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SPORTS TECHNOLOGY. REIMAGINED.

SECOND QUARTER 2023 FINANCIAL RESULTS

August 9, 2023

DISCLAIMER

Certain statements in this presentation 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 and foreign exchange rate fluctuations; 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 and Adjusted EBITDA margin, 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.

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BUSINESS OVERVIEW

01

FIRST HALF 2023 HIGHLIGHTS

Revenue (€ million)	Adjusted EBITDA[1] (€ million)	Adjusted EBITDA Margin[1]
424	77	18%

Revenue Growth	Adjusted EBITDA[1] Growth	Adjusted EBITDA Margin[1] Expansion
+23%	+42%	+238bps
Y-o-Y Growth ▲	Y-o-Y Growth ▲	Y-o-Y Growth ▲

[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

2023 KEY PRIORITIES

Grow Core Betting Product

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

Expand U.S. Footprint

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

Develop Emerging Markets

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

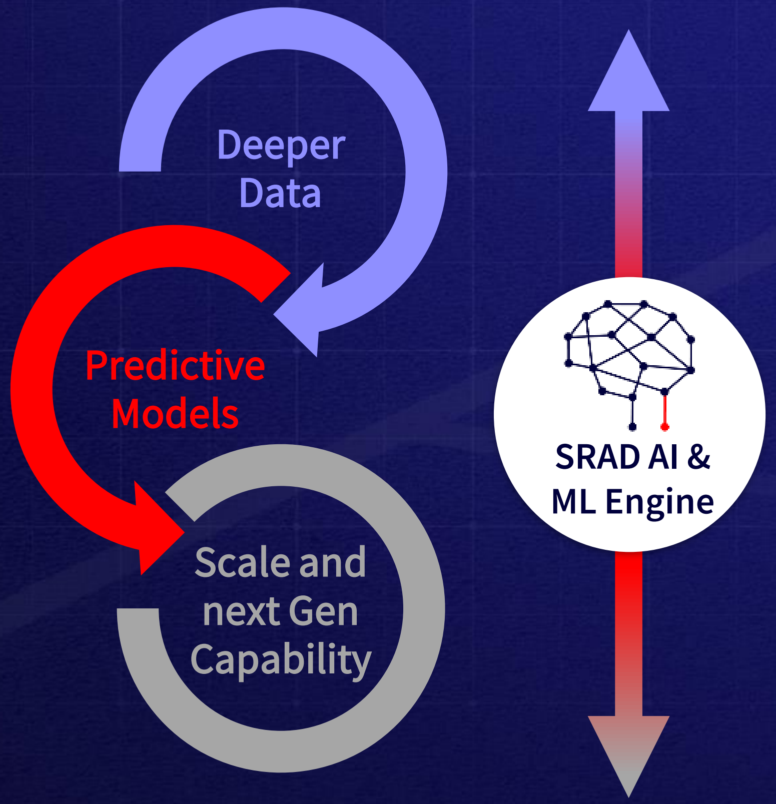
Invest Prudently

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

Leadership, Customer Centricity, Operational Excellence, Innovation

THE EVER-GROWING AI & ML VALUE-CREATION LOOP FUELS OUR CUTTING-EDGE DATA TECHNOLOGY BUSINESS MODEL TO REMAIN BEST FUTURE-POSITIONED

AI & ML Value-Creation Loop



Benefits of Technology-Business model

Unique & proprietary data lake

Match, player and behavior data enables **better predictive models**

Own AI & analytics technology

Better predictive models for sport events, bettor and fan behavior drive **scale via liquidity** and **next generation products**

Customer Value Creation

With more value provided to customers, even **more data is generated** that **drives** the **value-creation loop further**

Sportradar's **unique data sets** and **data technology business model** fuels our **ever-growing value creation loop** which **powers AI-generated, hyper-relevant, bettor** and **fan experiences**

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FINANCIAL OVERVIEW

02

SECOND QUARTER HIGHLIGHTS

Key Metrics

Revenue growth	Adjusted EBITDA growth[1]	Adjusted EBITDA margin[1]
+22%	+46%	+298bps
Y-o-Y Growth ▲	Y-o-Y Growth ▲	Y-o-Y Growth ▲

