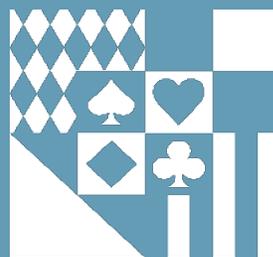


Penn National Gaming's Acquisition of Score Media and Gaming

Creating North America's Leading Digital Sports Content, Gaming and Technology Company



Forward-Looking Statements



All statements included in this presentation of Penn National Gaming, Inc. ("Penn National" or the "Company"), other than historical information or statements of historical fact, are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements, including statements regarding Penn National's acquisition of Score Media and Gaming Inc. ("theScore"), the Company's digital strategy, the potential benefits of the acquisition of theScore, including the benefits for the Company's digital betting and content platform, the expected financial returns from the acquisition of theScore, including reductions in customer acquisition and third party costs, the Company's ability to broaden its customer base across North America and gain market share in the interactive gaming market, expected impacts on Adjusted EBITDA and Adjusted EBITDA accretion, the profitability of Penn Interactive, the expected rollout of theScore's betting tech solution and the projected closing date of the acquisition of theScore, are subject to risks, uncertainties and changes in circumstances that could significantly affect the Company's future financial results and business. Accordingly, Penn National cautions that the forward-looking statements contained herein are qualified by important factors that could cause actual results to differ materially from those reflected by such statements. Such factors include, but are not limited to: (a) the magnitude and duration of the impact of the COVID-19 pandemic on general economic conditions, capital markets, unemployment, consumer spending and the Company's liquidity, financial condition, supply chain, operations and personnel; (b) the Company may not be able to achieve the expected financial returns from the acquisition of theScore due to fees, costs and taxes in connection with the integration of theScore and expansion of its betting and content platform; (c) the closing of the acquisition of theScore may be delayed or may not occur at all, for reasons beyond the Company's control; (d) the requirement to satisfy the closing conditions in the agreement with theScore, including receipt of regulatory approvals and the approval of shareholders of theScore; (e) there is significant competition in the interactive gaming market; (f) potential adverse reactions or changes to business or regulatory relationships resulting from the announcement or completion of the acquisition; (g) the ability of the Company or theScore to retain and hire key personnel; (h) the occurrence of any event, change or other circumstances that could give rise to the right of one or both of the Company and theScore to terminate the agreement between the companies; (i) the outcome of any legal proceedings that may be instituted against the Company, theScore or their respective directors, officers or employees; (j) the impact of new or changes in current laws, regulations, rules or other industry standards; and (k) other risks, including those as may be detailed from time to time in the Company's filings with the Securities and Exchange Commission ("SEC"). For more information on the potential factors that could affect the Company's financial results and business, review the Company's filings with the SEC, including, but not limited to, its Annual Report on Form 10-K, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The Company does not intend to update publicly any forward-looking statements except as required by law. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this presentation may not occur.

Non-GAAP Financial Measures



This presentation uses Adjusted EBITDA, which is a non-GAAP financial measure. This non-GAAP financial measure should not be considered a substitute for, nor superior to, financial results and measures determined or calculated in accordance with GAAP.

We define Adjusted EBITDA as earnings before interest expense, net; income taxes; depreciation and amortization; stock-based compensation; debt extinguishment and financing charges; impairment losses; insurance recoveries, net of deductible charges; changes in the estimated fair value of our contingent purchase price obligations; gain or loss on disposal of assets; the difference between budget and actual expense for cash-settled stock-based awards; pre-opening and acquisition costs; and other income or expenses. Adjusted EBITDA is inclusive of income or loss from unconsolidated affiliates, with our share of non-operating items (such as interest expense, net; income taxes; depreciation and amortization; and stock-based compensation expense) added back for Barstool Sports, Inc. and our Kansas Entertainment, LLC joint venture. Adjusted EBITDA is inclusive of rent expense associated with our triple net operating leases (the operating lease components contained within our triple net master lease dated November 1, 2013 with Gaming and Leisure Properties, Inc. ("GLPI") and the triple net master lease assumed in connection with our acquisition of Pinnacle Entertainment, Inc. (primarily land), our individual triple net leases with GLPI for the real estate assets used in the operations of Tropicana Las Vegas and Meadows Racetrack and Casino, and our individual triple net leases with VICI Properties Inc. for the real estate assets used in the operations of Margaritaville Casino Resort and Greentown Casino-Hotel). Although Adjusted EBITDA includes rent expense associated with our triple net operating leases, we believe Adjusted EBITDA is useful as a supplemental measure in evaluating the performance of our consolidated results of operations.

Adjusted EBITDA has economic substance because it is used by management as a performance measure to analyze the performance of our business, and is especially relevant in evaluating large, long-lived casino-hotel projects because it provides a perspective on the current effects of operating decisions separated from the substantial non-operational depreciation charges and financing costs of such projects. We present Adjusted EBITDA because it is used by some investors and creditors as an indicator of the strength and performance of ongoing business operations, including our ability to service debt, and to fund capital expenditures, acquisitions and operations. These calculations are commonly used as a basis for investors, analysts and credit rating agencies to evaluate and compare operating performance and value companies within our industry. In order to view the operations of their casinos on a more stand-alone basis, gaming companies, including us, have historically excluded from their Adjusted EBITDA calculations of certain corporate expenses that do not relate to the management of specific casino properties. However, Adjusted EBITDA is not a measure of performance or liquidity calculated in accordance with GAAP. Adjusted EBITDA information is presented as a supplemental disclosure, as management believes that it is a commonly used measure of performance in the gaming industry and that it is considered by many to be a key indicator of the Company's operating results.

