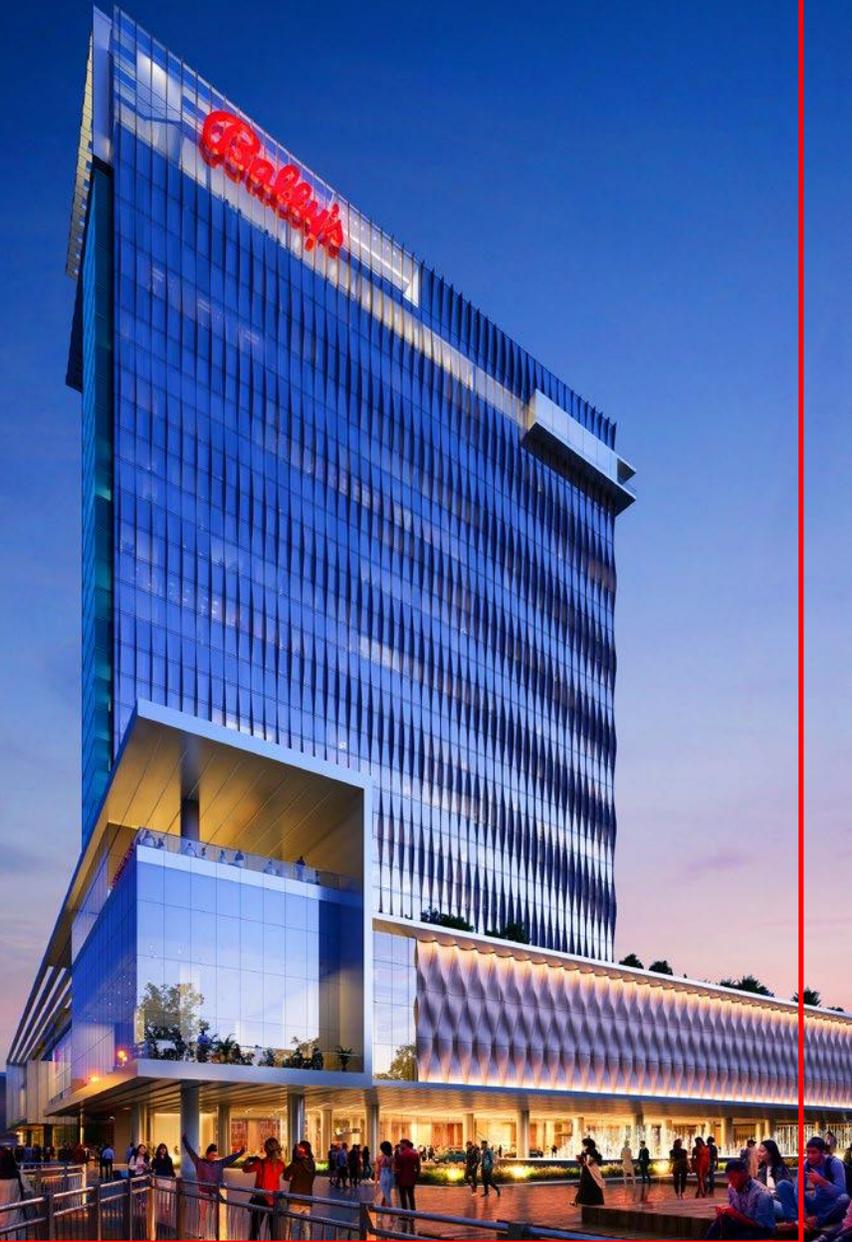




Bally's
CHICAGO
DECEMBER 2021
★★★★



Today's Presenters



Soo Kim
Chairman of the Board
Bally's Corporation



George Papanier
President, Retail
Bally's Corporation



Paul Juliano
Vice President of Operations
Bally's Corporation



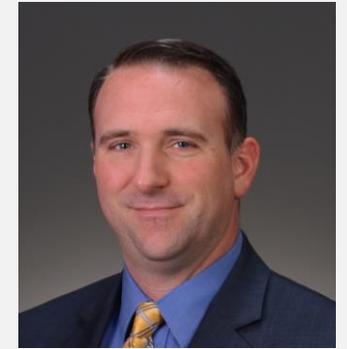
Tracey Wiley
Director of DEI
Bally's Corporation



Christopher Jewett
Director of Corp. Development
Bally's Corporation



Kelly Powers Baria
Vice President
Powers & Sons



Peter Reinhofer
Senior Project Manager
V3 Companies

A nighttime photograph of the Bally's Las Vegas building. The building features a prominent, illuminated sign that reads "BALLY'S" in a stylized, red, neon-like font. The sign is mounted on a curved, glass-enclosed structure. The building's facade is a mix of glass and metallic panels, reflecting the city lights. In the foreground, there is a street with traffic lights and a sign that says "MICHIGAN AVE". A red banner with white text is overlaid across the middle of the image.

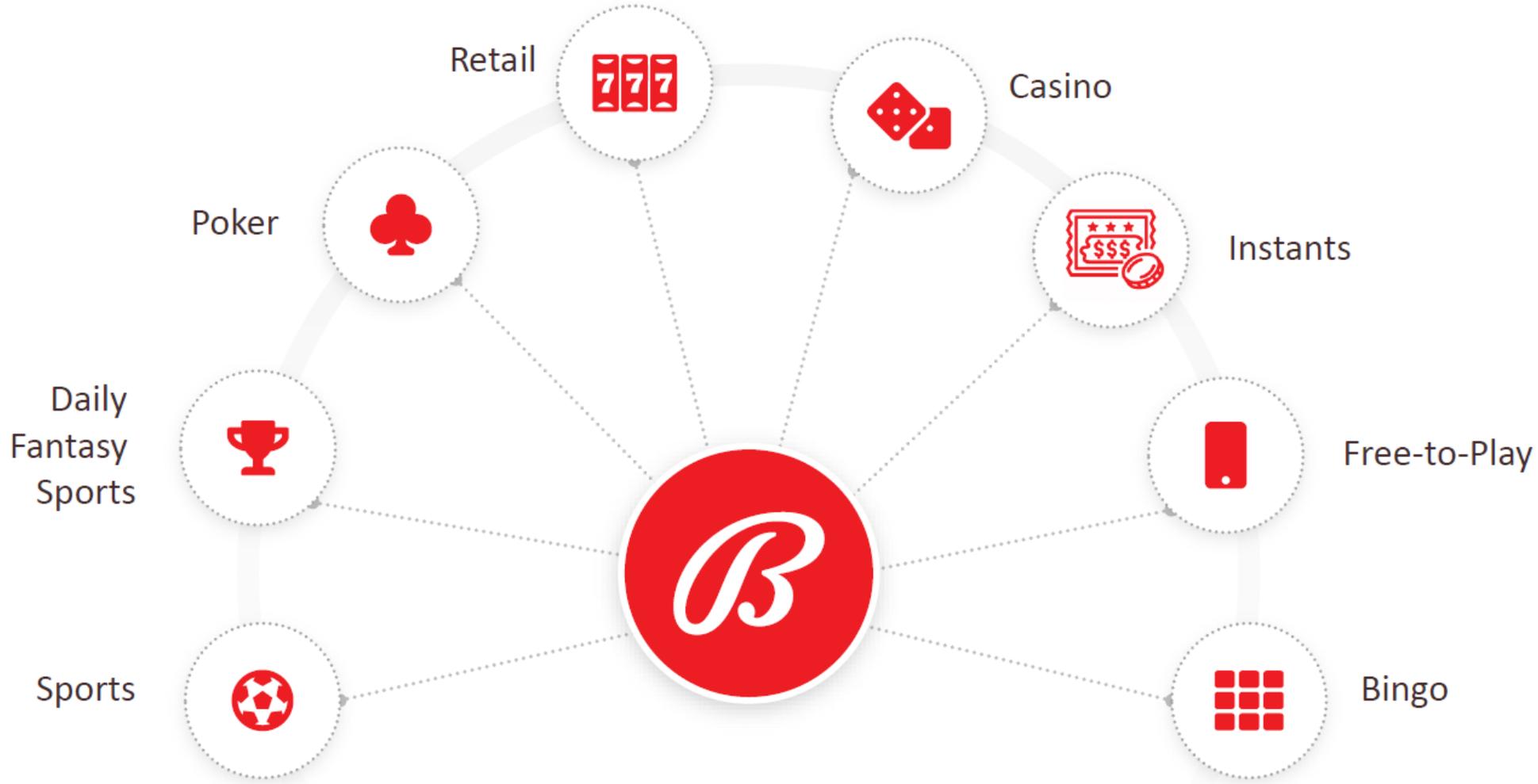
I. BALLY'S CORPORATION

We Are Bally's



Bally's Corporation – Omni-Channel Gaming Leader

Global, Vertically Integrated Gaming Company



Publicly Traded:
BALY (NYSE)

Enterprise Value:
\$5.4 billion⁽¹⁾

Market Cap.:
\$2.5 billion⁽¹⁾

Significant Access
to Capital

National Footprint and Market Access



Casino Portfolio

16 Casino Properties⁽¹⁾	16 States⁽¹⁾	750,000+ Casino Sq. Ft.	15,500+ Slots / VLTs
530+ Table Games			5,300+ Hotel Rooms
Sports Betting Operator	1 → 16 Properties in 10 Years	~10,000 Employees	20+ Million Database



(1) Inclusive of pending acquisition and construction of a land-based casino in Centre County, PA; and Arizona, Iowa, Kansas, New York and Virginia where Bally's has market access.

Award-Winning Casino Operator



American Executive of the Year

Soo Kim



Best Overall Gaming Resort

#1 Lake Tahoe – Bally’s Lake Tahoe

#1 Louisiana – Bally’s Shreveport

#2 Racinos – Bally’s Dover

Best Casino

#1 Missouri – Bally’s Kansas City



Casino of the Year

2017 & 2018 – Hard Rock Biloxi

Voted by Hard Rock Corporate



II. WHY BALLY'S CHICAGO?

Why Bally's Chicago?



Only Applicant with Zero Conflicts

Licensed in Illinois; no overlap in Chicagoland market



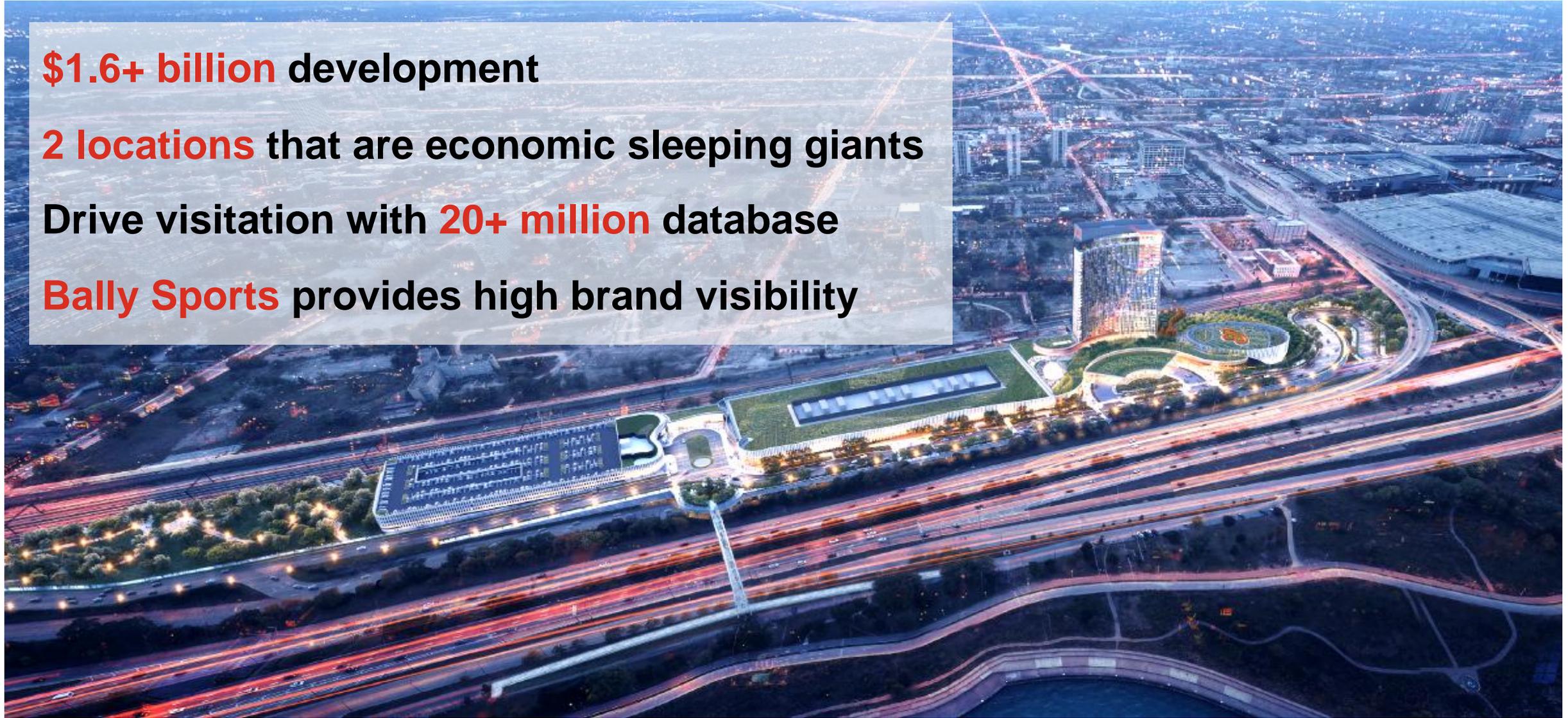
Commitment to Investment

\$1.6+ billion development

2 locations that are economic sleeping giants

Drive visitation with **20+ million** database

Bally Sports provides high brand visibility



Most Economic Value to Chicago

Long-term partner with the City and community



	TRIBUNE SITE	McCORMICK SITE
Upfront Payment	\$25 million	\$50 million
Job Creation	18,723 construction 2,002 permanent	18,483 construction 2,002 permanent
Annual Economic Impact	\$4.4 billion	\$4.5 billion
Annual Visitation	4.6 million	5.0 million

