

Tribal Sports Betting Report 2026

Your essential guide to the tribal sports betting landscape

Kambi

Welcome

Tribal gaming continues to shape the future of regulated sports betting in the United States, driving innovation, economic development, and community impact. Over the past year, tribal operators have once again demonstrated the strength of their on-property experiences, the power of localized brand loyalty, and their growing influence on the wider sports betting landscape.

At the same time, many tribes face a complex challenge: how to ensure they are offering the best possible sports betting experience both on-property and online, while navigating regulatory frameworks, competitive pressures, and evolving player expectations. Striking the right balance between retail excellence and digital performance is critical to long-term success.

At Kambi, we are proud to stand alongside tribal partners who are setting new standards for excellence across both on-property and online sports betting. From modernizing the casino customer journey to deploying data-driven digital experiences, tribes are redefining what a best-in-class sportsbook looks like.

Our role remains to provide the high-performance technology, regulatory expertise, and collaborative partnership model that empower tribal operators to compete and thrive on their own terms. Whether through advanced Bet Builder capabilities, scalable on-property solutions, or personalized risk management, Kambi is committed to supporting the long-term success of tribal gaming enterprises across North America.

This report reflects not only another year of strong sportsbook performance, but a deeper story of partnership, innovation, and shared commitment to excellence.

David Bretnitz,

Kambi VP of Sales, Americas



Contents

Kambi tribal partner network



B2C partners

In addition to Kambi's tribal operators which have opted for a complete B2B approach with their sportsbook, several operators have also opted to outsource operations to a B2C operator within the Kambi network.

Gun Lake Casino
Parx Casino



Little River Casino
Rush Street Interactive



Mole Lake Casino
PENN Entertainment





Seneca
New York
Allegany
Buffalo Creek
Niagara
Partnered in 2019



Four Winds
Michigan & Indiana
Dowagiac
Hartford
New Buffalo
South Bend
Partnered in 2020



Soaring Eagle
Michigan
Saganing Eagle
Landing Resort
Soaring Eagle Casino
and Resort
Partnered in 2021



Desert Diamond
Arizona
Sahaurita
Tucson
West Valley
Partnered in 2021



Mohegan
Ontario &
Pennsylvania
Fallsview
Casino Resort
Casino Niagara
Mohegan Pennsylvania
Partnered in 2022



Ilani
Washington
Ilani Casino Resort
Partnered in 2022



Prairie Band
Casino & Resort
Kansas
Partnered in 2023



Potawatomi
Wisconsin
Potawatomi Carter
Potawatomi Hotel
and Casino
Partnered in 2023



Warhorse
Nebraska
Horseman's Park
Warhorse Casino
Partnered in 2023



Choctaw Nation
of Oklahoma
Oklahoma
Partnered in 2024



Wind Creek
Hospitality
Illinois &
Pennsylvania
Wind Creek Chicago
Southland
Wind Creek Bethlehem
Partnered in 2024



Turning Stone
New York
Partnered in 2025



4 Bears
Casino & Lodge
North Dakota
Partnered in 2026

Partner perspective



At Turning Stone Enterprises, delivering premier and world-class gaming experiences across our properties is central to our brand. Selecting Kambi as our sportsbook partner reflects our commitment to aligning with industry leaders who share our standards of excellence and innovation.

The integration of Kambi into TS Sports was executed seamlessly, and their team's consistent responsiveness and operational expertise have strengthened our sportsbook. We are proud to deliver the most robust and competitive sportsbook program in our market.

Guy Renzi,
Senior Vice President of Gaming Strategy
for Turning Stone Enterprises

