



Bally's Corporation Earns MBE Certification from NMSDC, Becoming One of the First Publicly Traded Organizations to Achieve Important Designation

PROVIDENCE, R.I. — [May 19, 2026] — Bally's Corporation (NYSE: BALY) today announced that it has achieved Minority Business Enterprise (MBE) certification through NMSDC (National Minority Supplier Development Council), positioning the Company as the first publicly traded gaming organization to earn this designation — a milestone that underscores Bally's leadership in advancing supplier diversity, equitable economic participation, and inclusive growth at scale.

The classification represents a significant industry benchmark, highlighting Bally's commitment to embedding business diversity directly into its operational and procurement strategy rather than treating it as a standalone initiative. As a publicly traded company operating across multiple jurisdictions, Bally's achievement demonstrates how large-scale enterprises can integrate inclusive procurement practices while driving measurable business performance and community impact.

"This recognition marks an important milestone not only for Bally's, but for the broader industry," said Soo Kim, Executive Chairman of Bally's Corporation "Being among the first publicly traded companies to earn this certification reflects our belief that inclusive business practices strengthen organizations, support innovation, and create meaningful economic opportunities in the communities we serve and nationwide."

These efforts are further reinforced by Bally's Corporation's broader commitment to inclusion and representing our valued global customer base. This commitment is embedded at every level of the organization—from a majority-minority-founded and led ownership structure to a Board of Directors and executive leadership team where 75% and 50%, respectively, are women and people of color.

"Achieving this certification is a meaningful milestone for Bally's and a clear reflection of the diversity embedded within our leadership and across our organization. We believe that diverse perspectives drive stronger decision-making, innovation, and long-term growth. This recognition reinforces our commitment to building an inclusive enterprise that creates opportunity, strengthens our communities, and delivers value for our stakeholders," says Robeson Reeves, CEO Bally's Corporation.

"Bally's certification as an MBE represents the kind of corporate leadership we want to see across every industry," said Don Cravins, Jr., President and CEO of NMSDC. "By championing MBE certification and embedding supplier diversity into their business strategy, Bally's is advancing access and opportunity for diverse businesses and setting a powerful example for all companies looking to support financial growth and sustainability. We are grateful for Bally's

commitment to expanding economic inclusion and for its partnership in helping elevate the impact and visibility of certified Minority Business Enterprises.”

By achieving Minority Business Enterprise (MBE) certification through the National Minority Supplier Development Council (NMSDC), Bally’s further strengthens its position as an industry leader in advancing inclusive procurement practices and setting a new standard for publicly traded gaming companies seeking to align growth with community investment and measurable social impact.

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About Bally’s Corporation

Bally’s (NYSE: BALY) is a fast-growing global entertainment brand with 19 casinos across 11 US states and one casino in Newcastle, UK, along with a golf course in New York and horse racetracks in Colorado and forthcoming in Wyoming. Bally’s also owns Bally Bet, a first-in-class sports betting and igaming platform licensed in 14 jurisdictions in North America. Bally’s holds a majority interest in Bally’s Intralot S.A. (ATSE: BYLOT), a leading lottery solutions supplier and gaming operator active in 39 jurisdictions worldwide. Bally’s casino operations include approximately 17,700 slot machines, 630 table games, and 3,950 hotel rooms. Bally’s also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas, has been awarded a license to build a full-scale casino and resort in The Bronx, New York, and an integrated destination resort in Chicago, Illinois. Bally’s has over 12,000 employees across the world, recognized for their innovation, energy, and dedication to creating thrilling gaming experiences

About NMSDC

Founded in 1972, NMSDC (National Minority Supplier Development Council) is the nation’s longest-operating organization focused on expanding access to business opportunities through competitive, market-based engagement. NMSDC connects certified minority-owned businesses with our diverse corporate partners, supporting and elevating economic growth and marketplace innovation and participation within the American free-market economy and supply chain. Our mission is to broaden access to opportunity by strengthening pathways to capital, markets and business relationships for qualified enterprises, helping businesses and our economy compete, scale and succeed.

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