Second Quarter 2022 Financial Results

August 17, 2022

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 or outlook for the full year 2022. 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 conflict; 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 for 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, 2021, 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. You 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, Adjusted Free Cash Flow (unlevered), Cash Flow Conversion (unlevered) 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

Sportradar Core Goals Drive Our Business

1. Deliver Consistent Double-Digit Revenue Growth
2. Drive Profitability, Margin Expansion, and Cash Flow
3. Maintain Optimal Capital Structure for Growth
4. Invest in Our People & Sports Ecosystem, and Deliver Results to Stakeholders

Strong Q2 Performance

Revenue
23%
over prior year

Adjusted EBITDA Margin[1]
16%

Debt Repayment
€200m

Net Retention Rate[1]
115%

Cash Flow Conversion[1]
129%

Cash Flow Conversion (unlevered)[1]
157%

*1 Non-IFRS financial measure; see the Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures.

Q2 2022 Highlights and Core Product Growth

NASCAR

ING BASKETBOL SÜPER LİGİ
Turkish Basketball League

Athlete Wellbeing

M&A
ORTEC SPORTS
VAIX

Joint Venture
Ringier
B2C entry into Africa

MBS
65%
y-o-y revenue growth

ad:s
38%
y-o-y revenue growth

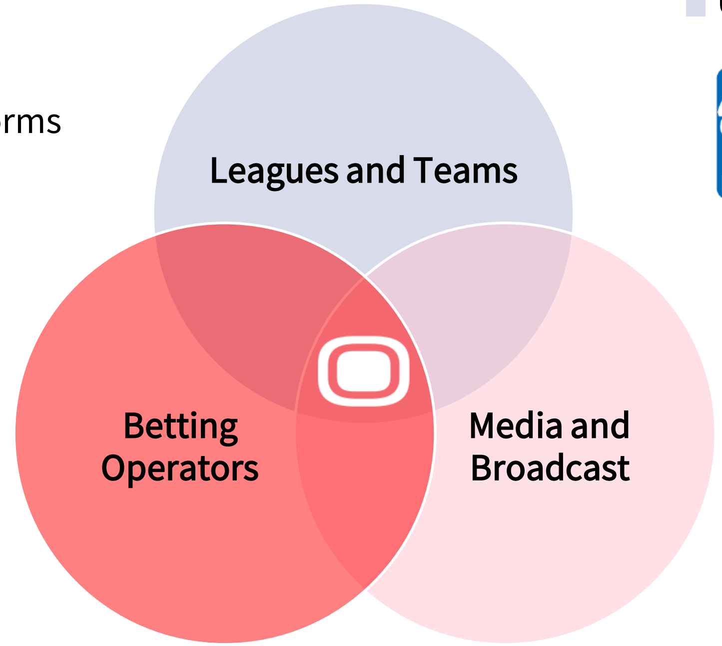
Audiovisual
9%
y-o-y revenue growth

Live Odds
9%
y-o-y revenue growth

Sportradar's Position in the U.S. Sporting Ecosystem

How Sportradar Powers the Most Exciting U.S. Sports and Entertainment Experience

Sportradar data and proprietary platforms support 70% of In-Play Net Gaming Revenue (NGR) for U.S. Sportsbooks