Minority Controlled Contractor Team: Chicago Community Builder's Collective

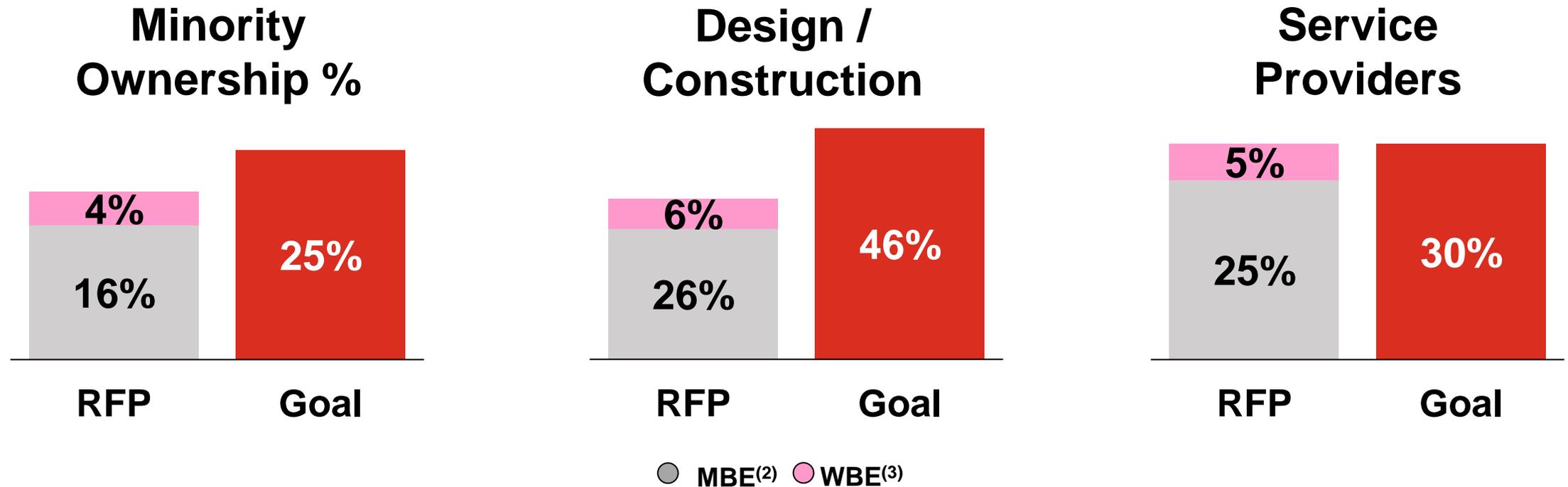
Largest and most powerful minority-led contractor team in Chicago history



Commitment to Diversity

Creation of generational wealth for minorities and women

Minimum Goals – Minority and Women Participation⁽¹⁾



Community Rewards

Program generating patronage to local, small and minority businesses



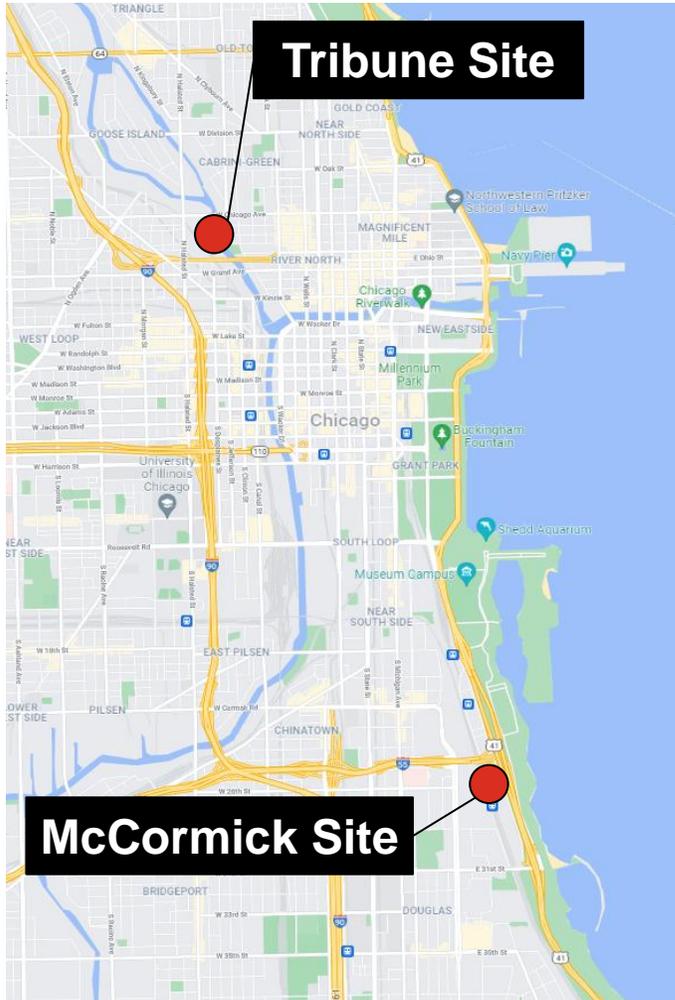
- Estimated **\$30M+** annual economic impact
- Tremendous exposure to **4+ million visitors** annually
- **Reinvesting** within Chicago
- **Drive spending** at participating vendors
- **“Virtual mall”** retail outlet

III. BALLY'S CHICAGO CASINO RESORT



Two Premium Locations

Economic sleeping giants for the City



- **Tribune Site:** Temporary and permanent site
- **McCormick Site:** Permanent site, city-owned



Existing Tribune Site



Existing McCormick Site

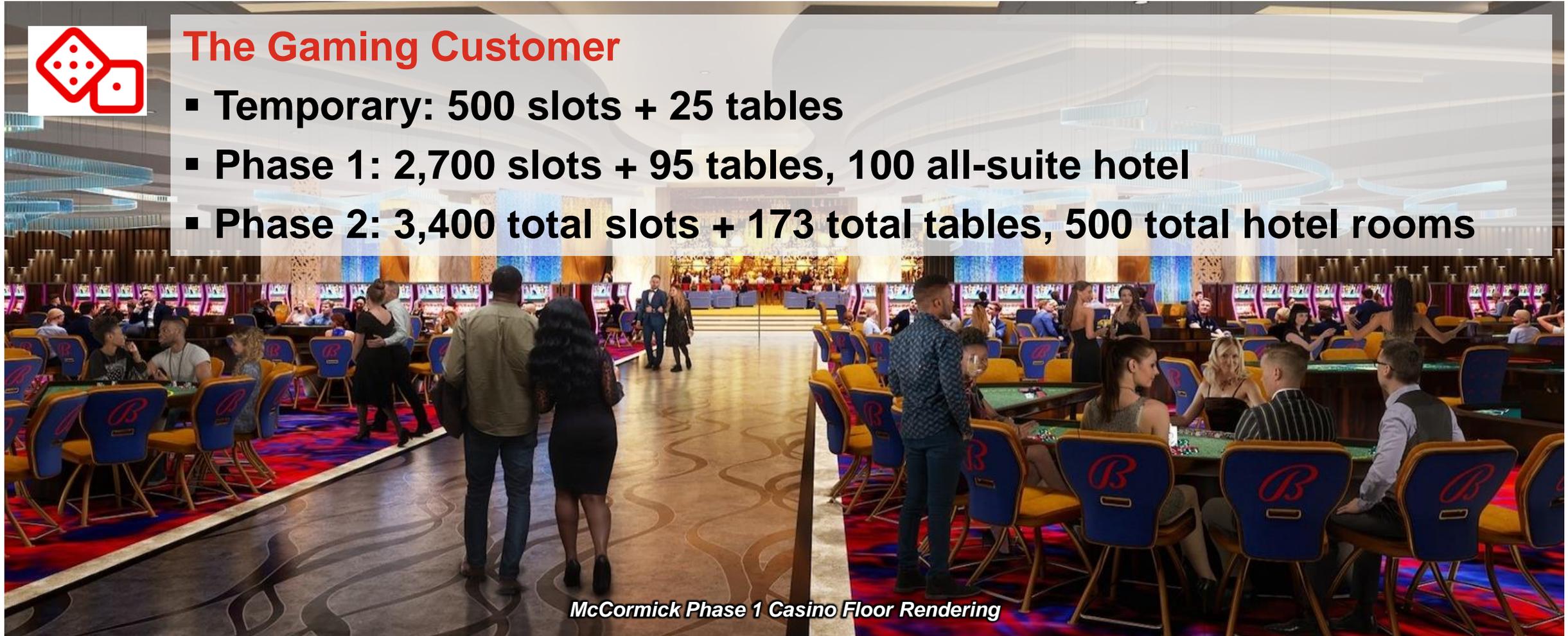
Superior Project – Something for Everyone

Bally's flagship casino resort property



The Gaming Customer

- Temporary: 500 slots + 25 tables
- Phase 1: 2,700 slots + 95 tables, 100 all-suite hotel
- Phase 2: 3,400 total slots + 173 total tables, 500 total hotel rooms