Adjusted EBITDA is not calculated in the same manner by all companies and, accordingly, may not be an appropriate measure of comparing performance among different companies. The Company does not provide reconciliations of Adjusted EBITDA to net income (loss) on a forward-looking basis because the Company is unable to forecast the amount or significance of certain items required to develop meaningful comparable GAAP financial measures without unreasonable efforts. These items include gains or losses on sale or consolidation transactions, accelerated depreciation, impairment charges, gains or losses on retirement of debt, income taxes, which are difficult to predict and estimate and are primarily dependent on future events, but which are excluded from the Company's calculations of Adjusted EBITDA.

Accelerating Our Playbook



1

Fortifies our bespoke digital media and gaming strategy, creating a **complete one-stop destination**

2

Utilizing **highly engaging content** to drive **efficient and profitable customer acquisition** across all channels

3

Addition of theScore's **fully integrated betting and media platform** into Penn's existing ecosystem will lead to best-in-class **engagement and retention**

4

Brings theScore's **cutting-edge technology in-house**, providing Penn with full ownership of our product roadmap

5

Provides Adj. EBITDA accretion by Year 2 and an incremental **\$200mm+ medium term Adj. EBITDA opportunity** with **\$500mm+ of incremental long term Adj. EBITDA upside**



Innovative digital sports content, gaming and technology company

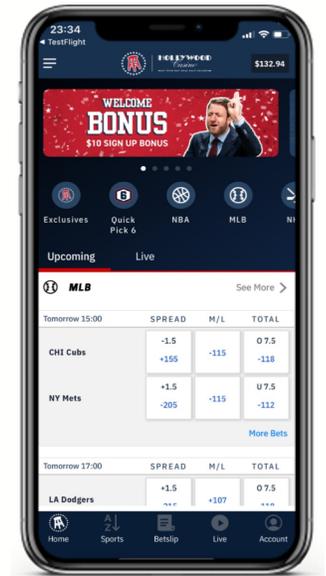
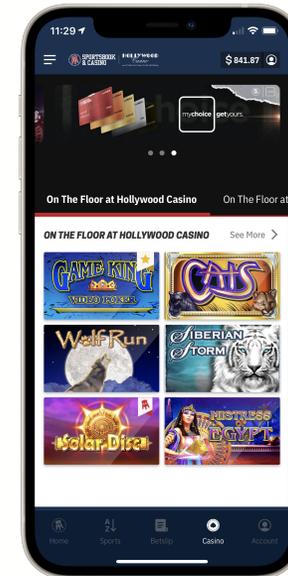
Retail