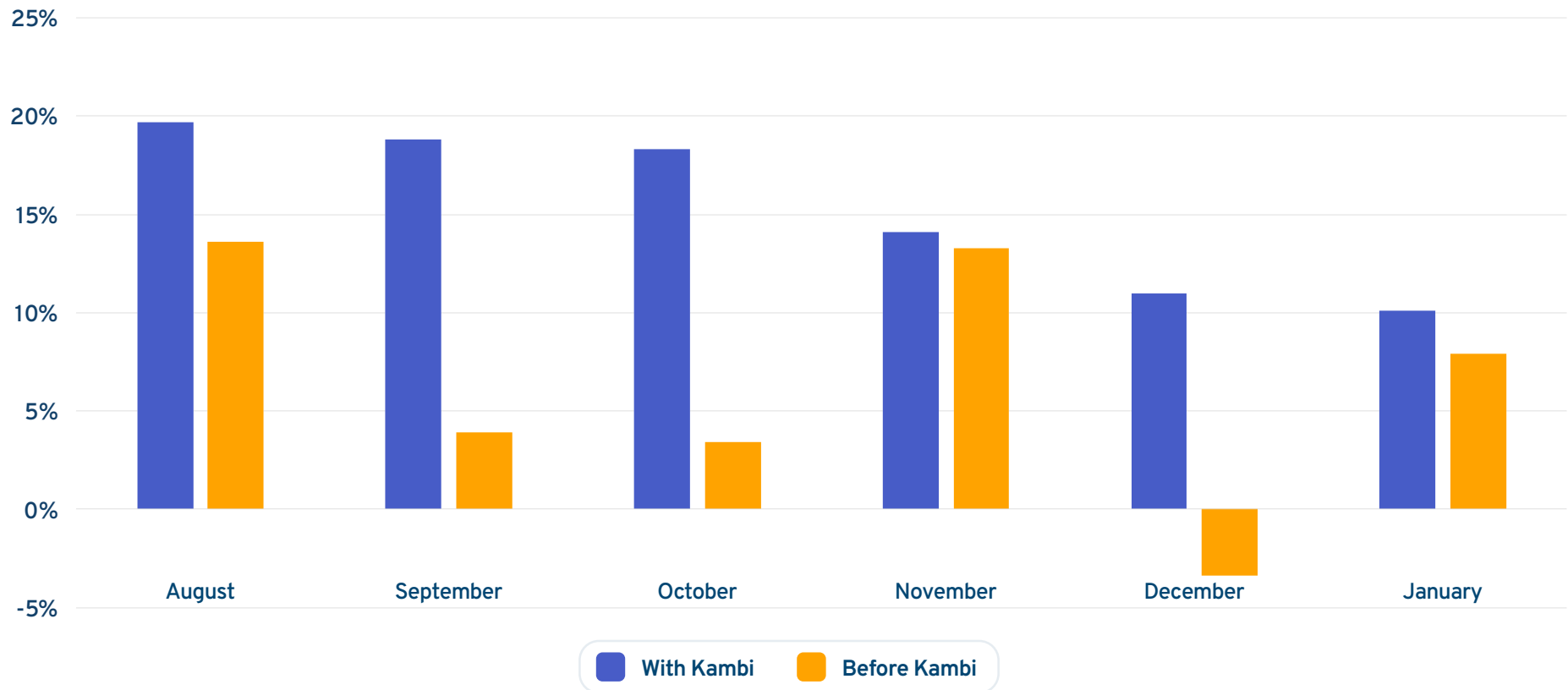


Wind Creek

Since partnering with Kambi in August of 2025, Wind Creek's average monthly gross margin is 14.5% whereas it was 6% in the same time period with their previous sportsbook provider



Wind Creek monthly gross margin since launching with Kambi in August 2025 vs comparative period with previous provider