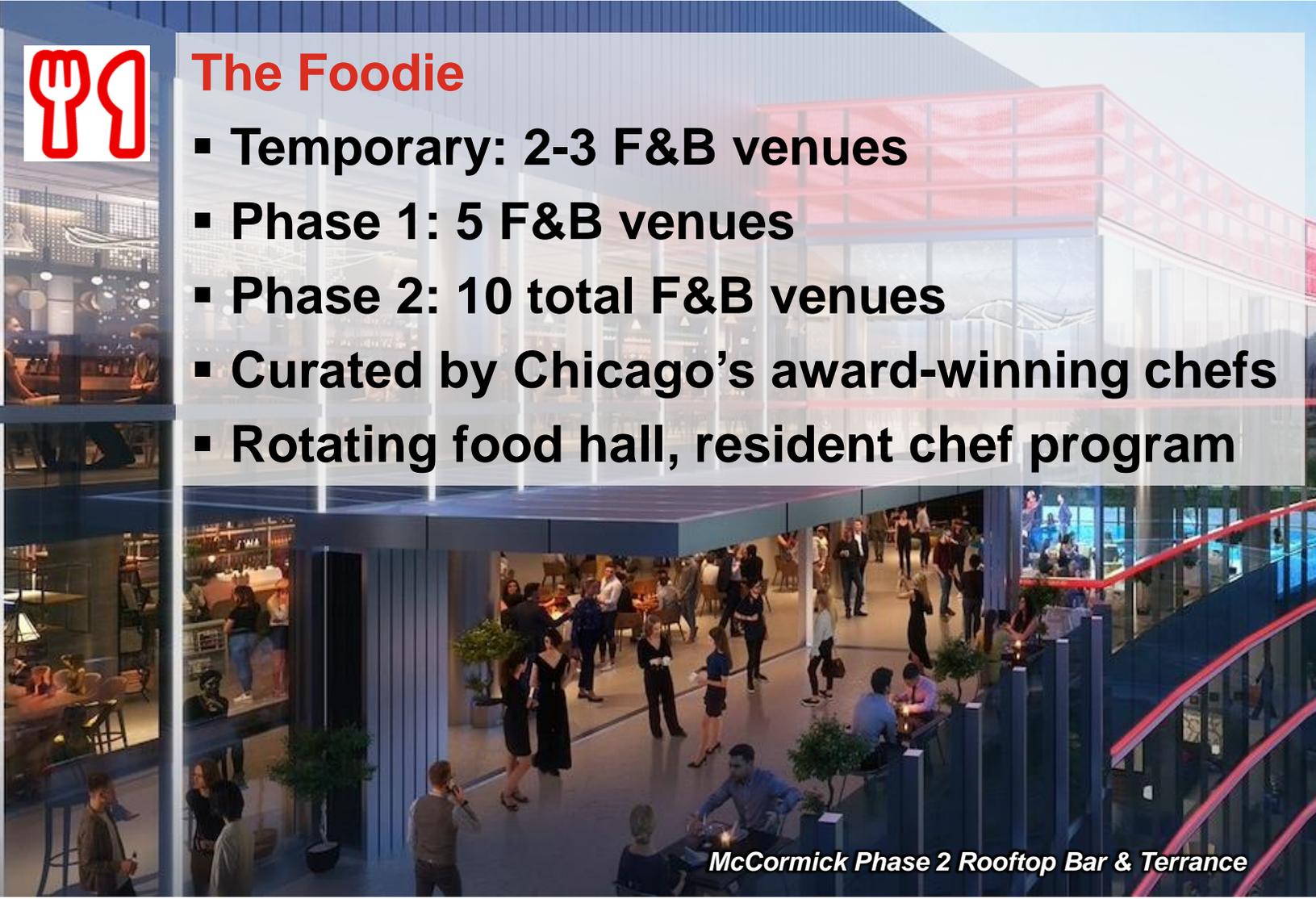


McCormick Phase 1 Casino Floor Rendering



The Foodie

- Temporary: 2-3 F&B venues
- Phase 1: 5 F&B venues
- Phase 2: 10 total F&B venues
- Curated by Chicago's award-winning chefs
- Rotating food hall, resident chef program



McCormick Phase 2 Rooftop Bar & Terrace



Chef
Paul Kahan

Chef
Erick Williams

Superior Project – Something for Everyone (cont'd)



The Entertainer

- Phase 1: 500-1,000 capacity outdoor venue
- Phase 2: 3,000 capacity / 70,000 SF entertainment venue
- Leverage Bally's extensive entertainment network



The Sports Enthusiast

- Phase 1: Bally's Sports Bar and sportsbook
- Phase 2: Iconic Chicago sports museum



The Fine Arts Crowd

- Phase 2: Curated exhibition space and museum space
- Preeminent agency for museums and traveling exhibitions



Project Phasing

Temporary Facility

- Cost: \$70 million
- Construction: 1 year



Permanent – Phase 1

- Cost: \$1.0+ billion
- Construction: 3 years



Permanent – Phase 2⁽¹⁾

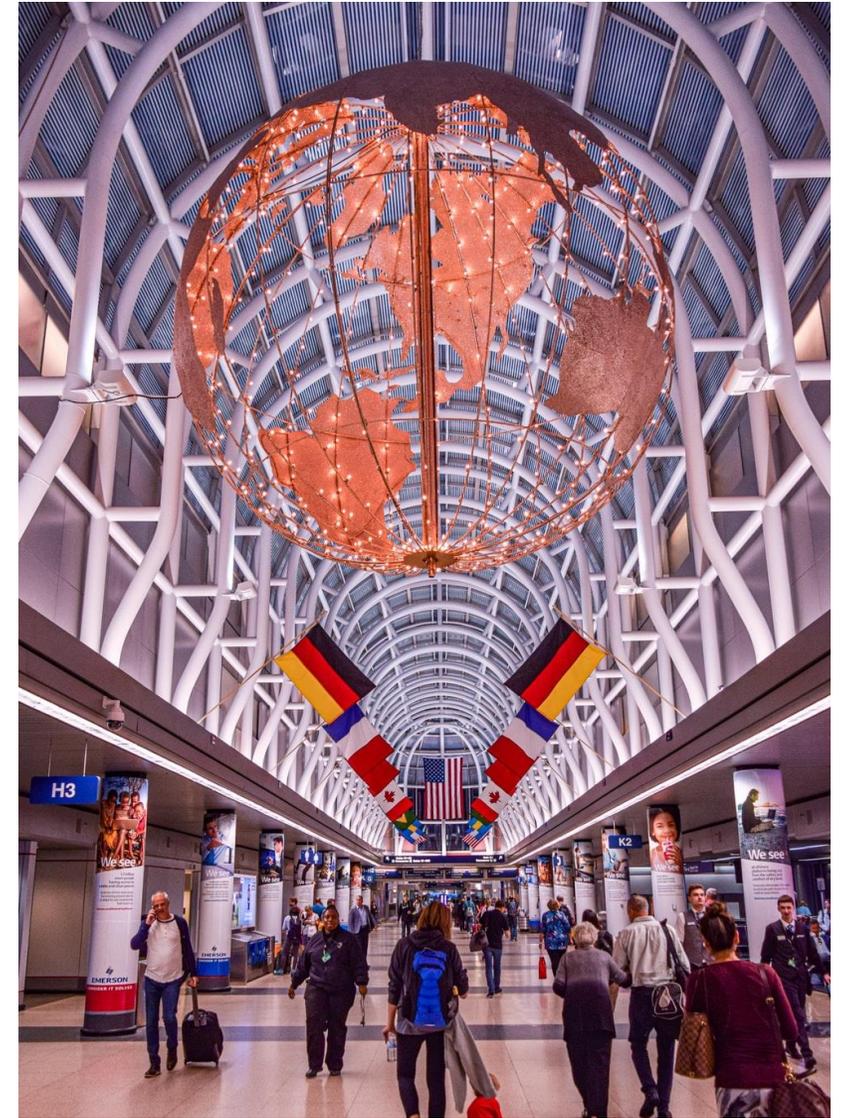
- Cost: \$0.6+ billion
- Construction: 1.5 years



Airport Concessions

Optimization of gaming position allotment

- Evaluate available options in coordination the Chicago Department of Aviation, the City and other relevant stakeholders
- Develop a plan for optimal placement of gaming positions
- Leverage traveler volume to increase tourism and drive visits to Bally's Chicago



An architectural rendering of a modern urban plaza at dusk. The scene is framed by tree branches at the top. A prominent red banner with white text is centered across the middle. Below the banner, a wide, paved plaza is illuminated by warm lights from buildings and street lamps. People are seen walking and standing in the plaza. In the background, a tall skyscraper with a red 'B' logo is visible against a cloudy sky. The overall atmosphere is vibrant and contemporary.

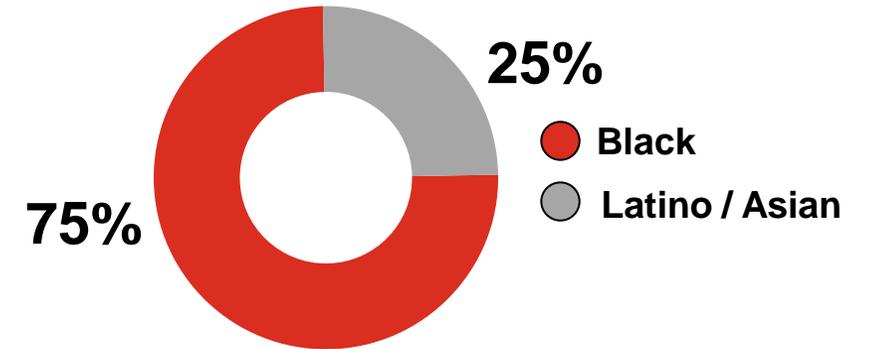
IV. DIVERSITY AND COMMUNITY FOCUS

Minority Ownership Commitment

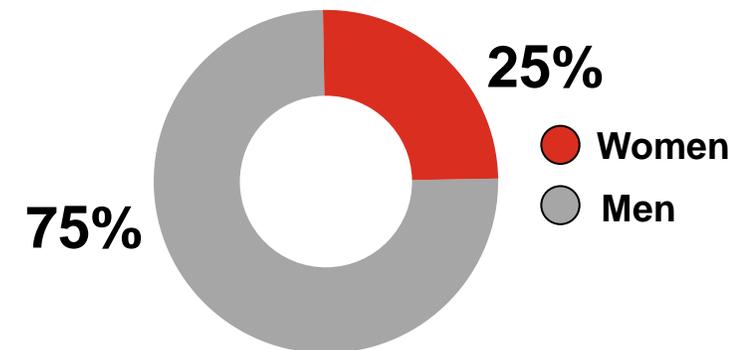
25% minority and women ownership

- Outreach to a broad range of Chicago residents
- Investors represent the diversity of Chicago
 - Black, Latino, Asian and women
 - Philanthropists, small business owners, athletes and entrepreneurs
- Equity commitments exceeding **\$150 million**
- Crowdfunding raise to further broaden ownership

Ethnicity



Gender



Hiring & Workforce Development Commitments

Hiring Goals

45%
Minorities

45%
Women

5%
Veterans

5%
Persons w/
Disability

Salaries & Wages:

- 50%+ above \$50k per year
- 43%+ above \$60k per year

Local Hiring:

- Priority to City residents for all positions

Job Creation:

- Construction = **18,500+**
- Permanent = **2,000+**

Workforce Development:

- City Colleges of Chicago

Career Advancement:

- Training programs, internships, tuition reimbursement

Ongoing City Collaboration:

- Director – Diversity, Equity & Inclusion

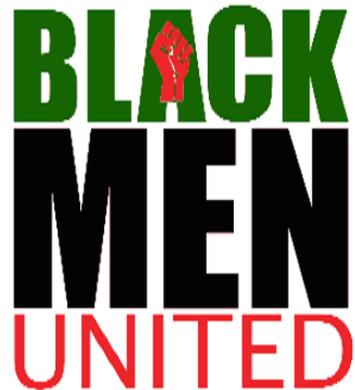


Strategic Partnerships



Deeply woven into the fabric of the Chicago community

- Sponsor the mission of local charitable organizations
- Partnerships to foster local opportunities
- Ongoing discussions with additional organizations



Historical Union Experience

Experience working with organized labor

- Relationships spanning **20+** years
 - Rhode Island Building and Construction Trades Council
 - Rhode Island AFL-CIO
- Union agreements at **5** properties⁽¹⁾
- Over **20** union contracts currently in place

Project Labor Agreement (PLA) to be executed

- PLAs utilized for **3** recent, large-scale projects

Commitment to Responsible Gaming

\$200k annual commitment to responsible gaming programs

Promoting responsible gaming is our culture

- Enforce set forth by Illinois Gaming Board
- IGB Statewide Voluntary Self-Exclusion Program
- Required annual employee training
- Incorporate materials on-site and online for patrons
- Partner with local treatment partners
 - Division of Substance Use Prevention and Recovery
 - Illinois Council on Problem Gambling



**HAVE A
GAME PLAN[®]**
Bet responsibly.[™]

Chicago Community Builder's Collective

Minority-led, prime contractor management team comprised of 9 firms

Building the capacity of Chicago's entrepreneurs, workforce, and communities for the future.



