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# CEO MESSAGE

## CEO MESSAGE



As we move forward in our journey as a responsible and innovative company, I am proud to reflect on our commitment to Environmental, Social, and Governance (ESG) principles.

At Sportradar we believe, like all great athletes, that success is grounded in committed, diligent, and consistent efforts. Our ESG program represents our commitment to making ethical, sustainable, and socially responsible choices, consistently. This will drive our business forward and contribute positively to the communities we serve.

Our ESG initiatives envision a range of outcomes, from fostering diversity, equity and inclusion within our workforce, to

actively engaging in our local communities, maintaining compliance with global regulations, conserving resources and reducing our carbon footprint.

These are not corporate obligations. This is a moral imperative that drives us to create lasting value for all stakeholders — our investors, clients, partners, employees and the communities in which we live and work. This report underscores our commitment to sustainability by highlighting specific achievements and providing you with clear and comprehensive information about our performance.

As shareholders, your trust and support are invaluable to us. Your belief in our purpose,

vision and mission drives us to strive for excellence in all our endeavors. We invite you to explore this report and engage with us as we continue to evolve our ESG practices.

Thank you for your support.

A handwritten signature in black ink, appearing to read 'C. Koerl', with a stylized flourish at the end.

**Carsten Koerl**

CEO

# ABOUT US

## ABOUT US

Sportradar<sup>1</sup>, founded in 2001, is a leading global sports technology company positioned at the intersection of the sports, media and betting industries. We provide sports federations, news media, consumer platforms and sports-betting operators with a best-in-class range of solutions to help grow their businesses.

At the same time, Sportradar strives to safeguard the industry through our Integrity Services initiatives and impact, maintaining sport as a great unifier across the globe.

We provide mission-critical software, data and content via subscription and revenue-share arrangements to sports

leagues and federations, betting operators and media companies. Since Sportradar's founding, the company has been at the forefront of innovation in the sports-betting industry and we continue to be a global leader in understanding, leveraging and monetizing the power of sports data.

### SPORTRADAR IS TRUSTED BY THOUSANDS OF GLOBAL CLIENTS AND PARTNERS INCLUDING:



EMPLOYEES



OFFICE LOCATIONS



COUNTRIES



CLIENTS & PARTNERS

# OUR SUSTAINABILITY PATH

## OUR SUSTAINABILITY PATH

Our sustainability strategy is led by a committee drawn from our executive and senior management, with oversight from and engagement with our Board of Directors. This governance ensures sustainability principles are woven into our business practices to ensure a robust approach to sustainability oversight<sup>2</sup>.

Sportradar is proud to include a variety of sustainability activities that span multiple areas. These include governance, people, supply-chain management, data privacy, cybersecurity, innovation, research and development, environmental impact and social responsibility, all supported by our commitment to ethical business practices.

### OUR ACTIVITIES ARE BUILT ON OUR FIVE “SPORT” PILLARS:

1



#### SUSTAINABLE

Fulfilling our client and partner needs while developing practices grounded in environmental responsibility

2



#### PEOPLE

Providing challenging and rewarding employment opportunities for world-class talent who propel our company forward, while having a positive impact in the communities in which our constituents live and work

3



#### OVERSIGHT

Implementing governance that ensures uncompromising adherence to laws, regulations and standards

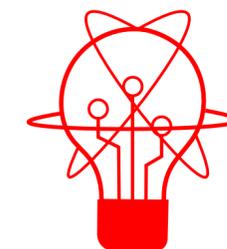
4



#### RESPECT

Ensuring the value of sports by keeping trust and integrity at the center of everything we do

5



#### TECHNOLOGY LED

Working every day to be the most innovative sports technology company in the world

# SUSTAINABLE

Fulfilling our client and partner needs while developing practices grounded in environmental responsibility

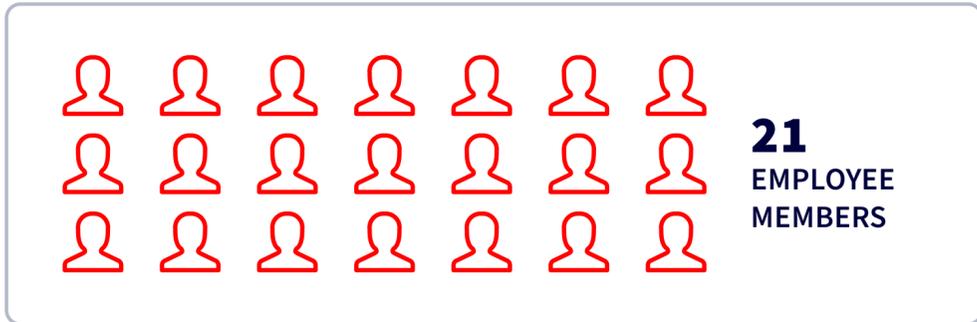


# ENVIRONMENTAL RESPONSIBILITY

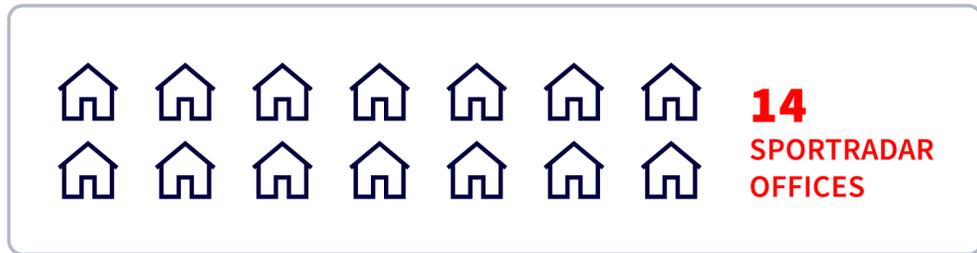


The survey resulted in the adoption of several new initiatives on a local level and spurred the development of our Climate Champions program, a global, volunteer-based group of employees dedicated to focusing on local and community efforts to address climate change.

