Sportradar Appoints Former Bloomberg Executive Andrew Bimson North American Chief Operating Officer

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New York, NY (January 19, 2022) – Sportradar (NASDAQ: SRAD), the leading global sports technology company creating immersive experiences for sports fans and bettors, today announced the appointment of Andrew Bimson as Chief Operating Officer, North America. In this newly created role, Bimson will oversee and be responsible for the growth of Sportradar's three core business areas – Betting & Gaming, Sports Entertainment (media solutions) and ad:s (marketing services) – and report to North America CEO Arne Rees.

An experienced global business executive, Bimson joins Sportradar from Bloomberg LP, where he spent the last ten years in a number of senior management roles, most recently as the Global Head of Business Marketing Operations & Analytics. Throughout his more than 20-year career, Bimson has worked with numerous Fortune 500 companies and global brands, influencing over $750M in revenue by placing data and analytics at the core of his sales, marketing and operational expertise. His international experience has forged deep relationships across a broad network of contacts and industries.

Sportradar North America CEO Arne Rees said: "Andrew joins Sportradar at an important time as the North America market is primed for significant growth and remains a key focus of Sportradar's overall strategic plan. His role in partnering with our leaders to articulate this vision, align teams around it, and create meaningful KPIs to measure our progress will be critically important. I have no doubt his work will touch all our North America teams and I look forward to him getting to know our talent."

Sportradar North America Chief Operating Officer Andrew Bimson said: "Sportradar is right at the center of where sports, data and technology intersect. As the market leader of enhancing sports fan engagement, I'm excited to join Sportradar and lead our talented teams who are revolutionizing the rapidly growing sports betting and entertainment industry in the U.S."

About Sportradar
Sportradar is a leading global provider of sports betting and sports entertainment products and services. 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, and FIFA. 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

For more information:
Sportradar Press Contact:
Sandra Lee
comms@sportradar.com

Sportradar Investor Relations Contact:
Rima Hyder
investor.relations@sportradar.com

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