SPORTRADAR AND BASEBALL AUSTRALIA TO TAKE AUSTRALIAN BASEBALL LEAGUE GLOBAL WITH NEW STREAMING PLATFORM

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Multi-year deal also covers worldwide exclusive data and audio-visual betting rights distribution, as well as market-leading integrity services

Melbourne, Australia - 7 November 2022: Sportradar (NASDAQ: SRAD) and Baseball Australia (BA) have entered a multi-year partnership to engage sports fans globally by broadcasting Australian Baseball League (ABL) games live on a dedicated OTT platform for the very first time, the companies announced today.

The new live streaming service, onDemand*, is just one part of a strategic partnership struck between Baseball Australia, Sportradar and the ABL. In addition to powering the new OTT platform, Sportradar will serve as the ABL's exclusive betting data and audiovisual rights distribution partner, connecting the game through products and services to its global network of sportsbook operators and media customers.

Sportradar has also been chosen as the ABL's official integrity partner, with the company's industry-leading Universal Fraud Detection System (UFDS), an advanced and proven bet monitoring system, deployed to safeguard the integrity of Baseball Australia and ABL competitions.

The first games to be broadcast on the Baseball Australia-owned OTT platform will be Round one of the ABL season, commencing on November 10. The service will initially launch as a Web platform, with a dedicated App to be built by Sportradar for the start of the 2023/24 season.

With national team members returning for Round one of the ABL, the eight-team strong league has a busy schedule of 160 regular season games over ten rounds. The return of the Auckland Tuatara and Geelong-Korea teams this season means fans across the entire Asia region, and around the world, will be able to watch their teams fight down under for the Claxton Shield.

Dave Edwards, Sportradar's Director of Sports Media and Partnerships – Oceania, said: "We're pleased to partner with Baseball Australia and the ABL to help them reach and engage new audiences both here in Australia and around the world. By taking an intelligent, technology-driven partnership approach to content distribution, rights holders can directly control how their assets are commercialised, while learning more about their fans in the process. We look forward to assisting BA and the ABL as they pursue their ambitious growth strategy."

Glenn Williams, Baseball Australia CEO said: "An ability to house Australian baseball content onto the one platform for fans to see is something we are really excited about. This is a one-stop shop for the fans to consume their baseball content from Little League all the way through to the ABL and Team Australia. Partnering with Sportradar, a global company who work with major sports leagues around the world, will be a major boost for baseball in Australia."

Paul Gonzalez, ABL General Manager said: "We are excited to partner with Sportradar to bring the ABL into the homes of sport and baseball fans across the world. This is a revolutionary deal with the Australian Baseball League that will not only provide a high-quality stream but also integrity and opportunity to the league. We are proud to partner with such a global brand who works with other elite sports bringing the focus back to the Australian Baseball League and its athletes."

*onDemand can be found at ondemand.baseball.com.au

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ABOUT SPORTRADAR
Sportradar is the leading global sports technology company creating immersive experiences for sports fans. 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 3,500 employees in 20 countries, world-wide. It is our commitment to excellent service, quality and reliability that makes Sportradar 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. Sportradar covers over 890,000 events annually across 92 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards sports through its Integrity Services offerings across the world. www.sportradar.com

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ABOUT BASEBALL AUSTRALIA
Baseball Australia (BA) is the governing body for all levels of baseball throughout the country. Primarily responsible for the development of the sport; administration, conduct, participation, high performance and promotion, BA works with seven (7) State and Territory associations and 600+ clubs across the country.

BA also acts as the international liaison and represents Australian Baseball at all International forums. They are the 100% owner of the Australian

Baseball League (ABL). Team Australia and the Emeralds are the men's and women's National senior representative teams for Baseball Australia, both competing in World Cup competitions and the four-yearly World Baseball Classic.

ABOUT AUSTRALIAN BASEBALL LEAGUE

The Australian Baseball Federation is the peak representative body for baseball in Australia. The Australian Baseball Federation has national and international regulatory and co-ordination responsibilities. In performing those functions the Australian Baseball Federation uses the descriptor: "Baseball Australia".