Currently, the program consists of:

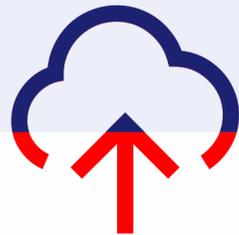


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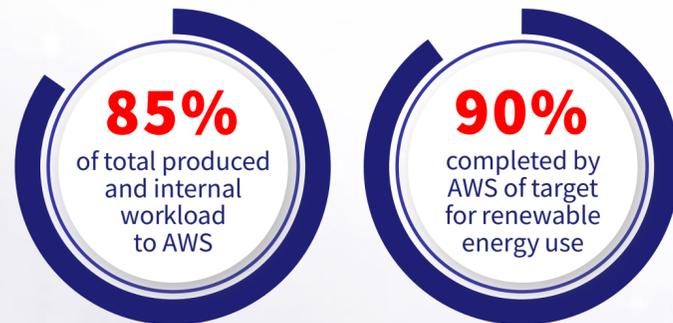
# OUR PRINCIPAL ENVIRONMENTAL IMPACTS

OUR OPERATIONS GENERATE TWO PRINCIPAL ENVIRONMENTAL IMPACTS:  
**OUR CLOUD ESTATE AND OUR REAL ESTATE**



## CLOUD ESTATE

Environmental factors are important to our analysis of computation needs. Following an internal review of datacenter operations, we partnered with Amazon Web Services, migrating 85% of total produced and internal workload to AWS so far. To date, AWS has completed 90% toward its 100% target for renewable-energy use.



A cloud-centric approach allows us to shrink our usage in line with demand, avoiding wasteful underutilization of physical servers and reducing power usage accordingly. This consolidation of nearly all on-premises services includes those provided for our end users requiring third-party licenses. Tooling supplied by vendors and run by Sportradar is also almost exclusively cloud hosted.



## REAL ESTATE

During 2023, sustainability factors were included in the lease-governance protocol used in selecting office space, and to take advantage of sustainable office developments as they arise. These factors also guide our evaluation of lease renewals.

Under this protocol, we relocated 520 employees to new office space in Filinvest City, Manila in December 2023. The new facility became the first Central Business District in the Philippines to receive Leadership in Energy and Environmental Design v4 Gold Certification for its Neighbourhood Development Plan. It is also a certified 3-star Building for Ecologically Responsible Design Excellence. At this facility, the air conditioning of Sportradar's offices is provided by the largest District Cooling System in the Philippines, generating energy savings of 40%. Further reductions in carbon footprint will be achieved by solar-powered, zero-carbon "eco-loop" e-shuttles, which will replace Jump Jeep shuttles Sportradar makes available to its Manila-based staff.



FILINVEST CITY, MANILA



## END-OF-LIFE EQUIPMENT

We are committed to ensuring end-of-life IT equipment is appropriately handled through safe and sustainable recycling practices. This is why in 2023 we signed a global contract with the ISO- and R2-certified recycling and reverse-logistics firm, Pulse, pledging our commitment to the circular economy.

# PEOPLE

Providing challenging and rewarding employment opportunities for world-class employees who propel our company forward, while having a positive impact on the communities in which we and our constituents live and work.



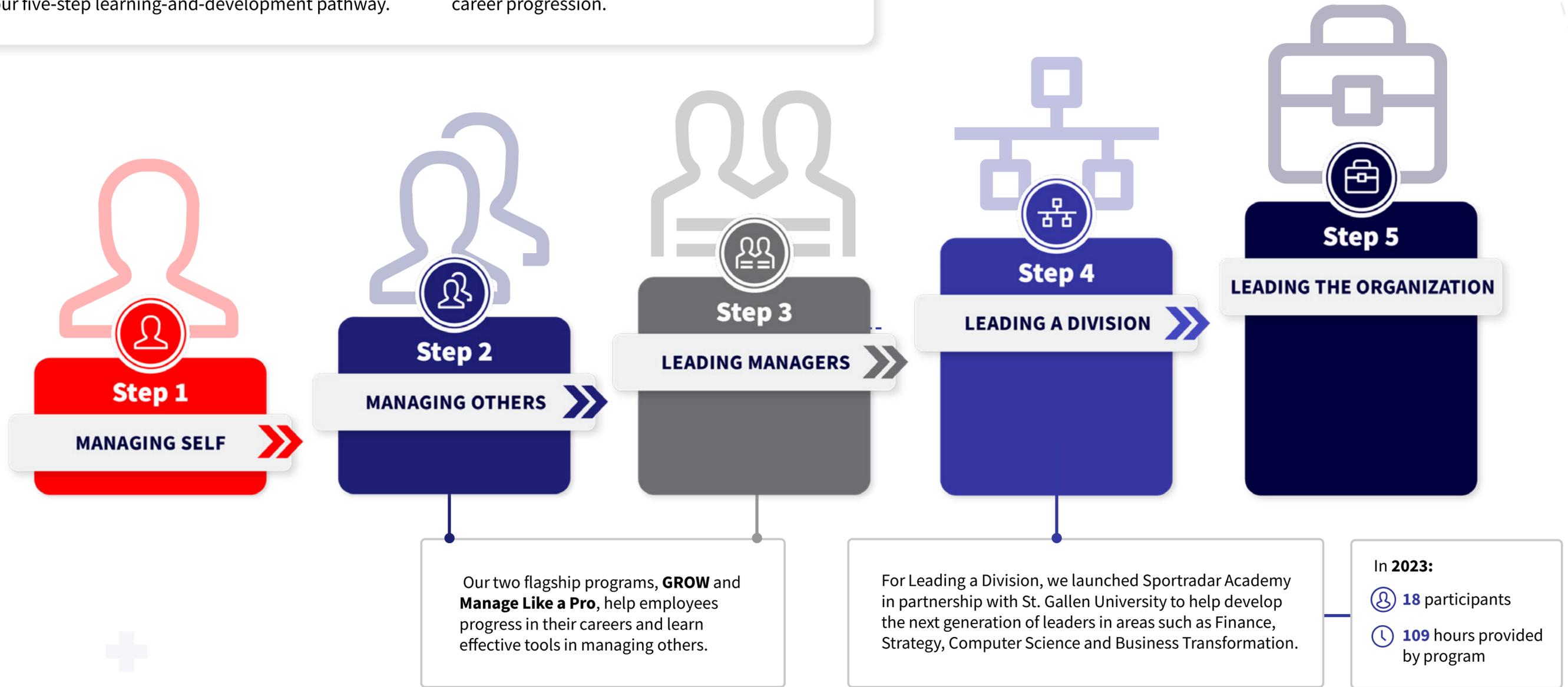
- Our people are our most valuable resource. They inspire us to continue to improve and to establish a sustainable workforce where team members are valued. Their growth is vital to the organization and their contributions to their communities are meaningful.
- Employee development and support comes in many forms, including challenging work experiences, extensive and varied learning and development programs, employee resource groups (ERGs) and our focus on diversity, equality and inclusion (DEI).



## LEARNING & DEVELOPMENT

→ We are committed to providing our employees with meaningful opportunities for continuous learning and development, and these were further enhanced in 2023 with the introduction of our five-step learning-and-development pathway.

→ Each step provides various, tailored training and educational opportunities to help employees develop tactical skills, increase product, company and industry knowledge and foster career progression.