Content



Product

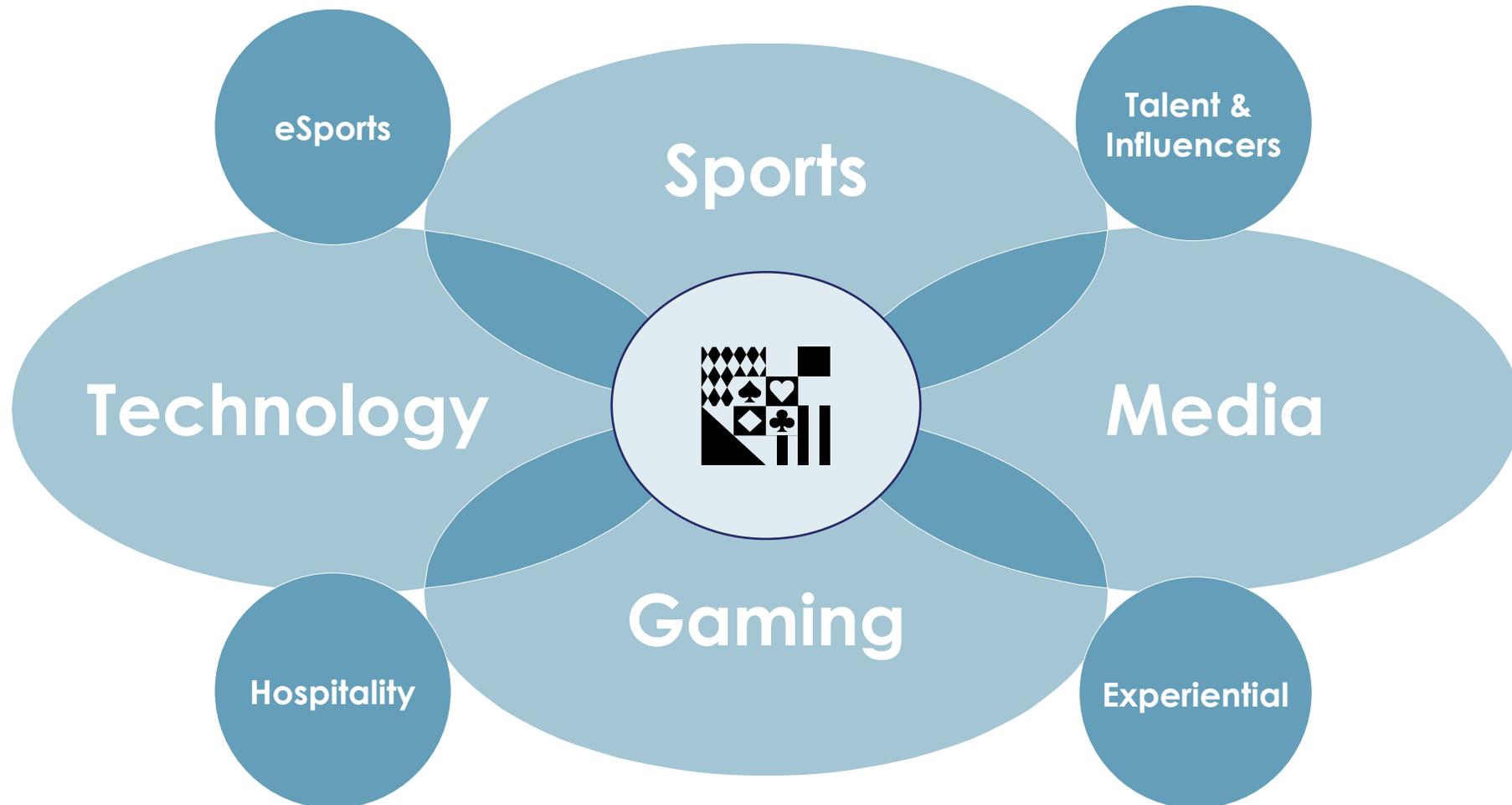


Tomorrow 15:00	SPREAD	M/L	TOTAL
CHI Cubs	-1.5	-115	0.75
NY Mets	+1.5	-115	0.75

Tomorrow 17:00	SPREAD	M/L	TOTAL
LA Dodgers	+1.5	+107	0.75



Deliberate investment strategy places us at the epicenter of sports, media, gaming and technology, providing us with brand equity and multiple channels for future growth

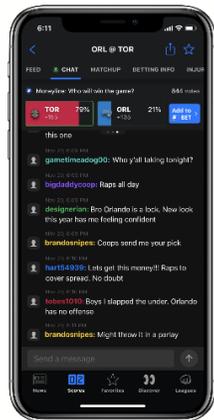




High impact and technology driven sports content with seamlessly integrated betting platform

Technology

- Fully-integrated media / betting solution⁽¹⁾
- Data driven user analytics
- Experienced engineering team



Betting

- Online sports betting and iCasino platform
- Highly customized bets and promotions
- Live bet tracker
- Enhanced in-game bets

theScore | **BET**

Content

- Authentic brand
- High engagement
- Real-time news and scores
- Social / Community features

4.7B
LTM User Sessions⁽²⁾



(1) Currently in development with expected rollout in phases, beginning 3Q 2021 in select US states

(2) User Sessions shown LTM as of June 2021. Source: theScore's internal data and platform reports

Near-Term and Lasting Financial Impact



✓ Fortify Digital Strategy

✓ Greater Share

- We expect to generate incremental share across North America, particularly in **Canada**, as we leverage Barstool's powerful **activation capabilities** and large audience along with theScore's **technology** and **high engagement platform**

✓ Owning Our Full Technology Solution is Imperative

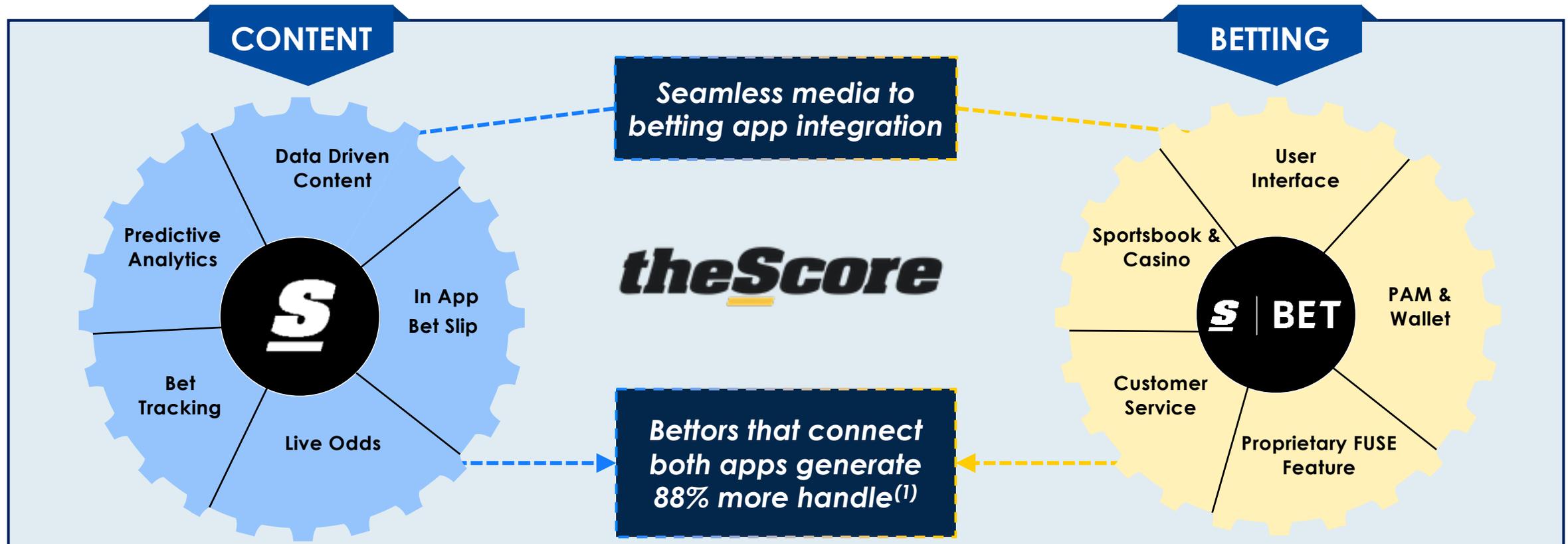
✓ Sizable Cost Savings

- We expect to realize **margin improvement** of 500bps or more

Content Integration Drives Engagement



Seamless, deeply connected sports & content experience monetizes highly engaged user base



(1) Source: theScore's internal data and platform reports

Enhanced Customer Acquisition Funnel...