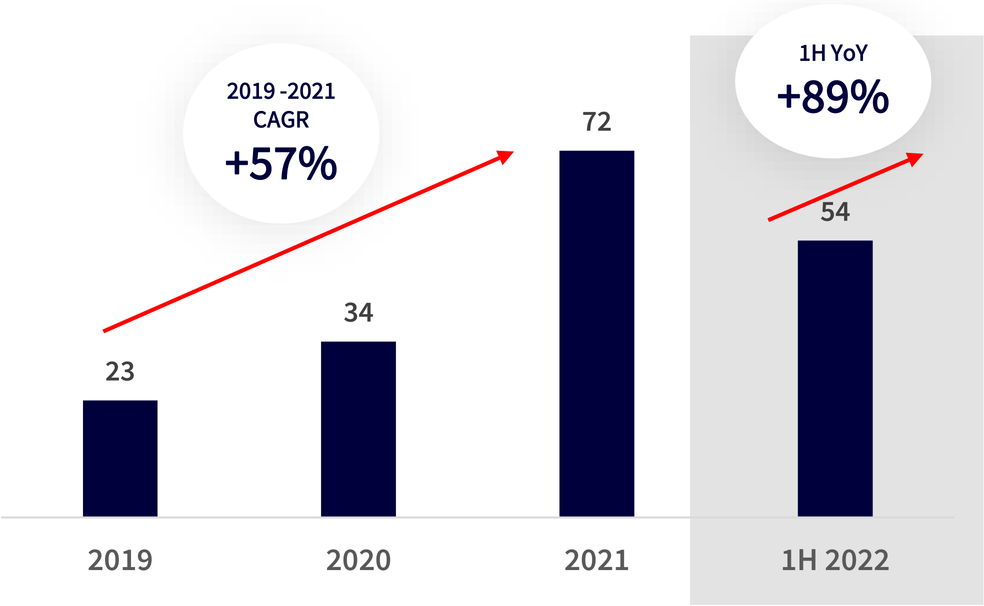
Commercial Partnerships with majority of the major U.S. sporting properties

Sportradar data fuels +275 Digital Media and Traditional Broadcast partners providing scores, statistics, and insights across 92 sports every year

U.S. Spotlight

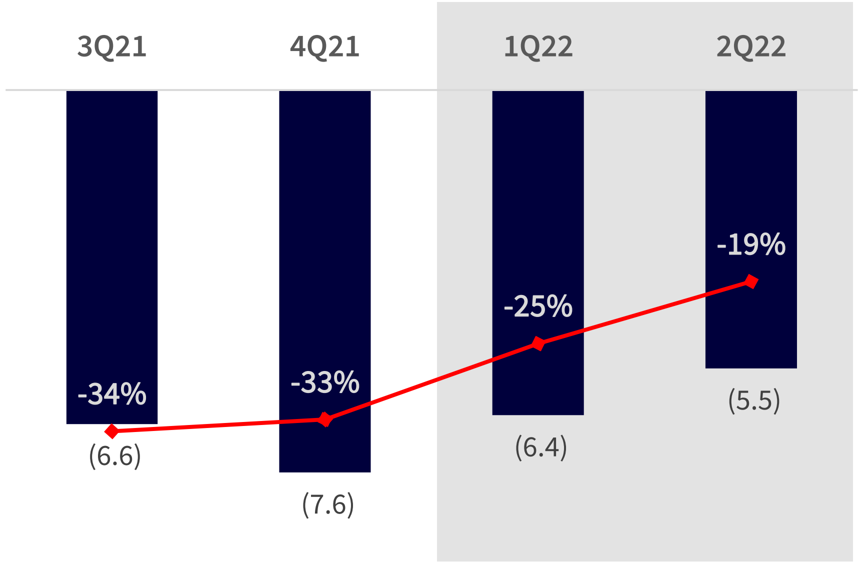
A Balanced Revenue Mix Generating Strong Growth and Scale Moving Towards Profitability

U.S. Revenue (€m)



U.S. Revenue 1H22 growth of +89% driven by ad:s (+115%) and Betting & Gaming (+72%)

U.S. Adjusted EBITDA[1] (€m) and Adjusted EBITDA margin[1]



U.S. Adjusted EBITDA margin[1] improved by 15 percentage points since 3Q21 sportradar