In addition to our career-development courses, our GameChanger mentoring program provided employees with access to mentors to engage, enhance and promote professional success.

Sponsored by our Women in Tech (WiT) ERG and in association with Moving Ahead, a mentoring-and-inclusion provider, the program involved 120 participants, half of whom were women.

**GAMECHANGER ATTENDANCE:**



# DIVERSITY, EQUITY, INCLUSION

SPORTRADAR'S DEI PROGRAM IS STRUCTURED AROUND FIVE KEY PILLARS:



**ENGAGE**



**EQUIP**



**EMPOWER**



**EMBED**



**EVALUATE**

# 1

## ENGAGE



→ We raise awareness of DEI issues and celebrate key DEI moments internally and externally through events and storytelling.



### WNBA EVENT

In 2023, we supported women athletes through our collaboration with the Women's National Basketball Association by serving as an Associate Partner at the inaugural WNBA B2B Hub event.

This accompanied the WNBA All-Star Game, with Sportradar representatives participating in programs such as the panel discussion entitled Shaping the Future of Women's Sports, which featured one of our talent employees together with our partners, FanDuel and ESPN.



### PRIDE MONTH

In June we celebrated Pride month, with offices across the globe hosting inclusive, educational and celebratory events.

Departments went head to head in an enthusiastic battle of creativity, transforming their spaces into vibrant showcases of Pride. Teams hosted talks for greater awareness and understanding, shedding light on the LGBTQIA+ community's experiences.



### INTERNATIONAL WOMEN'S DAY

For International Women's Day, we organized events in offices across the globe to commemorate the significant contributions of women in the technology sector. Our CEO and management team led the Women in Tech Global Gathering session, open to all employees, where our teams came together and engaged in open and honest discussions focused on diversity in the sports industry and in the workplace.



## 2 EQUIP



→ We provide training and resources to create a diverse, equitable and inclusive workplace.

In 2023,

# 100%

of our employees completed the

### EQUALITY AND DIVERSITY IN THE WORKPLACE TRAINING

0%



100%

course about Sportradar's commitment to equality and its expectation that all our employees play a role in creating a healthy and inclusive environment, free of harassment.

## 3 EMPOWER



- Sportradar's Employee Resource Groups foster a sense of community and belonging.
- Sportradar currently has four ERGs, each of which supports an inclusive and diverse workplace, promoting employee engagement and collaboration across our global offices.

2021

### WOMEN IN TECH:

Established in 2021, WiT is currently 352 strong, an increase of 41% from 2022, with regional chapters in Europe and North America hosting regular local and global gatherings for women and allies supportive of the group's mission to make Sportradar a great place for women to work.

2022

### SPORTRADAR PRIDE:

Established in 2022, Pride has a global membership of 250 employees and is committed to giving voice to the LGBTQIA+ community and its allies within Sportradar. It provides a dedicated employee forum and promotes inclusive teams and working spaces.

2023

### NEURODIVERSITY ERG:

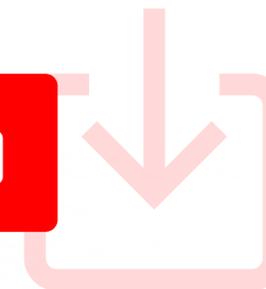
The Neurodiversity ERG also was formed in 2023 to provide a supportive community within Sportradar, fostering inclusivity and awareness for neurodivergent individuals.

2023

### MULTICULTURAL ERG:

Our Multicultural ERG, formed in 2023, is rooted in the belief that collaboration among team members with varied perspectives and cultural experiences generates deeper and more incisive insights, ultimately driving better business results. This ERG aims to provide a platform for our employees to have meaningful conversations about multicultural issues.

# 4 EMBED



- We implement inclusive and equitable practices into our policies and processes, creating a workplace where there are opportunities for growth, development and advancement for all our employees.
- Our Global Diversity and Equality Policy and our Global Anti-Discrimination Policy ensure Sportradar employees and prospective employees, partners, beneficiaries, contractors and suppliers are treated fairly and equally – by right, and at all times.

## THE PRINCIPLES OF THE POLICIES ARE:



Providing a safe and accessible working environment



Respecting the identity and culture of every individual



Providing our employees with a workplace that is free from discrimination, harassment and victimization



Encouraging and embracing inclusion



Dealing promptly, effectively and fairly with all good-faith complaints or reports of violations of our code of conduct, and ensuring our employees are free from retaliation for lodging any such complaints or reports



Continually improving our understanding and application of diversity and inclusion

# 5 EVALUATE



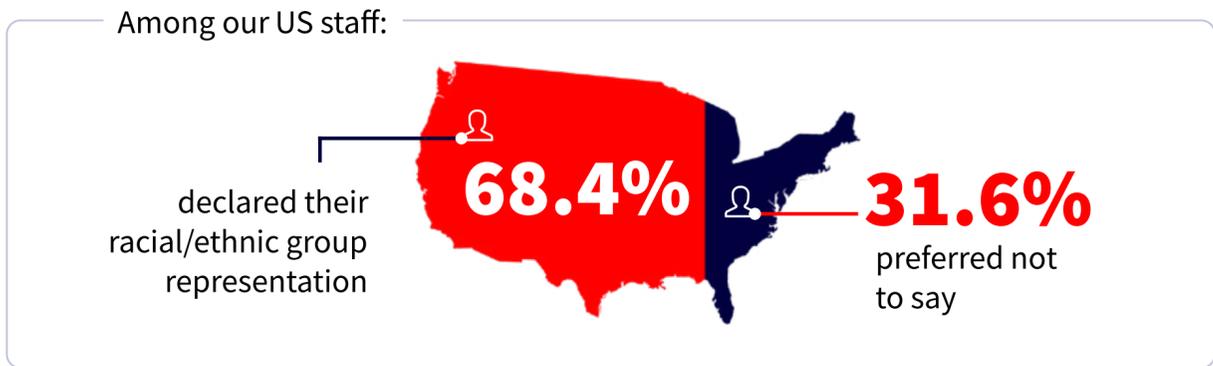
We measure progress against our DEI Framework by tracking a range of diversity indicators, particularly those required by SASB metrics.



One hundred percent of Sportradar employees completed the training on Equality and Diversity in the Workplace

## DIVERSITY METRICS

Sportradar collects ethnicity data in the US through the Workday support tool.



