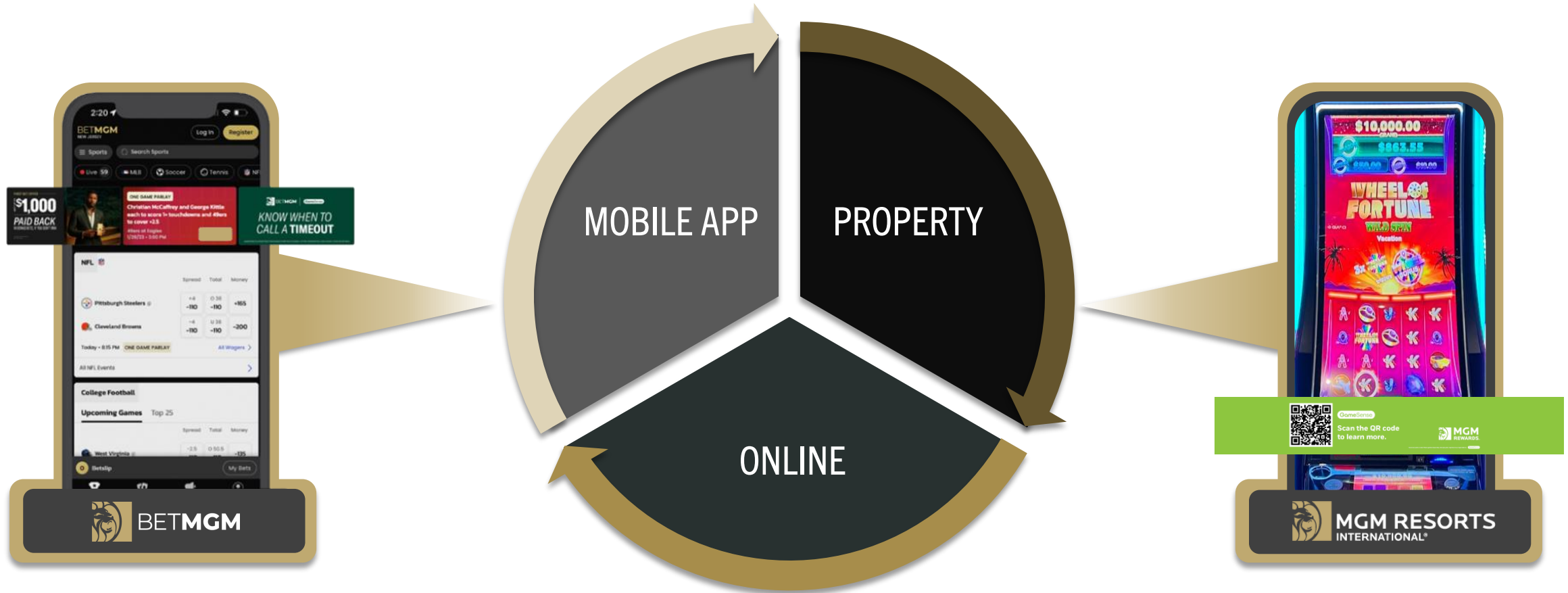
PRESIDENT & CEO, MGM RESORTS INTERNATIONAL



