



SPORTRADAR STRIKES STRATEGIC PARTNERSHIP WITH BOWL SEASON TO IDENTIFY AND MAXIMIZE NEW COMMERCIAL OPPORTUNITIES

March 4, 2022

NEW YORK (March 4, 2022) — Sportradar (NASDAQ: SRAD), the leading global sports technology company creating immersive experiences for sports fans, and Bowl Season today announced a partnership designating Sportradar an official partner of Bowl Season, starting with the 2022-23 season.

Sportradar will act as an advisor to Bowl Season as the organization works through how to best enter the sports betting space in a thoughtful and responsible manner, as well as identify ways for Bowl Season to participate in the overall value chain through a variety of commercial opportunities. The agreement includes sponsorship of Bowl Season's Annual Meeting with a focus on educating the organization's membership on the rapidly evolving world of sports betting, as well as the opportunity to expand the scope to include Sportradar's Integrity Services.

Furthermore, the new relationship reflects Sportradar's continuous efforts to strengthen its college sports offering for its partners and customers. In 2021, Sportradar acquired the leading coaching, scouting and analytics platform in collegiate sports, Synergy Sports, which has been a trusted provider to college teams since 2007. In the past year, Sportradar also struck integrity partnerships with multiple college athletic conferences, as well as launched the company's Direct-to-Consumer OTT platform with a college sports partner.

"Millions of sports fans look forward to Bowl Season each year. We see untapped potential in the collegiate sports space, and this multi-faceted partnership will help the organization enhance an already exciting experience for their fans and reach a broader audience," said Sportradar Chief Commercial Officer Ed Blonk.

"Sportradar's expertise in creating immersive experiences for sports fans is a perfect fit for Bowl Season," said Bowl Season Executive Director Nick Carparelli. "Sportradar will be a great resource to Bowl Season, playing a major role at our Annual Meeting this coming spring and educating our membership on their wide array of services. We're thrilled to partner with Sportradar and look forward to working with them."

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

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 Bowl Season

Bowl Season is one of the greatest and longest running traditions in American sports, taking place in late December and running through New Year's Day, and has been college football's post-season for over 100 years. It promotes the grand tradition of the bowl system and its endearing value to student-athletes, highlighting the broader university and college communities, including spirit squads, marching bands, athletic staff and fans. Bowl Season spotlights the distinctiveness of each of the bowl games along with their histories and traditions and their proud communities - embracing and honoring the bowl experience for present and future generations.

www.bowlseason.com

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