SPORTRADAR TO POWER HARD ROCK SPORTSBOOK'S IN-APP STREAMING

September 22, 2022

HOLLYWOOD, FL and NEW YORK, NY – September 21, 2022 — Sportradar (NASDAQ: SRAD) and Hard Rock Digital, the exclusive Hard Rock International and Seminole Gaming vehicle for interactive gaming and sports betting, today announced a multi-year partnership for Sportradar to deliver its global portfolio of live streaming sports content to power Hard Rock Sportsbook's new in-app Streaming Hub.

Hard Rock Sportsbook players now have a dynamic in-app betting and live streaming experience with access to more than 150,000 contests from 392 premium sports properties, including the National Hockey League (NHL), Spanish soccer's Copa del Rey, Germany's Bundesliga, Chinese and German basketball leagues, Polish Table Tennis Elite Series, International Tennis Federation (ITF), and Association of Tennis Professionals (ATP).

Michael Gandolfo, Group Head, Regional Sales, Sportradar, said: "With the increase of mobile and growth of in-play sports betting in the US, live streaming has become more important than ever. By providing our extensive portfolio of content, Sportradar has met that challenge and will enable Hard Rock Sportsbook to enhance its product with an even more engaging and entertaining customer experience."

Matt Primeaux, President of Hard Rock Digital, said: "Hard Rock Sportsbook's new Streaming Hub is one of several recent innovations that demonstrate our commitment to building the best sports-betting product in the market and delivering the 'Hard Rock experience' to our players anytime, anywhere. With Sportradar's worldwide sports properties, this streaming content represents always-on entertainment and provides our players with a dynamic live betting experience through our app."

Through the utilization of Sportradar's data and content solutions, Hard Rock Sportsbook has been able to rapidly expand its presence and build a differentiated product experience in the crowded US sports betting market. The new deal between Sportradar and Hard Rock Sportsbook builds on their existing partnership which previously included pre-match and live betting services and content solutions, which are purpose built to drive deeper fan engagement as well as customer acquisition and retention.

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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. www.sportradar.com

About Hard Rock Digital
Hard Rock Digital is the exclusive Hard Rock International and Seminole Gaming vehicle for interactive gaming and sports betting on a global basis. Known the world over for its famous cafes, casinos, hotels, and music memorabilia collection, Hard Rock's legendary hospitality and entertainment serves as our foundation as we build the future of sports betting and internet gaming. Headquartered in Hollywood, Florida, and with offices in Austin, Texas, Hard Rock Digital is dedicated to creating the best place to play for sports fans and mobile gamers everywhere.

Join us by visiting HardRockSportsbook.com and following @HardRockSB on Twitter for the latest betting action. For news, visit HardRockDigital.com or follow @HardRockDigital on Twitter.

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