Financial Overview

02

Financial Highlights

Sportradar Group

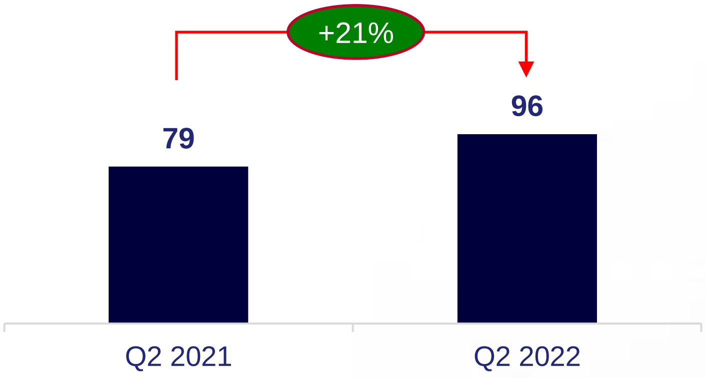
Metrics (€m)	Q2 2021	Q2 2022
Revenue	**143.6**	**177.2**
% YoY Growth	*+77%*	+23%
Adjusted EBITDA [1]	**31.6**	**27.6**
% YoY Growth	*79%*	-13%
% Margin	22%	16%
Adjusted Free Cash Flow [1]	**(2.3)**	**35.7**
% Cash Flow Conversion [1]	(7%)	129%
Adjusted Free Cash Flow (unlevered) [1]	**7.9**	**43.4**
% Cash Flow Conversion (unlevered) [1]	25%	157%
Total cash and cash equivalents as of Dec 31/ Jun 30 [2]	**742.8**	**715.6**
Total bank debt as of Dec 31/ Jun 30 [2]	**435.3**	**435.8**

sportradar

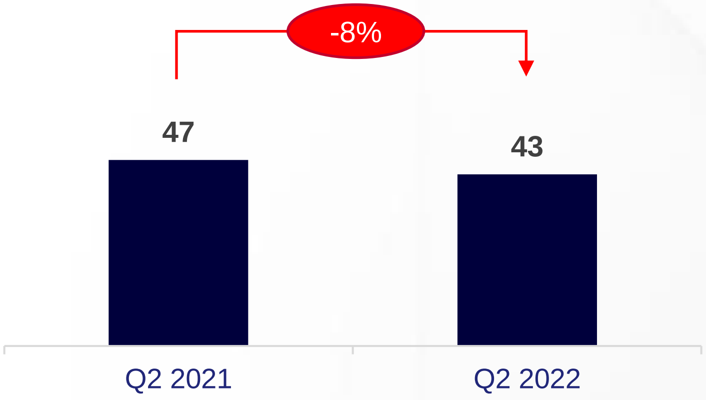
[1] Non-IFRS financial measure; see Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures. [2]For the second quarter of 2021, total cash and cash equivalents and total bank debt is as of December 31, 2021.

RoW Betting
Segment

Revenue (€m)



Adjusted EBITDA[1] (€m)



Highlights

- **Revenue growth of 21% vs LY**
  - Growth driven by MBS (+65 vs LY) and Live Odds (+9% vs LY).
  - MBS growth is attributable to record turnover of €4.5bn this quarter (+80% YoY).
  - Live Odds Services grew as a result of upselling content to existing customers.

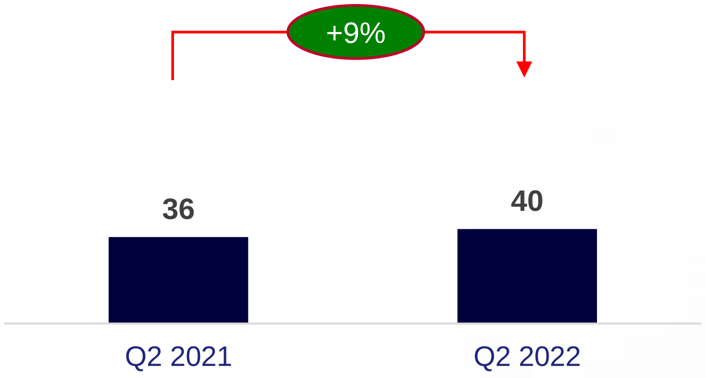
- **Adjusted EBITDA[1]** in Q2-22 decreased by 8% to €43m compared with Q2-21.
- **Adjusted EBITDA margin[1]** decreased to 45% in Q2-22 from 59% in Q2-21, driven primarily by the loss of revenue from Russian customers as well as increased costs of the new Sport rights acquired (e.g. UEFA). Without the impact from the Russia/Ukraine conflict, the Adjusted EBITDA margin would had been approximately 50%.

