

## Updates to Segment Reporting & Revenue Presentation

### Purpose & Background

Effective for the quarter ended March 31, 2024, Sportradar Group AG (the “Company”, “we”, or “Sportradar”) is updating its reportable segments to correspond with its previously announced re-organization and changes in its organizational structure designed to drive growth, further streamline its organization and enhance operational performance and efficiencies in the delivery of its integrated portfolio of products and solutions.

Given the centralized and fixed nature of the majority of the Company’s cost of operations, it has concluded it is not practical or valuable for the business to be managed on a segment basis. Based on this assessment, the Company concluded that it has one operating and reportable segment and will report one consolidated non-IFRS profitability measure, Adjusted EBITDA.

The Company has also decided to present its revenue in two major groupings, Betting, Technology & Solutions and Sports Content, Technology & Services effective for the quarter ended March 31, 2024.

### Overview of Reorganization and Reporting Changes

As announced on November 1, 2023 and January 24, 2024 in Form 6-K’s, Sportradar initiated a broader set of strategic initiatives expected to streamline its operating structure to enhance focus on clients and partners, drive global innovation and product development, and propel long-term growth, and expand profitability and margins. In light of these organizational changes, the Company reassessed reportable segments under IFRS 8 *Operating Segments*.

Prior to these strategic initiatives and during the year ended December 31, 2023, the Company had three reportable operating segments: Rest of the World (“RoW”) Betting, RoW Betting Audio-visual (“AV”), and United States, which was a blend of segment by product and geographic location (RoW versus U.S.). The Company prepared discrete financial information which was a blend of segment by product (Betting versus AV versus Other) and geographic location (RoW versus US). This structure required allocating costs to the segments which required judgement and processes to report these costs.

Upon the reorganization, the Company’s organizational structure was reduced to six global functions. These functions consist of the following and serve all products and geographic locations:

- *Product Delivery and Operations* combines content operations, engineering, and product to seamlessly deliver comprehensive and competitive solutions to clients.
- *Growth and Innovation* combines growth, strategy and innovation to facilitate a unified vision for identifying and capitalizing on market opportunities, and to ensure a well-defined growth strategy fueled by continuous innovation.
- *Commercial* combines sales, pricing, client services and care, strategic rights and partnerships, marketing and communications to capture sales opportunities while maintaining its client-centric approach.
- *Legal, Risk and Administrative Services*
- *People*
- *Finance*

### New Reporting Presentation

In conjunction with this reorganization and new organizational structure, the Company determined that its products and brands engage in business activities that earn separately identifiable revenues. The products and brands do not operate on a standalone basis, but rather are supported by our streamlined global functions. Furthermore, there are no segment managers which exist in the new organization structure based on the prior operating segments or based on region or products.

The Company has also reviewed which discrete financial information is available within the new Company structure and how this information is presented to and reviewed by the CEO. Beginning January 2024, the CEO receives revenue information based on a blend of customer and product groupings (further described below), but only one consolidated profitable measure (Adjusted EBITDA) is available in the Company’s internal reporting packages.

Given the centralized and global nature of the majority of the Company’s costs of operations, the Company has concluded it is not practical or valuable for the business to be managed on a segment basis. Based on this assessment, the Company concluded that beginning January 2024, it has one operating and reportable segment and will report one consolidated non-IFRS profitability measure (Adjusted EBITDA).

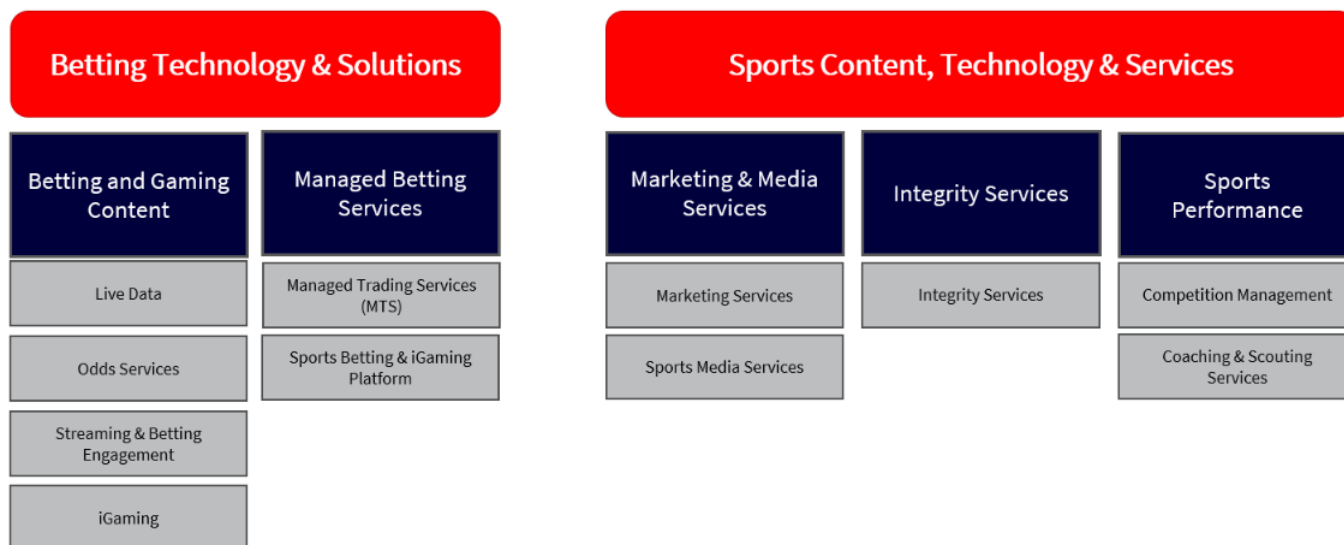
## New Revenue Groupings

We sell our products and services to a diverse customer base of betting operators, sports leagues and media companies globally. In connection with the reorganization and reporting structure changes discussed above, the Company has revised its internal reporting and monitoring of major product categories. As part of these changes, we are updating our revenue groupings to better reflect our core product categories and our go-to-market approach.