Brown & Momen Incorporated

d'ESCOTO INC
Where Vision Meets Implementation

Gilbane

LiveWire
Construction

MILHOUSE

POWERS & SONS

SON ASSOCIATES

RITWAY-HUGGINS
CONSTRUCTION, INC

CONSTRUCTION INC.
UJAMAA

Unprecedented 9-member CCBC Team



Project Development Partnerships

Premier, Chicago-based project team

Role	Firm
Project Advisor	
Development	  
Architects	       
Acoustical	
Civil	

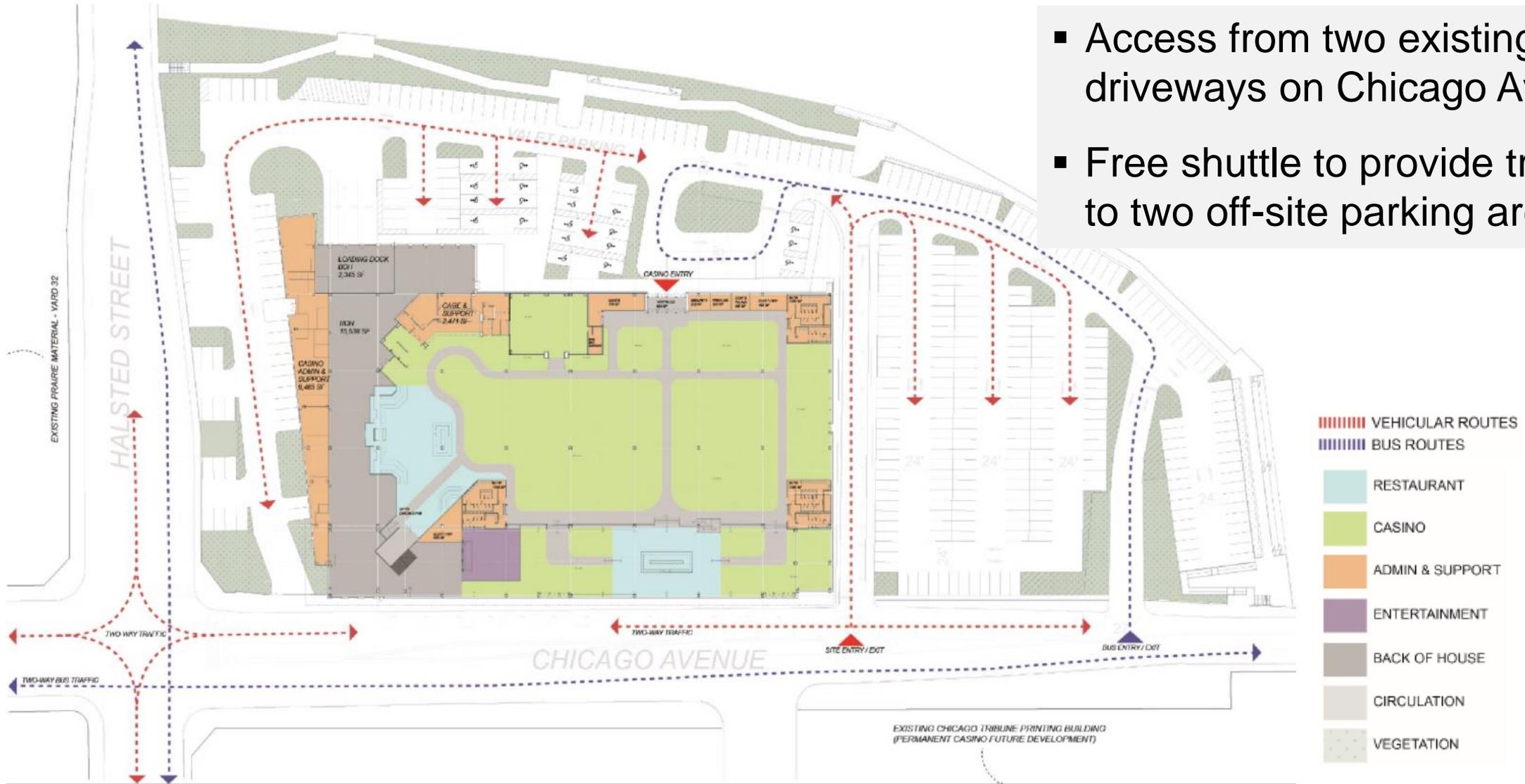
Role	Firm
Engineering	
Geotech	
Lighting	
Market Study	
Parking	
Permits	
Printing	
Security	
Sustainability	
Technology	
Traffic	
Zoning	

An architectural rendering of a temporary facility, likely a restaurant or event space, at dusk. The building is a two-story brick structure with large windows and a prominent red neon sign that reads "Bally's" in a cursive font. The scene is set on a city street with a wet pavement reflecting the lights. Several cars are parked or driving, and people are walking on the sidewalk. A red banner with white text is overlaid across the middle of the image. The sky is a deep blue, and trees are visible in the foreground and background.

V. TEMPORARY FACILITY

Temporary Facility Site Plan and Ingress / Egress

- Access from two existing driveways on Chicago Avenue
- Free shuttle to provide transport to two off-site parking areas



Temporary Tribune Site Rendering

Aerial Looking South

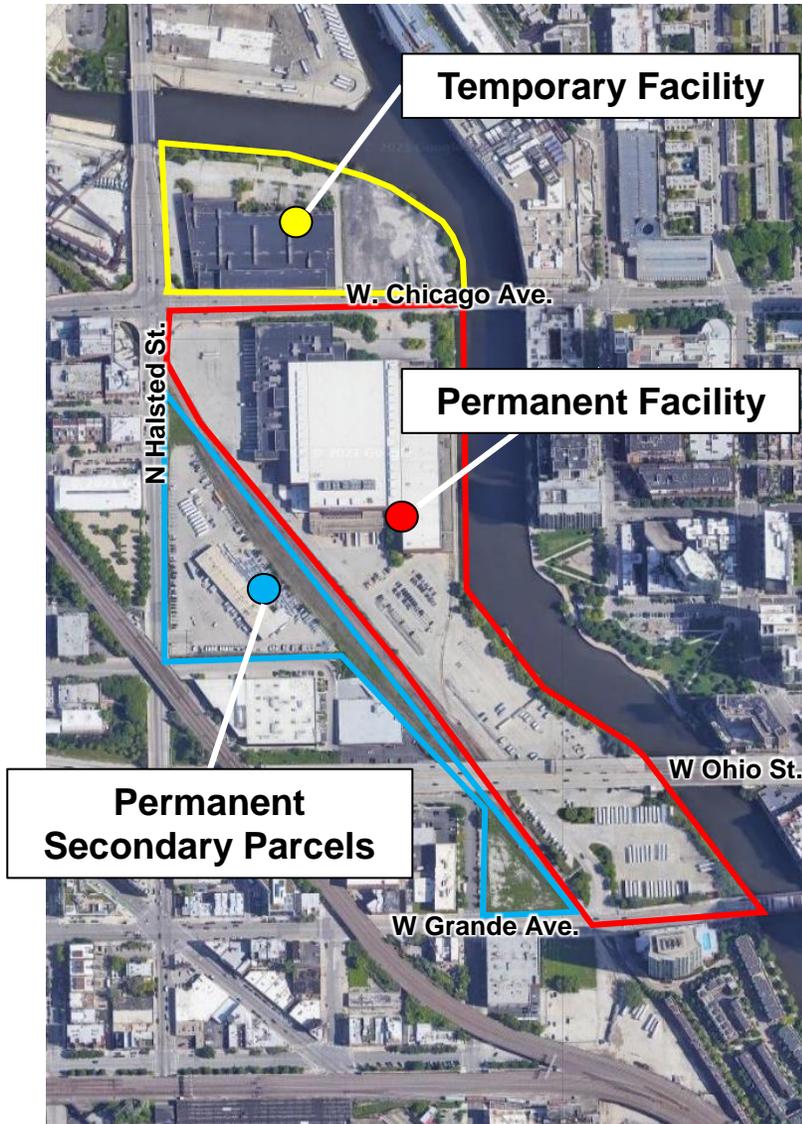




VI. TRIBUNE SITE



Tribune Site Overview



Site

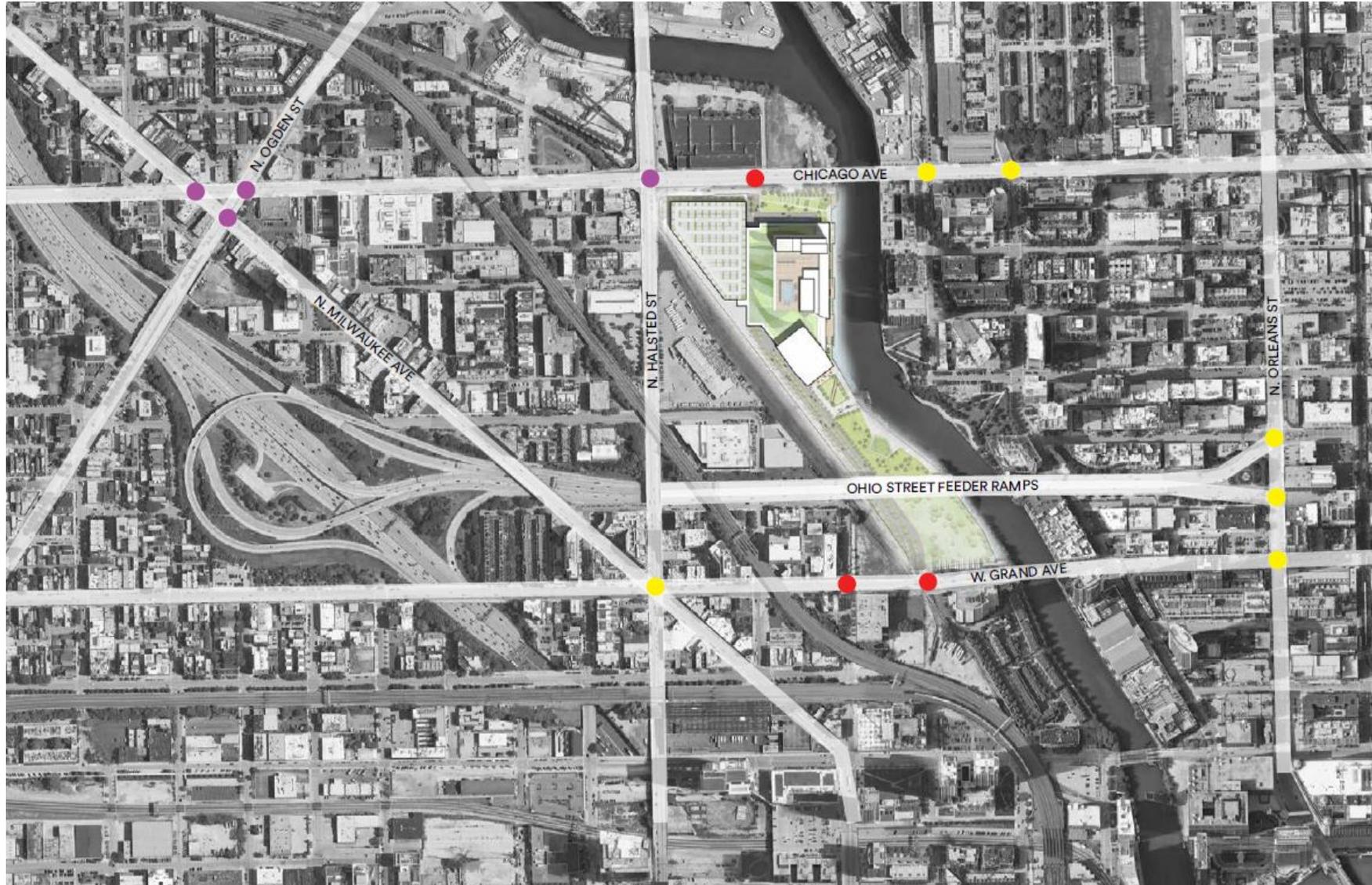
- ~31 acres for permanent facility
- Catalyst for economic growth

Economic Impact

Upfront Payment	\$25 million
Job Creation	18,723 construction ⁽¹⁾ 2,002 permanent
Annual Economic Impact	\$4.4 billion
Annual Visitation	4.6 million

(1) Includes all phases to completion.