Build on existing brand recognition to drive growth in Canada and across North America

Best-in-Class Sports Media Brand (1)

	North America	Canada
1		
2		
3		
4		
5		

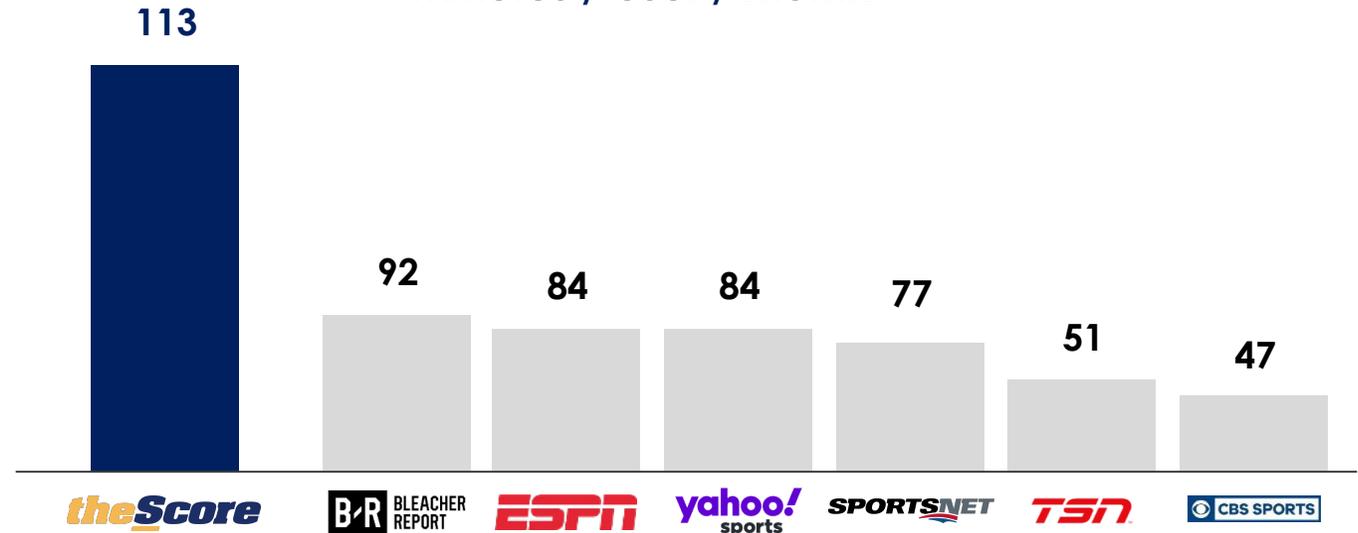
Catering to an Engaged and Active User Base

359%⁽²⁾
YoY Total Minutes Spent

25%⁽²⁾
YoY Monthly Unique Visitors

21%⁽²⁾
YoY Total Reach

Minutes / User / Month (3)



(1) Source: Comscore; based on average of monthly unique visitors as of May 2021 LTM in North America and Canada

(2) YoY growth. Source: Comscore Media Metrix as of June 2021 and June 2020

(3) May 2021 LTM. Source: Comscore Mobile Metrix and Mobilens as of May 2021

...with Unparalleled Reach and Engagement



Multi-layered personalized approach to engaging customers, which allows for content optimization and surgical audience targeting

- ✓ Massive Audience
- ✓ Highly Engaged
- ✓ Attractive Demographics
- ✓ Expanded Content & Community
- ✓ Monetization Opportunities



Personality and Event Driven Influencers



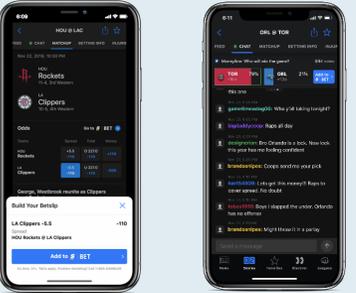
142 Minutes **130M+**
per Mobile User per Month⁽¹⁾ Stoolies⁽²⁾

3.1/1.6
Mobile/Web Sessions per User per Day⁽¹⁾



News, Scores and Stats Oriented Product and Technology

- ✓ Audience segmentation
- ✓ Drives customer retention and conversion

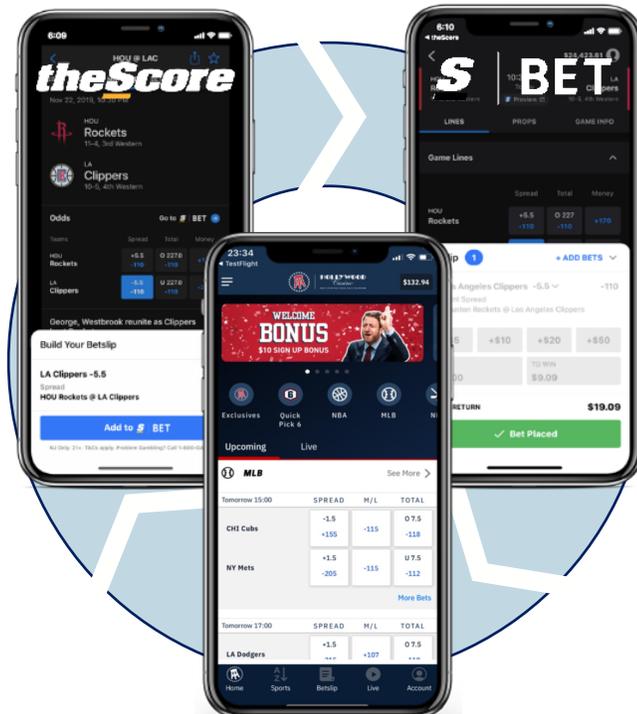


(1) Source: Barstool internal data
(2) Defined as followers across all social media

Creating a One-Stop Destination



Barstool and theScore are positioned to drive users and content to both platforms, creating a comprehensive ecosystem that keeps sports fans within our broader network