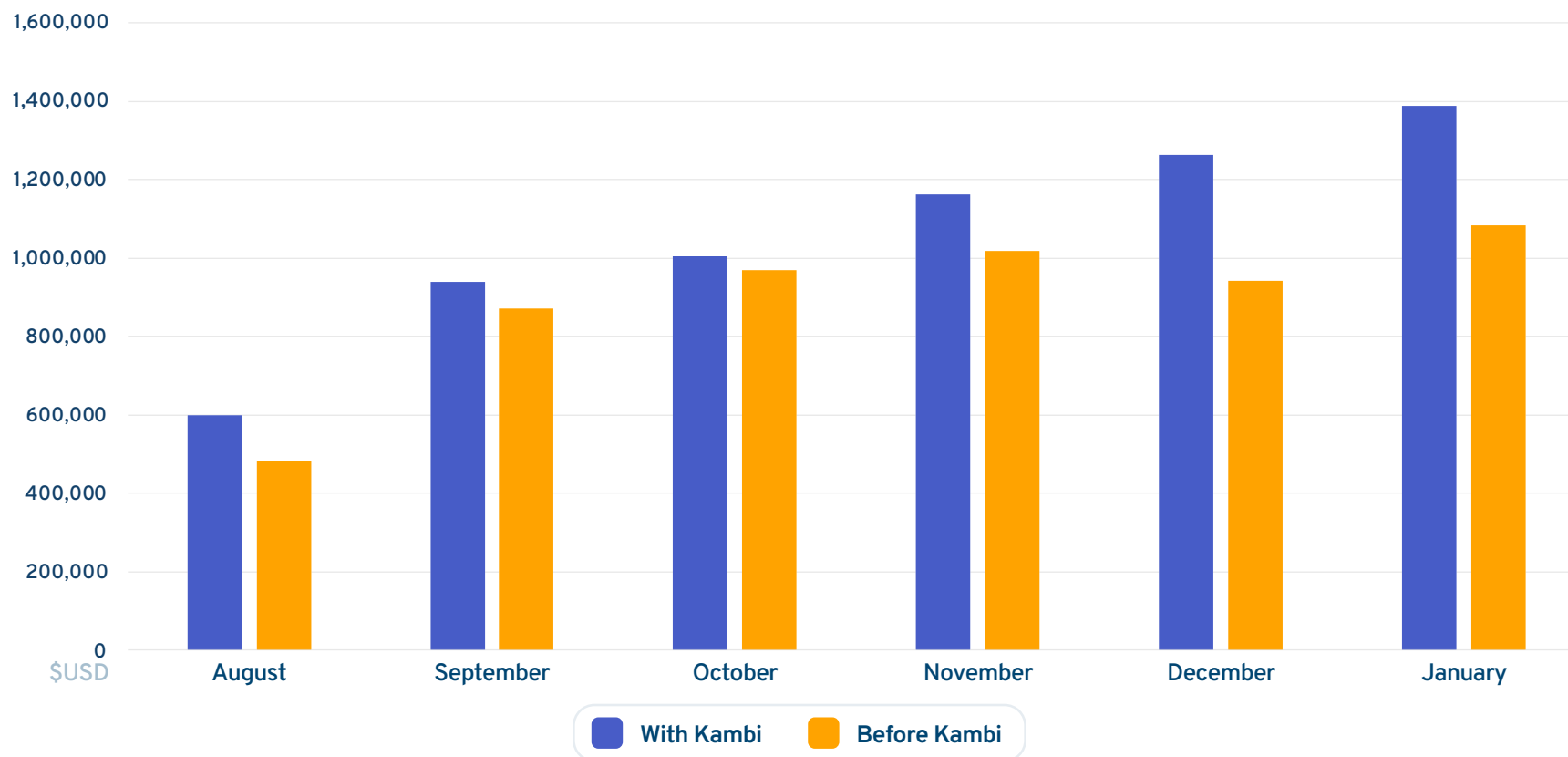
Source: Pennsylvania Gaming Control Board; VIXIO Gambling Compliance

Wind Creek

Wind Creek's handle has also increased nearly 20% during the six-month period since going live with Kambi compared to the same prior six-month period



Wind Creek monthly handle since launching with Kambi in August 2025 vs comparative period with previous provider



Source: Pennsylvania Gaming Control Board; VIXIO Gambling Compliance



Partner perspective: Mohegan on omni-channel growth and sportsbook strategy

with **Max Wong**, Senior Manager Operations, Digital Gaming - Mohegan



How important is the sportsbook vertical to Mohegan's overall business strategy, both today and looking ahead?

The sportsbook vertical is a key pillar of Mohegan's long-term digital strategy. As we continue to grow our presence in the Pennsylvania market, delivering a competitive and engaging sports betting experience is essential. Our focus is on creating a best-in-class omnichannel ecosystem that allows guests to move seamlessly between our retail sportsbook and online platforms, ensuring a unified and premium experience at every touchpoint.

How has the partnership with Kambi impacted your performance to date, and what aspects of the collaboration have delivered the most value?

Our partnership with Kambi has been instrumental in successfully launching and scaling our sportsbook offering. Their advanced technology, along with their comprehensive risk and

trading services, has empowered us to deliver a differentiated product that aligns seamlessly with our overall business strategy. By leveraging Kambi's expertise across these core areas, we've been able to build a sportsbook positioned for long-term success.

We remain in close collaboration with multiple Kambi teams, and that partnership has strengthened our operational excellence while elevating the customer experience across our digital channels.

What changes have you seen in your player database since introducing your Kambi-powered sportsbook?

Since launching our Mohegan PA Online Sportsbook last September, we've seen meaningful growth across our key performance indicators. In particular, player engagement has increased month over month, with overall engagement rising by approximately 10%. The introduction of the sportsbook has expanded our audience,

strengthened cross-play between verticals, and contributed significantly to the broader success of our online casino business.

What advice would you give to other tribes looking to launch or upgrade their sportsbook?

We're encouraged to see more tribal operators enhancing their offerings. Our best advice is to choose a partner that truly understands your goals, operational needs, and long-term vision. For us, Kambi has proven to be an ideal fit, supporting both our Pennsylvania and Ontario online operations with a sportsbook solution that delivers flexibility, innovation, and strong performance.

How central is a strong omni-channel experience to your long term sportsbook vision?