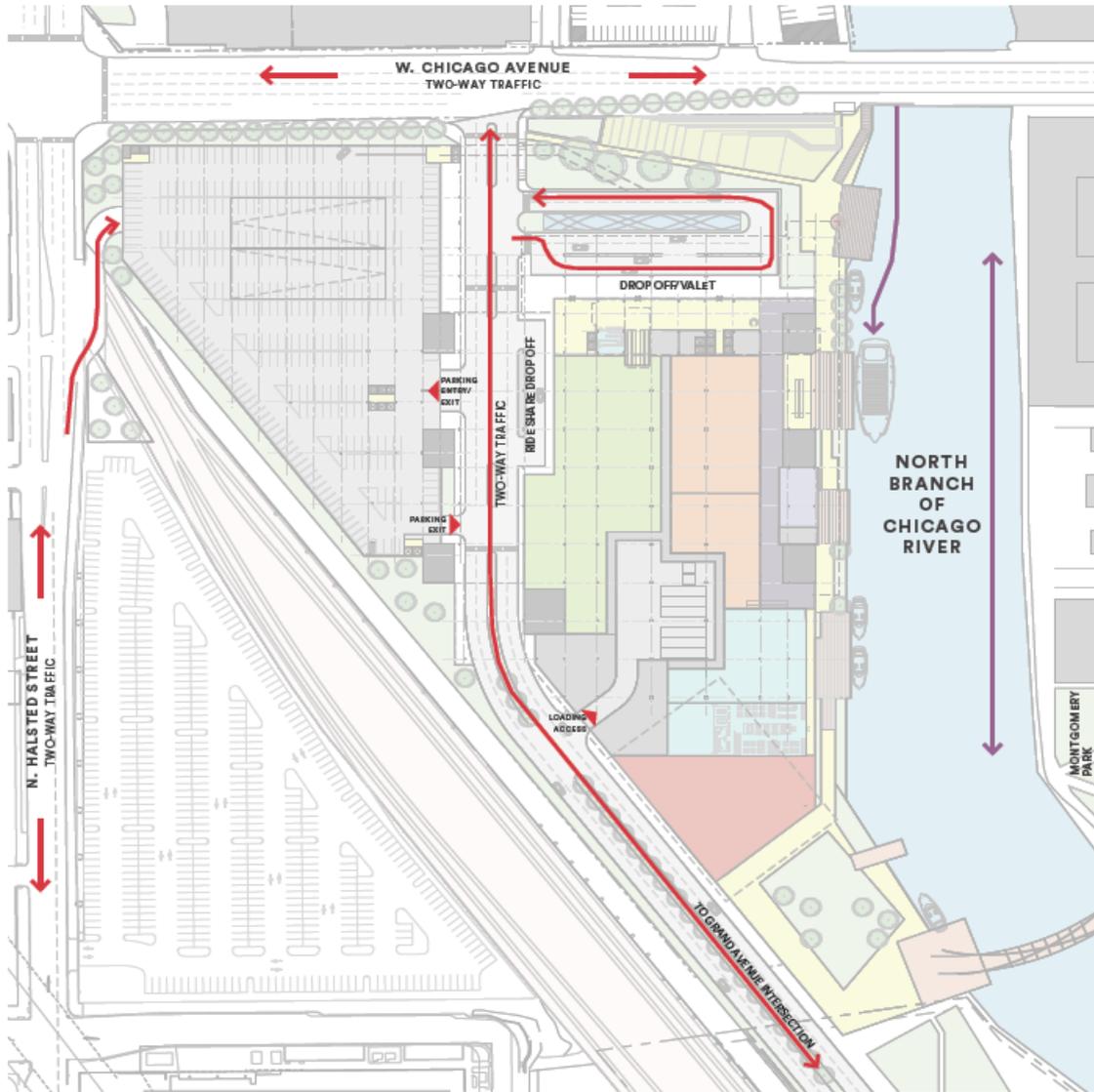
Tribune Site Traffic



- New roadway: Chicago Ave. to Grand Ave.
- 3 new traffic signals
- 4 modernized signals plus retiming
- 6 retimed signals
- Nearby CTA Blue, Brown, Green, and Red Line rail stations
- CTA Bus routes on Halsted and Chicago

- NEW TRAFFIC SIGNAL
- MODERNIZE AND RETIME EXISTING SIGNAL
- RETIME EXISTING SIGNAL

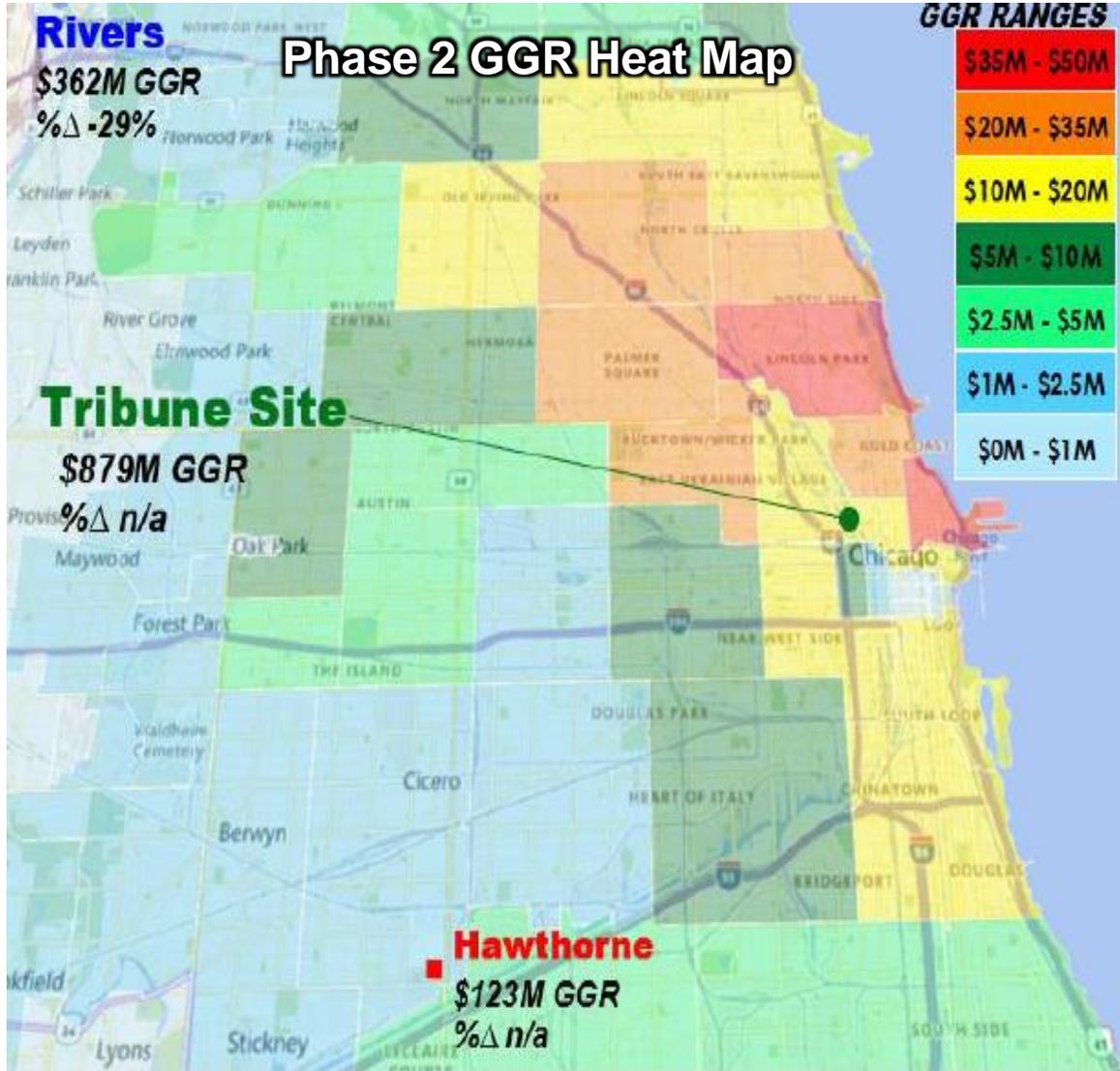
Tribune Site Ingress / Egress



- New 4-lane roadway from Chicago Avenue to Grand Avenue
- Direct access to parking garage and pick up/drop off area
- New traffic signals at each end of roadway to access site
- Short term parking for Transportation Network Providers (Uber, Lyft, etc.) along new roadway
- Access to water taxi stop connecting to Downtown Chicago and major train stations
- New right in only driveway to parking garage

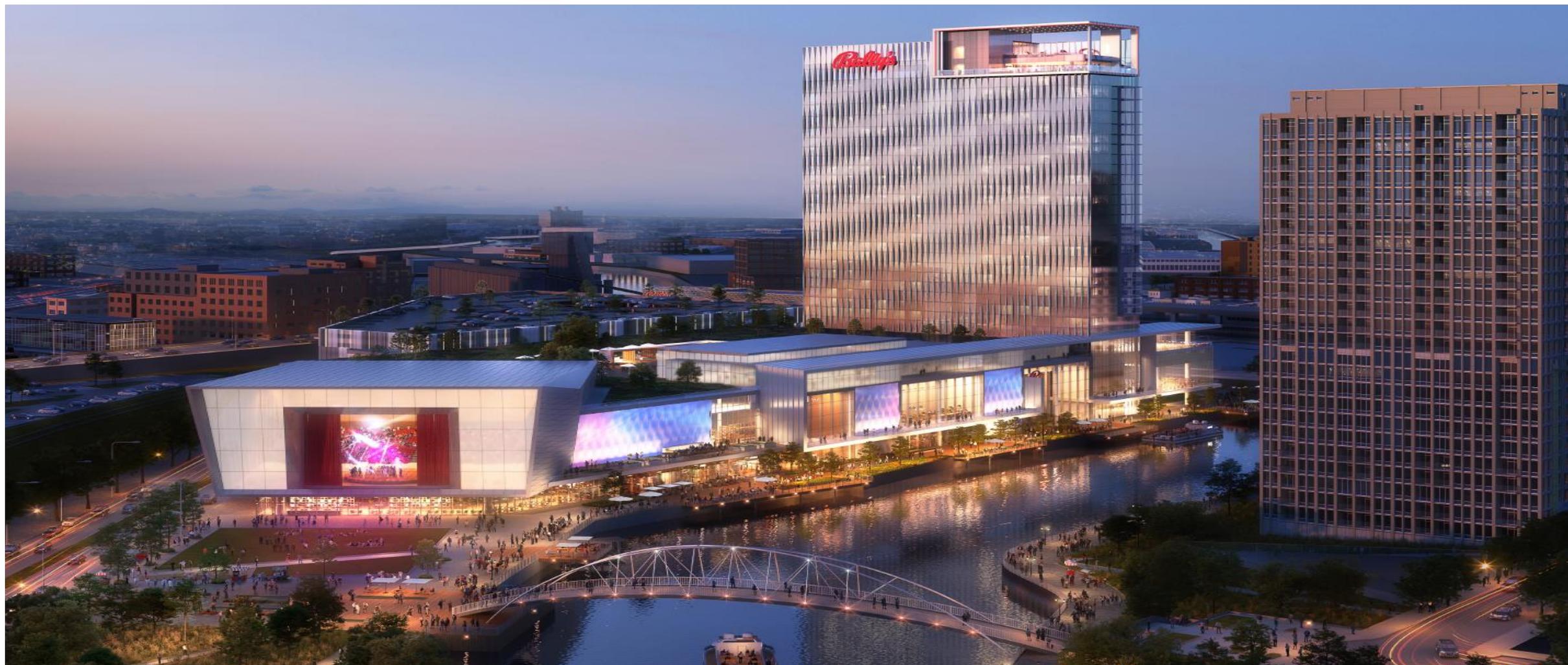
— VEHICULAR CIRCULATION
— RIVER CIRCULATION

Tribune Site Revenue Generation and Visitation



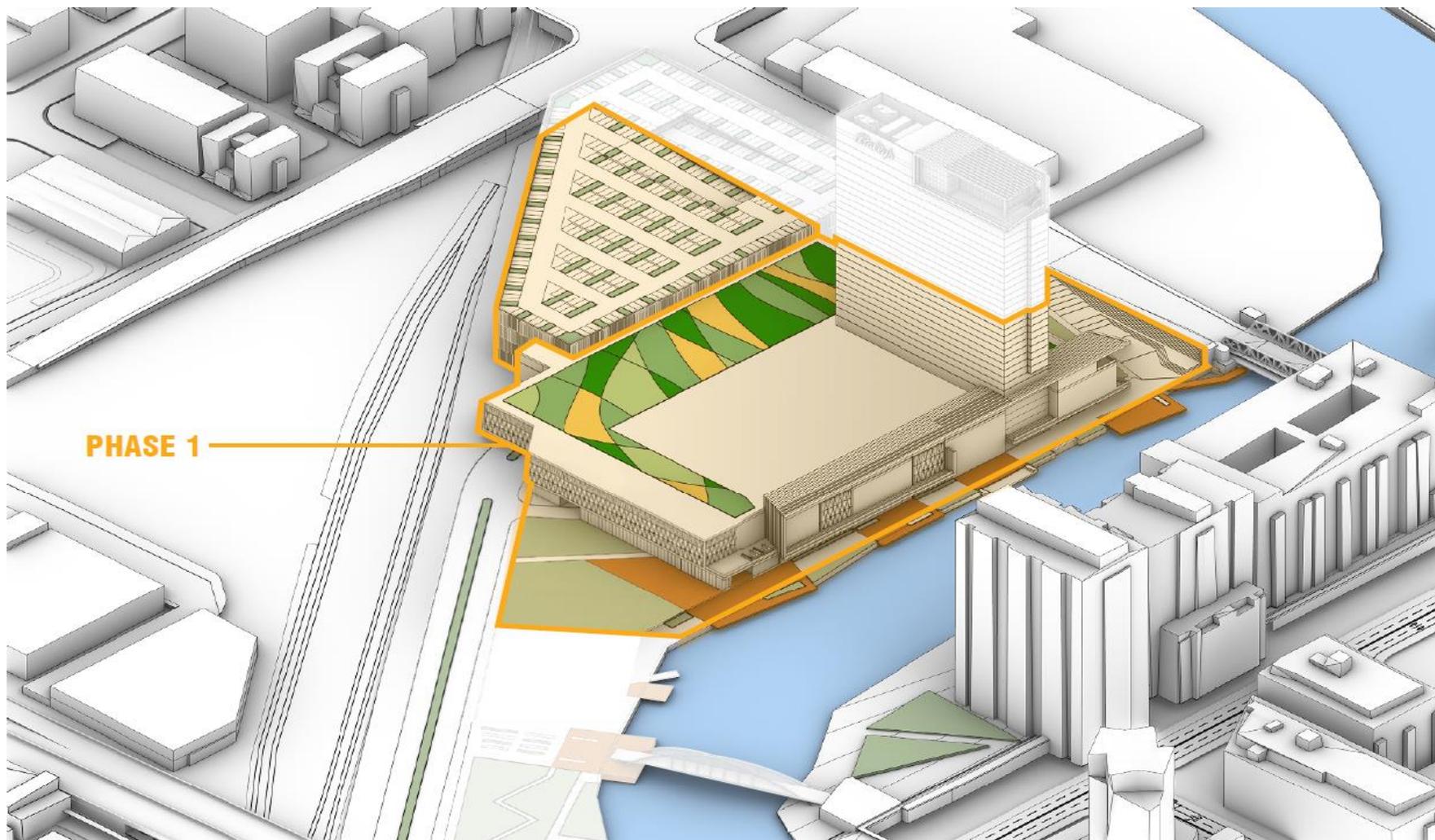
	Phase 1	Phase 2
Gross Gaming Revenue (GGR)	\$697M	\$879M
GGR Breakdown		
Neighboring Counties	85%	84%
Tourists	5%	4%
Bally Sports Uplift	5%	6%
Rest of IL/IN	5%	6%
Annual Gaming Tax Revenue to City	\$102M	\$133M
Gaming Tax Revenue Over 8 years	\$626M to City \$1.3B to City + State	

