

FOURTH QUARTER + FULL YEAR 2022 FINANCIAL RESULTS

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| March 15, 2023



DISCLAIMER

Certain statements in this press release may constitute “forward-looking” statements and information within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995 that relate to our current expectations and views of future events, including, without limitation, statements regarding future financial or operating performance, planned activities and objectives, anticipated growth resulting therefrom, market opportunities, strategies and other expectations, and expected performance for the full year 2023. In some cases, these forward-looking statements can be identified by words or phrases such as “may,” “might,” “will,” “could,” “would,” “should,” “expect,” “plan,” “anticipate,” “intend,” “seek,” “believe,” “estimate,” “predict,” “potential,” “projects,” “continue,” “contemplate,” “possible” or similar words. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the following: economy downturns and political and market conditions beyond our control, including the impact of the Russia/Ukraine and other military conflicts; the global COVID-19 pandemic and its adverse effects on our business; dependence on our strategic relationships with our sports league partners; effect of social responsibility concerns and public opinion on responsible gaming requirements on our reputation; potential adverse changes in public and consumer tastes and preferences and industry trends; potential changes in competitive landscape, including new market entrants or disintermediation; potential inability to anticipate and adopt new technology; potential errors, failures or bugs in our products; inability to protect our systems and data from continually evolving cybersecurity risks, security breaches or other technological risks; potential interruptions and failures in our systems or infrastructure; our ability to comply with governmental laws, rules, regulations, and other legal obligations, related to data privacy, protection and security; ability to comply with the variety of unsettled and developing U.S. and foreign laws on sports betting; dependence on jurisdictions with uncertain regulatory frameworks for our revenue; changes in the legal and regulatory status of real money gambling and betting legislation on us and our customers; our inability to maintain or obtain regulatory compliance in the jurisdictions in which we conduct our business; our ability to obtain, maintain, protect, enforce and defend our intellectual property rights; our ability to obtain and maintain sufficient data rights from major sports leagues, including exclusive rights; any material weaknesses identified in our internal control over financial reporting; inability to secure additional financing in a timely manner, or at all, to meet our long-term future capital needs; risks related to future acquisitions; and other risk factors set forth in the section titled “Risk Factors” in our Annual Report on Form 20-F for the fiscal year ended December 31, 2022, and other documents filed with or furnished to the SEC, accessible on the SEC’s website at www.sec.gov and on our website at <https://investors.sportradar.com>. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this press release. One should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

We report under International Financial Reporting Standards (“IFRS”) as issued by the International Accounting Standards Board (“IASB”). We maintain our financial books and records and publish our consolidated financial statements in Euros, which is our functional and reporting currency. There are important differences between IFRS and United States Generally Accepted Accounting Principles (“US GAAP”). This presentation also contains certain supplemental financial measures and other operating metrics, including but not limited to Adjusted EBITDA, Adjusted EBITDA margin, Adjusted Free Cash Flow, Cash Flow Conversion and Net Retention Rate. These non-IFRS financial measures are in addition to, and not as a substitute for or superior to measures of financial performance prepared in accordance with IFRS. There are a number of limitations related to the use of these non-IFRS financial measures versus their nearest IFRS equivalents. For example, other companies may calculate non-IFRS financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-IFRS financial measures as tools for comparison. Furthermore, the non-IFRS financial measures presented herein may not be presented in future SEC filings by Sportradar. See the Appendix for further explanations and reconciliations of these non-IFRS measures to the most directly comparable IFRS measures.

BUSINESS OVERVIEW

01



2022 ACHIEVEMENTS

REVENUE

30%

Y-o-Y Growth ▲

ADJUSTED EBITDA¹

23%

Y-o-Y Growth ▲

ADJUSTED FREE CASH
FLOW¹

167%

Y-o-Y Growth ▲

NET RETENTION RATE¹

119%

MULTI-YEAR PARTNERSHIPS WITH



yahoo!sports



M&A



N. AMERICAN LICENSES
AWARDED²

44

AWARDS



JOINT VENTURE (END-TO-END BETTING
PLATFORM)