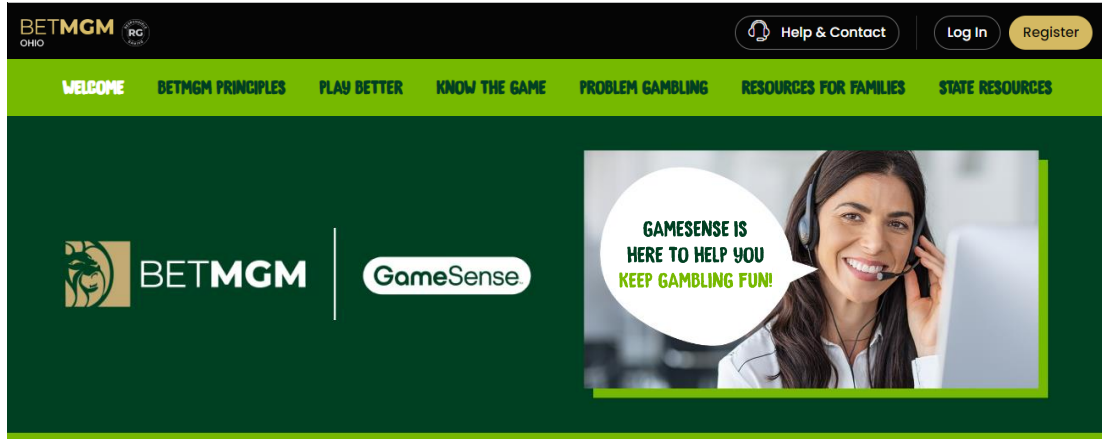
Omnichannel Approach



Technology Driven Engagement

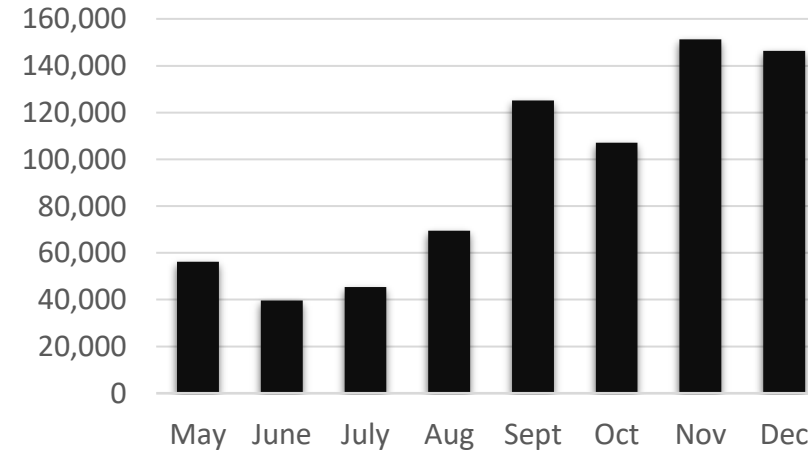
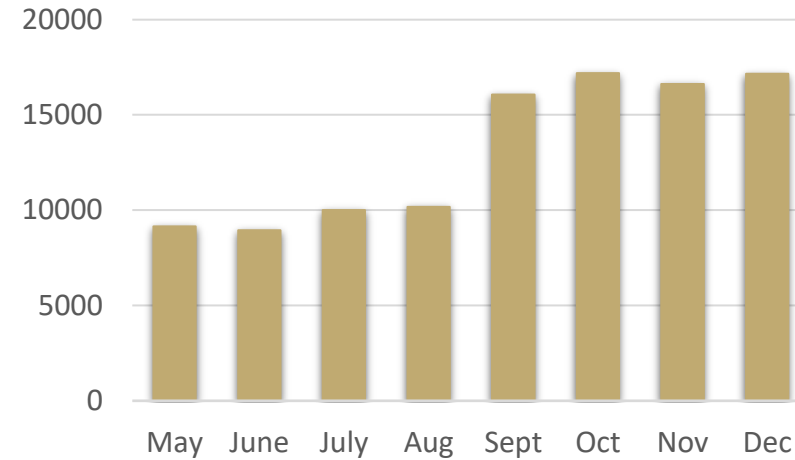


Technology Driven Engagement | 2022 GameSense Page Views



With GameSense®,
 You will learn strategies and tips to gamble the right way,
 information about problem gambling, and where to find
 help, should you need it.

Please take a moment to read through the information, and remember, keep gambling fun!