Tribune Site Flythrough Video



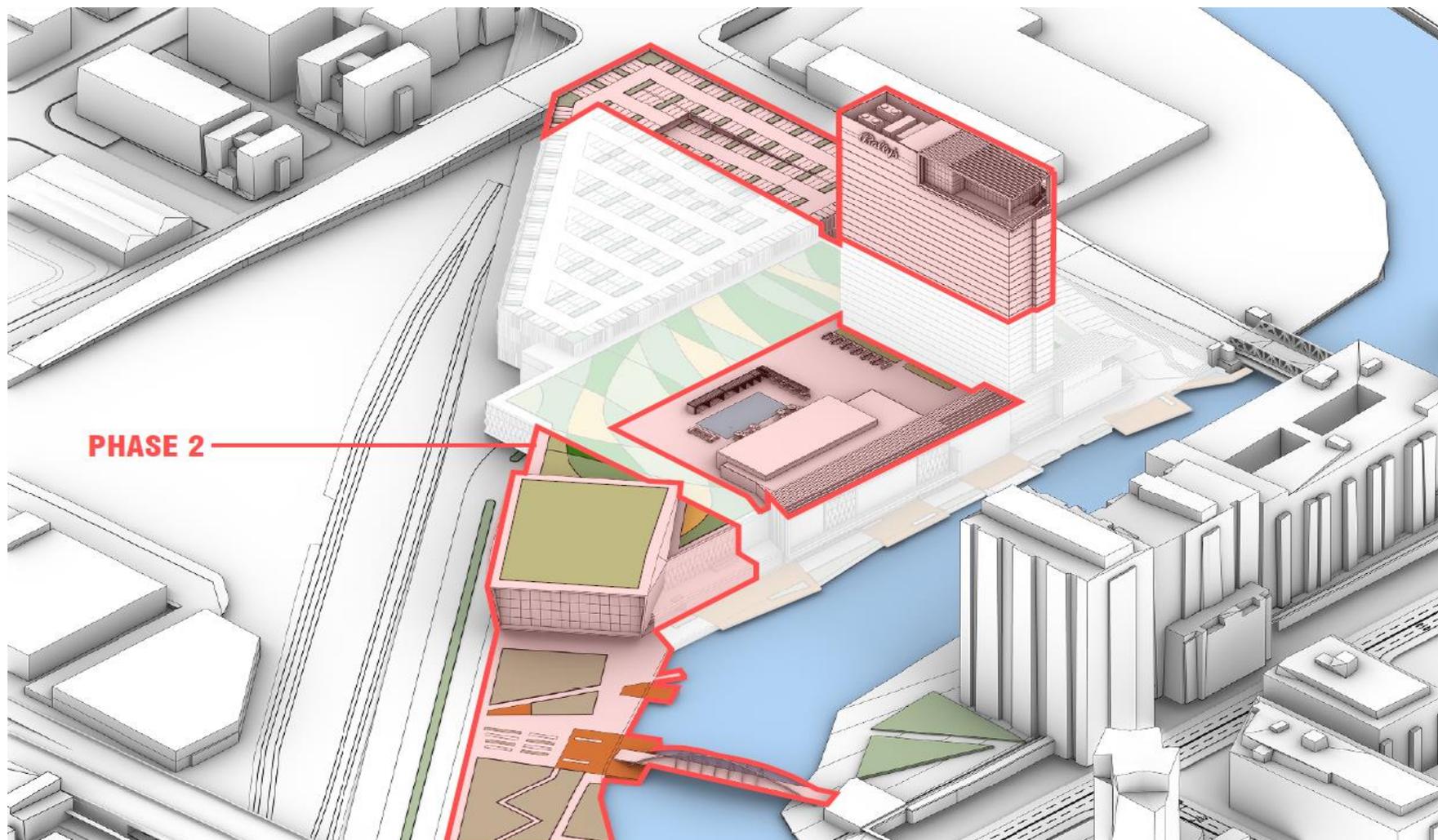
Tribune Site – Permanent Phasing

Phase 1



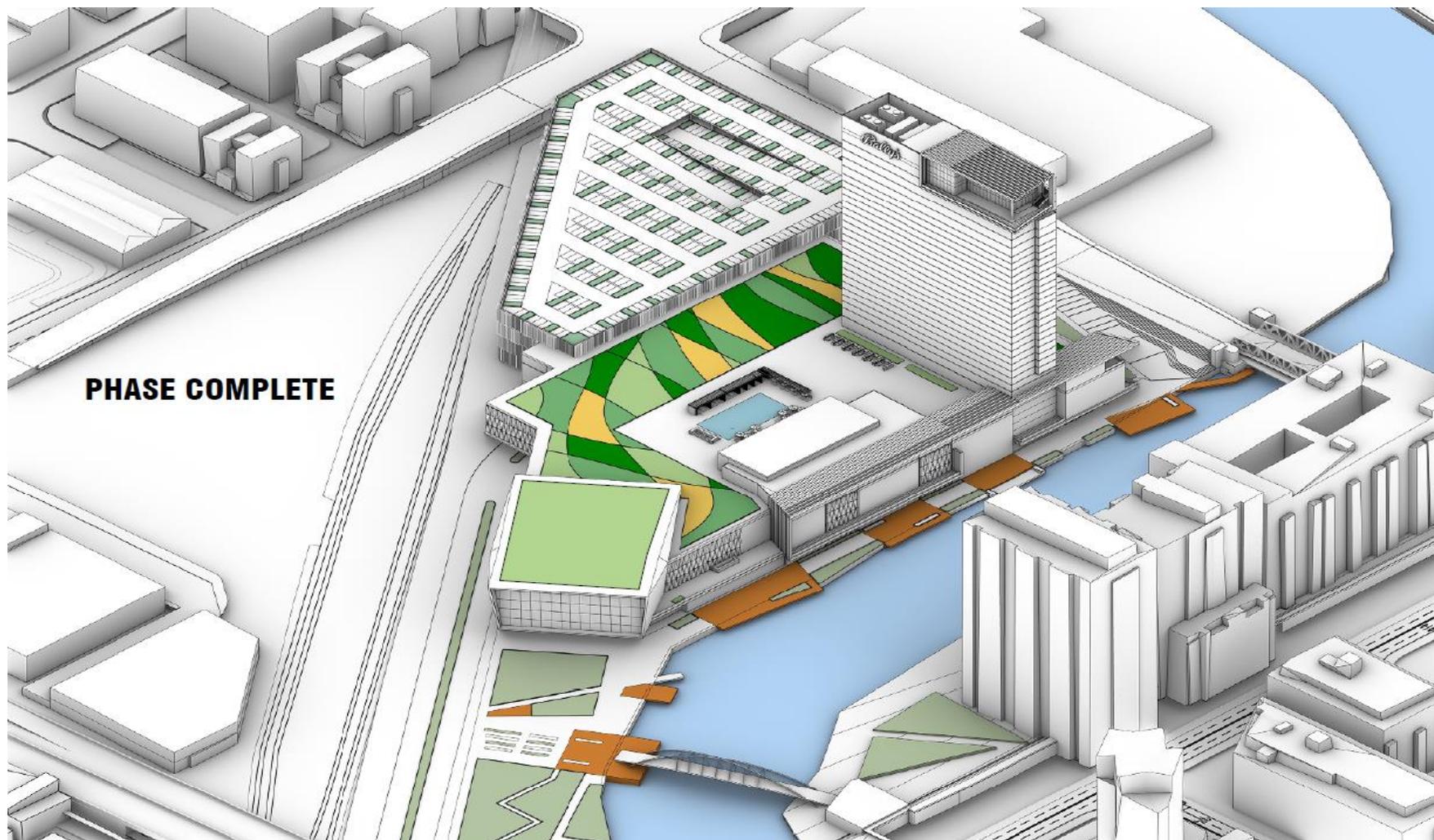
Tribune Site – Permanent Phasing (cont'd)

Phase 2



Tribune Site – Permanent Phasing (cont'd)

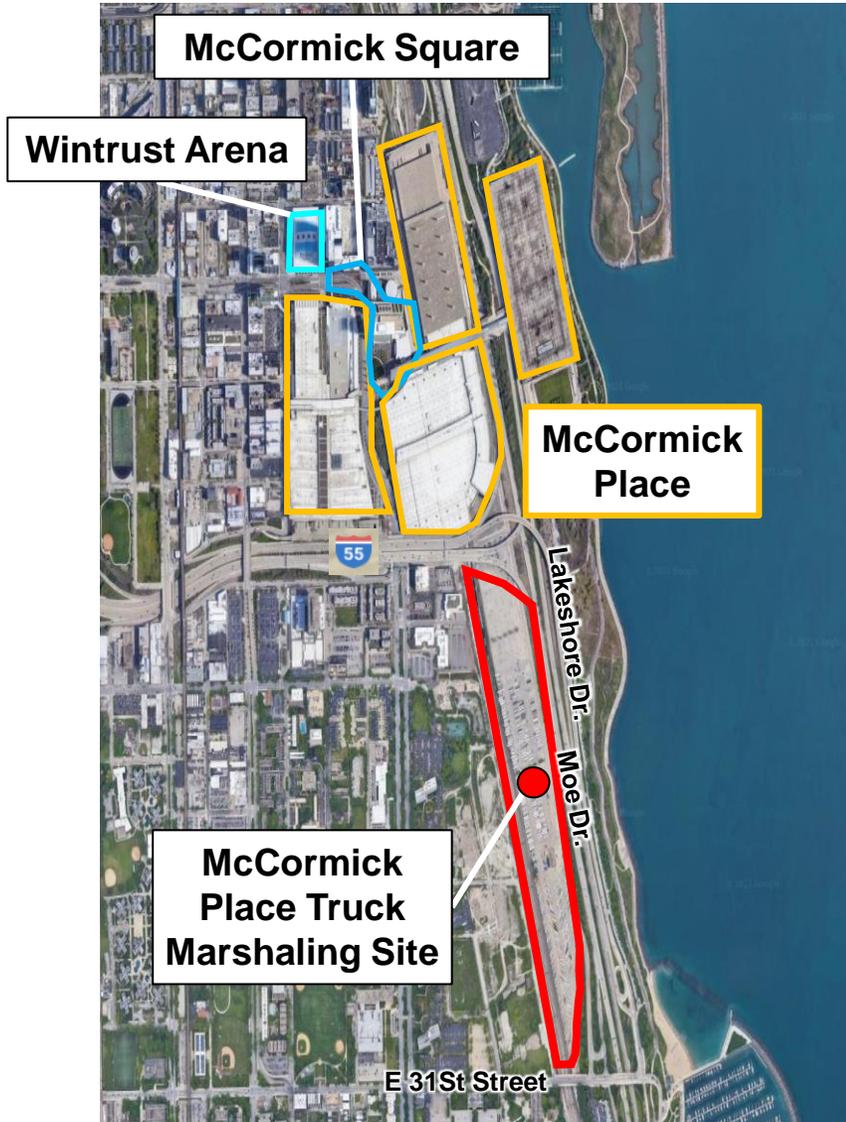
Phase Complete





VII. McCORMICK SITE

McCormick Site Overview



Site

- 24 developable acres, leased from MPEA
- Catalyst for economic growth

Economic Impact

Upfront Payment	\$50 million
Job Creation	18,723 construction ⁽¹⁾ 2,002 permanent
Annual Economic Impact	\$4.5 billion
Annual Visitation	5.0 million