2022 GOALS ACHIEVED



Grow Core Betting Products



Develop and grow U.S. business



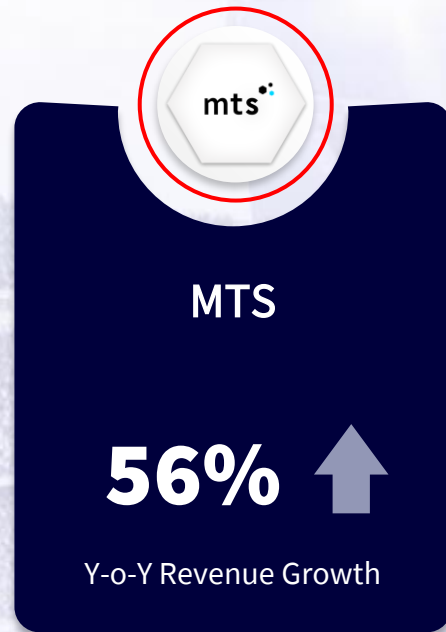
Integrate Sports Solutions Vertical



Invest in People, Values and Technology

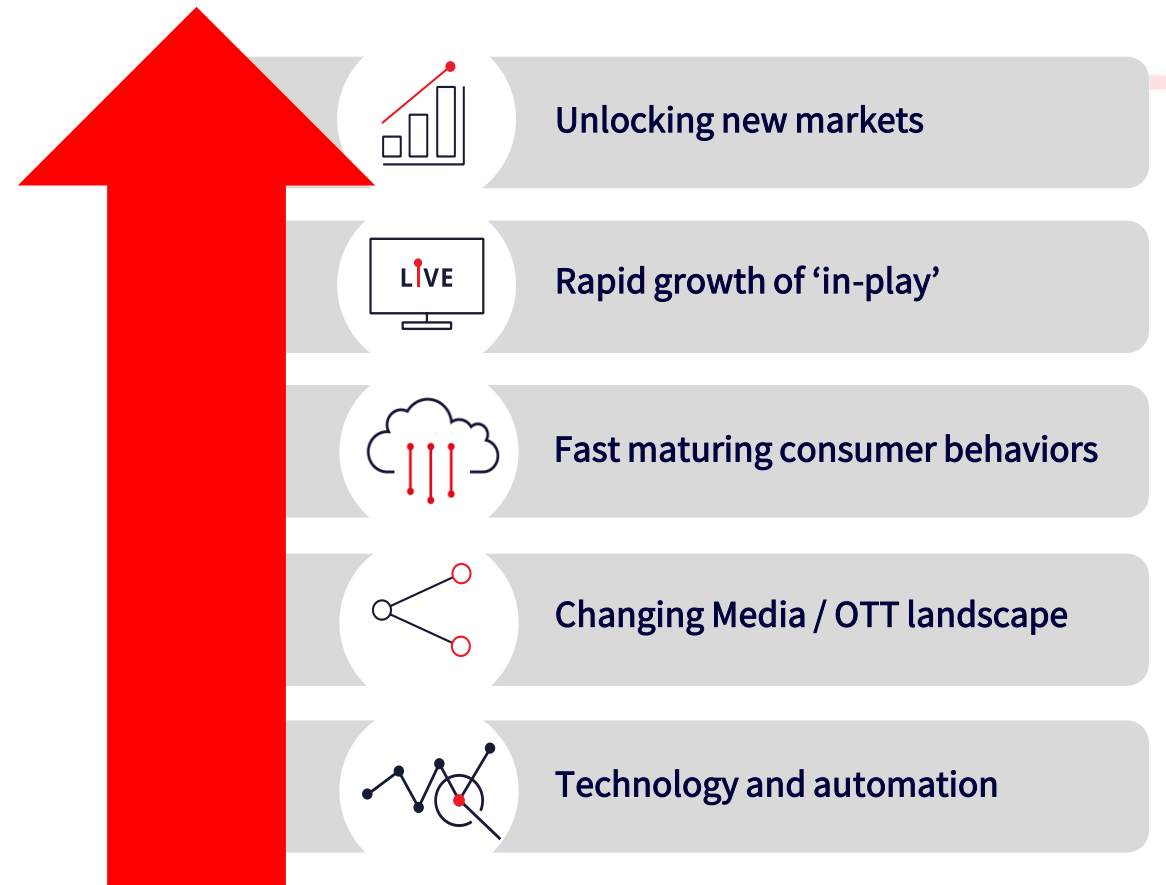
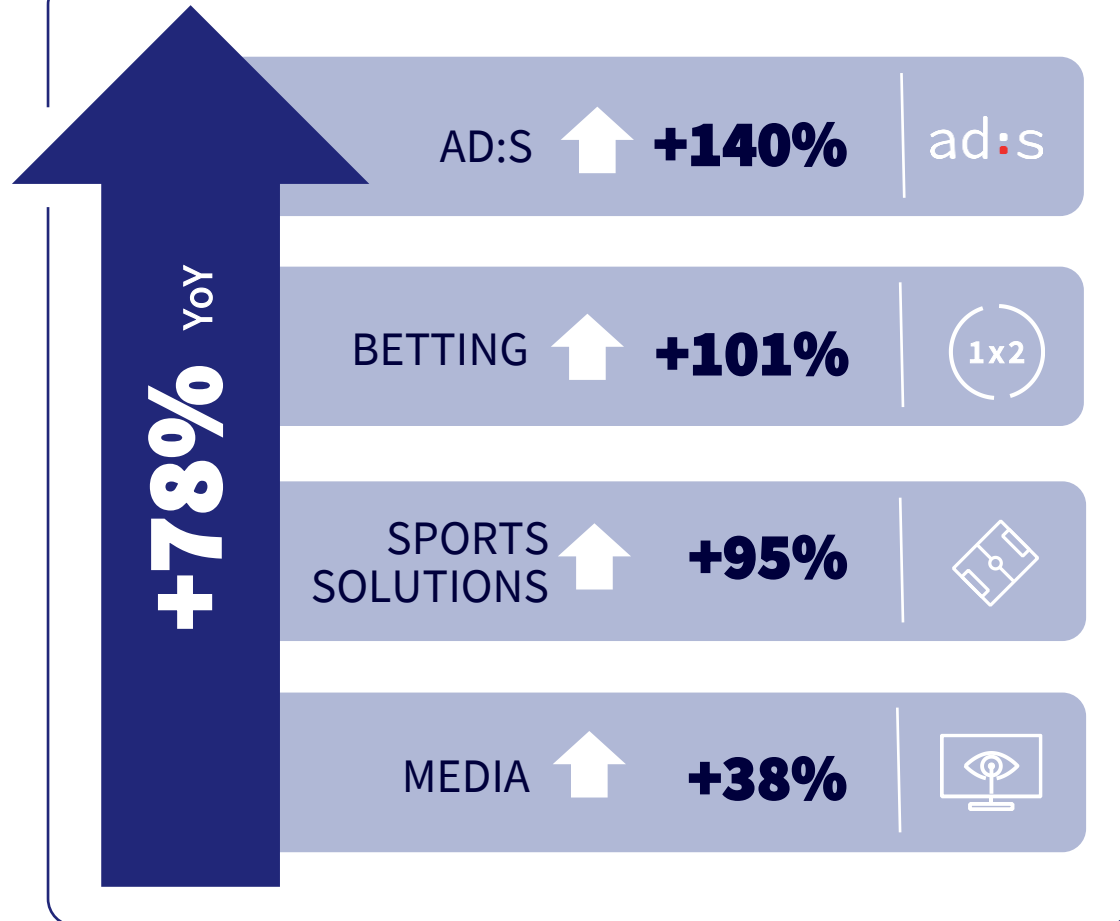