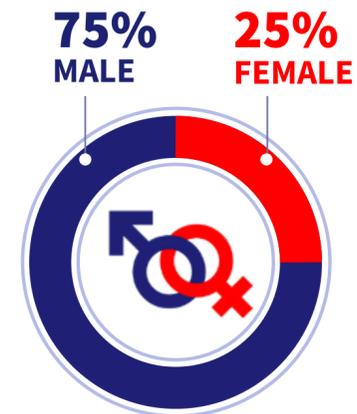
Of those for whom data are available, the percentage of racial/ethnic group representation is as follows for:



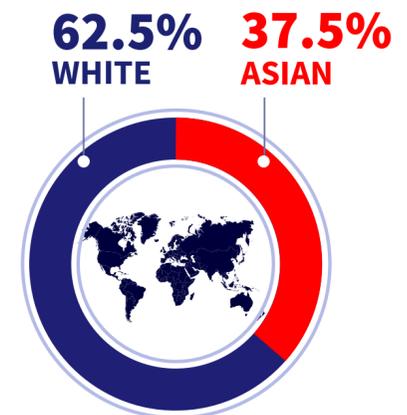
The definitions used in the above metrics are: for management, all line managers and for technical staff, all those in an engineering role.

Gender and diversity representation for non-executive management is as follows:

**GENDER:**



**DIVERSITY:**



# COMMUNITY IMPACT

→ Sportradar partners with community organizations around the world which help support, strengthen and enrich communities through the power of sport, technology and community engagement.



Our CEO, Carsten Koerl, along with his personal financial support, drove Sportradar's official sponsorship of the 2023 Special Olympics World Games in Berlin in 2023, at which 6,500 athletes with intellectual disabilities competed in 26 sports.

A key purpose of the Games is to achieve greater recognition and social participation for those in our society with intellectual disabilities. With Sportradar's support, nearly 50 Sportradar employees traveled to Berlin, volunteering over 2,000 hours of their time and talent, to demonstrate how we are one team, each of them building lasting relationships through their shared experiences.



Globally, Sportradar supports Wings for Life, a non-profit foundation dedicated to finding a cure for spinal-cord injury. In 2023, we had our highest participation to date, with more than 500 employees taking part in the Wings for Life Global Run and raising more than €10,000.

For all our offices, we facilitate and encourage employees' active engagement in community service and charitable activities through a Volunteer Time Off program. This gives qualifying employees up to two days' VTO per year to dedicate to volunteer work.



# OVERSIGHT

Implementing governance that ensures uncompromising adherence to laws, regulations and standards



Sportradar’s oversight activities seek to instill and consistently promote a high internal standard of conduct and ethical behavior, protecting our people, our constituents and our brand.

## SUSTAINABLE PROCUREMENT

**Our 2023 Procurement Policy** reflects both the applicable United Nations procurement strategy and the International **Organization for Standardization (ISO)** sustainable-procurement guidelines, and addresses human rights, employment, health and safety, data protection, anti-avoidance and anticorruption regulations. It incorporates the following key governance documents into our purchasing processes:

-  [The Sportradar Code of Business Conduct and Ethics](#)
-  [The Code of Conduct for Suppliers](#)
-  [The Vendors and Representatives Retention Policy](#)
-  [The Global Anti-Money Laundering and Counter-Terrorism Policy](#)
-  [Other applicable Service Agreements](#)

Complemented by our other policies, our **Code of Business Conduct and Ethics** ensures the broader Procurement Policy keeps procurement processes:

-  Fair, unbiased and consistent
-  Compliant with applicable laws and regulations
-  Socially and environmentally responsible, consistent with diversity and ethical business operations and practices
-  Rooted in transparent and objective criteria, free from personal interests, biases or other untoward or political influences
-  In line with the delegation of authority as described in the DoA Matrix
-  Timely, with all records maintained in as complete and accurate a manner as possible

**Under our Code of Conduct for Suppliers**, our vendors and their subcontractors have a mutual obligation to follow best business practices.

Among other things, this entails:



Compliance with International Labour Organization conventions around working time and compensation



Prohibiting the use of child and forced labor

A breach of our ethical guidelines by any of our suppliers risks penalty, up to and including the immediate termination of the business relationship with Sportradar.

Through the **Global Vendors and Representatives Retention Policy**, we ensure Sportradar only does business with qualified, ethical and reputable third parties. The level of risk and potential impact is evaluated during the **Supply Chain Risk Assessment**.

This disqualifies any third party who has:



Improper or suspicious connections or ownership interests



Engaged in any improper, unethical, corrupt or illegal activities

Our **Global Anti-Money Laundering (AML) and Counter-Terrorism Policy** prevents money laundering and the financing of terrorism or other criminal activities. Employees are obliged to comply with the AML policy, which informs them how to recognize and report any potential risks. It also commits Sportradar to reporting suspicions to the relevant authorities.

Our **Ethics Hotline** supports the policy as a channel for reporting – anonymously if required – any risks identified, directly to the Chief Regulatory and Compliance Officer.



## THE CORPORATE COMPLIANCE PROGRAM

- The Corporate Compliance Program (the Compliance Program) ensures compliance with all applicable legal and regulatory requirements. This is essential to Sportradar's long-term success not only in minimizing legal and reputational risks, but also in developing the trust of our partners, clients, and shareholders. Every individual within and representing Sportradar is responsible for ensuring their actions comply with Sportradar's principles both for legal and ethical behavior and for personal integrity. This global program prevents, detects and responds to any compliance issues.
- The Board and Sportradar's Leadership team are committed to ensuring the necessary structures and resources are available to support our Compliance program. This is achieved through the reinforcement of a culture of compliance, and demonstrated by leadership from the top. We model – and expect – ethical behavior and demonstrate our lack of tolerance for anything less.

Leaders are expected to drive timely completion of training and to:



Incorporate compliance topics into Leaders' strategy and regular communications to their staff



Drive the 'why' behind integrity and compliance and Sportradar policies



Live our corporate values

- Sportradar's Code of Business Conduct and Ethics (the Code) is the cornerstone of the Corporate Compliance Program. The Code, reviewed and approved annually by the Board, lays out the expectation Sportradar has that all employees, officers, directors, consultants, temporary employees and contractors must read, understand, and abide by the Code. This requires operating within the bounds of legal and appropriate behavior and complying with all Sportradar Policies and Procedures.
- At each of its regular meetings, the Board receives reports on matters governed by the Code, including cases reported to Sportradar's ethics "hotline" the FairPlay line, incidents and internal investigations. The Corporate Compliance Team maintains additional policies corresponding to key subjects, including the Global Anti-Bribery and Anti-Corruption Policy. This policy is intended to ensure the company's business practices comply with anticorruption laws in countries where Sportradar operates, such as the Foreign Corrupt Practices Act in the U.S. and the U.K.'s Bribery Act.

## COMPLIANCE TRAINING

Our mandatory e-learning training programs include training on AML, conflicts of interest, anti-bribery, Insider Trading and Diversity and Equity in the Workplace.