*[1] Non-IFRS financial measure; see the Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures.

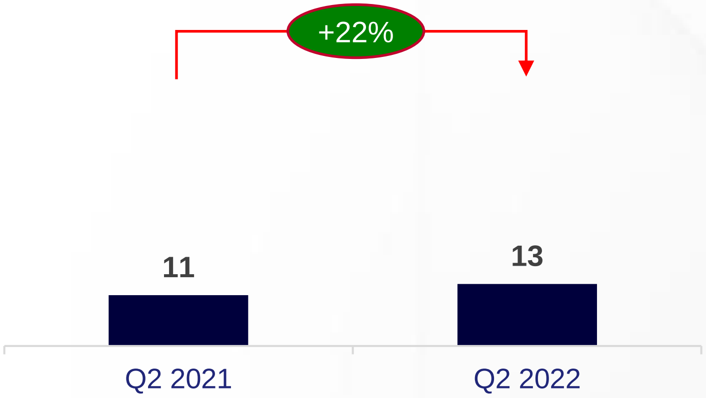
RoW Audiovisual

Segment

Revenue (€m)



Adjusted EBITDA[1] (€m)



Highlights

- **Revenue growth of 9% vs LY**
  - AV Betting growth (+11% vs LY) driven by new customers contracted.
  - Additional revenue from Synergy content supporting year over year growth.

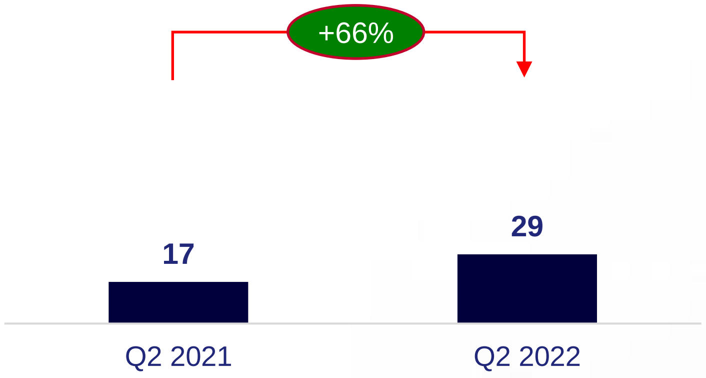
- **Adjusted EBITDA[1]** in Q2-22 increased by 22% to €13m compared with Q2-21.
- **Adjusted EBITDA margin[1]** increased to 33% in Q2-22 from 29% in Q2-21, driven by lower costs for Sport rights.

*[1] Non-IFRS financial measure; see the Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures.

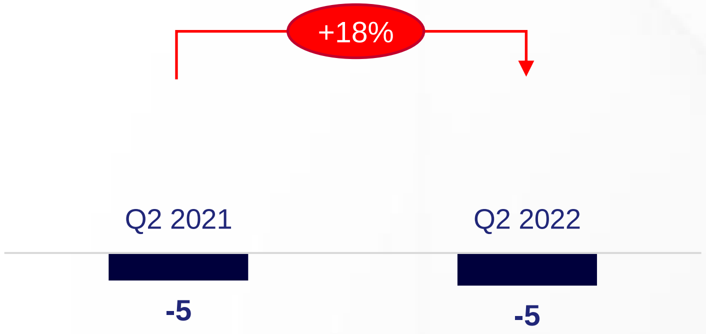
United States

Segment

Revenue (€m)



Adjusted EBITDA[1] (€m)



