

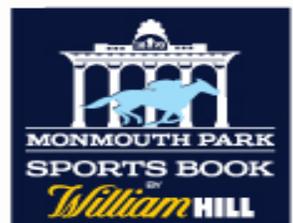
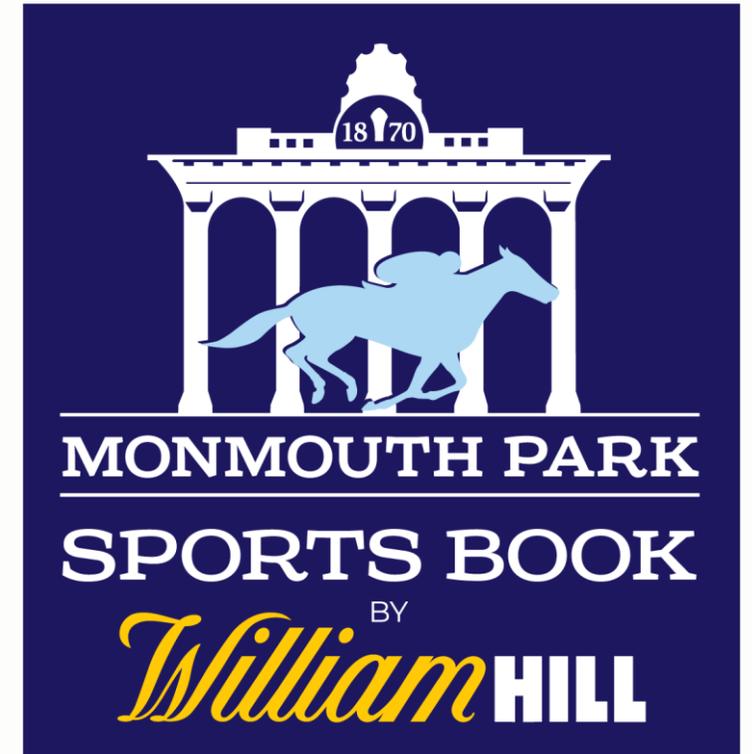
Monmouth Park Sports Book by William Hill

“Friend or Foe”

Bill Knauf

Vice President Business Operations

Monmouth Park Racetrack and Sports Book

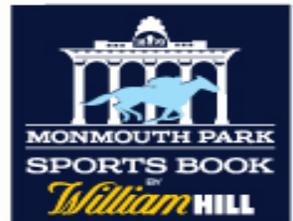


Sports Betting Overview



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. Christie 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

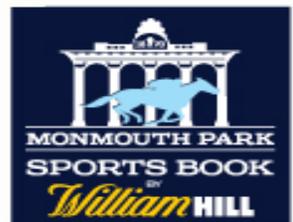


Sports Betting in New Jersey

- 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

<u>Track</u>	<u>Retail Location</u>	<u>Mobile/Online</u>
• Monmouth Park	Retail	William Hill, Playsugarhouse
• Meadowlands	Retail	FanDuel
• Borgata	Retail	PlayMGM
• Oceans	Retail	William Hill
• Bally’s	Retail	888sport, CaesarsCasino
• Golden Nugget	Retail	Playsugarhouse
• Resorts	Retail	DraftKings, BetStars
• Tropicana	Retail Only	
• Harrah’s	Retail Only	