A new training platform was successfully introduced in 2023 to streamline delivery, tracking and reporting of all training modules.

### IN 2023:



of employees completed training on **THE CODE**



of employees completed training on **INSIDER TRADING**



## ETHICS AT SPORTRADAR

To uphold our high standards of ethics and integrity, Sportradar provides multiple channels to disclose reportable conduct by the company, management, supervisors or employees.

Reportable conduct might include intentional or negligent breaches of applicable laws or regulations, of the Code, or of contractual obligations by employees and/or representatives of Sportradar. We ensure all complaints are taken seriously and investigated thoroughly, with reports being processed fairly, efficiently and confidentially.



Sportradar maintains its FairPlay line, through which any employee may report a known or suspected issue



Employees may report a known or suspected issue to their supervisor, a People Team representative or the Chief Legal Officer.



In all cases, anyone who receives a report of a known or suspected violation of the Code is required to submit that report to the FairPlay line.

The FairPlay line enables employees, clients, vendors, suppliers or other third parties to report serious concerns they may have encountered, discreetly and confidentially – anonymously, if desired. Its confidentiality provisions extend to protection from retaliation against intimidation, harassment, discrimination or any other adverse treatment of whistleblowers and those who cooperate with the investigation of any report.

The tool is available online and can process reports in local languages other than English. It uses EthicsPoint's secure servers, independent of Sportradar's website and intranet. Employees are regularly informed about the FairPlay line, both during annual training on the Code and through a dedicated webpage available to all employees on Sportradar's intranet.



## GAMING & BETTING REGULATORY COMPLIANCE

As Sportradar operates in a highly regulated sector, the Licensing & Regulatory Affairs (“LRA”) team is dedicated to ensuring the company’s full and transparent compliance with all applicable betting and gaming laws, regulations and policies.

It does so through the following three-step process:



### 1. MONITOR

changes in betting and gaming laws, regulations and policies.



### 2. IDENTIFY & ASSESS

how to execute against changes.



### 3. EXECUTE

Sportradar obtains and acts in compliance with the required betting and gaming licenses and authorizations (or their equivalents) in all 120+ operational jurisdictions.

Obtaining licenses or their equivalents requires an extensive due-diligence process. Sportradar and its officers and directors are committed to working cooperatively with regulators to ensure each has the information it needs to support the company’s licenses.

Our licensing and regulatory affairs team also monitors Sportradar’s clients for compliance with laws and regulations.

This includes:

- The due-diligence process performed by corporate compliance
- A contractual obligation that clients abide by all applicable betting laws, regulations and licensure obligations
- Monitoring of all regulatory actions taken in the industry to ensure Sportradar is acting in compliance with all applicable regulations.

## ENTERPRISE RISK MANAGEMENT

Enterprise Risk Management is a company-wide effort to identify, avoid or prepare for risks to our company's achievement of its strategic and business objectives.

ERM is overseen by the CEO and the Board, with the Chief Legal Officer maintaining direct operational accountability. In addition, a Risk Council composed of members of the executive leadership team reviews certain enterprise risks. The Risk Council also determines the company's risk appetite on an annual basis and determines whether enterprise risks need to be escalated to the Board.

→ Effective risk management supports Sportradar's strategic and operational objectives. It is an essential part of strong governance and helps to:



Drive a culture where everyone understands, identifies, and manages risk



Identify risks, increase dialogue, inform decision makers, and define an escalation route when needed



Empower our people to make informed decisions in line with our risk appetite



Ensure ESG-related risks are identified and mitigated

This model enables us to timely identify and mitigate risks, including the following ESG-related matters:



### ENTERPRISE RISKS BASED ON ENVIRONMENTAL IMPACT:

Due to the relatively low environmental impact we have as a service provider, the environmental risks to the business are low.

RISKS MAY INCLUDE:

- An increase in costs due to regulation on cloud computing/data processing and internalization of external costs

✔ We mitigate these risks by continuously searching for efficiencies, e.g., implementing cloud computing etc.

- Temporary shutdowns of datacenters and centralized servers due to energy shortages or localized climate-related weather events

✔ We are mitigating these risks by ensuring we have operational resilience, with access to global infrastructure in case individual facilities fall temporarily redundant.



### ENTERPRISE RISKS BASED ON SOCIAL IMPACT & SPORTS INTEGRITY

Social-responsibility concerns and public opinion around, for instance, responsible gambling, gambling by minors and match-fixing could cause the popularity of sports betting to decline.

They might also significantly influence the regulation of sports betting and impact responsible gaming requirements, which may adversely impact our reputation

✔ Reputational risk is managed by our communications team in collaboration with external crisis-management experts. Tackling the risk of corruption to sport is at the heart of our integrity services (see Respect section of this report).



### ENTERPRISE RISKS RELATING TO EMPLOYMENT MATTERS:

Our ability to recruit, retain and develop qualified personnel, including key members of our management team, is critical to our success and growth. Risk arises because the expertise necessary is across a broad spectrum of intellectual-capital needs.

✔ Mitigation for this risk lies both in our compensation plans and incentives and in our recruitment, retention and development of personnel from diverse backgrounds<sup>3</sup> (see the People section on pg 9 of this report).

## AUDITING OUR ACTIONS

Risk oversight is also provided by a dedicated, in-house internal-audit function.

Internal Audit adds value and improves Sportradar's operations, acting as a business counselor, focusing on strategic topics and anticipating future trends.

Internal Audit conducts independent review and evaluation of governance, risk management and controls processes through:



Business-risk identification



Systems and controls



Ethical business conduct,  
ensuring due diligence in  
applying ESG-related policies

# RESPECT

Ensuring the value of sports by keeping trust and integrity at the center of everything we do



Since 2005, we have consistently been the leading supplier of fraud detection, investigative services and education and consultancy solutions to more than 256 partners worldwide, including sports' governing bodies, leagues, state authorities, and law-enforcement agencies.

## UNIVERSAL FRAUD DETECTION SYSTEM (UFDS)

→ Sportradar's Universal Fraud Detection System (UFDS) monitors and detects suspicious betting activity and is offered free of charge to all sports federations and leagues. The data generated by the UFDS is also used to protect Sportradar's content and betting-operator clients.

SINCE 2008

OVER **9,200** EVENTS



have been reported as "suspicious"

Sportradar has been instrumental in launching or securing

**794** SPORTING SANCTIONS

Support has also been provided to law-enforcement operations and investigations with:

**341** ARRESTS  
**144** INDIVIDUALS CHARGED  
**72** CRIMINAL CONVICTIONS

for sports-related fraud, resulting from Sportradar's assistance



These criminal cases have recently included an Austrian Federal Police case, which saw nine suspects convicted of fraud-related offences due to their involvement in match-fixing in February 2023. The criminal penalties imposed ranged from financial fines to prison sentences.