Highlights

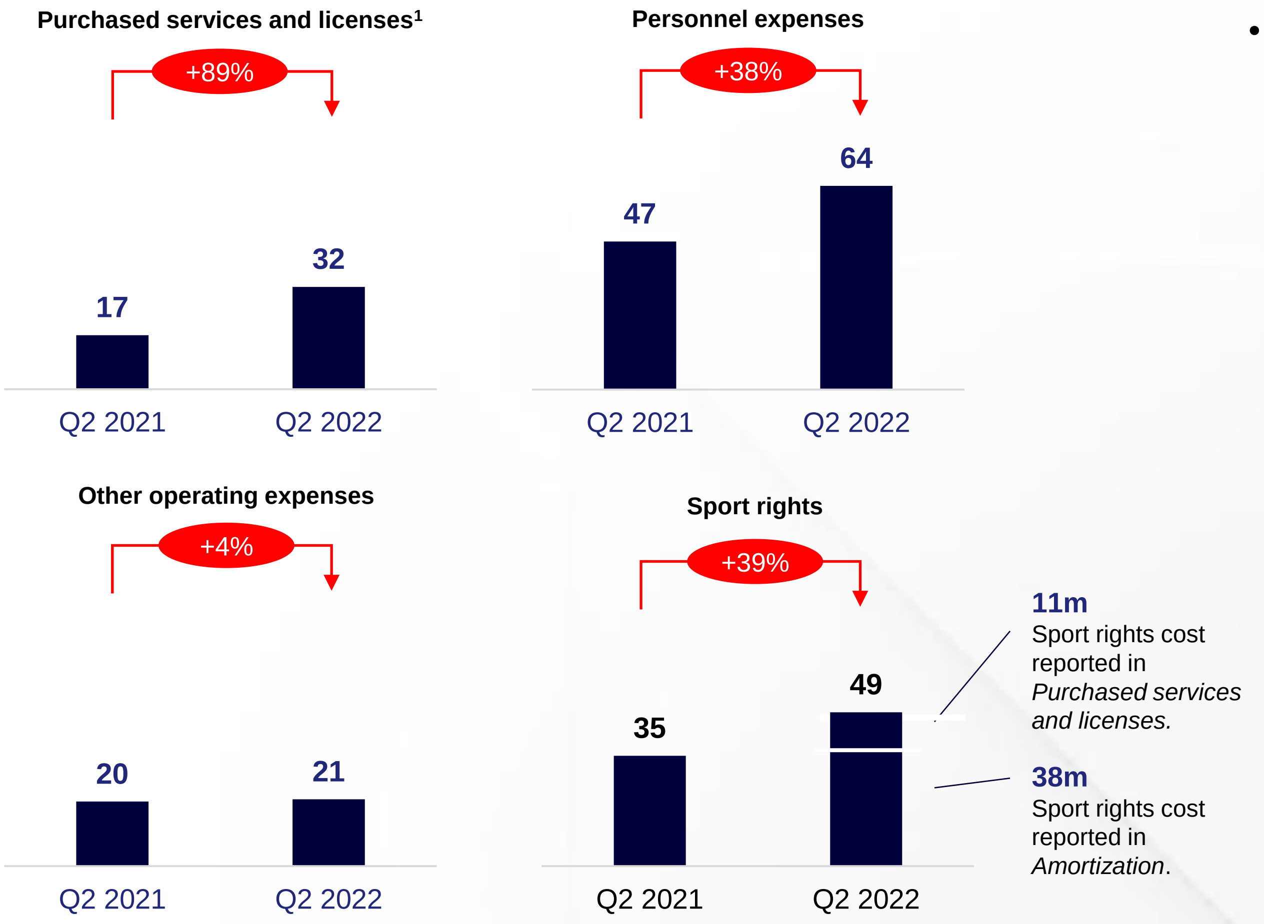
- **Revenue growth of 66% vs LY**
  - Growth driven by additional revenue from Synergy acquisition and strong performance in US Media (+46% vs LY) and US Betting (+66% vs LY) business.
  - US Betting growth as a result of accelerated new state ramps in line with market.

- **Adjusted EBITDA[1]** in Q2-22 substantially flat at -€5m compared with Q2-21.
- **Adjusted EBITDA margin[1]** improved to (19%) in Q2-22 from (27%) in Q2-21, reflecting improvement in the U.S. segment operating leverage.

