



HAARLEM BASEBALL WEEK SELECTS SPORTRADAR'S SYNERGY SPORTS AS OFFICIAL TECHNOLOGY PARTNER

May 26, 2022

LONDON AND HAARLEM, NETHERLANDS, May 26, 2022—Haarlem Baseball Week, also referred to as “Honkbalweek Haarlem” (HWH), the organizers of the leading bi-annual international baseball tournament in the Netherlands, and Synergy Sports, a division of Sportradar (NASDAQ: SRAD), today announced a multi-year agreement to exclusively offer Synergy Sports technology products and services to teams and players participating in the week-long competition.

The new partnership will begin with the 2022 edition of the invitational tournament that will be held from July 8-15 at the Pim Mulier Stadium in Haarlem, Netherlands, and cover the following four editions of the event, through 2030.

During each HWH tournament, Synergy Sports will record video content and gather and produce stats through their industry-leading camera systems to deliver advanced video scouting services from all games played. Additionally, participating teams will have access to video database tools during the tournament for game preparation and to access key data and analysis related to player and team performance.

This year, HWH will celebrate the 30th anniversary edition of the tournament and has already announced a robust field of national teams participating from countries including The Netherlands, United States, Italy, Japan, Curacao and Cuba.

Haarlem Baseball Week Chairman Guus van Dee said, “We are very happy that we could sign our dream line-up for this special edition. We welcome them from all over the world. The partnership with Synergy Sports is a new enrichment for our level of organization.”

Matthew Lawrence, Senior Director of Baseball, Synergy Sports at Sportradar, said, “Haarlem Baseball Week is an iconic international tournament and the addition of the advanced technological capabilities of Synergy Sports ensures its continued prominence on the global baseball calendar, while continuing our mission of providing the tools and resources that enable athletes and coaches to compete at the highest level.

About Synergy Sports

Synergy Sports, a division of Sportradar, is recognized as the leading global provider of data, analytics, coaching, and scouting tools for Basketball, Baseball, and Hockey, and is a pioneer in automated sports technology solutions. Synergy Sports delivers high level statistics and analysis, all tied to video content, making scouting easier and more thorough than ever before. This proprietary video technology service is currently used by all NBA, WNBA, MLB and NCAA D1 Basketball teams, as well as top teams and leagues around the world. Synergy Automated Camera System is the company's video capture ecosystem, enabling teams, leagues, and federations to capture, produce, and distribute content through Computer Vision and AI-driven technology. To learn more, visit www.synergysports.com and follow Synergy Sports on [Twitter](#) and [LinkedIn](#).

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 3,000 full time employees across 20 countries around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,700 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, UEFA, FIFA, ICC and ITF. We cover more than 890,000 events annually across 92 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 HAARLEM BASEBALL WEEK

<https://honkbalweek.nl/en/>

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