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SPORTS TECHNOLOGY. REIMAGINED.

Q1 2024 EARNINGS PRESENTATION

May 15, 2024

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 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,” “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 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 and/or loss of data; 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 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.

DELIVERING RECORD PERFORMANCE & RAISING 2024 OUTLOOK

1	Delivered a strong Q1 performance with record quarterly revenue, up 28% year-over-year.
2	Focused on driving efficiencies, delivering 29% Adjusted EBITDA growth.
3	Raising full year 2024 outlook given strong Q1 performance and momentum across the business.
4	Added key talent to leadership team, naming new CFO and Chief Technology & AI Officer.
5	Commencing purchases under the previously authorized $200 million share repurchase program.

Q1 2024 FINANCIAL HIGHLIGHTS

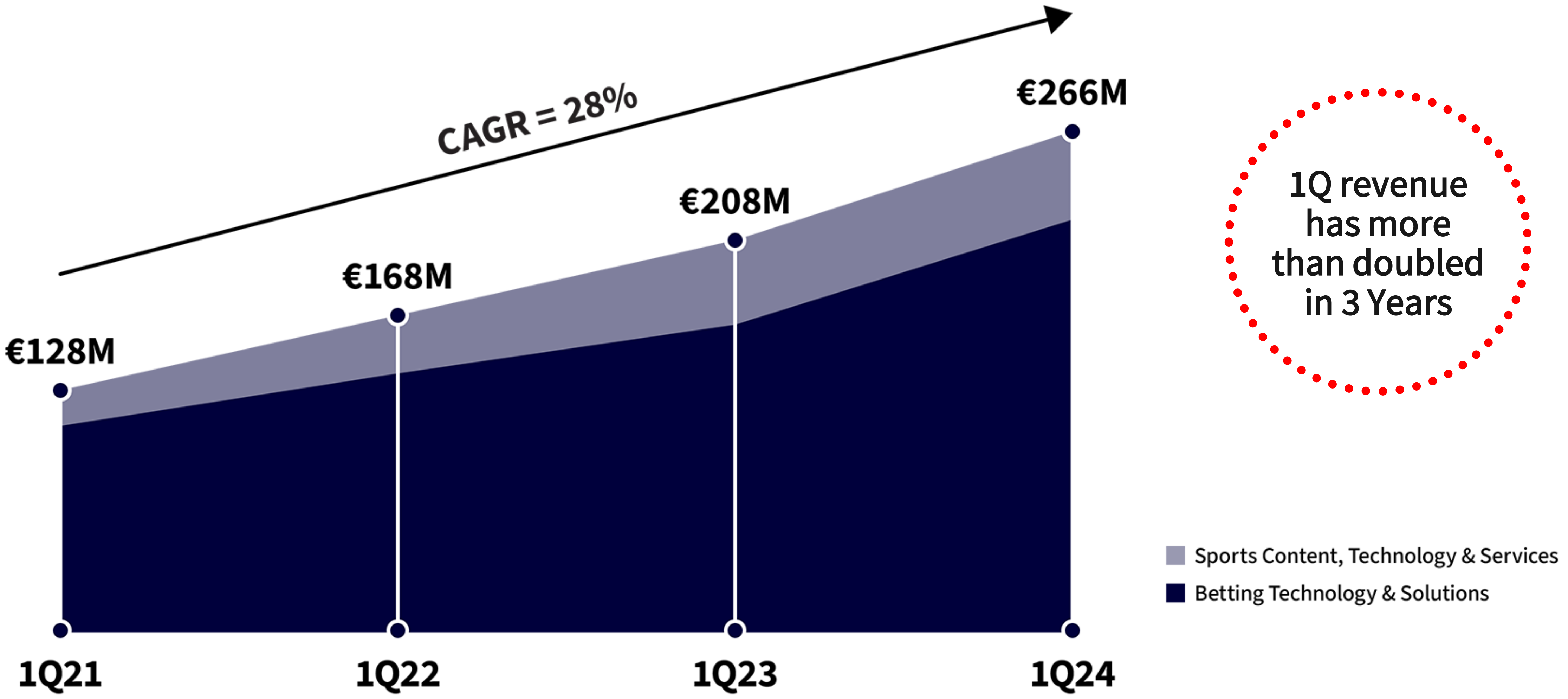
Strong Execution Delivering Double-Digit Growth and Better-than-Expected Margins

Revenue (in millions)	Adjusted EBITDA[1] (in millions)	Adjusted EBITDA Margin[1]
€266	€47	18%

Revenue Growth	Adjusted EBITDA[1] Growth	Adjusted EBITDA Margin[1] Expansion
+28%	+29%	+8bps