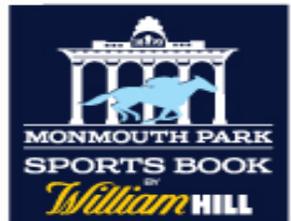
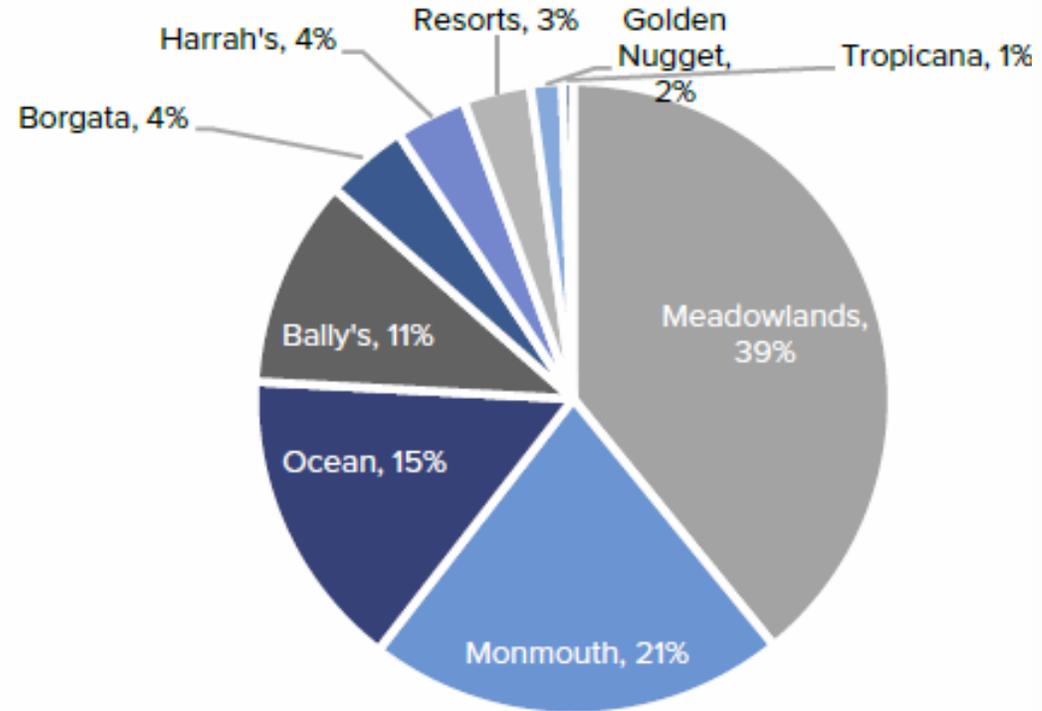


NJ Retail-Online Revenue Splits

October 2018: Online / Retail Revenue Split



October 2018: Retail Market Shares



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

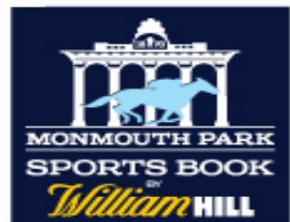
Total Annual Revenue - \$6,778,541

ONLINE/MOBILE

October Revenue- \$608,611 (2 skins activated)

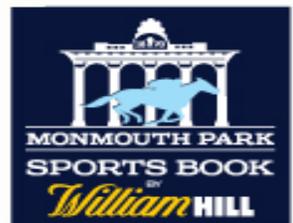
Total Annual Revenue - \$679,396

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



MONMOUTH PARK
SPORTS BOOK
BY
William HILL

THE GRAND SLAM
4 for 4 selection card
PICK THE WINNER OF EACH OF THE THREE RACES AND THE BASEBALL GAME
PAYOUT IS BASED ON FINAL \$1 MUTUEL PRICES AND MONEYLINE ON THE GAME
MAXIMUM PAYOUT IS 720-1

SUNDAY, JULY 29, 2018
CHICAGO CUBS AT ST. LOUIS CARDINALS ON ESPN

1. CUBS 8:05^{TV}
3. CARDINALS

SUNDAY, JULY 29, 2018
RACE 10 - THE MOLLY PITCHER (GRADE III)
APPROXIMATE POST TIME 4:30^{TV} (SUBJECT TO CHANGE)

HORSE NAME	OPENING ODDS
5. VALEDICTORIAN	8-1
7. DISCO ROSE	15-1
9. DIVINE MISS GREY	5-2
11. VIVA FOREVER	6-1
13. SQUAN'S KINGDOM	20-1
15. UNCHAINED MELODY	7-2
17. DREAMCALL	4-1
19. BERNED	3-1

RACE 11 - THE WOLF HILL STAKES
APPROXIMATE POST TIME 5:12^{TV} (SUBJECT TO CHANGE)

HORSE NAME	OPENING ODDS
21. ABIDING STAR	15-1
23. TRIPLE BURNER	15-1
25. PROFORMA	12-1
27. SIMON BAR SINISTER	10-1
29. DUBINI	8-1
31. SNOWDAY	10-1
33. BOLD THUNDER	30-1
35. OAK BLUFFS	9-2
37. NICE TUNE	20-1
39. POOL WINNER	5-1
41. IMPRIMIS	2-1
43. RAY SWARRIOR	8-1

RACE 12 - THE HASKELL INVITATIONAL (GRADE 1) NBC-TV
APPROXIMATE POST TIME 5:45^{TV} (SUBJECT TO CHANGE)

HORSE NAME	OPENING ODDS
45. LONE SAILOR	5-1
47. NAVY COMMANDER	12-1
49. ROAMING UNION	10-1
51. CORE BELIEFS	4-1
53. BRAVAZO	3-1
55. GOOD MAGIC	6-5
57. GOLDEN BROWN	15-1

MARK YOUR SELECTIONS. EXAMPLE: ● PLEASE STAY WITHIN CIRCLE.