Customer Service & Education | GameSense



MARQUEES



DIGITAL SIGNAGE



SLOT ADS



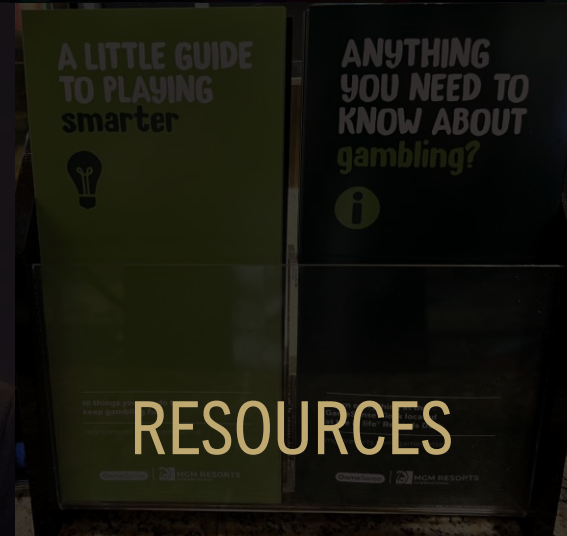
ATM MESSAGES



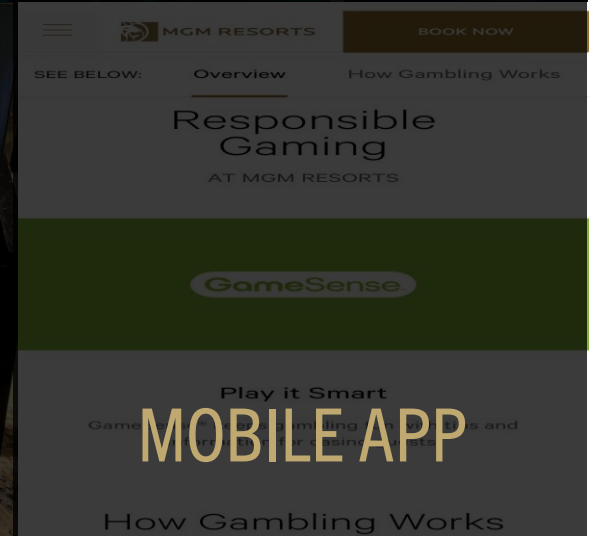
TOUCHSCREEN



ADVISORS



RESOURCES



MOBILE APP

Research | Advancing Responsible Gaming



INTERNATIONAL CENTER FOR RESPONSIBLE GAMING



INTERNATIONAL CENTER FOR RESPONSIBLE GAMING



SUPPORTING RESEARCH

Support research on gambling disorder and responsible gaming

- **\$250k:** 2022 donation from MGM Resorts
- **\$5.5 Million:** MGM Resorts' contributions since 1997

"MGM Resorts International has literally helped create the field of study on gambling addiction and responsible gaming".

— Arthur Paikowsky, ICRG

SUSTAINING THE GAMING INDUSTRY

Support project on the impact advertising has on problem gambling

- **\$180k:** 2022 donation from BetMGM
- **2-year Study**

"Findings from this evidence-based research study will allow us to better identify potential risks and guide best-practices for the gaming industry".

— Arthur Paikowsky, ICRG

INTERNAL EVALUATION

Four-year customer and employee research project at MGM Resorts

- **\$1 Million:** Evaluate safety, reach, and effectiveness of responsible gaming program and GameSense
- **Overview:** Included employee and customer surveys, as well as GameSense interaction tracking
- **8 Peer-Reviewed Publications**

"The problem gambling field has evolved in impressive fashion over the past generation, and as always, it is important to subject programs like these to rigorous scientific study".

— Bo Bernard, UNLV

JACKPOT WINNERS STUDY

Test approaches to support players, maximize benefits, and reduce risks

- **3-Phase Surveys:** Baseline (604 winners), 1-month (59 winners), 6-month (40 winners)
- **3 Properties:** MGM Grand – Las Vegas, Excalibur, MGM National Harbor
- **Presentation:** 2022 NCPG Annual Conference

"Our understanding of jackpot winners is limited. This project focuses on identifying how jackpot winners are impacted by winning and by responsible gambling messaging".

— RG+

THE NEXT 5 YEARS

“NOW MORE THAN EVER, WE AT MGM RESORTS ARE DRIVEN BY A FUNDAMENTAL COMMITMENT TO MAKE A POSITIVE AND LASTING IMPACT ON OUR WORLD. WE ACTIVELY WORK TO BENEFIT OUR COMMUNITIES AND OUR NEIGHBORS, BELIEVING THAT OUR EFFORTS IN SOCIAL IMPACT AND SUSTAINABILITY ENSURE THE CONTINUED RESILIENCY AND RELEVANCY OF OUR BUSINESS.”

