



SPORTRADAR TO DEEPEN FAN ENGAGEMENT FOR GROUPE FDJ WITH LAUNCH OF AUTOMATED NEAR-LIVE SHORT-FORM VIDEO CONTENT

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ST. GALLEN, SWITZERLAND – 9 JUNE 2022: Sportradar (NASDAQ: SRAD) is providing ParionsSport en ligne, French operator FDJ's online sports betting activity, with an artificial intelligence driven, near-live premium sports video content offering to create deeper engagement with the sports betting service's customer base of sports fans.

FDJ is the first French operator to leverage Sportradar's Live Channel Promotion service, which deploys the latest machine learning and automation technologies in partnership with Sportradar's technology partner WSC Sports, to provide ParionsSport en ligne customers with thirty second near-live video clips of key moments from sports matches.

Customers must subscribe to receive the short-form video content, which is delivered directly to their mobile devices via a push notification. The content which includes Sportradar's portfolio of media rights, is segmented according to customer betting preferences and includes a call-to-action (CTA) to a specific betting market on the ParionsSport en ligne app, creating a highly personalised and immersive experience for the end user.

The Live Channel Promotion product serves-up short form video clips from top European football leagues including Germany's Bundesliga and Bundesliga 2, Spain's cup tournaments the Copa del Rey and the Spanish Super Cup, and Germany's BBL basketball league. In the first three months of the partnership, more than 100 games have already been deployed via Live Channel Promotion.

Patrick Mostboeck, Global Director Video and Streaming Products at Sportradar said: "Through Sportradar's market leading technology, we're able to provide FDJ with the necessary tools to engage more deeply and purposefully with their customer base of sports fans. Delivering a personalised video highlight to customers directly is a very rich way of addressing them and facilitates a meaningful engagement opportunity beyond sending a push notification with a generic message."

Hugo Le Pierres, Head of Products, Offers and Services of ParionsSport en ligne said: "ParionsSport en ligne is proud to offer our players a new 'real time' video service in addition to its streaming offer. The automated match highlights provided by Sportradar have been highly appreciated by our players. We always strive to provide the best possible service and it is great to collaborate with our partners at Sportradar to be the first operator to offer such a content innovation."

Yuval Benyamini, Head of Betting, WSC Sports said: "We're delighted that WSC Sports' technology is key to facilitating this new experience for FDJ players. Through near real-time highlights, players are now able not only to receive updates, but also see all the action that matters to them via push notifications. This marks the first-time betting players can enjoy sports highlights which have quickly become the fastest growing form of sports media consumption."

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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 over 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.

For more information about Sportradar, please visit www.sportradar.com

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