Industry Leaders Sportradar and Kambi Extend Comprehensive us Betting Partnership for Five Years

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Kambi reinforces commitment to Sportradar as its exclusive supplier for NBA, NHL, MLB, and college sports data in the US market

NEW YORK, NY – December 7, 2021 — Sportradar (NASDAQ: SRAD), the leading global sports technology company creating immersive experiences for sports fans and bettors, and Kambi, the leading global sports betting supplier, today announced a five-year extension to their wide-ranging betting partnership. The deal reestablishes Sportradar as Kambi's exclusive supplier of NBA, NHL, MLB, and college sports data in the US market. Kambi, the leading platform provider to sportsbooks in the US, has been a Sportradar partner since sports betting became legal in the US in 2018.

Under the terms of the new deal, Sportradar will continue to provide Kambi its pre-match score data, which all Kambi's US partners will use across sports. Sportradar will also supply Kambi withits live score data as well as its content solutions, including Live Match Trackers, for major US sports. Sportradar's best-in-class content solutions are purpose-built to drive deeper fan engagement, in addition to customer acquisition and retention for operators. Combined, these products and services are essential for running and growing a successful sportsbook.

"Both Kambi and Sportradar were well-prepared when the US market opened in 2018, and we have worked together closely and diligently to establish our respective market leading positions," said Neale Deeley, Managing Director, US Betting, Sportradar. "We are very pleased that Kambi has shown an unwavering commitment to Sportradar for the next five years and, most importantly, we are delighted to elevate our partnership to the next level for the benefit of our mutual customers."

Kambi and Sportradar are each committed to maximizing technology to differentiate offerings, as well as upholding the highest integrity standards. These synergies between the two companies will continue to benefit Kambi's partners, such as Churchill Downs Incorporated (TwinSpires), Penn National Gaming (Barstool Sportsbook) and Rush Street Interactive (BetRivers), in a highly competitive US sports betting landscape.

Jamie Mckittrick, Kambi's Vice President of Commercial Operations, said: "We are delighted to have put pen to paper on this multi-year extension with Sportradar. Providing our partners and their customers with best-in-class sports betting experiences requires the integration of high-quality, rapid data, and this long-term agreement provides us with a fantastic platform upon which to continue delivering on our partners' ambitions."

To learn more about Sportradar's US betting services, please visit: https://sportradar.us/betting- services/.

About Sportradar

Sportradar is the leading global sports technology company creating immersive experiences for sports fans and bettors. Established in 2001, the company is well-positioned at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs more than 2,300 full time employees across 19 countries around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,600 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, UEFA, FIFA, ICC, and ITF. We cover more than 750,000 events annually across 83 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved. www.sportradar.com

About Kambi

Kambi is a provider of premium sports betting services to licensed B2C gaming operators. Our services encompass a broad offering from front-end user interface through to odds compiling, customer intelligence and risk management, built on an in-house developed software platform. Kambi's 30-plus customers include ATG, Churchill Downs Incorporated, Kindred Group, LeoVegas, Penn National Gaming and Rush Street Interactive. Kambi employs more than 900 staff across offices in Malta (headquarters), Australia, Philippines, Romania, Sweden, the UK and the United States.

www.kambi.com

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