2022 GROWTH IN ROW BETTING PRODUCTS & MARKETS



KEY FACTORS IN THE U.S. RESULTING IN HIGH GROWTH ACROSS BUSINESSES

FY 2022 REVENUE GROWTH BY BUSINESS



COMPUTER VISION CAPABILITIES EXTENDED

AI-Powered **autonomous Table Tennis Data Collection Technology** for Sports Betting & Fan Engagement – our **continuous commitment towards investment into Computer Vision** and automation to power the industry.



TABLE TENNIS VENUE EQUIPPED WITH CV

Capturing 120 frames every second



DEEPER REAL-TIME DATA

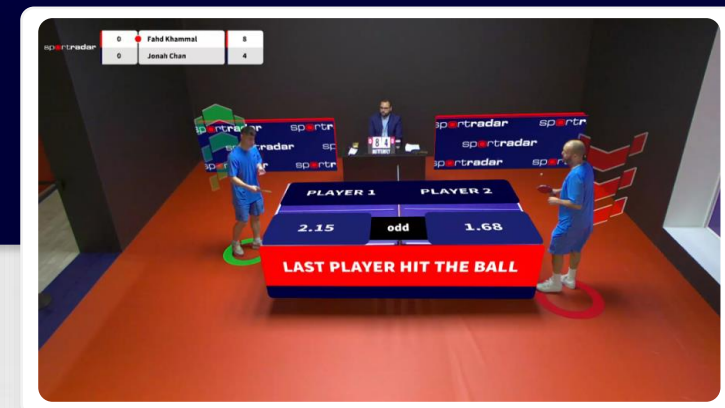
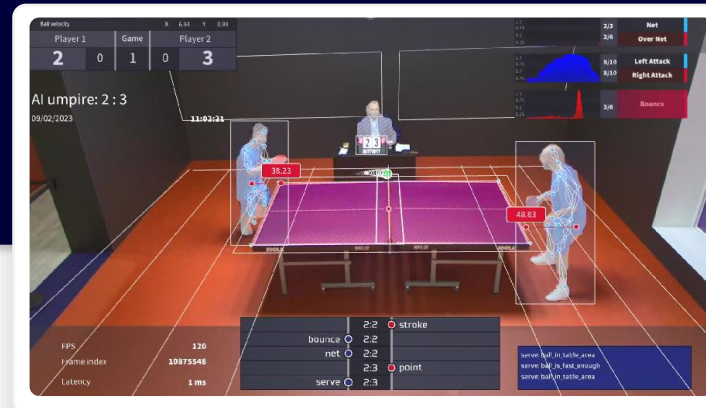
All in-play events detected in < 1s
transforming data into valuable insight