A strong omni-channel experience is foundational to Mohegan's long-term digital strategy. Our goal is to create a cohesive journey where players can

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Partner perspective: Mohegan on omni-channel growth and sportsbook strategy

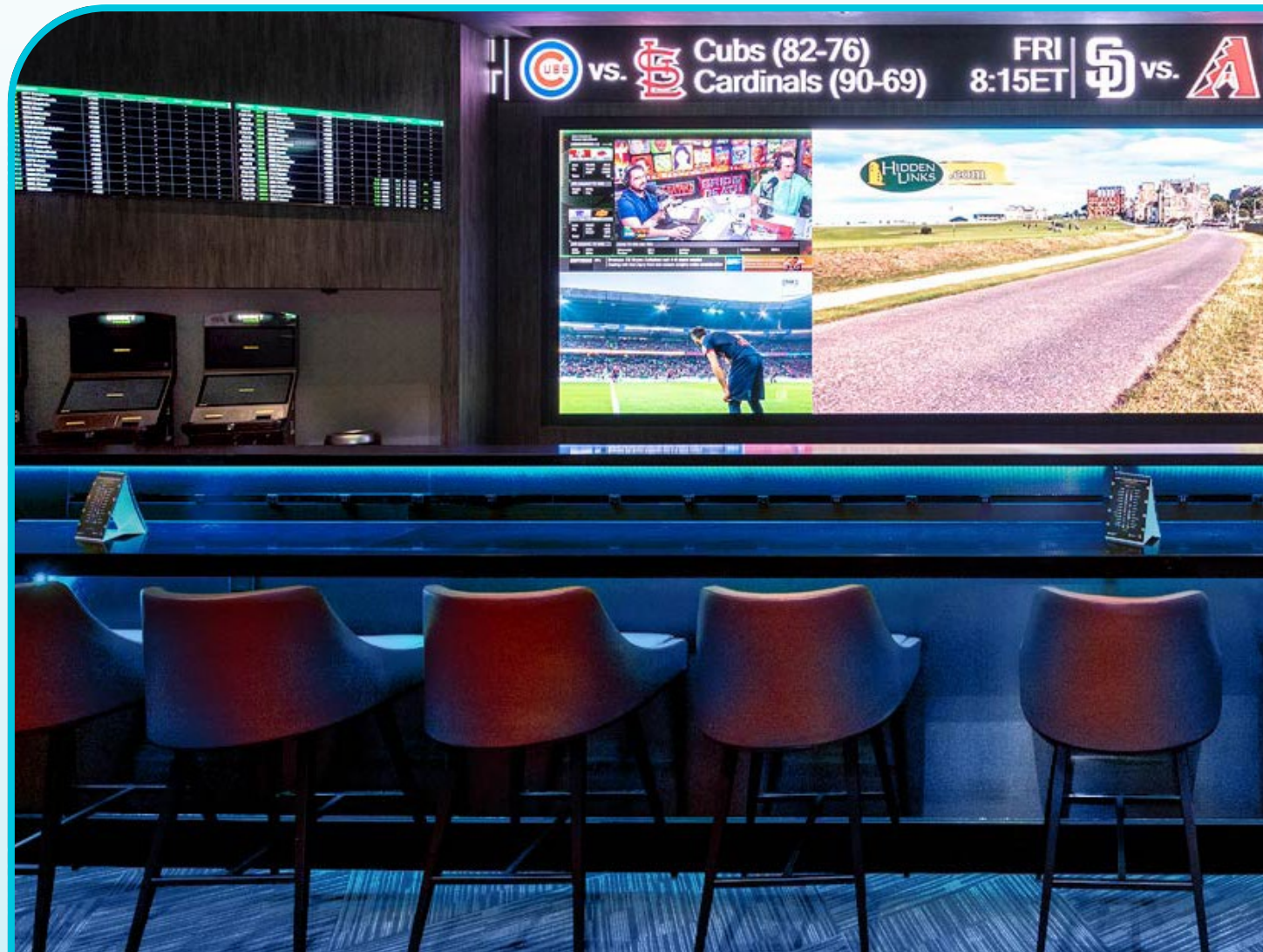
with **Max Wong**, Senior Manager Operations, Digital Gaming - Mohegan



enjoy a seamless connection between online and on-property experiences. This includes future capabilities that will allow guests in Pennsylvania to earn loyalty rewards across channels, reinforcing engagement and elevating the overall Mohegan brand experience.

In such a competitive market, how critical is product quality and differentiation to driving both acquisition and retention in sports betting?

Product quality and differentiation are absolutely critical in a competitive market like Pennsylvania. With so many options available to players, delivering a premium, intuitive, high-performing product is essential for both acquisition and long-term retention. From the moment a player first engages with the platform, the experience must stand out. This is what drives trust, loyalty, and sustained growth.