*1 Non-IFRS financial measure; see the Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures.

Cost Categories

Costs (€m)



Highlights

- **Total costs growth at 40% vs LY**
  - Purchased services and licenses (w/o expensed Sport rights costs) increased by 89% vs Q2-21 to €32m driven by additional content processing costs and costs related to ad:s revenue.
  - Personnel expenses growth of 38% to €64m driven by additional headcount in product and technology departments of 789 FTE (of which 354 inorganic) to 3,520 FTE in Q2-22 compared with Q2-21.
  - Other operating expenses slightly increased by 4% to €21m compared with Q2-21.
  - Sport rights costs growth of 39% to €49m compared with Q2-21, primarily resulting from new Sport rights (NHL, UEFA, ATP) and a normalized schedule in major leagues such as the NBA as COVID-19 impacts eased.

[*1] For the purpose of this presentation without expensed Sport rights costs (as these are included in “Sport rights”).

Capital Structure Update – Debt Repayment

Significant Cash Flow Generation is Allowing Sportradar Rapid Debt Reduction While Maintaining Company's Flexibility for Acquisitions and Additional Investment in Technology and Products

Early partial pre-payment of €200 million in July 2022 of Senior Secured Term Loan Facility B

– Entered: November 2020
– Total amount: €420m
– Term: 7 years
– Interest rate: EURIBOR plus 4.25% initial margin (subject to net leverage ratio; 3.5% in Q2-22)

Balance Sheet at end of Q2-22		Balance Sheet at end of July-22
€715.6m	CASH	€529.3m
€435.8m	DEBT OUTSTANDING	€238.6m
€825.6m	AVAILABLE LIQUIDITY[1]	€639.3m

[1] Cash and cash equivalents plus unused revolving credit facilities

We Raise Our 2022 Revenue Outlook

Guidance	Previous Revenue	Revised Revenue	*YoY Increase*
Revenue	€665m - €700m	€695m - €715m	*24% - 27%*
Adjusted EBITDA[1]	€123m - €133m		*21% - 30%*
Adjusted EBITDA Margin[1]	*17% - 19%*		

*[1] Non-IFRS financial measure; see the Appendix of this presentation for further explanations and reconciliations of non-IFRS measures to IFRS measures.

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, 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 (unlevered)” represents “Adjusted Free Cash Flow” with debt interest payments added-back.
- “Cash Flow Conversion (unlevered)” is the ratio of Adjusted Free Cash Flow (unlevered) 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

	Three Months Ended June 30,	
(€'000)	2021	2022
Profit for the period	**15,301**	**22,816**
Share based compensation	4,656	8,776
Litigation costs[1]	-	1,887
Professional fees for SOX and ERP implementations	-	1,114
One-time charitable donation for Ukrainian relief activities	-	-
Depreciation and amortization	27,885	49,102
Amortization of sport rights	(19,428)	(37,857)
Impairment loss on other financial assets	-	148
Remeasurement of previously held at-equity investment	-	(7,698)
Foreign currency (gains) losses, net	(8,135)	(18,436)
Finance income	(1,815)	(638)
Finance costs	7,638	9,212
Income tax expense (benefit)	5,496	(873)
Adjusted EBITDA	**31,597**	**27,553**

Non-IFRS Reconciliation – Adjusted Free Cash Flow

(€'000)	Three Months Ended June 30,	
	2021	**2022**
Net cash from operating activities	**24,825**	**42,695**
Acquisition of intangible assets	(24,550)	(36,332)
Acquisition of property and equipment	(1,501)	(176)
Payment of lease liabilities	(1,074)	(1,739)
Foreign currency gains on cash equivalents	-	31,221
Adjusted Free Cash Flow	**(2,300)**	**35,669**
Debt interest payments (add-back)	10,246	7,728
Adjusted Free Cash Flow (unlevered)	**7,946**	**43,397**