ENGAGING MIXED REALITY STREAMING, BETTING ENTERTAINMENT & MICRO BETTING OPPORTUNITIES

360 degree AI-powered sport – showcased **live** at the biggest sports betting conference in the world, **ICE London 2023**

- ▶ **Reimagining** the way fans and bettors experience the sport
- ▶ Unlock massive **revenue opportunities** across US, Europe & Asia
- ▶ Deploying across SRAD's **Table Tennis coverage of 200k matches** to be made available globally



2023 KEY PRIORITIES



Core Betting

- ▶ Leverage computer vision and AI across multiple sports and product offerings
- ▶ Strengthen our product platforms for best-in-class liquidity and latency



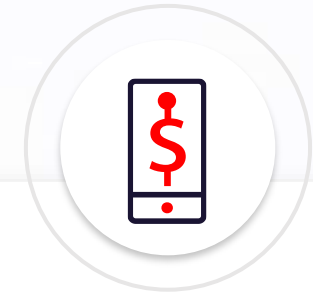
Grow U.S.

- ▶ Drive adoption of in-play
- ▶ Continue innovation with strong league partnerships



Emerging Markets

- ▶ Grow revenue in LATAM/ Asia markets
- ▶ Establish relationships leveraging sports data and tech portfolio



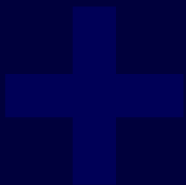
Prudent Investment Opportunities

- ▶ Evaluate M&A opportunities for technology
- ▶ Invest in content, technology and people

←-----*Customer Centricity, Operational Excellence, Leadership, Innovation*----->

FINANCIAL OVERVIEW

02



FOURTH QUARTER HIGHLIGHTS

REVENUE
Y-o-Y Growth ▲

35%

ADJUSTED EBITDA ¹
Y-o-Y Growth ▲

64%

MTS TURNOVER ²
Y-o-Y Growth ▲

75%



MBS

83%

Y-o-Y Revenue Growth ▲



AD:S

99%

Y-o-Y Revenue Growth ▲



U.S. BETTING

123%

Y-o-Y Revenue Growth ▲



U.S. ADJ. EBITDA
MARGIN¹

11%

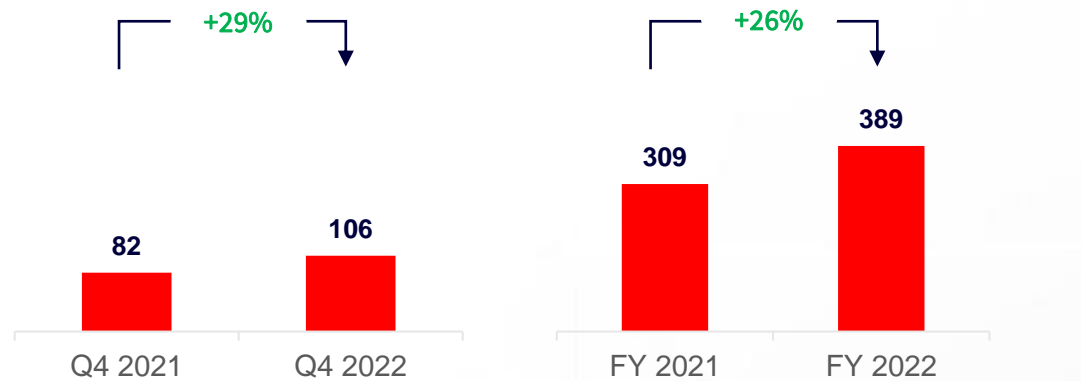
FINANCIAL HIGHLIGHTS

METRICS (€m)	Q4 2021	Q4 2022	FY 2021	FY 2022	FY 2022 Guidance
Revenue	152.4	206.3	561.2	730.2	718 – 723
% YoY Growth	41%	35%	39%	30%	28% - 29%
Adjusted EBITDA ¹	21.4	35.1	102.0	125.8	124 - 127
% YoY Growth	14%	64%	33%	23%	22% - 24%
% Margin	14%	17%	18%	17%	17% - 18%
Adjusted Free Cash Flow ¹	(22.5)	(43.6)	14.5	38.9	
% Cash Flow Conversion ¹	(105%)	(124%)	14%	31%	
Total Cash and Cash Equivalents as of Dec 31	742.8	243.8	742.8	243.8	
Total Bank Debt as of Dec 31	435.3	0.0	435.5	0.0	

