Sportradar Group Acquires Fresh Eight

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Acquisition of marketing personalization platform complements Sportradar's ad:s programmatic technology and strengthens marketing services offering

London, United Kingdom – Sportradar, a global provider of sports betting and sports entertainment products and services, today announces the acquisition of Fresh Eight Ltd ("**Fresh Eight**"), the operator of a personalized messaging platform in the global betting and gaming market-place, through Sportradar Management Ltd. Completion of the acquisition occurred on 2 March 2021.

Through the acquisition, Sportradar will strengthen its digital marketing services platform with a DCO personalization technology in both display and paid social, enabling sportsbook operators to fully optimise their media investments. The technology also allows sports-orientated publishers to control the integration of native and personalised sport-betting content into their platforms.

The acquisition complements Sportradar's existing ad:s platform offering which provides highly targeted programmatic advertising capabilities to a significant number of betting and gaming businesses.

The newly combined offering will widen the ad:s platform's marketing channel access and enhance its overall performance efficiency proposition, built around reduced operator CPAs, higher ROAS and significant work-flow improvements. In particular, in addition to enhancing the ad:s platform's display channel capabilities, it will also allow ad:s customers to benefit from the same data-driven personalization within the increasingly important paid social channel, where significant media investment is now being focused.

Fresh Eight is a highly regarded technology provider in the global market and has made significant progress in the US, with both tier one operators and publishers. Current operator clients include FanDuel, Entain, William Hill and LeoVegas, as well as major sports publishers ESPN, CBS Viacom, NBC Sports and News UK.

Carsten Koerl, Sportradar Group CEO, said: "We have developed ad:s into a substantial business for Sportradar with its platform offering and a significant portfolio of sports-book clients. But the market doesn't stand still, and we must continually innovate and grow. The acquisition of Fresh Eight will accelerate that growth, as we add this personalization technology to our marketing services offering.

Andrew Sharland, founder and CEO, Fresh Eight, said: "We founded the business with the ambition to substantially improve advertising efficiency and returns for the world's leading gambling operators and media groups. Today we partner with some of the industry's biggest brands in Europe and the US."

"Data is the core DNA of both companies with a shared vision of how intelligence and automation can transform marketing efforts in the betting and gaming vertical. The combination of Fresh Eight's machine decisioned personalization tools and Sportradar's proprietary marketing technology and access to real time sports and pricing data presents customers with a compelling digital marketing offering. I'm looking forward to working with Sportradar."

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