NASCAR and Sportradar Announce Long Term Global Partnership Extension, Adding Betting Data Rights

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New pact makes Sportradar an official NASCAR betting data provider for the first time

NEW YORK, NY and DAYTONA BEACH, FL – August 29, 2023 – The National Association for Stock Car Auto Racing, LLC (NASCAR®) and Sportradar (NASDAQ: SRAD) today announced a four-year extension of their long-term media data rights partnership, which now includes official betting data. This expanded agreement will result in Sportradar fueling not only NASCAR's digital media partners with live timing and scoring data, but also driving the continued growth of betting on the sport.

As an official data partner of NASCAR, Sportradar provides the fast, accurate and reliable data the media and betting industries rely on across the sanctioning body's three national series: the NASCAR Cup Series™, NASCAR Xfinity Series™ and NASCAR Craftsman Truck Series™, totaling 97 races annually.

NASCAR made its foray into legal sports gambling in September 2020 when it became the first league to partner with the American Gaming Association (AGA). Since then, sports betting on NASCAR has increased exponentially as betting operators saw a 51.5% increase in the total amount of money wagered on NASCAR in 2022 compared to the previous year. NASCAR's authorized gaming operators include BetMGM, FanDuel, and Penn Entertainment.

"As the sports industry's leading technology company and a trusted partner of sportsbooks and media companies, Sportradar is uniquely positioned to support NASCAR in capturing commercial opportunities," said Eric Conrad, EVP, Strategic Partnerships & Content, Sportradar. "Our ability to leverage these rights in the marketplace will ultimately enrich the NASCAR experience for fans."

"Our partnership with Sportradar is foundational to our sports betting strategy from ensuring the integrity of our product to quickly providing authorized gaming operators and media partners with accurate, reliable data," said Joe Solosky, NASCAR managing director, sports betting. "Adding official betting data to the partnership will continue to catalyze NASCAR's rapid growth in the sports betting space and allow fans to further engage with the sport."

As one of Sportradar's earliest U.S. league partners, this deal builds upon a longstanding multi-faceted relationship. Since 2015, NASCAR and Sportradar have agreed to several contract extensions related to media data rights. Additionally, in April 2022 the two organizations entered into a separate multi-year integrity services agreement.

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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

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About NASCAR
Celebrating its 75th Anniversary in 2023, the National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR sanctions races in three national series (NASCAR Cup Series™, NASCAR Xfinity Series™, and NASCAR CRAFTSMAN Truck Series™), four international series (NASCAR Bras Sprint Race, NASCAR Mexico Series, NASCAR Pinty's Series (Canada), NASCAR Whelen Euro Series), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour) and a local grassroots series (NASCAR Advance Auto Parts Weekly Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races annually in 12 countries and more than 30 U.S. states. For more information visit www.NASCAR.com and www.IMSA.com, and follow NASCAR on Facebook, Twitter, Instagram, and Snapchat ('NASCAR').

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