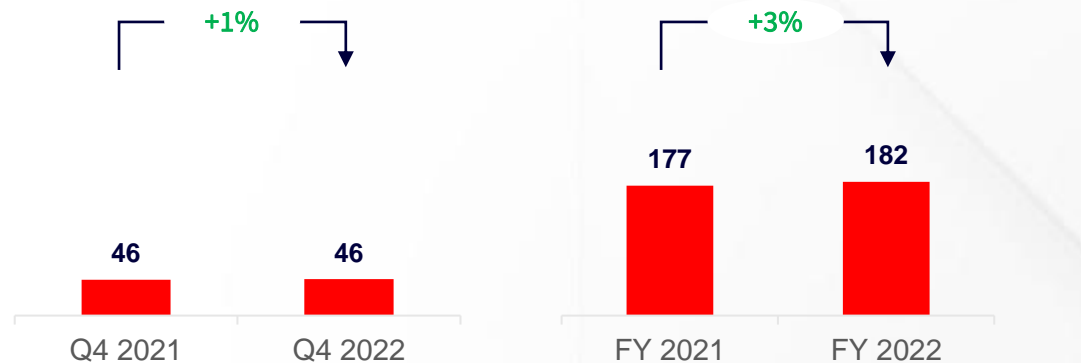
RoW BETTING

Segment

Revenue (€m)



Adjusted EBITDA (€m)¹



QUARTER HIGHLIGHTS

- **Revenue growth of 29% vs prior year**

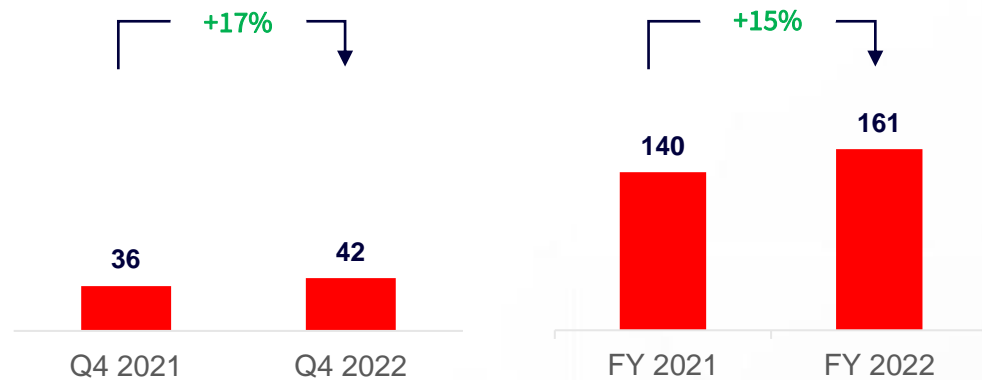
- Growth driven by higher value-add offerings including Managed Betting Services (+83%).
- MTS growth from increasing turnover (+64% YoY) largely from growth with existing customers, the FIFA World Cup and moving existing customers up the value chain.

- **Adjusted EBITDA** driven by increased revenue offset by investments into AI for MTS product and Computer Vision technology.
- Adjusted EBITDA margin declined to 44% due to higher spend on content, technology and people.

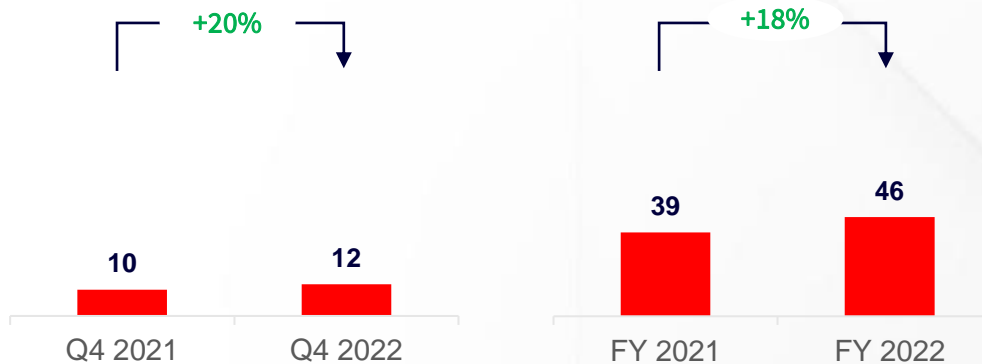
RoW AUDIOVISUAL

Segment

Revenue (€m)



Adjusted EBITDA (€m)¹



QUARTER HIGHLIGHTS

• Revenue growth of 17% vs prior year

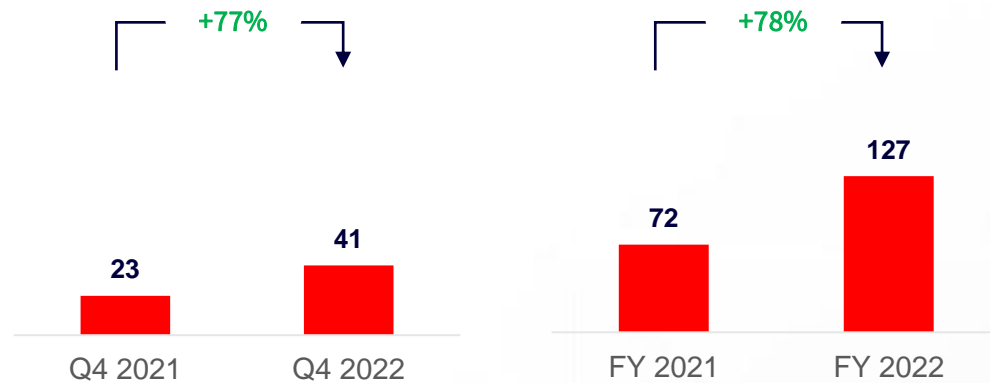
- Growth driven by upselling to existing and adding new customers.
- Growth also driven by expanding product portfolio and utilization of existing content.