Complete Sports Platform

- ✓ Statistics, scores and news
- ✓ Social and community features
- ✓ Audience segmentation
- ✓ Fully-integrated betting app
- ✓ More personalized bets and promotions
- ✓ Increased betting opportunities
- ✓ Early stages of live broadcasting

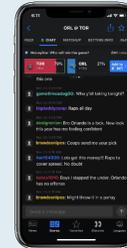
Larger Cross-Promotion Ecosystem



Retail Casinos



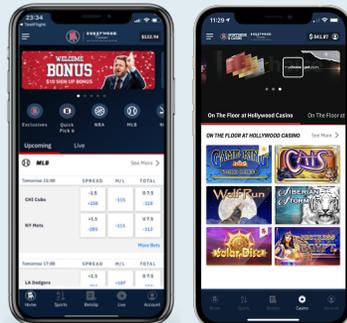
Media, Content and Product



Advertising & Brand Licensing



Online Sportsbook & iCasino



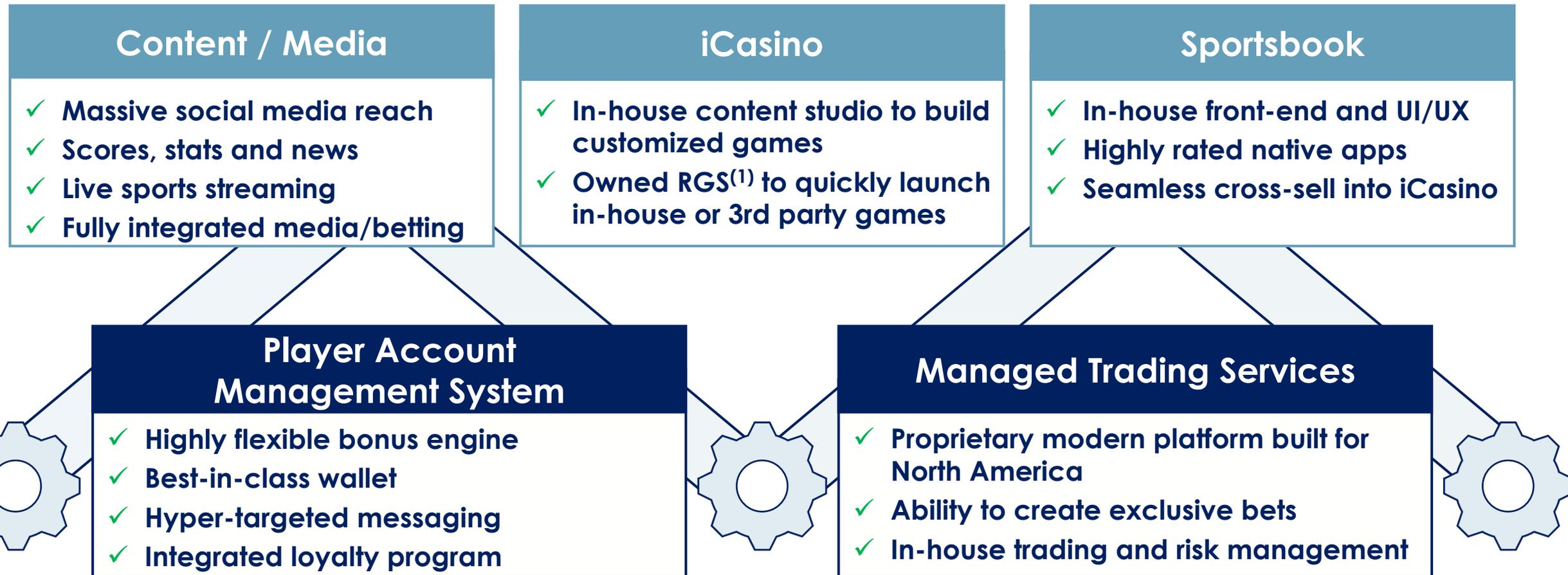
Merchandise



Control the Customer Experience



Penn to gain full ownership of an innovative technology stack built specifically for the North American market, which will lead to greater flexibility, increased product offerings and significant cost savings



Committed to Growing and Leading in Canada



Best-in-Class Sports Media in Canada

theScore Has Over 9x ESPN in Mobile Sports App MAUs ⁽¹⁾



Penn is Highly Committed to Canada

- ✓ Founded and backed by the Levy family, Canadian entrepreneurs with a long track records of success in Canadian sports media
- ✓ Penn believes the Canadian gaming market represents a compelling revenue growth and talent acquisition opportunity
- ✓ Penn was attracted to theScore, in part, for its ready access to a deep pool of Canadian engineering and technology expertise
- ✓ Penn expects to leverage Toronto's world class technology talent pool to expand theScore's engineering and production workforce based in Ontario as the business scales
- ✓ Penn intends to operate theScore as a standalone business, headquartered in Toronto, that will continue to be led by the Levy family with the same operating philosophy that has driven the company's success to date



theScore

(1) Mobile sports app monthly active users in Canada (May 2021 LTM). Source: Comscore Mobile Metrix and Mobilens

Transaction Snapshot



Overview

- Penn National Gaming, Inc. ("Penn" or "the Company") to acquire Score Media and Gaming Inc. ("theScore") for ~\$2.0bn in an acceleration of its digital and content transformation
- Consideration to theScore's shareholders of 0.2398 Penn shares and US\$17.00 in cash per share, representing US\$34.00 per share based on Penn's 5-day VWAP as of July 30, 2021

Financial Opportunity

- Provides Adj. EBITDA accretion by Year 2 and an incremental \$200mm+ medium term Adj. EBITDA opportunity with \$500mm+ of incremental long term Adj. EBITDA upside