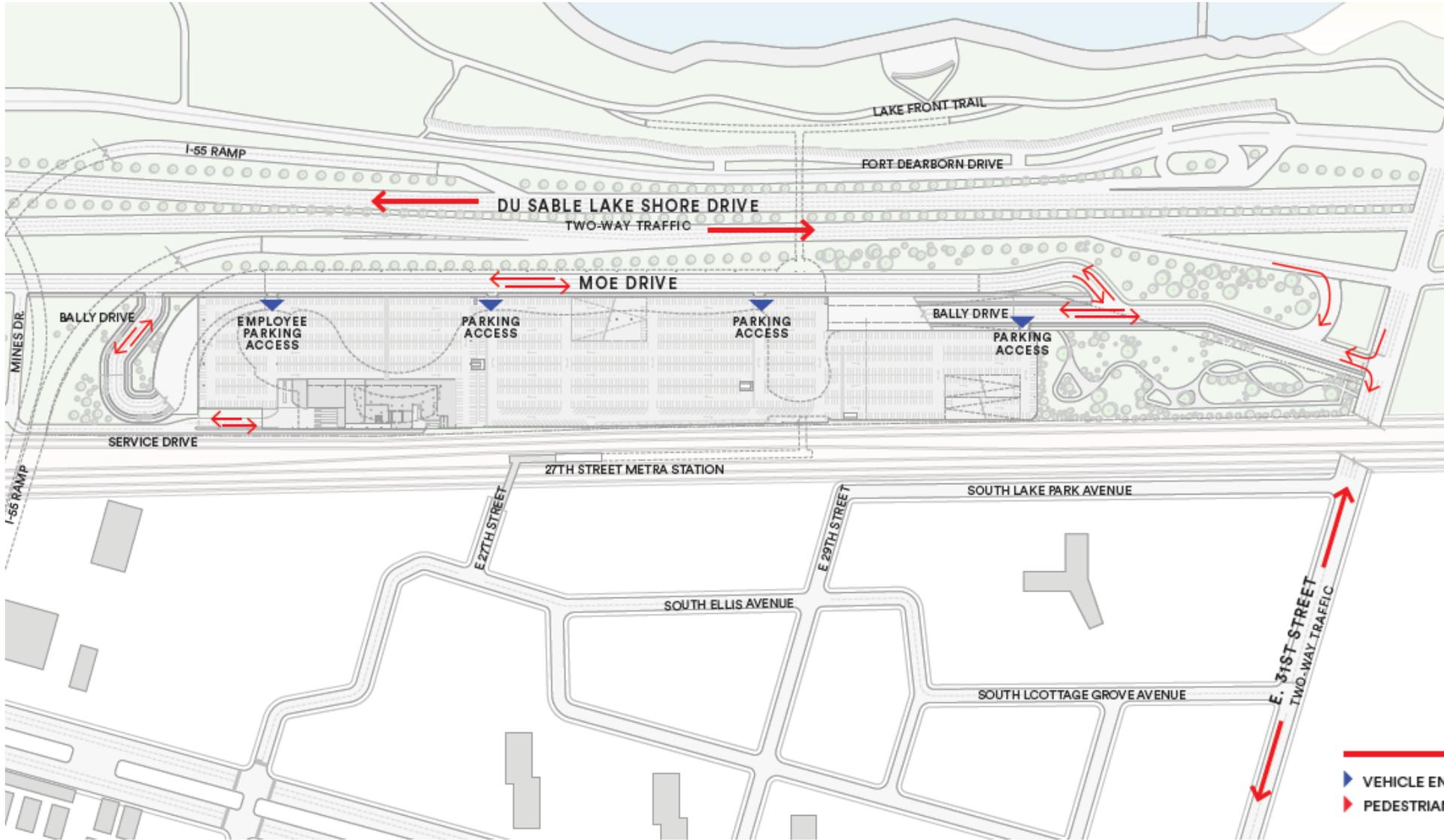
(1) Includes all phases to completion.

McCormick Site Traffic



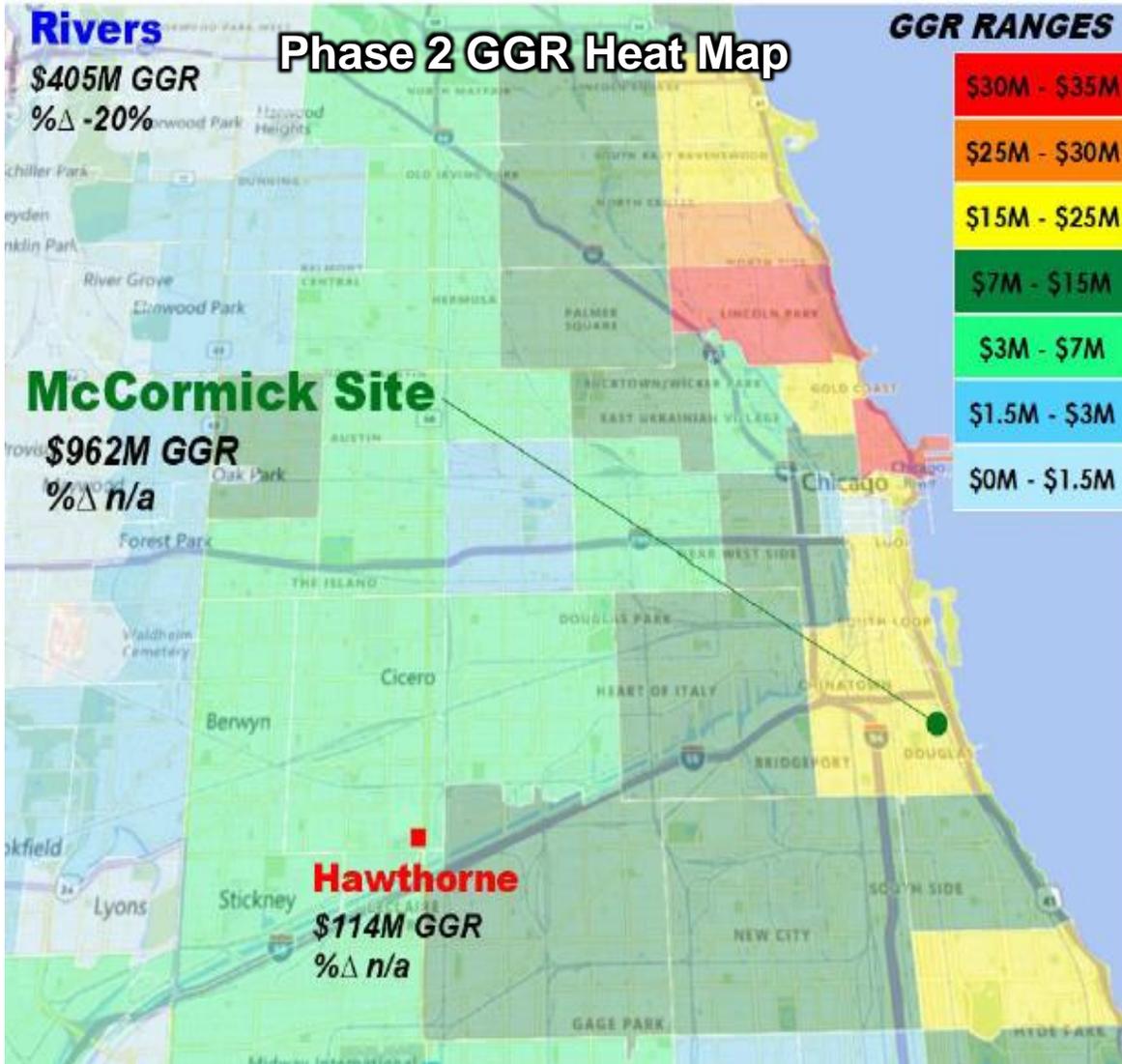
- Primary access from Moe Dr. at 18th Dr. / 31st St.
- Regional access connections to US 41 / Lake Shore Drive and I-55
- Metra rail, CTA rail, and CTA bus stops nearby
- Potential shuttle along McCormick Place Busway

McCormick Site Ingress / Egress



- New Bally Drive over existing Moe Drive
- Parking garage access from Moe Drive and Bally Drive
- Access to drop off areas on Bally Drive

McCormick Site Revenue Generation and Visitation



	Phase 1	Phase 2
Gross Gaming Revenue (GGR)	\$755M	\$962M
GGR Breakdown		
Neighboring Counties	78%	78%
Conventioneers	7%	7%
Bally Sports Uplift	6%	5%
Rest of IL/IN	5%	6%
Tourists	4%	4%
Annual Gaming Tax Revenue to City	\$112M	\$148M
Gaming Tax Revenue Over 8 years	\$682M to City \$1.5B to City + State	

