

State of New Jersey  
Division of Gaming Enforcement  
License Nos. 488-50  
Vendor Nos. 90753  
Order No. 2519

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In the Matter of Hillside New Jersey LLC d/b/a  
bet365 NJ, Applicant for Initial Licensure as a  
Casino Service Industry Enterprise

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**ORDER**

Hillside New Jersey LLC d/b/a bet365 NJ ("bet365 NJ"), having filed a completed application on November 29, 2018 for initial licensure as a casino service industry enterprise, pursuant to *N.J.S.A. 5:12-92a(1)*; and the Division of Gaming Enforcement ("Division") having filed a letter report recommending that said application be granted; and the Director of the Division having considered this matter;

**IT IS ORDERED** that the initial application for a casino service industry enterprise license filed by bet365 NJ is **GRANTED**; and

**IT IS FURTHER ORDERED** that the following entities meet the criteria for qualification set forth at *N.J.S.A. 5:12-92b*:

Name	Position
bet365 Group (#488-50/55-000-08)	Parent Company and Ultimate 100% Owner of the Applicant
Hillside (New Media Holdings) Limited (#488-50/55-000-09)	Intermediary Holding Company and 100% Indirect Owner of the Applicant
Hillside (New Media Holdings US) Inc (#488-50/55-000-05)	Intermediary Holding Company and 100% Indirect Owner of the Applicant
Hillside (US New Media) Limited (#488-50/55-000-06)	Intermediary Holding Company and 100% Direct Owner of the Applicant
Hillside (Shared Services 2018) Limited (#488-50/55-000-13)	Affiliate Company; 100% Owned by bet365 Group
Hillside (Technology) Limited (#488-50/55-000-02)	Affiliate Company; 100% Owned by bet365 Group

Hillside (New Media Holdings Malta) Limited (#488-50/55-000-12)	Affiliate Company; 100% Owned by bet365 Group
Hillside (Sports) MP Limited (#488-50/55-000-11)	Affiliate Company; 100% Owned by Hillside(New Media Holdings Malta) Limited/bet365 Group (ultimate parent)
Hillside (Trader Services) Limited (#488-50/55-000-03)	Affiliate Company; 100% Owned by bet365 Group
Hillside (Shared Services US) LLC	Affiliate Company; 100% Owned by Hillside US/bet365 Group (ultimate parent)
Hillside (Gaming) MP Limited (#488-50/55-000-10)	Affiliate Company; 100% Owned by Hillside(New Media Holdings Malta) Limited/bet365 Group (ultimate parent)

**IT IS FURTHER ORDERED** that the following individuals meet the criteria for qualification set forth at *N.J.S.A. 5:12-92b*:

<b>Name</b>	<b>Qualifier #</b>	<b>Entity Qualifiers and Positions Held</b>
Denise Coates	#488-50/55-004	bet365 Group, Joint Group CEO/Owner Hillside NMH Ltd., Director/ Indirect Owner
John Coates	#488-50/55-005	bet365 Group, Joint Group CEO/Owner Hillside NMH Ltd., Director/Indirect Owner
Peter Coates	#488-50/55-006	bet365 Group, Director Hillside NMH Ltd., Director
William W. Roseff	#488-50/55-012	bet365 Group, Group Financial Director/ Owner Hillside NMH Ltd., Director/Indirect Owner
Simon Betteley	#488-50/55-002	Hillside (Sports) MP Limited, Managing Director and Head of Operations and Marketing  Hillside (Gaming) MP Limited, Managing Director and Head of Operations and Marketing

David Crupi	#488-50/55-014	bet365 NJ, President and Head of Sportsbook Operations Hillside NMH US, Inc., President/Treasurer/Secretary
Simon Galletley	#488-50/55-007	Hillside (Shared Services 2018) Limited, CFO/Director Hillside (Technology) Limited, Director Hillside (Trader Services) Limited, Director
Kamal Kaaba	#488-50/55-008	Hillside (Technology) Limited, CEO/ Director
Gamal Kassim	#488-50/55-009	Hillside (Sports) MP Limited, CEO/Chief Trading Officer/Director
David Myatt	#488-50/55-010	Hillside (Trader Services) Limited, CEO/Head of Trader Services/Director
Sheila Preston	#488-50/55-011	Hillside (Sports) MP Limited, Chief Regulatory Officer/Director Hillside (Gaming) MP, Director/ Secretary
Karen Silk	#488-50/55-012	Hillside (Sports) MP Limited, Finance Director/Head of IT/ Secretary Hillside (Gaming) MP Limited, Director/ Secretary Hillside (New Media Holdings Malta) Limited, Director/Secretary
Oliver Adams	#488-50/55-016	bet365 Group Limited, Secretary Hillside (Shared Services 2018) Limited, Senior Legal Counsel/Director/Secretary Hillside (Technology) Limited, Director/Secretary Hillside (Trader Services) Limited, Director/Secretary Hillside NMH Ltd., Secretary
Stephen Sweeney	#488-50/55-018	Hillside (Shared Services 2018) Limited, General Counsel
Andrew Pointon	#488-50/55-019	Hillside (Shared Services 2018) Limited, CEO/Director

**IT IS FURTHER ORDERED**, pursuant to *N.J.S.A. 5:12-94h(1)* and *N.J.A.C. 13:69J-1.3B*, that not later than five years from the date of this Order, bet365 NJ, and all of its qualifiers, shall have the affirmative obligation to submit such information and documentation to the Division, as required, to demonstrate that they continue to meet the requirements for licensure.

State of New Jersey  
Division of Gaming Enforcement

Date: *June 7, 2023*

*David L. Rebuck*

David L. Rebuck  
Director

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