

## **LONG SHOT'S, LLC'S DIVERSITY PLAN**

**Introduction.** Long Shot's, LLC ("LS") is an MBE in the state of Maryland. It is currently made up of only one member, Alyse Cohen. As such, it is an entity committed to promoting diversity and inclusion. With regard to LS's mobile sports wagering operations, it has signed an agreement with Betfred Sports (Maryland) LLC. In accordance with the Long Shot's / Betfred Sports Wagering Operating Agreement, Betfred Sports (Maryland) LLC is providing and managing staff, personnel, and vendors for the mobile sports wagering operations. Betfred Sports is responsible for the oversight and operation of the mobile sports wagering.

LS currently has no employees, and as contemplated today, would not be involved in the hiring or management of the mobile sports betting operation's staff and management. LS currently contracts with the following individuals for services in connection with its mobile sports wagering license/operations: Lisa Wehking (woman) of Cohenterprises for bookkeeping services; Jeff Ifrah (veteran) and Sara Dalsheim (woman) of Ifrah Law, PLLC as attorneys and for any related legal services; Karl Lehman and Karen MacDonald (woman) as the BSSF accountants, and KIG Insurance Group for all related liability insurance. This document sets forth LS's Diversity Plan submitted in connection with LS's SWARC application for mobile sports betting – this Plan will be applicable to any potential investors, employees, and contractors of LS in connection with its mobile sports wagering operations. LS shall make a good faith effort to meet the diversity objectives as outlined in this Diversity Plan and to periodically report diversity metrics. LS will encourage and request that Betfred Sports review this plan and promise to use best efforts to effectuate it or their own diversity plan so long as their plan, at minimum, adheres to the benchmarks included herein.

LS has a policy and goal to hire and promote individuals who best meet the requirements of available positions and who have the best potential for advancement. It is our policy to provide Equal Employment Opportunity in full compliance with the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Rehabilitation Act of 1973, the Americans with Disabilities act of 1990, The Vietnam Era Veterans Readjustment Assistance Act of 1974, the Addendum to the Application as required by the Sports Wagering Application Review Commission, and other forms of legislation that prohibit work-place discrimination.

**Diversity and Inclusion Objectives at LS.** LS is a rapidly growing company, while it currently has no employees nor outside investors, and limited contractors/partners, it is committed to promoting meaningful diversity and inclusion in hiring, ownership, management, procurement, and its general business practices. LS seeks to establish an environment of respect and understanding in the workplace and a culture that values and reflects the diverse components of our employees and the community in which LS operates. LS also works to ensure that a welcoming and professional environment is maintained in the workplace for all of its employees, owners, investors, and contractors.

**Compliance.** LS complies with all applicable laws and regulatory requirements in the jurisdictions in which it operates, including, but not limited to, the extent that they pertain to discrimination on the basis of race, color, religion, ancestry, national origin, sex, gender identity, sexual orientation, age, veteran status, handicap or disability.

Alyse Cohen, LS's sole member/manager, is responsible for the implementation and dissemination of the diversity policy.

***Training and Advancement.*** LS plans to invest in its employees' career development and will work to make sure that opportunities for training and advancement within the company are announced publicly and are made available to all interested and qualified candidates.

***Monitoring, Complaint Procedures, and Reporting.*** It is illegal and against LS's policy for any owner, investor, or employee to create an intimidating, hostile, or offensive working environment on the basis of race, color, religion, ancestry, national origin sex, gender identity, sexual orientation, age, handicap or disability.

Any reports of violation of this policy will be managed with strict confidence. Disclosures will be made only to the extent necessary to thoroughly investigate the report and resolve the problem. LS prohibits retaliatory behavior against any complainant or any participant in the complaint process.

Problem solving procedures will be listed in the employee handbook. Employees, who have a problem or complaint about any aspect of their employment, including diversity, should bring the problem to the attention of their manager as soon as possible.

All complaints or incidents shall be investigated promptly. During an investigation, LS will attempt to maintain confidentiality to the greatest degree possible. Identities will be revealed only on a need-to-know basis. Prompt, effective remedial action will be taken where appropriate, based on the results of an investigation.

***Hiring Plan.*** As previously stated, it is unlikely LS will hire any employees to connection with its mobile sports betting license/operation. However, to the extent LS procures further owners, investors, or employees, if and when applicable, LS will actively search for a diverse pool of candidates to find the talents, skills, and experience to meet the needs of the company. This includes executives and managerial positions. Through advertising job openings on employment websites, social media outlets, etc., LS is committed to hiring and procuring qualified persons for all areas of ownership, investment, and employment. LS may also hold diversity related events or other outreach to support its diversity objectives set forth herein. LS shall attempt to fill vacancies and new job opportunities by promoting from within whenever possible. The company recognizes the value of the seniority principle and considers length of service an important factor in making such decisions.

***Procurement Plan.*** LS is committed to diversity in its procurement. We seek and welcome vendors with the goods, services, and expertise that best match our company's needs, from a broad and diverse pool of vendors. LS may hold diversity related events or other outreach to support its diversity objectives regarding procurement as set forth herein. An important part of our diversity plan is the measure of its effectiveness, which LS plans to do by monitoring and tracking the relevant data.

***Implementation and Dissemination.*** Alyse Cohen as the sole member/manager is responsible for the implementation and dissemination of the diversity policy. Various ways of

distributing information to the owners, investors, employees, and contractors include but are not limited to the following: posting notices in meeting rooms, employee lunch areas; discussion of diversity at meetings as necessary; printed information concerning the diversity plan given to each owner, investor, or employee in the employee handbook that is given at time of hire; sending notices via company-wide emails; and discussion of equal employment opportunity at time of hire or procurement.

***Timelines and Benchmarks for Achieving Diversity.*** LS intends to monitor and track its efforts regularly to ensure that it is working toward achieving its diversity goals as a company. The company will review any and all relevant data on a regular basis and determine whether its policies are creating the desired opportunities for a diverse population of owners, investors, employees, and contractors. If LS's efforts are not meeting its diversity goals, it will review its methods and modify its efforts in order to improve achieving its diversity goals. LS commits to periodically report its diversity data to Maryland government authorities upon request.

Thank you in advance for your cooperation with this important policy.

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Alyse Cohen  
Sole Member and Manager of Long Shot's, LLC