JYOTI CHOPRA, CHIEF PEOPLE, INCLUSION & SUSTAINABILITY OFFICER





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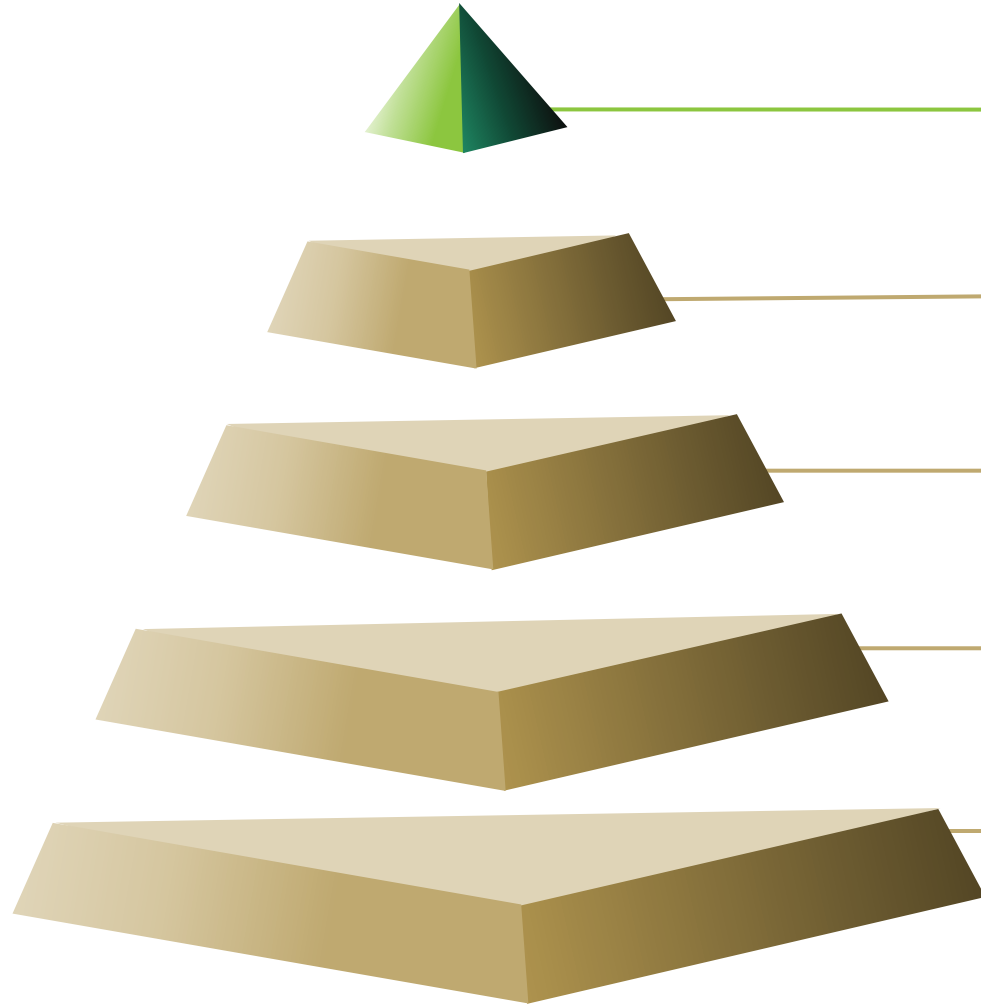
5
YEARS
RESEARCHERS
LOCATIONS
TOPICS

MGM RESORTS INTERNATIONAL IS SEEKING RESEARCH ENTITIES TO STUDY RESPONSIBLE GAMING WITHIN MGM RESORTS AND THE GAMING INDUSTRY.

- LEVERAGE PRESENCE IN MULTIPLE JURISDICTIONS TO SUPPORT A VARIETY OF RESEARCH TOPICS
- ADVANCE THE INDUSTRY'S UNDERSTANDING OF RESPONSIBLE GAMING AND GUIDE BEST PRACTICES TO PROMOTE SUSTAINABILITY
- SUPPORT THE GAMESENSE COMMUNITY OF PRACTICE
- GRANTS UP TO \$200K

CONTACT: GARRETT FARNES, DIRECTOR OF RESPONSIBLE GAMING, MGM RESORTS
EMAIL: GFARNES@MGMRESORTS.COM

Training | Responsible Gaming



GameSense
ADVISOR *Increase understanding and application of Responsible Gaming strategies, GameSense concepts, and tools to mitigate harm*

Delivery: Guest-Facing Supervisors+
2022 Completions: 223

2022 Live-Trainings: 19
BetMGM Completions: 6

GameSense
ADVANCED *Increase understanding and application of Responsible Gaming strategies, GameSense concepts, and tools to mitigate harm*

Delivery: Guest-Facing Departments
2022 Completions: 343

2022 Live-Trainings: 31
BetMGM Completions: 102

ROLE SPECIFIC *Using a Player Health lens to apply company and regulatory responsible gaming practices within position duties*

Delivery: Department Specific Training & Reference Guide
2022 Completions: 165

BetMGM Completions: 62

REFRESHER *Annual jurisdiction-specific training to provide updates and reminders on essential Responsible Gaming content*

Delivery: E-Learning Acknowledgement
2022 Completions: 51, 138

Audience: All Employees

GameSense
ESSENTIALS *Basic understanding of Voluntary Self-Exclusion, GameSense, Player Health, and the importance of Responsible Gaming*