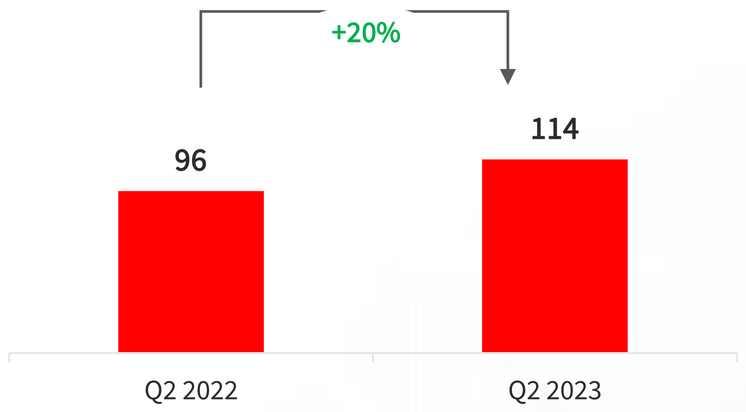
Product Revenue Growth

MBS	Live Data & Live Odds	U.S. Betting & Gaming	Net Retention Ratio (NRR)[1]
+25%	+19%	+105%	120%
Y-o-Y Growth ▲	Y-o-Y Growth ▲	Y-o-Y Growth ▲	

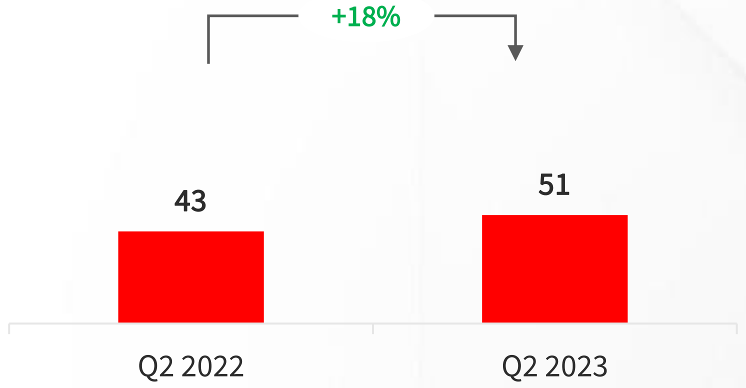
[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

RoW BETTING

REVENUE (€m)



ADJUSTED EBITDA[1] (€m)



HIGHLIGHTS

- **Revenue** growth driven by Managed Betting Services (MBS, +25%) and Live Odds and Data (+19%).
- Strong MBS and Live Odds and Data growth due to upselling and cross selling to customers.

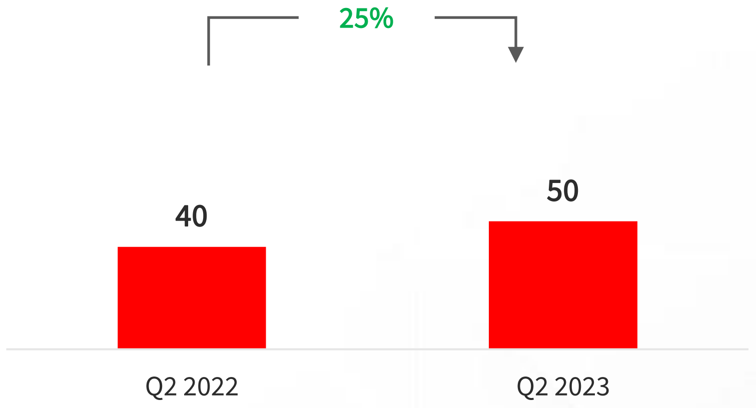
HIGHLIGHTS

- **Adjusted EBITDA**[1] driven by improved operating results offset by investments into AI for MTS product and Computer Vision technology.
- **Adjusted EBITDA margin**[1] of 45% reflects investments in new content, technology and people.

[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

RoW AUDIOVISUAL

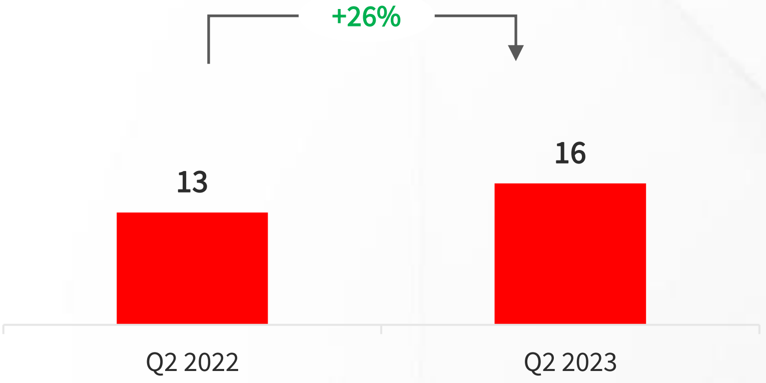
REVENUE (€m)



HIGHLIGHTS

- **Revenue** increase was aided by new CONMEBOL rights and further growth in sales to existing and new customers.