- Adjusted EBITDA growth driven by higher revenue partially offset by product investment and higher sports costs.
- Adjusted EBITDA margin of 28% was driven by revenue growth, offset by higher production and personnel costs.

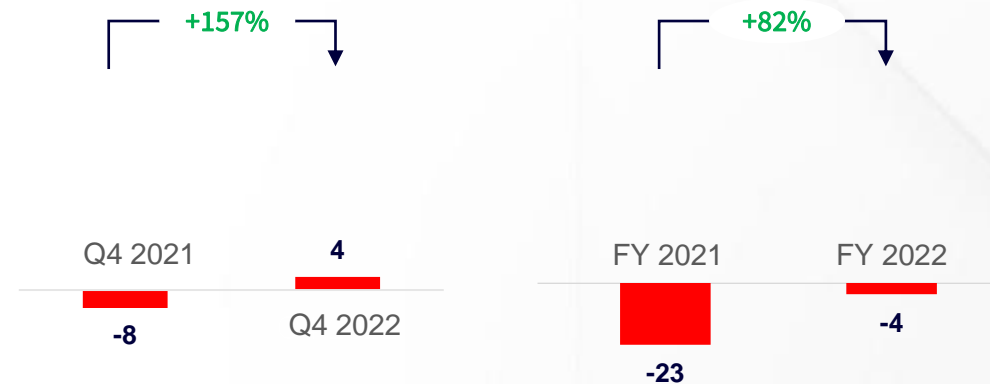
UNITED STATES

Segment

Revenue (€m)



Adjusted EBITDA (€m)¹



QUARTER HIGHLIGHTS

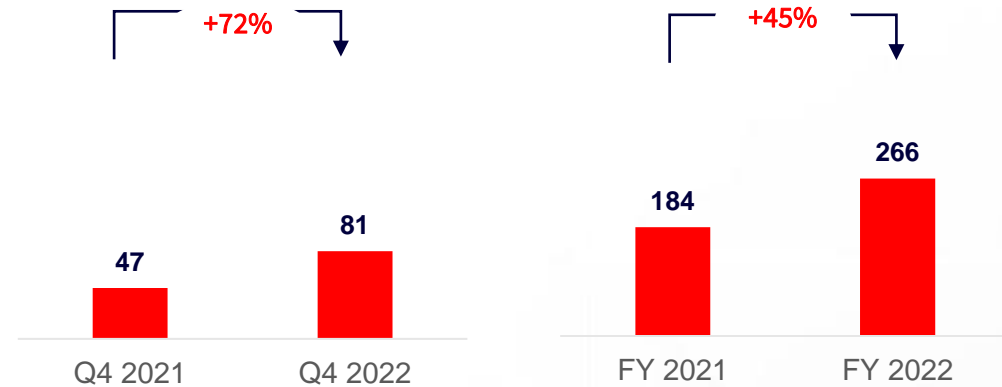
- **Revenue growth of 77% vs prior year**

- Revenue growth driven by betting, media, ads and sports solutions.
- US Betting growth as a result of new states legalizing betting.
- Portfolio growth also driven by cross-selling non-data products into betting operators.

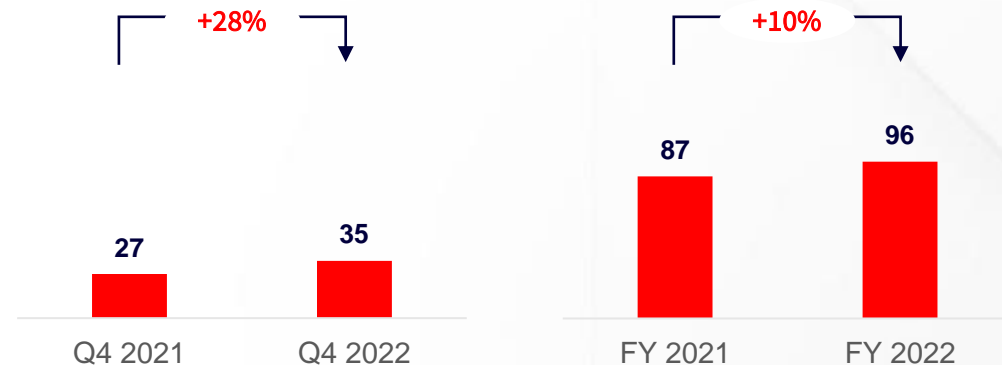
- **Adjusted EBITDA** was positive for 2nd consecutive quarter in 2022, driven by higher revenue.
- Adjusted EBITDA margin improved to 11%, driven by enhanced operating leverage despite continuous improvements in the U.S. product and content portfolio.

