U.S. SOCCER AND SPORTRADAR ANNOUNCE EXCLUSIVE, MULTI-YEAR PARTNERSHIP TO DRIVE FEDERATION'S GROWTH AROUND THE WORLD

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Sportradar Becomes U.S. Soccer's Official Betting Data Partner

Chicago and New York, August 22, 2023 – Following a competitive selection process, U.S. Soccer today announced a global, long-term partnership with Sportradar (NASDAQ: SRAD) to enhance and expand distribution of the federation's data and content around the world, bringing it to a wider audience.

Under the terms of the agreement, for both U.S. and international markets, Sportradar has exclusive rights to collect, license and distribute the federation's official betting and media data. In addition, Sportradar has won the exclusive distribution rights for live AV streaming of U.S. Soccer competitions for betting purposes, available outside of the U.S. Sportradar's official provider designation will enable U.S. Soccer to commercialize its data and content through Sportradar's global network of more than 900 regulated betting operators and 350 media clients.

U.S. Soccer and Sportradar will also collaborate on the development of bespoke data-driven solutions to help deepen existing fan relationships, attract and engage the next generation of National Team supporters, and increase opportunities for monetization, driving further growth.

The deal, which covers more than 111 matches per year across U.S. Men's (USMNT) and Women's (USWNT) National Team competitions, including the SheBelieves Cup and the Lamar Hunt U.S. Open Cup – which will see superstar Lionel Messi and Inter Miami CF visit FC Cincinnati as Houston Dynamo hosts Real Salt Lake in the tournament semifinals on Aug. 23 – comes at a pivotal time for soccer in America. Several major global soccer events featuring the USMNT and USWNT will be held in the U.S. including the 2024 Copa America, the 2024 Concacaf W Gold Cup, the 2026 FIFA Men's World Cup and the 2028 Olympic Games in Los Angeles. Additionally, U.S. Soccer joined the Mexican Football Federation to launch a combined bid to host the 2027 FIFA Women's World Cup.

U.S. Soccer will also engage Sportradar's Integrity Services for bet monitoring through its Universal Fraud Detection System (UFDS), Intelligence & Investigation (I&I) Services, Integrity Audit, and Education & Prevention, including anti-match fixing workshops.

"The profile of soccer globally across both the men's and women's game is the highest its ever been. At this important moment for the sport, this partnership reflects the shared commitment we have with U.S. Soccer to bring the sport to a larger audience both domestically and on an international level," said Eric Conrad, Executive Vice President, Strategic Partnerships & Content, Sportradar. "We know that when fans place bets on a game, their interest in the sport intensifies. I am confident that our scale, technology and leadership in the market will position us to effectively monetize these rights with a strong focus on future value creation."

"The partnership with Sportradar is massive for U.S. Soccer," said Ross Moses, Vice President, Business Ventures of U.S. Soccer. "The incredible youth and diversity that strengthen the USMNT and USWNT are just as evident in our fan bases, and this is an obvious area – not only gaming but technology broadly – to accelerate the growth of our sport and connect new partners to important growth demographics. It's well recognized that the next four years are an unprecedented opportunity for American soccer, and partnering with an industry leader like Sportradar sets an amazing foundation for U.S. Soccer to protect the integrity of the sport while engaging a competitive and fast-evolving marketplace."

The agreement with U.S. Soccer follows Sportradar's recent CONMEBOL deal announcement and further demonstrates Sportradar's commitment to being an innovative sports technology and betting partner for the sport of soccer, driving new revenues, engaging fans and safeguarding competitions. The company's global soccer partners now include FIFA, UEFA, CONMEBOL, Bundesliga and the Asian Football Confederation.

About Sportradar
Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the NBA, NHL, MLB, NASCAR, UEFA, FIFA, Bundesliga, ICC and ITF, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports 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

About U.S. Soccer
Founded in 1913, the U.S. Soccer Federation has been the official governing body of the sport in the United States for more than 100 years. During that time, the sport has grown tremendously at all levels. As U.S. Soccer looks towards the future, its mission is to make soccer the preeminent sport in the United States. With a long-term and strategic approach, U.S. Soccer aims to accomplish its mission by supporting its members to increase participation at the youth and adult levels, develop world class players, coaches, and referees to consistently win at the highest levels on the international stage and serve the fans by engaging with them in deeper and more meaningful ways. For more information, visit ussoccer.com.

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