Kambi tribal network insights

Most bet on sports 2025 (by handle)

- 1. Basketball
- 2. Football
- 3. Baseball
- 4. Soccer
- 5. Ice hockey



Most bet on events 2025 (by handle)

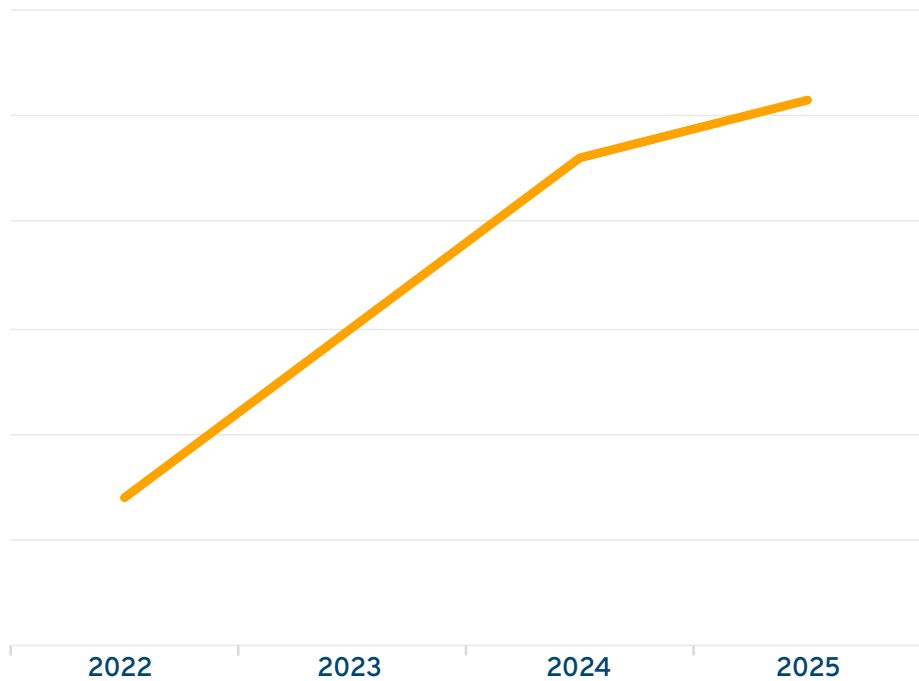
- 1. Super Bowl LX
Philadelphia Eagles vs. Kansas City Chiefs
- 2. AFC Championship
Kansas City Chiefs vs. Buffalo Bills
- 3. NFC Championship
Philadelphia Eagles vs. Washington Commanders
- 4. AFC Divisional
Buffalo Bills vs. Baltimore Ravens
- 5. NFC Divisional
Detroit Lions vs. Washington Commanders

Overall number of bets and margin 2022-2025

Over the last several years, Kambi's tribal network has seen a steady increase in number of bets and margin