ADJUSTED EBITDA[1] (€m)



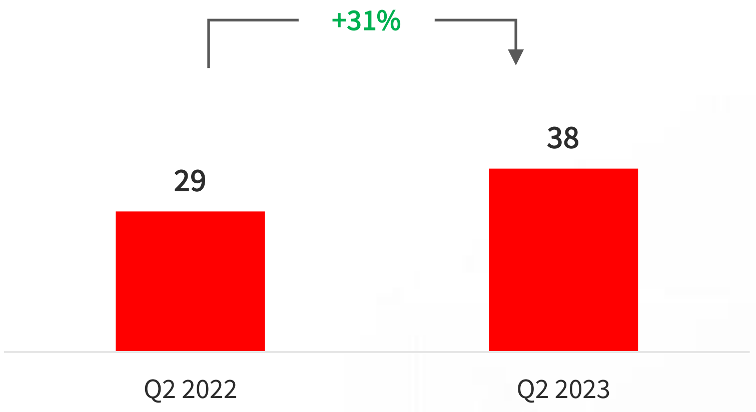
HIGHLIGHTS

- **Adjusted EBITDA[1]** increase due to higher content coverage as well as growth in sales to existing customers.
- **Adjusted EBITDA margin[1]** was stable at 33% in both quarters.

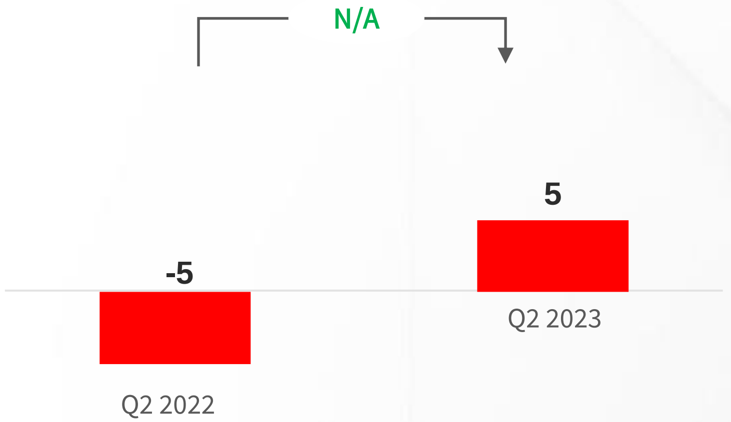
[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

UNITED STATES

REVENUE (€m)



ADJUSTED EBITDA[1] (€m)



HIGHLIGHTS

- **Revenue** growth was due to growth in core betting products.
- Betting & Gaming and Audio Visual grew 105%.

HIGHLIGHTS

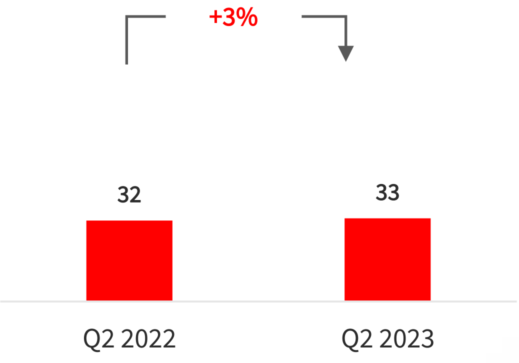
- **Adjusted EBITDA[1]** was positive for the fourth consecutive quarter, reflecting operating leverage in the U.S. segment.
- **Adjusted EBITDA margin[1]** improved to 14% from a negative margin last year.

[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

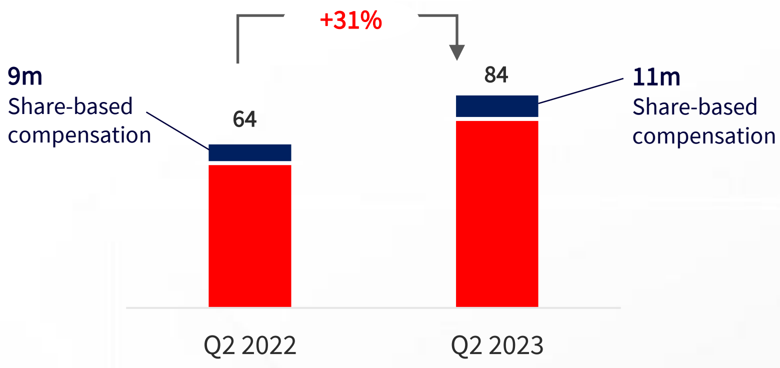
COST ANALYSIS

COSTS (€m)