A separate match-fixing case, in Brazilian soccer, saw 11 individuals given prison sentences.



Sportradar also helped unravel a match-fixing conspiracy involving snooker champions. Two players were banned for life and eight others suspended for a total of 27 years.



These efforts, and more, protect sport – and athletes – by penalizing illegal activity and compelling sportsmanlike conduct, thereby protecting our customers and their clients.

## INTELLIGENCE & INVESTIGATION SERVICES

Sportradar Intelligence & Investigation Services specialises in investigating integrity threats and provides comprehensive, bespoke support to mitigate the risks partners face. This in turn helps partners understand how transnational organised-crime groups are linked to match-fixing<sup>4</sup>.

IN 2023:



**1,617  
HOURS**

were worked in direct collaboration with law-enforcement initiatives<sup>5</sup>.

## EDUCATION & PREVENTION

These services complement the UFDS and maximise opportunities to prevent and deter competition manipulation, breaches of social-media integrity, doping violations and other harmful activities. Sportradar also provides an Athlete Wellbeing Education Program developed for leagues, federations, teams and governing bodies, and is dedicated to supporting the athletes themselves.

IN 2023:



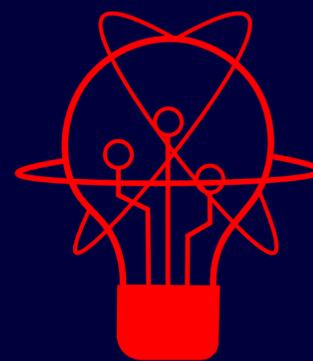
APPROXIMATELY  
**2,270  
PRO-BONO HOURS**

of prevention, detection and investigation support were provided by Sportradar.

This involves identifying individuals abusing athletes on social media and assisting with legal claims, alongside other deterrent measures to take affirmative action against what is a growing issue in sports<sup>6</sup>.

# TECHNOLOGY-LED

Working every day to be the most innovative sports technology company in the world



# INFORMATION SECURITY

→ Amid rapidly evolving cybersecurity threats, the protection of our clients' sensitive data and the integrity of our systems are paramount. We remain accountable for all information assets, for which we have a legal duty of care.

## WE CARRY THIS OUT THROUGH:



A first-class Information Security team, led by the Information Security Officer and several senior leaders with significant industry experience, Board access and active Audit Committee support



Strong security controls embedded into our business processes and software-development lifecycle



Threat-modeling exercises to identify potential threats and vulnerabilities for risk mitigation



Threat profiling of applications at the outset, implementing controls to address the threat posed to applications



Secure-coding practices, regular security reviews and the incorporation of security requirements from a project's inception



Integrating acquired firms to ensure a high level of security maturity



Using both internal and external resources in security tests, enabling ongoing identification of new risks



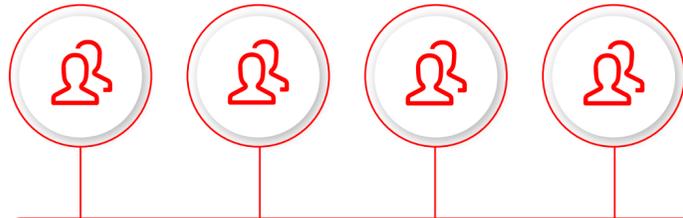
A yearly, independent, security-audit program performing internal assessments of products and corporate infrastructure, enhancing security posture



A third-party security assessment process at the Procurement level, bringing a security focused risk assessment to all procured services

## ISO 27001

Every year, the company undergoes specific security and compliance audits related to ISO 27001, the international standard for information security, cybersecurity and privacy protection. Policies, standards and guidelines have been established based on this international standard, which the Information Security team is responsible for implementing across each Tribe within the organization.



**Four teams are officially certified to ISO 27001**

Many others undergo annual security audits to ensure compliance with regulatory requirements. Although these four teams maintain official ISO 27001 certification due to customer or regulatory requirements, it is important to note that all of Sportradar's InfoSec policies are built based on that standard.

## INFOSEC TRAINING

Our annual InfoSec-training program is mandatory for all employees. Additionally, every developer is required to complete secure-coding training at least once a year. Whether an employee or a contractor, the requirement to complete such training applies to all developers.

The results and progress of these training programs are reported to the Board and Audit Committee. The security team is an independent unit, and the SVP, Information Security Officer reports directly to our Chief Legal Officer.

Our focus remains to develop our security capability through people, process and technology, both to manage cybersecurity events potentially impacting Sportradar or our customers and to recover from any cybersecurity incident. Sportradar has nearly 35 security specialists, focusing on incident response, architecture security, penetration testing, security governance and physical security.



## A GLOBAL PRIVACY PROGRAM

Responsibility for data privacy is central to sustaining our business and the trust of our stakeholders. Data privacy at Sportradar is governed by the Global Privacy Manual, containing all internal privacy policies and processes.

Sportradar has implemented all necessary measures to carry out targeted advertising in compliance with applicable data-protection laws. In addition to our internal privacy processes and assessments, Sportradar is both a member of the Interactive Advertising Bureau’s Transparency and Consent Framework, its Canadian counterpart, and is a participating company in the European Interactive Digital Advertising Alliance. To qualify, we ensure that all necessary consents and privacy disclosures are collected from and provided to individuals when processing their personal data. We also comply with European principles for data-driven advertising.

We utilize various processes and policies to identify, assess, remediate and report privacy risks and any breaches of personal data, including:

-  The Privacy Impact Assessment, an ongoing process triggered by changes to existing programs, systems or processes
-  The Personal Data Breach Policy, providing methods to report a breach
-  Strict policies and procedures for obtaining valid data consents through methods such as cookies or Workday, and for ad-hoc projects
-  Dedicated privacy notices for our different data collection activities with links to the appropriate privacy notices provided at the point of data collection
-  The global privacy notice published on the Sportradar website
-  Tailored procedures applied to relevant units for the de-identification of personal data and for any data processing conducted wholly or partially by automated means (e.g AI)
-  Restrictions on internal access to personal data



Sportradar’s policies and guidelines do not permit the use of users’ information for secondary purposes. Our Employee Privacy Policy is part of the annual privacy training that is mandatory for all employees, who are also required to adhere to our data-privacy policies.

Additional, tailored training reflects job-specific content for high-risk units as part of our privacy-champions program. In 2023 there were 18 privacy champions embedded across different teams and units, providing global coverage. The Employee Privacy Policy is part of the annual privacy training that is mandatory for all employees, who are also required to adhere to our data-privacy policies.

