



Sportradar Expands ad:s Team with Brendan Tinnelly Appointment

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Former Facebook executive to lead paid social media advertising offering as the company enhances digital marketing capabilities

LONDON, UK: THURSDAY 27 JANUARY, 2022: Sportradar (NASDAQ: SRAD), the leading global sports technology company creating immersive experiences for sports fans and bettors, has today announced the appointment of Brendan Tinnelly as Head of Paid Social Advertising for ad:s, the company's industry specific multi-channel Marketing Performance Platform. In this newly created role, Tinnelly joins the ad:s strategy team and will lead a group of paid social media specialists to optimise client campaigns utilising ad:s' proprietary technology.

A highly experienced digital marketer, Tinnelly joins Sportradar from technology company Meta, where he was the business lead for Facebook's Real Money Gaming offering, developing strategy and driving sales for the vertical globally. In his seven years at Facebook, Tinnelly worked with some of the world's largest betting companies, helping them build brands, acquire new customers, expand into new markets and navigate regulatory changes.

Rainer Geier, Chief Product Officer, Sports Entertainment, Sportradar said: "From his senior role at Facebook, Brendan is a well-known figure in the igaming industry and we're thrilled to have him onboard as we continue to evolve our ad:s offering, combining proprietary and gaming-specific technology, with the best strategic and executional talent in the sector. Brendan's hire sends a strong signal about the level of our ambition."

Brendan Tinnelly, Head of Paid Social Advertising, Sportradar said: "I have seen first-hand the transformative impact paid social can have for sports betting operators, many of whom are increasingly shifting their marketing budgets into the channel. Through ad:s; our leading betting-focused marketing solutions technology, Sportradar can help sportsbooks across the world achieve strong ROI for their businesses by driving meaningful fan engagement."

Tinnelly's appointment follows new hires across several marketing functions including paid search, affiliate marketing and connected TV opportunities with the company assembling an expert multi-channel team to expand its digital marketing capabilities beyond programmatic display advertising.

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.

To learn more about Sportradar's products and services, please visit: <https://www.sportradar.com>.

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