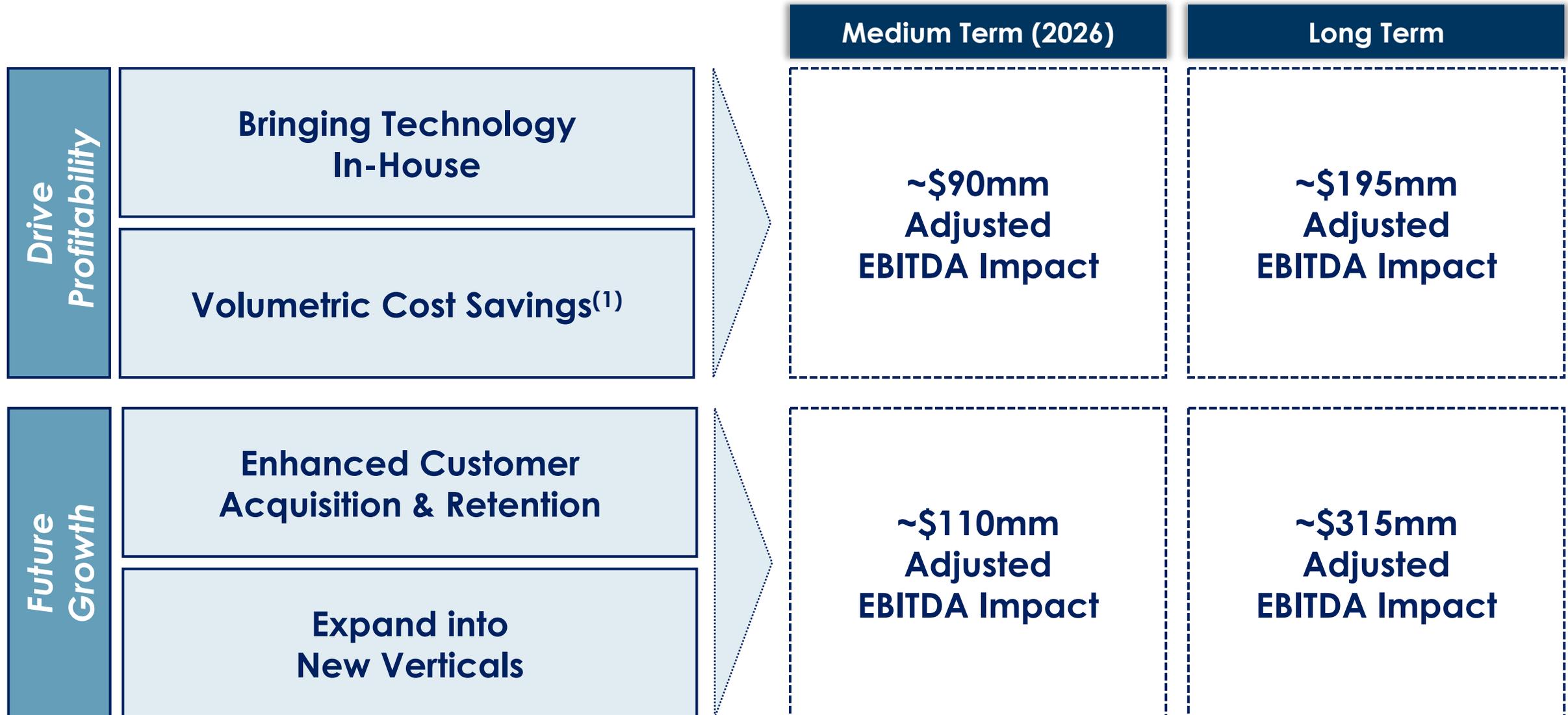
Financing

- Consideration mix of approximately 50% Penn stock and 50% cash
- theScore shareholders to own ~7% of pro forma company
- Aggregate cash consideration of ~\$1.0bn (financed via Penn's existing cash)

Approvals & Timing

- Transaction has been unanimously approved by Penn's and theScore's Boards of Directors
- theScore's shareholders representing ~30% of outstanding voting power have entered into voting agreements in support of the transaction, including the Levy Family and Relay Ventures
- Subject to theScore's shareholder approval, required regulatory approvals and other customary closing conditions as set forth in the arrangement agreement
- Expected to close in Q1 2022

Growing Revenue While Expanding Margins



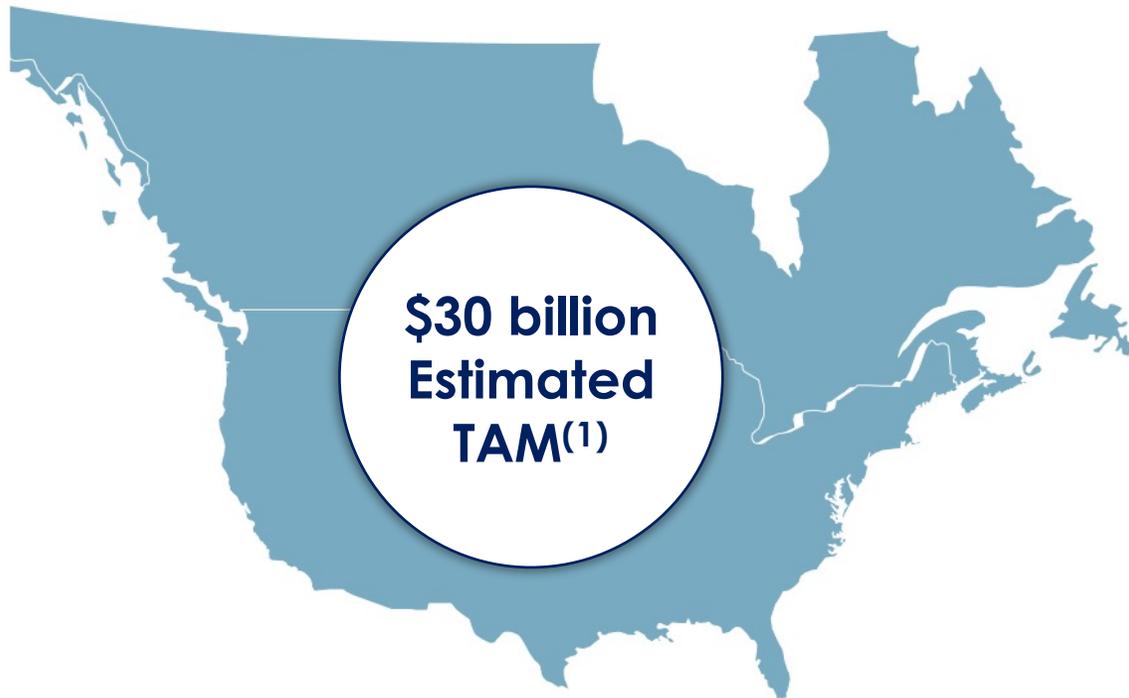
(1) Volumetric savings for other fees, including content, payments and other services; includes the elimination of public company costs