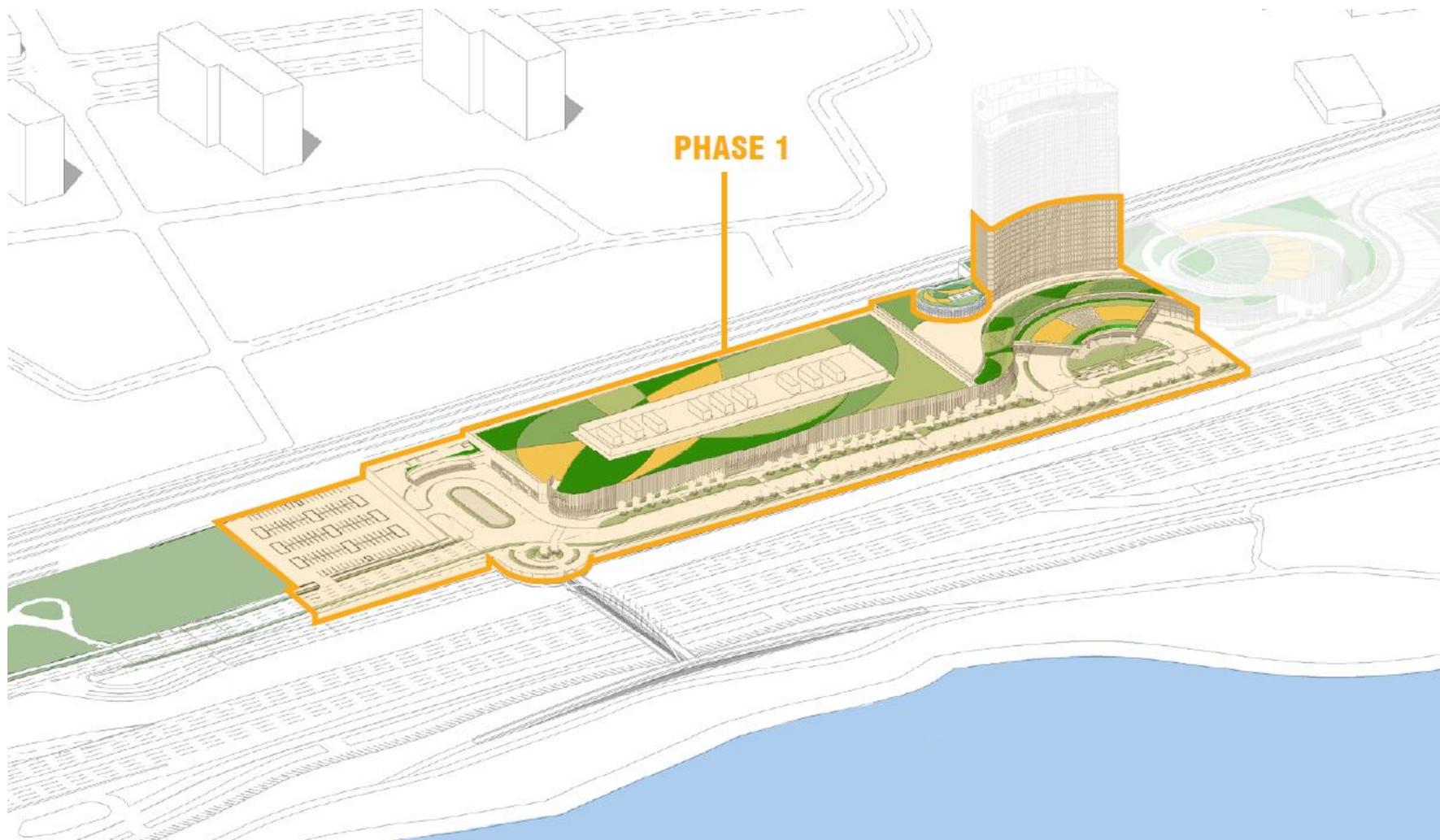
McCormick Site Rendering

McCormick Site Flythrough Video



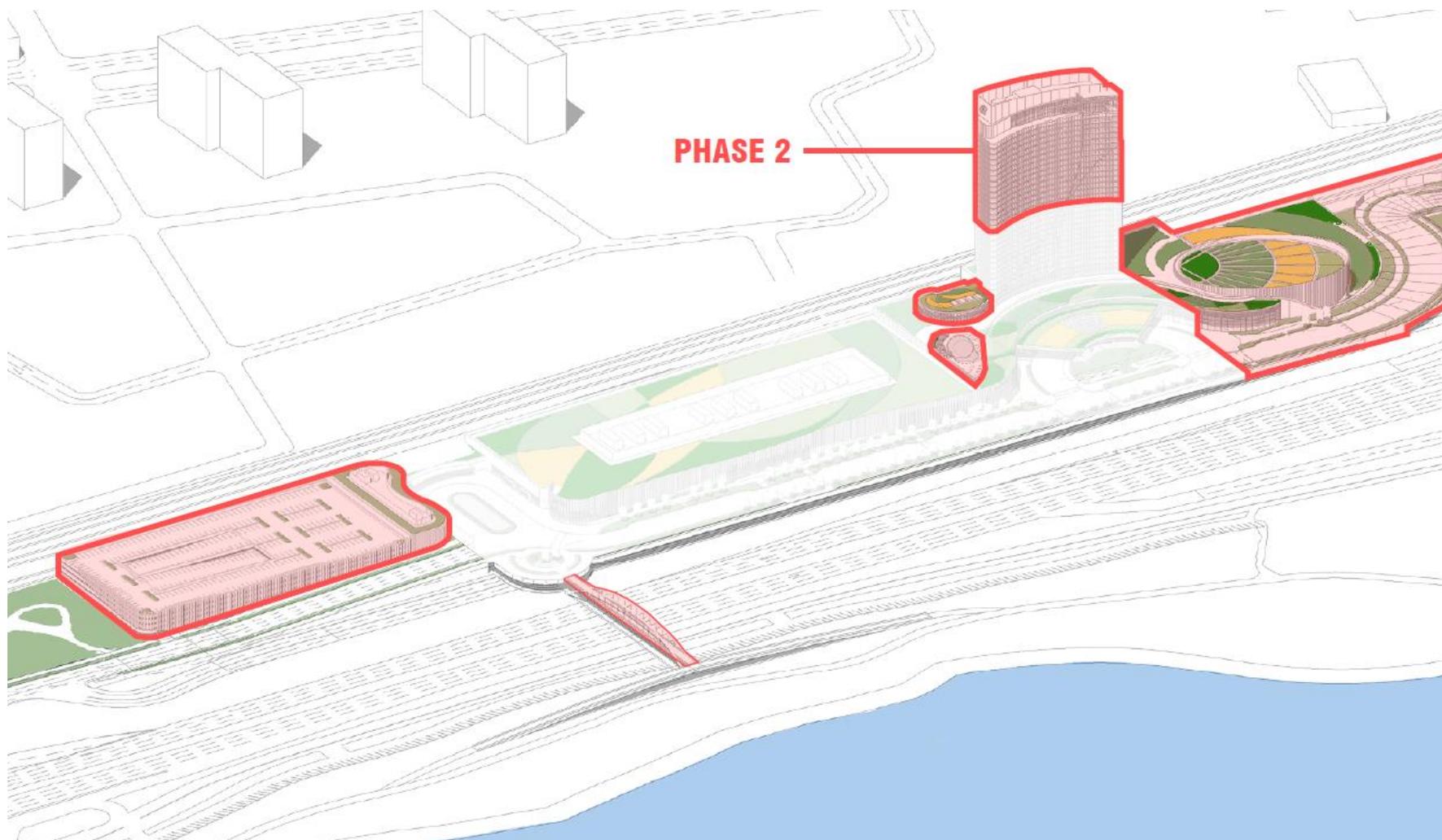
McCormick Site – Permanent Phasing

Phase 1



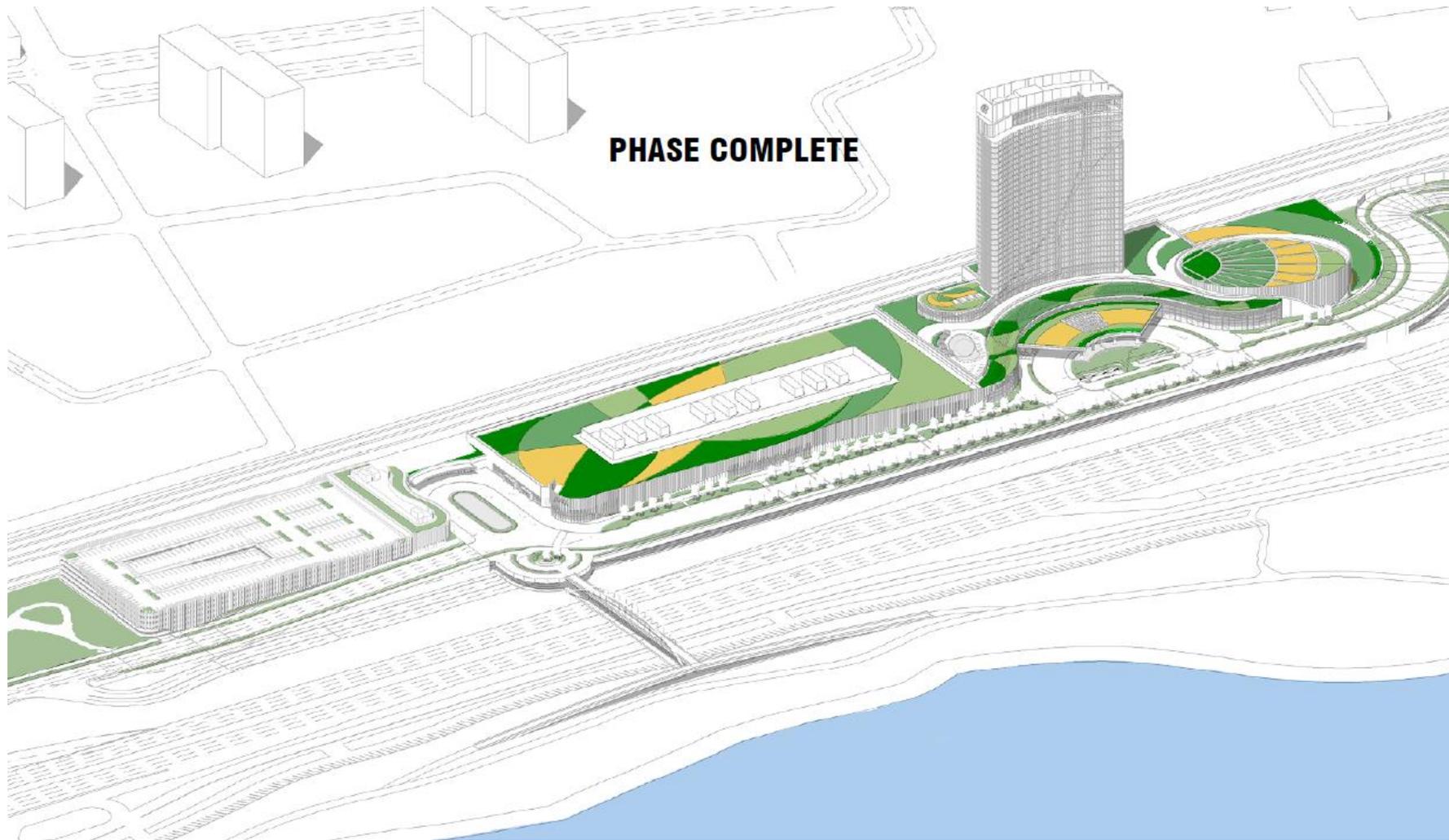
McCormick Site – Permanent Phasing (cont'd)

Phase 2



McCormick Site – Permanent Phasing (cont'd)

Phase Complete





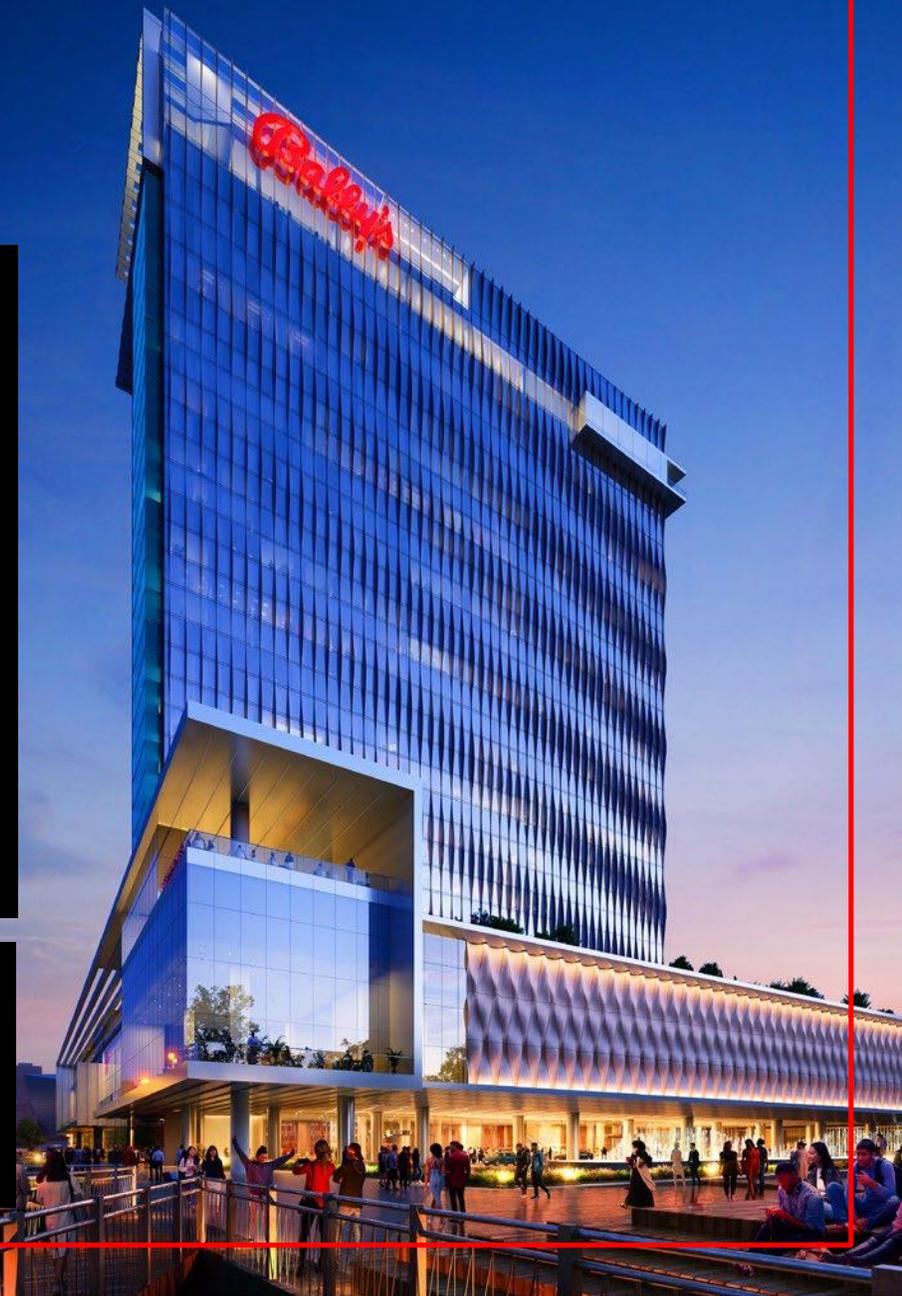
Bally's

CHICAGO

DECEMBER 2021



Built to Thrill





No Conflicts	Minority-led Contractor Team
Commitment to Investment	Commitment to Diversity
Most Economic Value	Community Rewards