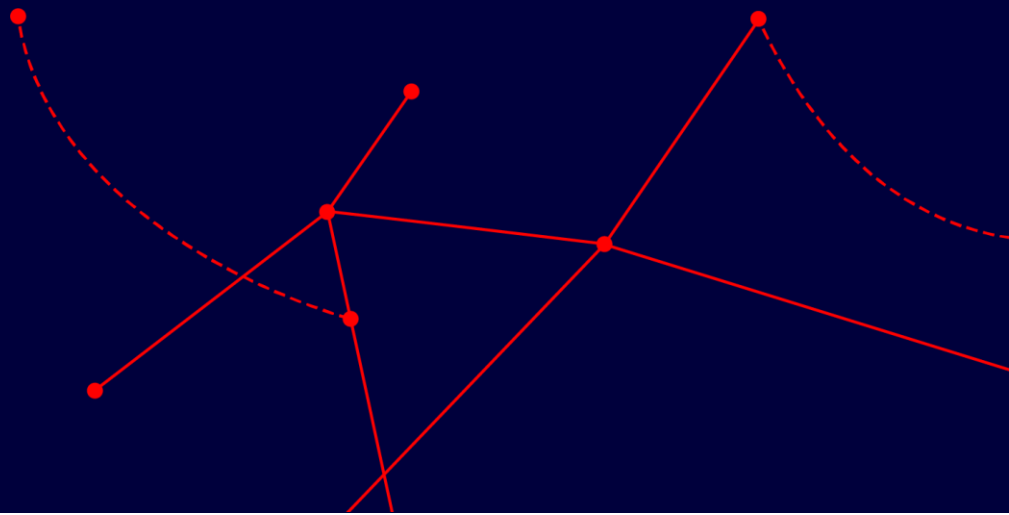


<u>Sportradar company
profile
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Company Profile

The Sportradar group is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities. We are a truly international organisation, employing over 2,000 people in more than 30 locations around the world. Our rapid growth is driven by technological innovation and a deep understanding of our clients' business needs. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 100 countries.

We occupy a unique position at the intersection of the sports, media and betting industries, that is based on five business pillars:

- **Sportradar Rights Holders** provides federations, leagues and competitions with cutting-edge technologies and services to unlock the full power of data and content. We support organisations in engaging their fans, while creating new revenue streams to invest back into their sports. Such services comprise the trading of media usage rights (incl. video production services) of its customers – both licensors and licensees. They also allow for the provision of tailored sports marketing models for sports and business clients to support customers on their sponsorship activities. Thus, Sportradar is making a significant contribution to the value creation.
- **Sportradar Integrity Services** are recognised as the world's leading provider of anti-match-fixing detection, prevention, education and intelligence solutions. Partners include a range of federations, leagues, clubs and state authorities from all over the world. The team's experts have also been called upon by conferences, media, academic institutions, prosecutors and police forces to provide insight into match manipulation across a variety of countries and sports.
- The **Sportradar Over-the-Top (OTT)** solution enables rights holders to deliver and monetise the highest-quality sports video content and live streams directly to their fan base. Our services provide a highly sophisticated video streaming website based on the corporate identity of our respective partners, enabling customers to stream online content.
- The appetite for sports data and content remains insatiable, so **Sportradar's Sports Media** division has developed into the premium partner for broadcasters, digital publishers, fantasy sports operators, social networks, tech companies and sponsors,

offer the most comprehensive and flexible sports data service on the market. In addition, we acquire thrilling and entertaining sports media rights in behalf of our media customers, to strengthen their portfolio. Finally, we offer a holistic suite of services, covering the whole sponsorship and advertising field, ensuring the best possible partnerships for our customers.

- **Betradar** is undoubtedly the most trusted solution provider to licensed sports betting operators across the globe. Betradar provides all the services necessary to run a bookmaker operation, including fixtures, results, odds suggestions, trading tools, in-running services, front-end content solutions (including statistics and live scores), live streaming services, innovative gaming solutions and esports betting services. In addition, our Managed Trading Services (MTS) offers the most effective risk, liability, and player management service for sports betting operators and lotteries.

For further information, please contact our Marketing team via marketing@sportradar.com