COST ANALYSIS

Personnel Expenses (€m)



Other Operating Expenses (€m)



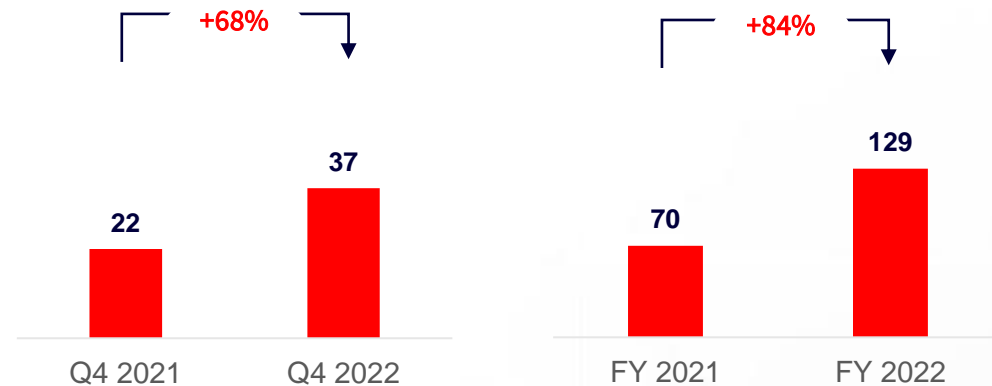
QUARTER HIGHLIGHTS

► Total costs

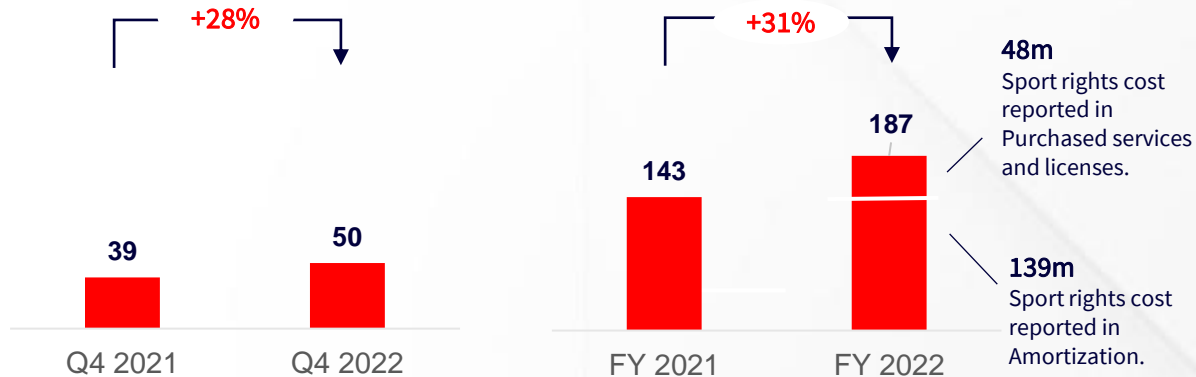
- Personnel expenses growth of 72% driven by acquisitions costs of €9 million, a one-time cost of €5 million as a result of management restructuring as well as increased headcount, and inflationary adjustments for labor costs.
- Other operating expenses increased by 28% mainly driven by non-recurring litigation costs of €13 million.
- Excluding litigation costs, other operating expenses decreased in Q4-22 vs Q4-21.

PURCHASED SERVICES AND SPORTS RIGHTS

Purchased Services and Licenses¹ (€m)



Sports Rights (€m)




QUARTER HIGHLIGHTS

▸ Total costs

- Purchased services and licenses (w/o expensed Sport rights) increased by 68% reflecting continuous investments in content creation and processing, higher event coverage and higher scouting costs.
- Sports rights costs grew by 28% primarily resulting from new Sport rights deals (ITF, UEFA) as well as an increase in NHL right costs.

2023 FINANCIAL GUIDANCE

	GUIDANCE	YoY INCREASE
Revenue	€902m - €920m	24% - 26%
Adjusted EBITDA ¹	€157m - €167m	25% - 32%
Adjusted EBITDA Margin ¹	17% - 18%	

Q&A

03



APPENDIX

04



NON-IFRS FINANCIAL MEASURES

We have provided in this presentation financial information that has not been prepared in accordance with IFRS, including Adjusted EBITDA, Adjusted EBITDA margin, Adjusted Free Cash Flow, Adjusted Free Cash Flow (unlevered) and Cash Flow Conversion (unlevered) (together, the “Non-IFRS financial measures”), as well as operating metrics, including Dollar-Based Net Retention Rate. We use these non-IFRS financial measures internally in analyzing our financial results and believe they are useful to investors, as a supplement to IFRS measures, in evaluating our ongoing operational performance. We believe that the use of these non-IFRS financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends and in comparing our financial results with other companies in our industry, many of which present similar non-IFRS financial measures to investors. Non-IFRS financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with IFRS. Investors are encouraged to review the reconciliation of these non-IFRS financial measures to their most directly comparable IFRS financial measures provided in the financial statement tables included on the following slides and in the accompanying press release.