## BUILDING OPERATIONAL RESILIENCE

Sportradar endeavors to contend with all operational challenges. A core aspect of this approach is our Business Continuity Management System (BCMS), a set of policies to maintain critical operations during or after a disruptive event or disaster. It protects operations, assets and people, minimizing the impact on clients.

Aligned with ISO standard 22301 for security and resilience, the BCMS applies to all information and IT systems, regardless of geographic location or whether they are stored digitally or physically.

Within it, a hierarchy of priorities applies:

- 1** PROTECTION OF PEOPLE'S HEALTH AND SAFETY
- 2** COMPLIANCE WITH REGULATORY AND CUSTOMER NEEDS
- 3** MINIMIZING DISRUPTION TO SPORTRADAR
- 4** MINIMIZING POTENTIAL IMPACT ON CRITICAL SYSTEMS AND PROCESSES

To achieve this, the following flowchart of steps and triggers is implemented:



This process is not merely reactive but is also based on Business Impact Analyses (BIA) through which division leaders assess and approve business-continuity needs, and for which they are accountable.

These in turn inform the Business Continuity Plans for critical applications and the Disaster Recovery Plans for individual business units, which together cover the activities identified in the BIA. Each undergoes regular stress testing. The entire BCMS is subject to review on a periodical basis.



# PERFORMANCE INDICATORS & ASSESSMENT

Sportradar generally assesses its ESG performance against the indicators set out by the Sustainability Accounting Standards Board (SASB) and the Task Force on Climate Related Financial Disclosures (TCFD). These are adjusted according to the tables below.

Sportradar has retained the TCFD disclosure framework as a workable set of metrics for the purposes of this 2023 report and is aware that those standards were retired in October 2023. Going forward, Sportradar will utilize applicable reporting standards.

As we continue to develop our sustainability journey, specific sustainability-related topics are not yet available. The effectiveness of our various policies and activities to mitigate potential impacts, risks and opportunities relating to our

business can only be assessed over time.

Sportradar is a technology and software-based service provider with a relatively low negative environmental impact. This is why Sportradar has focused sustainability-related efforts in previous years on better understanding potential sustainability impacts. This will provide the basis for developing policies to mitigate any potential negative impacts and to formulate relevant sustainability goals.

Where possible, Sportradar's goal is to reduce negative emissions, including CO2 emissions, for the benefit of the environment and society at large. For environmental policies implemented, see the "Environmental Responsibility" section, p7 of this report.

## SASB SUSTAINABILITY DISCLOSURE TOPICS & ACCOUNTING METRICS

TOPIC	ACCOUNTING METRIC	CODE	RESPONSE / LOCATION
<b>Environmental Footprint of Hardware Infrastructure</b>	Discussion of the integration of environmental considerations into strategic planning for data-center needs	TC-SI-130a.3	Sustainable, p8
<b>Data Privacy &amp; Freedom of Expression</b>	Description of policies and practices relating to targeted advertising and user privacy	TC-SI-220a.1	Technology-led, p35
	Number of users whose information is used for secondary purposes	TC-SI-220a.2	Technology-led, p35
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	Material legal proceedings for the Company are disclosed in Sportradar AG's annual report on Form 20-F for the year ended December 31, 2023.
<b>Data security</b>	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	TC-SI-230a.1	Sportradar AG is not aware of any material data breach that was required to be disclosed in any public filings in 2023.
	Description of approach to identifying addressing data-security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	Technology-led, p33
<b>Recruiting &amp; Managing a Global, Diverse &amp; Skilled Workforce</b>	Percentage of employees that are (1) foreign nationals and (2) located offshore	TC-SI-330a.1	Sportradar is a Swiss-registered, global multinational with offices and operations in multiple jurisdictions. When defined as employees outside of Switzerland, Sportradar's percentage of foreign nationals is 99.71%. The percentage of those located offshore (when defined as those working outside of Switzerland) is 98.86%.
	Employee engagement as a percentage	TC-SI-330a.2	Sportradar did not conduct an Engagement Survey in 2023. In 2022, the most recent year data were collected, Sportradar achieved a sustainable-engagement score of 76%.
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff and (3) all other employees	TC-SI-330a.3	People, p17
	Percentage of (1) gender and (2) diversity group representation for (a) management, (b) non-executive management, (c) technical employees and (d) all other employees	TC-SI-330a.3	People, p17
<b>Intellectual Property Protection &amp; Competitive Behavior</b>	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive-behavior regulations	TC-SI-520a.1	Material legal proceedings for the Company are disclosed in Sportradar AG's annual report on Form 20-F for the year ended December 31, 2023.

## SASB ACTIVITY METRICS

ACCOUNTING METRIC	CODE	RESPONSE / LOCATION
(1) Number of licenses or subscriptions (2) percentage cloud-based	TC-SI-000.A	(1) Application count: 120 (SaaS), 12 (non-SaaS); Total licenses from count: N/A; Total PCs registered: 5931. (2) Application percentage: 88.2% (SaaS), 11.8% (non-SaaS).
(1) Data processing capacity (2) percentage outsourced	TC-SI-000.B	(1) Total CPU: 43,692 (Cloud), 7,951 (On Premises); (2) Total CPU percentage: 85% (Cloud), 15% (On Premises);
(1) Amount of data storage (2) percentage outsourced	TC-SI-000.C	(1) Total Storage: 57,763 (Cloud), 2,829 (On Premises). (2) Total Storage percentage: 95% (Cloud), 5% (On premises).

## TCFD INDEX

TCFD RECOMMENDATION	DISCLOSURE
<b>GOVERNANCE</b>	
a. Describe the Board's oversight of climate-related risks and opportunities	The Board, through its Nominating and Corporate Governance Committee, provides focused oversight of Sportradar's effective management and strategy for sustainability-related initiatives, engaging on the topic during Board meetings. Updates to the Board may include climate-related risks and opportunities that may materially affect Sportradar.
b. Describe management's role in assessing and managing climate-related risks and opportunities	Sportradar's Sustainability Steering Committee, comprised of members of executive and senior managements, with oversight from and engagement with members of the Board, is responsible for the program execution and continuous improvement of sustainability initiatives. The Sustainability Steering Committee meets at least monthly and discusses a wide range of sustainability topics, which may include climate-related risks and opportunities that may materially affect Sportradar.