Delivery: New-Hire Orientation
2022 Completions: 10,599

Audience: All New Employees
BetMGM Completions: 1,020

Industry Collaboration | Better Together



bcclc **GameSense**

AGA AMERICAN GAMING ASSOCIATION®

RESponsible GAMING EDUCATION MONTH 2022

HAVE A GAME PLAN™
Bet responsibly.™

AGA RESPONSIBILITY COMMITTEE

ICRG
INTERNATIONAL CENTER FOR RESPONSIBLE GAMING

The 23rd Annual ICRG Conference On Gambling And Addiction

NCPG
National Council on Problem Gambling
2023 PLATINUM MEMBER

National Conference on Gambling Addiction & Responsible Gambling

PROBLEM GAMBLING AWARENESS MONTH

NEVADA COUNCIL ON PROBLEM GAMBLING

PROBLEM GAMBLING NETWORK OF OHIO

The Massachusetts Council ON GAMING AND HEALTH

MAPG MICHIGAN ASSOCIATION ON PROBLEM GAMBLING

800-GAMBLER™
Council on Compulsive Gambling of NJ

MCPG Maryland Council on Problem Gambling

MCPG

CHA Division on Addiction
Cambridge Health Alliance

HARVARD MEDICAL SCHOOL TEACHING HOSPITAL

UNLV
INTERNATIONAL GAMING INSTITUTE

INTEGRATED RESORT HOSPITALITY LEARNING PROGRAM

NEW YORK STATE Responsible Play Partnership

- New York State Gaming Commission
- NYS Office of Addiction Services and Supports
- New York Council on Problem Gambling

EPIC RISK MANAGEMENT

RESPONSIBLE GAMING PRINCIPLES OF **RESPONSIBLE ONLINE GAMING**

DIGITAL ADS

- GameSense[®]
- Have a Game Plan.™ Bet Responsibly[®]
- Problem Gambling Awareness
- Responsible Gaming Education

SOCIAL MEDIA

- 65+ dedicated posts

BETMGM WELCOME EMAIL

- Provided to every new customer

MGM RESORTS RESPONSIBLE GAMING EMAIL

- Sent to 2.1 million MGM Rewards members

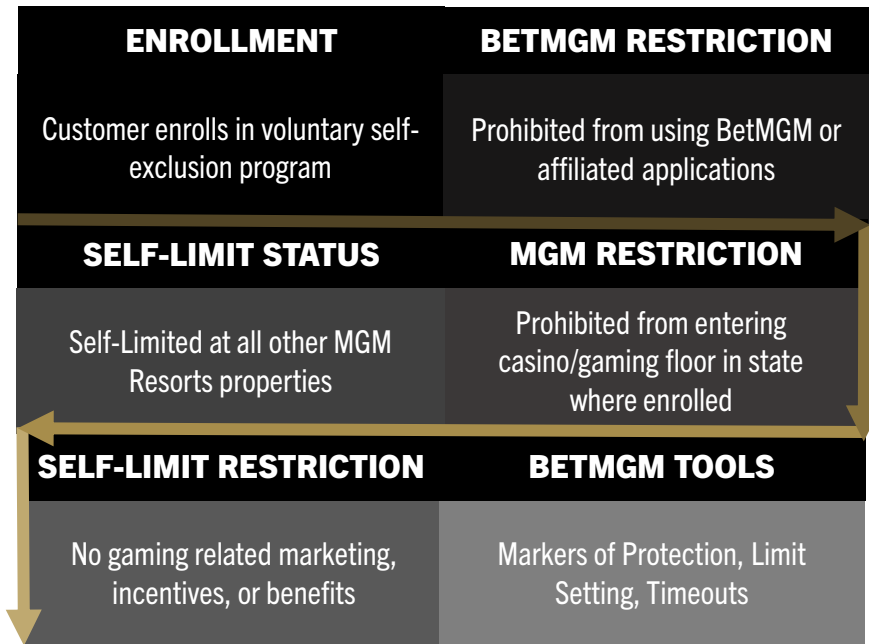
Responsible Marketing

ABIDE BY THE AMERICAN GAMING ASSOCIATION'S RESPONSIBLE GAMING AND SPORTS WAGERING MARKETING CODES OF CONDUCT AND REGULATORY REQUIREMENTS.



Tools to Mitigate Harm | Self-Limit & Self-Exclusion

MGM RESORTS AND BETMGM TAKE A UNIFIED APPROACH TO REDUCING GAMBLING RELATED HARM AND SUPPORTING THOSE WHO ENROLL IN STATE-SPONSORED VOLUNTARY EXCLUSION PROGRAMS



PLAY FOR FUN
KNOW THE
RULES

STAY WITHIN YOUR LIMITS

DO WHAT MAKES  GameSense™

CONTACT INFORMATION



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