In-House Tech Platform Investment

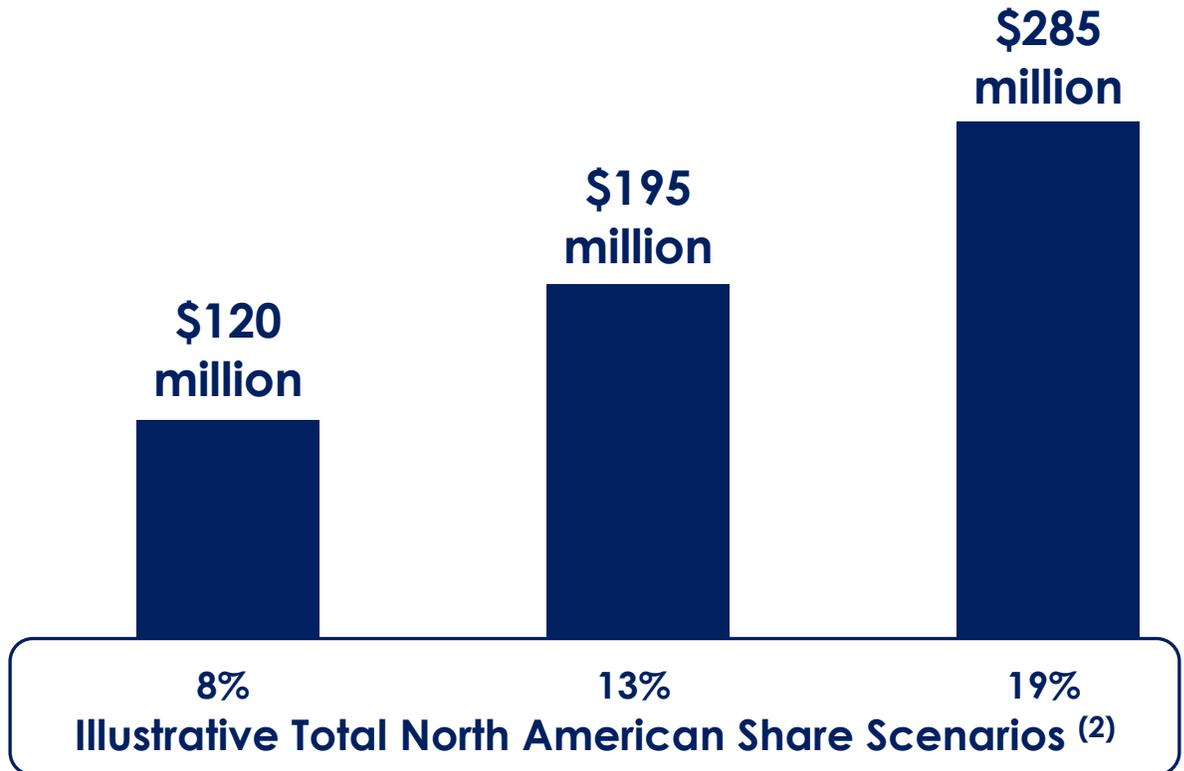


The transaction will ultimately improve Penn's Adjusted EBITDA margins by eliminating third-party player account management and trading platform fees

