

BALLY'S ANNOUNCES CLOSING OF INITIAL PUBLIC OFFERING OF BALLY'S CHICAGO

August 14, 2025

PROVIDENCE, R.I., - August 14, 2025 - Bally's Corporation (NYSE: BALY) ("Bally's") today announced the successful completion of the first Community Investment Program that allows non-accredited local residents to invest in the Bally's Chicago casino and resort project and share in ownership. As a result, nearly 1,800 unique shareholders including 1,007 Chicagoans and 1,573 Illinois based shareholders are now partners of the project, going a long way to fulfilling our commitment to the City of Chicago. Bally's delivers on an innovative way to do public-private partnerships. This is the first of what Bally's Chicago, Inc. (the "Company") intends to be a few rounds of placements. Contact Loop Capital Markets if you have any questions about the future of our Community Investment Program.

A registration statement relating to the offering has been filed with the U.S. Securities and Exchange Commission (the "SEC") and became effective on August 12, 2025. A prospectus relating to and describing the terms of the offering has been filed with the SEC and is available on the SEC's website at www.sec.gov. The offering was made only by means of a prospectus. Copies of the final prospectus may be obtained from: Loop Capital Markets LLC at +1 (312) 913-4900 or by email at BallysChicagoIPO@loopcapital.com or standard mail at Loop Capital Markets LLC, Attn: Compliance Department, 425 South Financial Place, Suite 2700, Chicago, IL 60605 USA.

This press release does not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Bally's Corporation

Bally's Corporation (NYSE: BALY) is a global casino-entertainment company with a growing omni-channel presence. Bally's owns and operates 19 casinos across 11 states, along with a golf course in New York and a horse racetrack in Colorado, and holds OSB licenses in 13 jurisdictions in North America. The acquisition of Aspers Casino in Newcastle, UK, expands its international reach. It also owns Bally Bet, a first-in-class sports betting platform, Bally Casino, a growing iCasino platform, Bally's International Interactive division (formerly Gamesys Group), a leading global interactive gaming operator, and a significant economic stake in Intralot S.A. (ATSE: INLOT), a global lottery management and services business.

With 11,500 employees, its casino operations include approximately 17,300 slot machines, 595 table games, and 4,165 hotel rooms. Bally's also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas.

About Bally's Chicago Casino Resort

Bally's Chicago Casino Resort will redefine the city's entertainment scene with a world-class destination featuring a 500-room hotel tower, 3,500 slots and table games, and a diverse array of dining experiences—including a rooftop restaurant and bar. The resort will also offer a rooftop pool, spa, and fitness center, a 3,000-seat theater, and expansive public amenities such as a two-acre park and a 2,000-foot-long riverwalk, creating a dynamic new gathering place for residents and visitors alike. With deep community partnerships Bally's is committed to their ongoing role as a proactive and responsible corporate citizen dedicated to supporting Chicago's growth and vitality. Currently, Bally's offers the first and only temporary casino, Located at the historic Medinah Temple.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements may generally be identified by the use of words such as "anticipate," "believe," "expect," "intend," "plan" and "will" or, in each case, their negative, or other variations or comparable terminology. These forward-looking statements include all matters that are not historical facts. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. As a result, these statements are not guarantees of future performance and actual events may differ materially from those expressed in or suggested by the forward-looking statements. Any forward-looking statement made by Bally's in this press release, its reports filed with the Securities and Exchange Commission and other public statements made from time-to-time speak only as of the date made. New risks and uncertainties come up from time to time, and it is impossible for Bally's to predict or identify all such events or how they may affect it. Bally's has no obligation, and does not intend, to update any forward-looking statements after the date hereof, except as required by

federal securities laws. Factors that could cause these differences include those included in Bally's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other reports filed by Bally's with the SEC. These statements constitute Bally's cautionary statements under the Private Securities Litigation Reform Act of 1995.

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