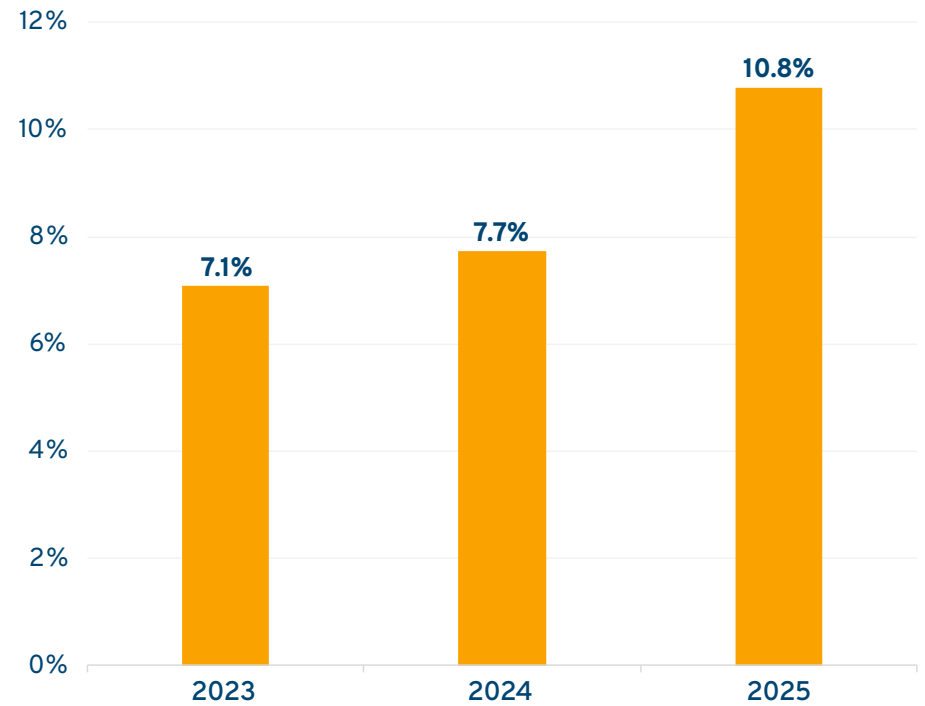
Number of bets

Number of bets on the Kambi tribal network, rising to over 10m in 2025



Margin

Margin growth on the Kambi tribal network



2025 vs 2024 on-property betting activity for large events

Super Bowl

Handle **+28%**
Bets **+20%**

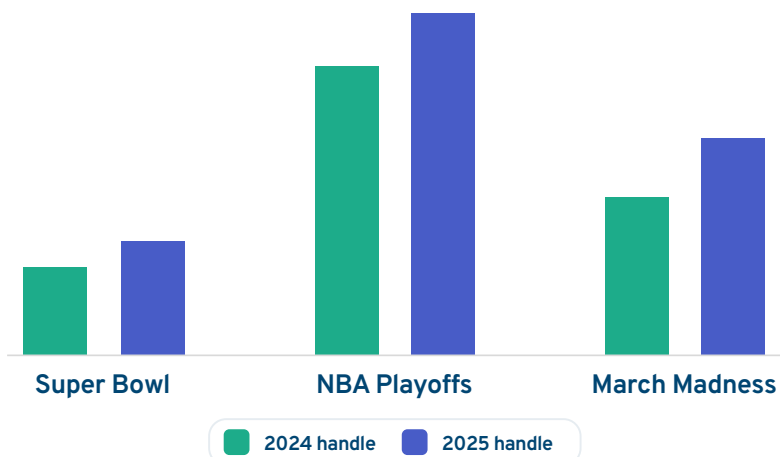
March Madness

Handle **+38%**
Bets **+36%**

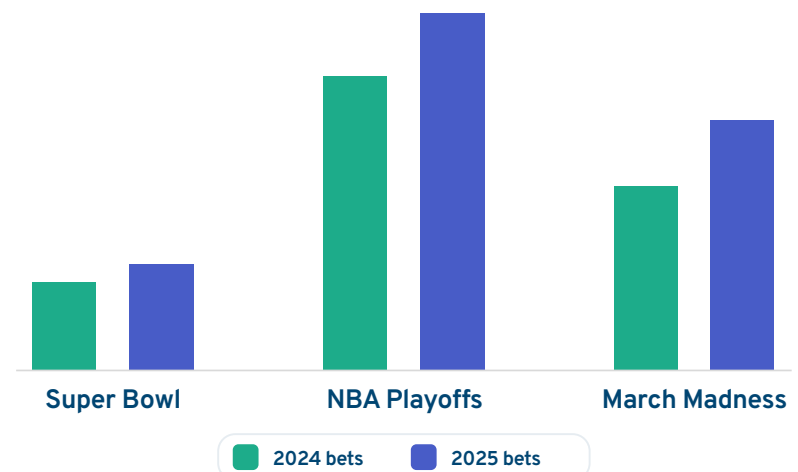
NBA Playoffs

Handle **+18%**
Bets **+22%**

Handle



Number of bets

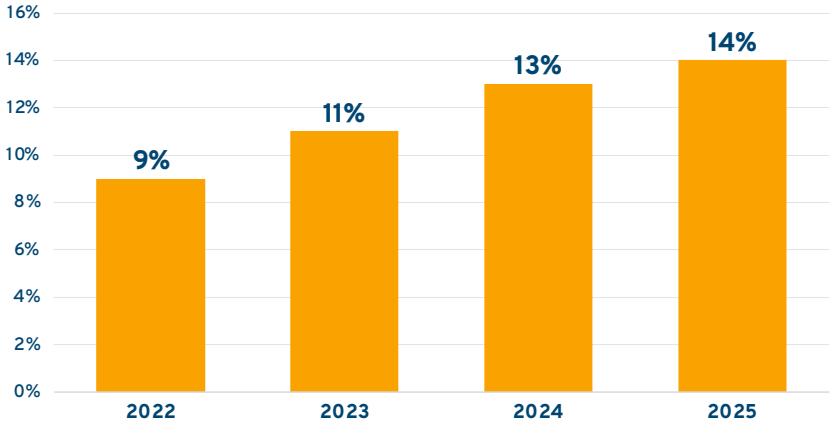


Bet builder

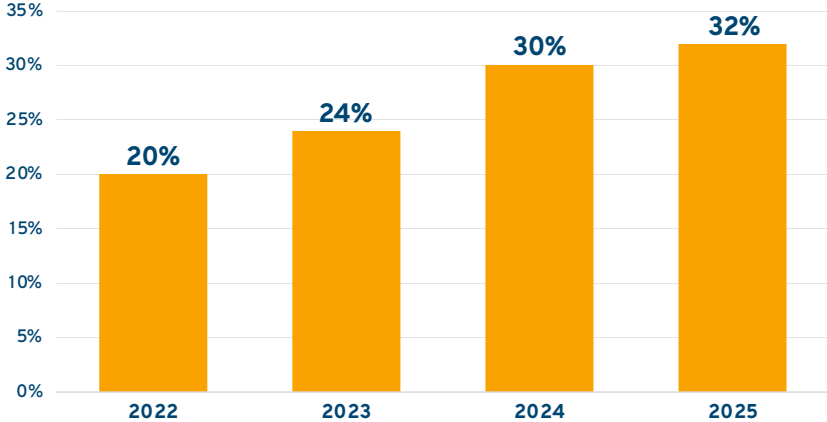
Overall % of bet builder bets by sport in 2025