# TCFD INDEX

TCFD RECOMMENDATION	DISCLOSURE
<b>STRATEGY</b>	
<p><b>a. Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term</b></p>	<p>The risks and opportunities Sportradar faces across the short (the period of the financial year of this report) the medium (one to five years) and the long term (beyond five years) are considered by the Sustainability Steering Committee (see the entry for Governance b., above).</p> <p><b>RISK</b> Risk assessment at Sportradar is conducted by our Enterprise Risk Management (ERM) team, with support from our Compliance team. The principal risks that might arise for the company are as follows:</p> <ul style="list-style-type: none"> <li>• Technology risk: Sportradar has migrated the bulk of its total produced and internal datacenter workload to Amazon Web Services. This is an ongoing project which much reduces our climate-related technology risk.</li> <li>• Legal and regulatory risk: As a global business with offices across multiple jurisdictions, we are subject to local, national, regional and international climate-change laws and policies. We monitor these legal and regulatory risks to understand how they might affect Sportradar.</li> <li>• Reputation risk: Sportradar monitors and contains its climate-related reputation risks through the work of its Sustainability Steering Committee and its ERM and Compliance teams.</li> </ul> <p><b>OPPORTUNITIES</b> Sportradar is committed to exploring opportunities around our real-estate footprint by shifting our offices to low-carbon facilities with exceptional sustainability credentials. (See Sustainable, p8.) We will continue to do so if such opportunities arise where the business case can be justified. Moreover, our new Climate Champions program is intended to provide a local perspective to our climate work. The continuing migration of our datacenter estate to the cloud will further reduce our carbon footprint. Our goal is to complete our first climate-scenario analysis in the coming years, which will further inform our transition to a low-carbon, sustainable-growth operation and efforts towards climate-change adaptation.</p>
<p><b>b. Describe the impact of climate-related risks and opportunities on the organization’s businesses, strategy and financial planning</b></p>	<p>As a technology-driven firm with approximately 4,000 employees in 55 countries globally, (when including all territories with fully remote workers; when excluding these it is 25), climate-related risks are unlikely to substantially impact Sportradar’s business lines and operations. Nevertheless, we remain committed to limiting our direct environmental footprint. To learn more about these efforts, please see the Sustainable section of this report, (p6).</p>
<b>RISK MANAGEMENT</b>	
<p><b>a. Describe the organization’s processes for identifying and assessing climate-related risks</b></p>	<p>Sportradar produces annual Landlord, Aspects &amp; Impacts and Climate Surveys, through which we monitor our climate-related impacts relating to our facilities and our employee habits. These are then considered by our Sustainability Steering Committee. Our Climate Champions program will add future capacity to these efforts.</p>
<p><b>b. Describe the organization’s processes for managing climate-related risks</b></p>	<p>By moving most of our datacenter workload to AWS’s cloud estate, we have reduced our carbon footprint and improved the resilience of our technology infrastructure in relation to climate-related risks. This is supported by AWS’s high network availability, set across 102 availability zones in 32 geographic regions around the world.</p>
<p><b>c. Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization’s overall risk management</b></p>	<p>The risks and opportunities Sportradar faces across the short (the period of the financial year of this report) the medium (one to five years) and the long term (beyond five years) are considered by the Sustainability Steering Committee (see the entry for Governance b., above). Risk assessment at Sportradar is conducted by our ERM team, with support from our Compliance team. (See the entry for Strategy a., above and Oversight, p26 for more.)</p>

## TCFD RECOMMENDATION

## DISCLOSURE

### METRICS AND TARGETS

a. Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk-management process

Sportradar monitors its climate impacts through data provided by its datacenter partner, AWS, and from our landlord and Aspects & Impacts surveys. These provide data, where available, on our energy consumption and environmentally impactful practices. Our Climate Champions program is an opportunity to reduce our climate impacts still further.

c. Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets

Sportradar is in the process of establishing the nature of its climate-related impacts, risks and opportunities and has not yet implemented targets in relation to these matters.

## ADDITIONAL DISCLOSURES

### ADDITIONAL DISCLOSURES

#### Social issues

See the “Respect” section on p29 of this report for details on our activity in monitoring betting markets for suspicious matches and protecting athletes.

Our employee turnover in 2023 was 20.7% (2022: 23.7%), with 4,029 in permanent employment.

In relation to our activity in combating corruption, see the “Respect” section on p29 of this report for details on our cooperation with law-enforcement agencies.

#### Human-rights issues

Number of reports to Sportradar on human-rights issues related to its business activities in 2023: 0.

Total amount of monetary losses as a result of proceedings associated with human-rights issues in 2023: \$0.

## STATUTORY STATEMENT ON OUR SUPPLY CHAIN

In compliance with the Swiss statutory requirement (article 964j para. 1 no. 2 and para. 3 of the Swiss Code of Obligations (CO) and articles 5 et seq. of the Swiss Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labor (DDTrO)), and to ensure that Sportradar is not engaged in the procurement of child labor as defined (article 2 para. 1 lit. f. DDTrO), the company conducted multiple inquiries into our employment practices and supply chain. The inquiries and results are on file with the company and have been reported to the Board of Directors. As a result of the review, Sportradar can state we have no indication of any use of child labor within Sportradar Group or our supply chain.

## ENDNOTES

NUMBER	DESCRIPTION
1	For further details of Sportradar's business model, performance and results, and the general state of the company, please refer to the Sportradar Management Report (Form 20-F) <a href="https://investors.sportradar.com/static-files/7ddab678-e59e-4bb7-9690-25f5685f6bbe">https://investors.sportradar.com/static-files/7ddab678-e59e-4bb7-9690-25f5685f6bbe</a>
2	This report complies with Swiss law and incorporates applicable international standards (see section 7) which covers Swiss-based Sportradar Group AG and its direct and indirect subsidiaries.
3	For further, more general enterprise risks, please refer to the "Risks Related to Our Business and Industry" section of our 20-F filing.
4	For instance, the Austrian Bundeskriminalamt (ABK) and the Hungarian National Bureau of Investigation (NNI) separately had established a network of Persons of Interest (POIs) based primarily within their own countries and, therefore, jurisdictions. In the former case, Sportradar was able to identify one unknown suspect from a surveillance image and provide insights into the POIs criminal activities outside Austria and their place within a transnational match-fixing group linked to a prominent and well-known match-fixer.
5	Sportradar provides resources to law enforcement partners such as the Austrian Bundeskriminalamt (ABK) to help with manually intensive tasks where the ABK knows that Sportradar possesses significant techniques and expertise. One includes the sizable task of analysing over 170,000 financial transactions made by members of a European-wide match-fixing syndicate in order to identify POIs and new possible Matches of Interest (MOIs)
6	Former football player Leigh Nicol has been supported, as well as badminton player Kirsty Gilmour and media personality Laura Woods.

# spOrtradar

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