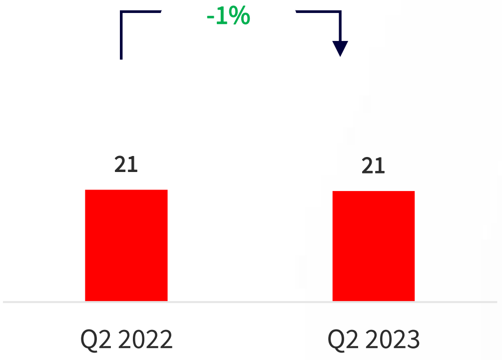
Purchased services



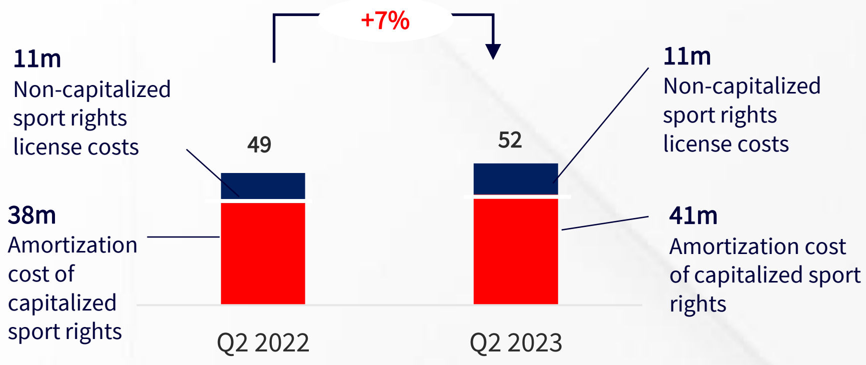
Personnel expenses



Other operating expenses



Sport rights



HIGHLIGHTS

- Purchased services and licenses increase reflects investments in content creation, greater event coverage and higher scouting costs.
- Personnel expenses increase due to headcount associated with investments in innovation and our talent base.
- Other operating expenses increase as a result of higher software licenses, audit fees and implementation costs for a new financial management system.
- Sport rights costs increase primarily due to new content in 2023, mainly CONMEBOL and Copa del Rey.

CASH FLOW AND LIQUIDITY

	Three Months Ended June 30	
in € million	2022	2023
Cash and cash equivalents as of April 1	716	240
Net cash from operating activities	43	72
Net cash used in investing activities	(73)	(43)
Net cash used in financing activities	(2)	(7)
Net (decrease) increase in cash	(32)	22
Effects of movements in exchange rates on cash and cash equivalents	32	2
Cash and cash equivalents as of June 30	716	264

- As of June 30, 2023, total liquidity is €484 million comprised of €264 million cash and cash equivalents and €220 million credit facility.
- As of June 30, 2022, total liquidity was €826 million, offset by €436 million of debt.
- Of the effects of movements in exchange rates on cash and cash equivalents, €1 million is related to our U.S. money market funds in the second quarter of 2023 compared with €31 million in the prior year quarter.

REAFFIRMING 2023 FINANCIAL GUIDANCE

	GUIDANCE	YoY INCREASE
Revenue	€902m - €920m	24% - 26%
Adjusted EBITDA[1]	€157m - €167m	25% - 33%
Adjusted EBITDA Margin[1]	17% - 18%	

[1] Non-IFRS financial measure; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

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Q&A

03

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APPENDIX

04

NON-IFRS FINANCIAL MEASURES

Non-IFRS Financial Measures and Operating Metrics

We have provided in this press release financial information that has not been prepared in accordance with IFRS, including Adjusted EBITDA and Adjusted EBITDA margin (together, the “Non-IFRS financial measures”), as well as operating metrics, including 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 below in this press release.