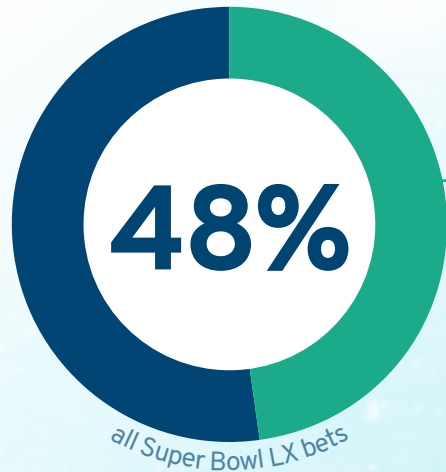
Bet builder as a percentage of pre-game bets (online)



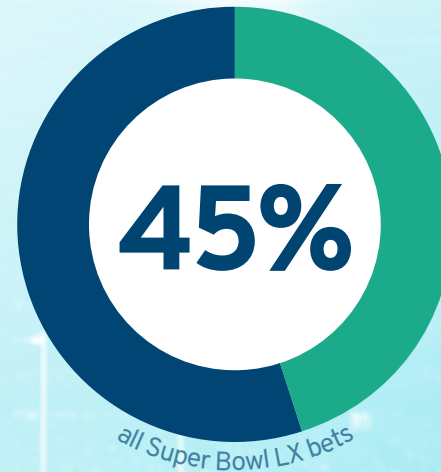
Bet builder as a percentage of pre-game NFL bets (online)



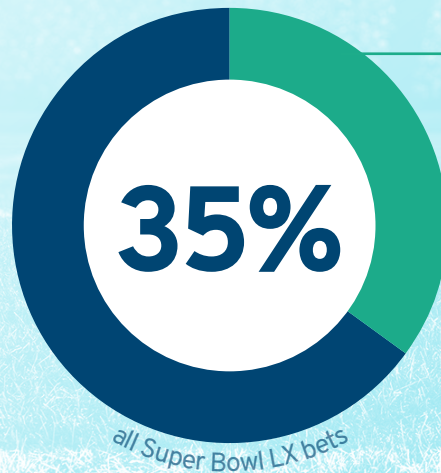
2026 Super Bowl LX



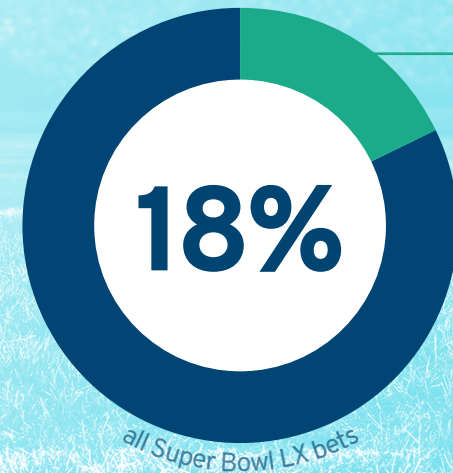
Pre-game
and retail



Pre-game
and online



Live and
retail



Live and
online

Over the counter vs kiosks

As bet builder popularity has grown in recent years, so too has the preference for placing bets at casino kiosks, which offer a more seamless and intuitive experience for constructing parlays.