- “Adjusted EBITDA” represents profit (loss) for the period adjusted for share based compensation, depreciation and amortization (excluding amortization of sports rights), impairment of intangible assets, other financial assets and equity-accounted investee, loss from loss of control of subsidiary, remeasurement of previously held equity-accounted investee, non-routine litigation costs, professional fees for SOX and ERP implementations, share of profit (loss) of equity-accounted investee (SportTech AG), foreign currency (gains) losses, finance income and finance costs, and income tax (expense) benefit and certain other non-recurring items, as described in the reconciliation below. The Company is unable to provide a reconciliation of Adjusted EBITDA to profit (loss) for the period, its most directly comparable IFRS financial measure, on a forward- looking basis without unreasonable effort because items that impact this IFRS financial measure are not within the Company’s control and/or cannot be reasonably predicted. These items may include, but are not limited to, foreign exchange gains and losses. Such information may have a significant, and potentially unpredictable, impact on the Company’s future financial results.
- “Adjusted EBITDA margin” is the ratio of Adjusted EBITDA to revenue.
- “Adjusted Free Cash Flow” represents net cash from operating activities adjusted for payments for lease liabilities, acquisition of property and equipment, acquisition of intangible assets (excluding certain intangible assets required to further support an acquired business) and foreign currency gains (losses) on our cash equivalents.
- “Cash Flow Conversion” is the ratio of Adjusted Free Cash Flow to Adjusted EBITDA.
- “Adjusted Free Cash Flow” represents “Adjusted Free Cash Flow” with debt interest payments added-back.
- “Cash Flow Conversion” is the ratio of Adjusted Free Cash Flow to Adjusted EBITDA.

In addition, we define our operating metrics as follows:

- “Net Retention Rate” is calculated for a given period by starting with the reported annual revenue, which includes both subscription-based and revenue sharing revenue, from our top 200 customers as of twelve months prior to such period end, or Prior Period revenue. We then calculate the reported annual revenue from the same customer cohort as of the current period end, or Current Period revenue. Current Period revenue includes any upsells and is net of contraction and attrition over the trailing twelve months but excludes revenue from new customers in the current period. We then divide the total Current Period revenue by the total Prior Period revenue to arrive at our Net Retention Rate. We have referred to this calculation as “Dollar-Based Net Retention Rate” in prior presentations, which is the same calculation we are now using for “Net Retention Rate” in this presentation.

Non-IFRS Reconciliation – Adjusted EBITDA

(€000's)	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2021	2022	2021	2022
Profit (loss) for the period	4,173	(33,283)	12,787	10,491
Share based compensation	1,761	8,602	15,431	28,637
Litigation costs	-	12,899	-	19,045
Management restructuring costs	-	5,528	-	5,528
Professional fees for SOX and ERP implementations	-	813	-	4,298
One-time charitable donation for Ukrainian relief activities	-	-	-	146
Depreciation and amortization	38,104	51,481	129,375	184,813
Amortization of sports rights	(28,005)	(39,407)	(94,312)	(140,200)

Non-IFRS Reconciliation – Adjusted EBITDA cont'd

(€000's)	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2021	2022	2021	2022
Impairment loss (gain) on other financial assets	5,464	(163)	5,889	(5)
Remeasurement of previously held equity-accounted investee	-	-	-	(7,698)
Share of loss of equity-accounted investee	-	2,818	-	3,985
Foreign currency (gains) losses, net	(8,946)	13,168	(5,437)	(26,690)
Finance income	(198)	(2,535)	(5,297)	(5,250)
Finance costs	8,703	12,001	32,540	41,447
Income tax expense	313	3,187	11,037	7,299
Adjusted EBITDA	21,369	35,109	102,013	125,846

Non-IFRS Reconciliation – Adjusted Free Cash Flow

(€000's)	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2021	2022	2021	2022
Net cash from operating activities	6,617	19,828	132,221	168,077
Acquisition of intangible assets	(43,412)	(36,943)	(124,890)	(154,226)
Acquisition of property and equipment	(3,160)	(2,482)	(5,861)	(8,288)
Payment of lease liabilities	(2,701)	(1,533)	(7,118)	(5,958)
Foreign currency gains (losses) on cash equivalents	20,188	(22,462)	20,188	39,273
Adjusted Free Cash Flow	(22,468)	(43,592)	14,540	38,878