Accordingly, for fiscal 2024, the Company will present its revenue in two major groups as follows:

- Betting Technology & Solutions— representing products and solutions primarily serving betting operators.
- Sports Content, Technology & Services - representing products and services primarily serving all other customer types including but not limited to media companies, technology companies and sport leagues and federations.

There is no impact to the Company’s measurement, recognition or disclosures of policies related to the use of estimates, judgments and assumptions to revenue recognized in accordance with IFRS 15 *Revenue from contracts with customers* reported in the consolidated financial statements file for the year ended December 31, 2023 in Form 20-F on March 20, 2024.



The following is a description of the major product categories:

### Betting Technology & Solutions

Our Betting Technology & Solutions primarily serve our betting operator clients by providing reliable and comprehensive sports data and content from sporting events across the world, as well as virtual sports and games. These solutions are comprised of Betting & Gaming Content and Managed Betting Services further described as follows:

**Betting & Gaming Content** consists of Live Data, Odds Services, Streaming & Betting Engagement, iGaming Services.

- **Live Data:** We offer real-time sports data points such as goals, corner kicks, penalties, substitutions, and points, amongst others, delivered in less than one second from the venue to our clients.
- **Odds Services:** Our Odds Services include Pre-match Odds and Live Odds. Our industry leading Pre-Match Odds cover a diverse portfolio of events across a global set of sports that enables Sportsbooks to take bets before a match. Our Live Odds is the most popular in-play service on the market. Our Live Odds are developed with leading-edge mathematical models and enable Sportsbooks to offer in-play betting to their customers, which is the dominant method of sports betting, globally.
- **Streaming and Betting Engagement:** These services consist of audiovisual content and betting engagement tools. We provide live content from our robust audiovisual rights portfolio and live visualized tools for betting operators.
- **iGaming:** We provide creative, and engagement driven products and services which include games, personalization tools and virtual sports.

**Managed Betting Services** consist of Managed Trading Services (“MTS”) and our Sports Betting & Gaming platform (formerly referred to as Managed Sportsbook Solutions (“MSS”) or Managed Platform Services (“MPS”).

- **MTS:** Our MTS offering is a sophisticated, trading, risk, and liability management solution, natively embedding all Sportradar odds services and products. We also offer bespoke odds management capabilities and trading strategies, which enable odds differentiation between operators.
- **Sports Betting & Gaming platform:** Our complete turnkey betting and gaming platform solution, built on proprietary technology and incorporating our entire leading product portfolio and betting services. Our platform provides betting operators with an end-to-end solution, covering both sports betting and iGaming.

### **Sports Content, Technology & Services**

Sports Content, Technology & Services are technology powered solutions for the sports ecosystem designed to unlock and maximize value. From acquiring, engaging, and retaining sports fans and bettors through our Marketing and Media Services through to improving player and team performance through our Sports Performance Services. Our comprehensive portfolio enables fan engagement and driving sports performance while protecting the sports industry through our Integrity Services.

**Marketing and Media services** consist of products and solutions servicing the whole ecosystem around sport enabled by our proprietary marketing and media technology.

- **Marketing Services:** With our unique ability to understand, reach and engage the modern sports fan and betting and gaming customer, we provide services and technology across the entire customer journey. With products like ads, we deliver personalized digital advertising at scale that drives customer acquisition, and through our market leading AI powered Customer Relationship Management (CRM) technology we specialize in improving retention, reducing churn, and increasing loyalty for betting and casino operators. Our Marketing Services cover the full marketing mix for the sports ecosystem.
- **Sports Media Services:** We provide data, content and solutions to broadcasters, publishers, rights-holders and technology companies. From the graphics and statistics seen in sports broadcasting through to the data points and results which sports fans view daily on mobile phones and digital channels. Sportradar provides fan engagement solutions that enable companies to connect with and unlock commercial value from sports fans.

**Sports Performance Services** consists of our Coaching & Scouting Services and Competition Management. This product portfolio is designed to improve the performance on and off the field and includes a suite of video capturing solutions.

- **Coaching & Scouting Services** – Providing video and analytics products to teams that drive daily coaching and scouting workflows.
- **Competition Management** – We offer a range of products and services to sports federations, leagues and teams providing tools for managing competitions, official data generation, automated content distribution and performance analysis.

**Integrity Services** include monitoring, intelligence, education and consultancy for sports organizations, government authorities, and law enforcement agencies.

## Safe Harbor for Forward-Looking Statements

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 2024. 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,” “confident,” “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 and foreign exchange rate fluctuations; pandemics, such as the global COVID-19 pandemic, could have an adverse effect 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, 2023, and other documents filed with or furnished to the SEC, accessible on the SEC’s website at [www.sec.gov](http://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.