Overall bets placed at OTC vs kiosks

2021		2022		2023		2024		2025	
OTC	21%	OTC	18%	OTC	14%	OTC	11%	OTC	11%
Kiosks	79%	Kiosks	82%	Kiosks	86%	Kiosks	89%	Kiosks	89%

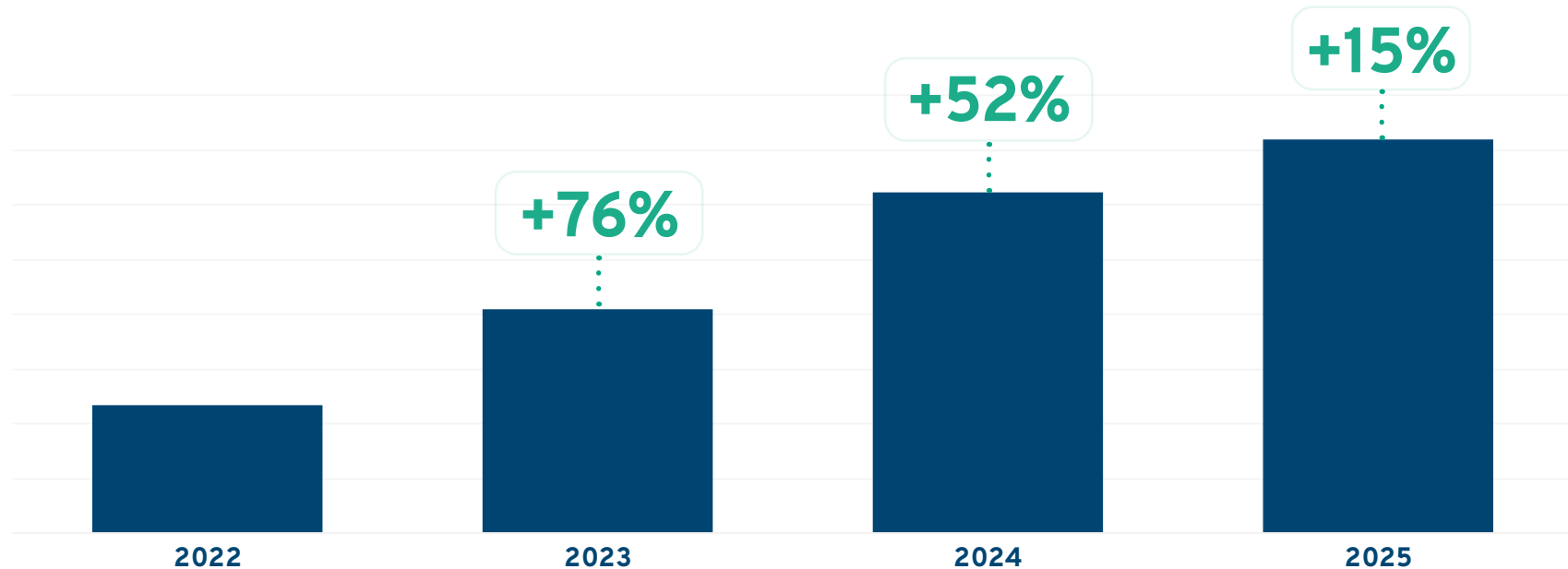
Bet builder bets placed at OTC vs kiosks

2021		2022		2023		2024		2025	
OTC	20%	OTC	16%	OTC	11%	OTC	7%	OTC	7%
Kiosks	80%	Kiosks	84%	Kiosks	89%	Kiosks	93%	Kiosks	93%

On-property live betting growth by handle

On-property live betting turnover continues to rise, highlighting increasing player appetite for in-play wagering. This rise reflects the growing role of kiosks providing a more seamless and in-play-friendly experience, combined with Kambi's leading live betting product, helping tribal operators meet demand for fast, dynamic betting opportunities on the casino floor.

Number of bets



About Kambi

Since taking the first legal post-PASPA wager in 2018, Kambi has established itself as the leading independent provider of premium sports betting technology and services to the regulated North American betting and gaming industry.

The trusted partner to more than 50 operators including Bally's Corporation, betPARX, Churchill Downs Incorporated, Desert Diamond, Mohegan and OLG, Kambi has a track record of proven excellence in online and on-property sportsbook provision, providing operators with the high-performance technology and regulatory certainty required to grow and out-compete the market.

Kambi's core sportsbook encompasses a broad offering, from scalable technology and odds-compiling through to customer intelligence and risk management, delivering a market-leading on-property sportsbook, including the Kambi kiosk, that brings online pace to the retail space.

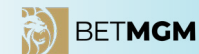
Founded in 2010, Kambi has spent more than 15 years focused exclusively on the sports betting vertical, building a cutting-edge and data-led turnkey product that delivers a superior user experience and provides partners with the freedom to differentiate.

Today, Kambi aims to bring together the industry's leading companies and operators so that we can redefine what's possible and thrive in a dynamic landscape.

Trusted partner to more than
50 operators including



betPARX



FDJ
UNITED

LS
Group



PENN
ENTERTAINMENT

RUSH STREET
INTERACTIVE

SVENSKA
SPEL