- *“Adjusted EBITDA”* represents profit for the period from continuing operations adjusted for share based compensation, depreciation and amortization (excluding amortization of sports rights), impairment loss on other financial assets, remeasurement of previously held equity-accounted investee, non-routine litigation costs, professional fees for SOX and ERP implementations, one-time charitable donation for Ukrainian relief activities, share of loss of equity-accounted investee (SportTech AG), loss on disposal 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.
- License fees relating to sports rights are a key component of how we generate revenue and one of our main operating expenses. Such license fees are presented either under purchased services and licenses or under depreciation and amortization, depending on the accounting treatment of each relevant license. Only licenses that meet the recognition criteria of IAS 38 are capitalized. The primary distinction for whether a license is capitalized or not capitalized is the contracted length of the applicable license. Therefore, the type of license we enter into can have a significant impact on our results of operations depending on whether we are able to capitalize the relevant license. Our presentation of Adjusted EBITDA removes this difference in classification by decreasing our EBITDA by our amortization of sports rights. As such, our presentation of Adjusted EBITDA reflects the full costs of our sports right's licenses. Management believes that, by deducting the full amount of amortization of sports rights in its calculation of Adjusted EBITDA, the result is a financial metric that is both more meaningful and comparable for management and our investors while also being more indicative of our ongoing operating performance.

  We present Adjusted EBITDA because management believes that some items excluded are non-recurring in nature and this information is relevant in evaluating the results of the respective segments relative to other entities that operate in the same industry. Management believes Adjusted EBITDA is useful to investors for evaluating Sportradar’s operating performance against competitors, which commonly disclose similar performance measures. However, Sportradar’s calculation of Adjusted EBITDA may not be comparable to other similarly titled performance measures of other companies. Adjusted EBITDA is not intended to be a substitute for any IFRS financial measure.

  Items excluded from Adjusted EBITDA include significant components in understanding and assessing financial performance. Adjusted EBITDA has limitations as an analytical tool and should not be considered in isolation, or as an alternative to, or a substitute for, profit for the period, revenue or other financial statement data presented in our consolidated financial statements as indicators of financial performance. We compensate for these limitations by relying primarily on our IFRS results and using Adjusted EBITDA only as a supplemental measure.
- *“Adjusted EBITDA margin”* is the ratio of Adjusted EBITDA to revenue.

In addition, we define our operating metric 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.

NON-IFRS RECONCILIATION – ADJUSTED EBITDA & MARGIN

	Three Months Ended June 30			
	2022	2022	2023	2023
	€'000	% of revenue	**€'000**	% of revenue
Profit for the period from continuing operations	**22,816**	13%	**33**	0%
Share based compensation	8,776	5%	11,108	5%
Litigation costs[1]	1,887	1%	-	-
Professional fees for SOX and ERP implementations	1,114	1%	59	0%
Depreciation and amortization	49,102	28%	52,114	24%
Amortization of sports rights	(37,857)	(21%)	(40,920)	(19%)
Impairment loss on other financial assets	148	0%	202	0%
Share of loss of equity-accounted investee[2]	-	-	1,344	1%
Loss on disposal of equity-accounted investee	-	-	8,018	4%
Remeasurement of previously held equity-accounted investee	(7,698)	(4%)	-	-
Foreign currency (gains) losses, net	(18,436)	(10%)	1,182	1%
Finance income	(638)	0%	(1,717)	(1%)
Finance costs	9,212	5%	7,077	3%
Income tax expense (benefit)	(873)	0%	1,602	1%
Adjusted EBITDA	**27,553**	**16%**	**40,102**	19%

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1) Includes legal related costs in connection with a non-routine litigation • 2) Includes the related share in the equity-accounted investee of SportTech AG

NON-IFRS RECONCILIATION – ADJUSTED EBITDA & MARGIN

	Six Months Ended June 30			
	2022	2022	2023	2023
	€'000	% of revenue	€'000	% of revenue
Profit for the period from continuing operations	**31,024**	9%	**6,843**	2%
Share based compensation	12,687	4%	20,062	5%
Litigation costs[1]	3,171	1%	-	-
Professional fees for SOX and ERP implementations	2,539	1%	304	0%
One-time charitable donation for Ukrainian relief activities	147	0%	-	-
Depreciation and amortization	101,572	29%	99,762	24%
Amortization of sports rights	(80,125)	(23%)	(78,110)	(18%)
Impairment loss on other financial assets	176	0%	202	0%
Share of loss of equity-accounted investee[2]	-	-	3,699	1%
Loss on disposal of equity-accounted investee	-	-	8,018	2%
Remeasurement of previously held equity-accounted investee	(7,698)	(2%)	-	-
Foreign currency (gains) losses, net	(28,855)	(8%)	4,901	1%
Finance income	(724)	0%	(6,601)	(2%)
Finance costs	18,134	5%	12,118	3%
Income tax expense (benefit)	2,206	1%	5,575	1%
Adjusted EBITDA	**54,254**	**16%**	**76,773**	18%

1) Includes legal related costs in connection with a non-routine litigation • 2) Includes the related share in the equity-accounted investee of SportTech AG