Expected North American Sports Betting & iCasino TAM



Impact of 500bps Increase in Adjusted EBITDA Margins

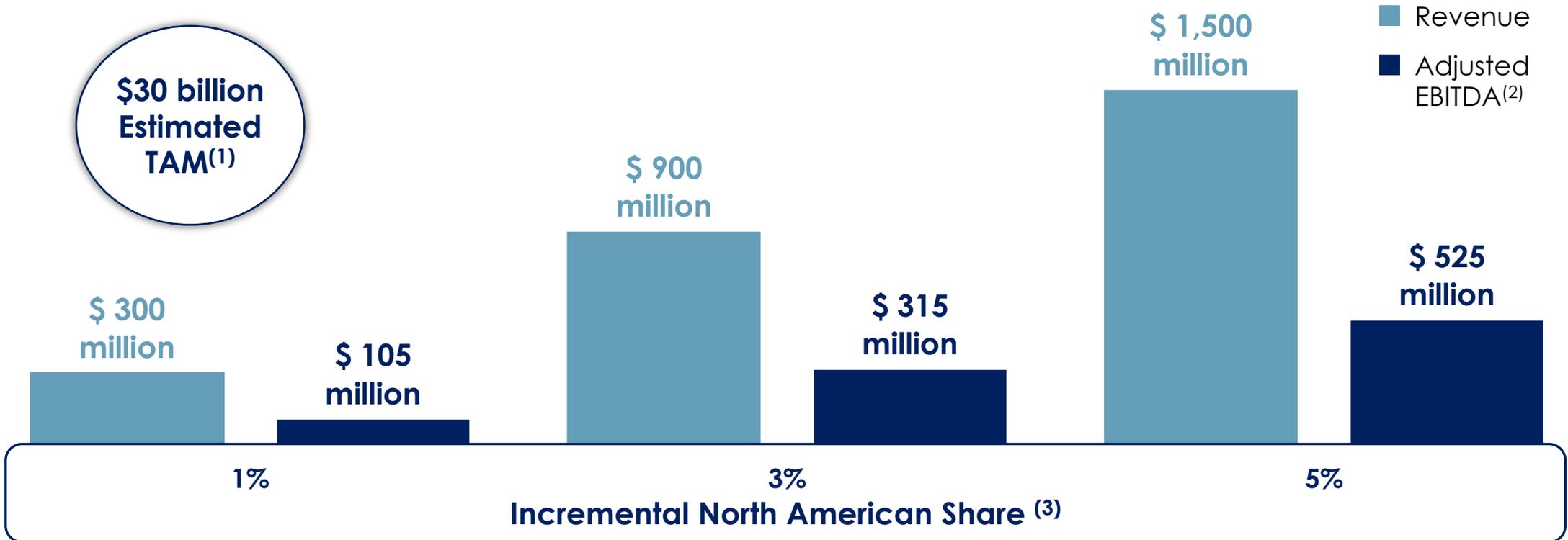


(1) Internal North American TAM projections based on Wall Street research
(2) Barstool Sportsbook share as illustrated in our public investor presentation dated September 29, 2020

The Combination Will Drive Higher Share



Best-in-class content and technology, together with a strengthened Canadian presence, will lead to increased economics

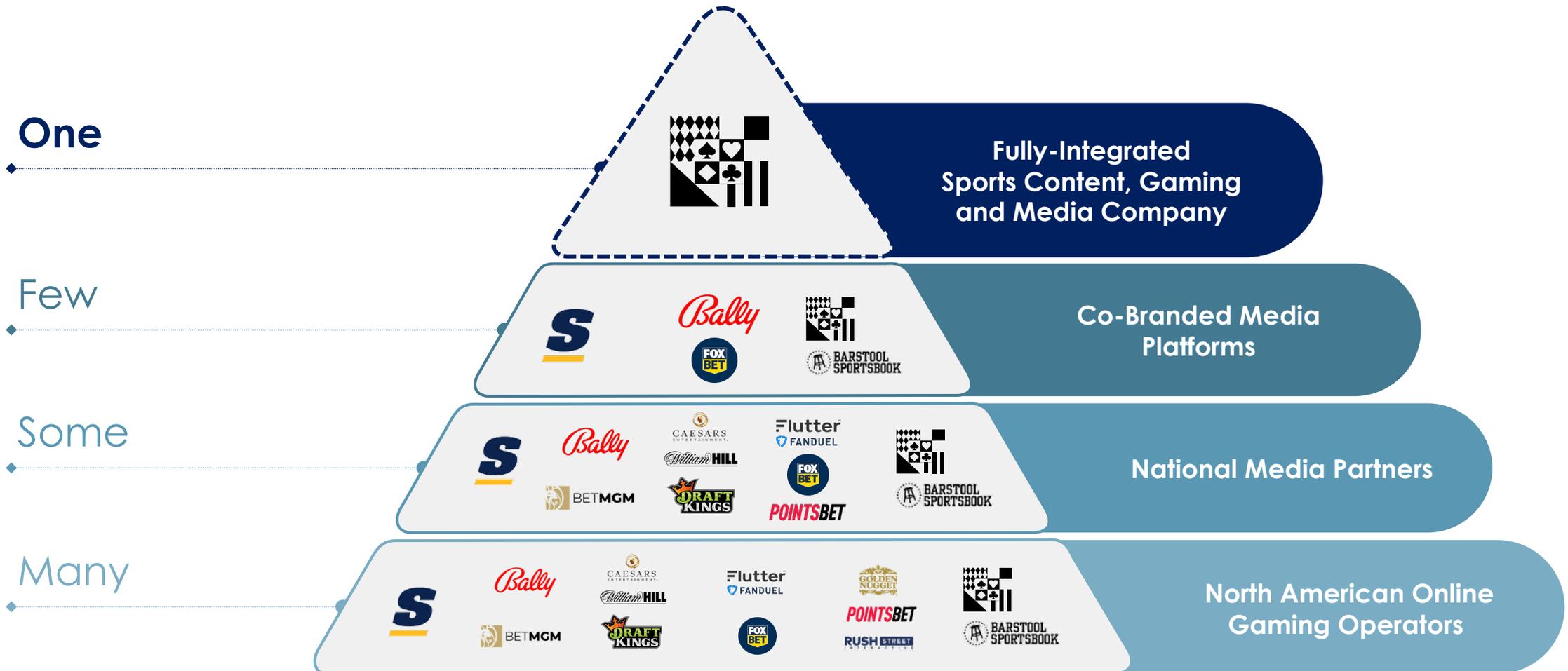


(1) Internal North American TAM projections based on Wall Street research
(2) Assumes 35% Adjusted EBITDA margin flow through from increased share and revenue
(3) Illustrative incremental share above Barstool Sportsbook share as illustrated in our public investor presentation dated September 29, 2020

Setting the Pace: Investing in the Future



We believe our strategy is powerful and differentiated and will create value for all of Penn's stakeholders





Creating North America's Leading Digital Sports Content, Gaming and Technology Company

Leading Gaming and Media Brands

Highly Engaging Content and Community

In-House Technology

High-Growth North American Markets

Enhanced Profitability