



Sportradar's Alpha Odds Receives Dual Honors at European iGaming Awards 2025

February 3, 2025

St. Gallen, Switzerland, February 3, 2025 – Sportradar (NASDAQ: SRAD) is pleased to announce that it was recognized with two prestigious honors at the European iGaming Awards during ICE Barcelona. The company's innovative Alpha Odds solution was honored in two competitive categories, continuing to solidify Sportradar as a leader in the online gaming industry. The European iGaming awards, a benchmark for excellence in the sector, celebrate groundbreaking achievements and advancements that redefine the gaming experience.

Alpha Odds received recognition in the following categories:

- **2024 Innovation of the Year:** Celebrating the pinnacle of innovation and creative thinking in iGaming.
- **Best Sports Betting Innovation:** Honoring extraordinary advancements in the sports betting arena.

A service offered through Sportradar's Managed Trading Services (MTS), Alpha Odds leverages AI-driven odds personalization technology to deliver bespoke betting prices for sportsbook operators. Alpha Odds recalculates financial exposure in real time, enabling operators to manage liability with unparalleled precision, reduce risk and enhance profitability. Since its launch, Alpha Odds has generated an average 13% improvement in margin performance for sportsbooks using the solution.

Through Alpha Odds, Sportradar's MTS continues to optimize trading strategies and elevate sportsbook profitability, while reinforcing Sportradar's position as a trusted technology partner for operators worldwide.

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 ATP, NBA, NHL, MLB, NASCAR, UEFA, FIFA, and Bundesliga, 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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