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

ACHIEVED ALL-TIME QUARTERLY REVENUE RECORD



1Q revenue has more than doubled in 3 Years

LEADING SOLUTIONS PROVIDER TO THE SPORTS ECOSYSTEM

800 BETTING OPERATORS

- Largest AV content offering with **450,000** live AV streams
- Scaled managed trading business with **€30B in annual turnover**
- Generated over **10 billion live odds** changes

400 SPORTS LEAGUES & FEDERATIONS

- Broad content coverage with over **60 sports** globally
- Approximately **1 million events** annually
- Rights for **3 major professional U.S. sports leagues**

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900 MEDIA PARTNERS

- Collect, curate and distribute almost **2 billion data points** globally
- Cover over **3 million** plays and events for MLB, NHL, NBA and NFL globally
- Support **10,000 broadcasts** in U.S.

STRONG OPERATING MOMENTUM

mts

- **Managed Trading Services** (MTS) is a **sophisticated trading risk & liability management** solution.
- Processed **turnover of over €9 billion** in the quarter, **up 28% YoY.**
- **Ranks us as a top bookmaker globally** based on liquidity.

ad:s

- **Provides** personalized **digital advertising to drive customer acquisition for sportsbooks.**
- **Partner with 150+ brands** across multiple digital media channels.
- **Delivered 10 billion+ ad impressions** in Q1 alone**, ranking as a top advertiser in the online betting and casino space.**

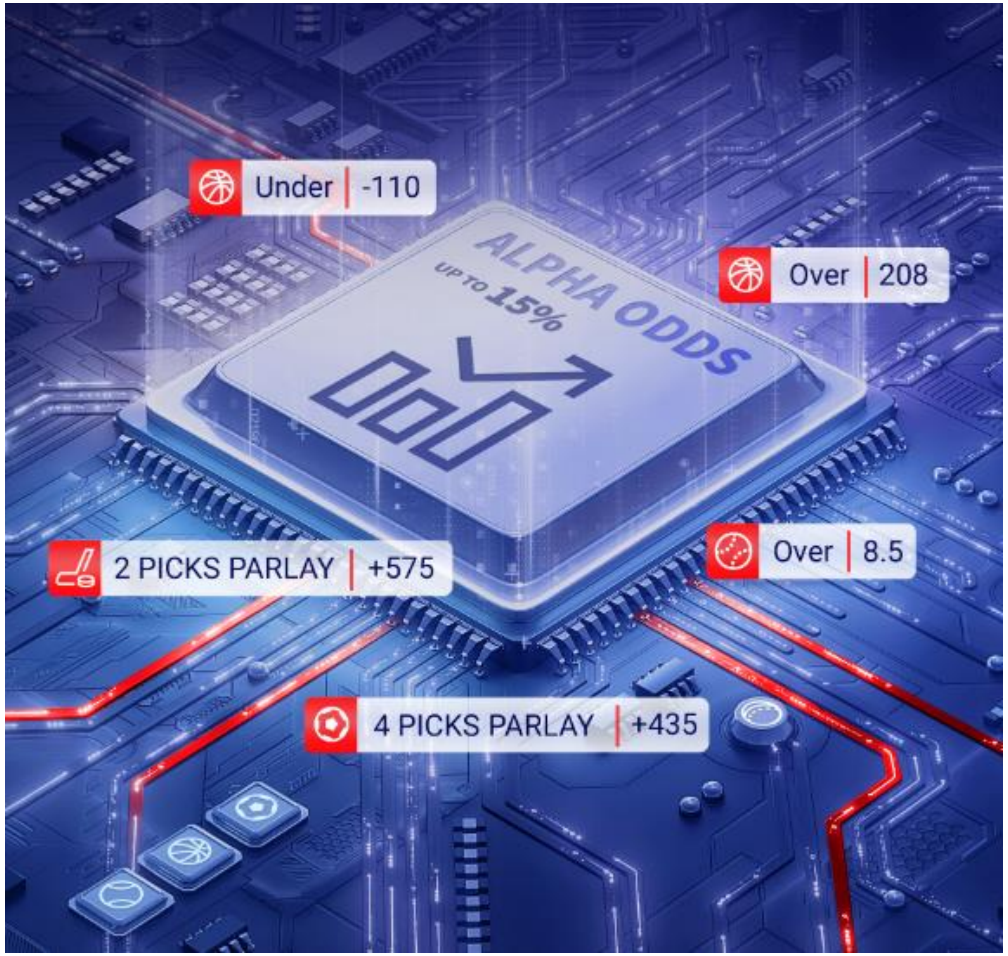
UTR SPORTS

- **Announced long term partnership with UTR Sports** for the UTR Pro Tennis Tour, the top tennis tour for rising professionals.
- Using **AI and computer vision technologies**, SRAD will create news analysis and insights for each match.
- **Tennis is 2nd most bet on sport globally,** adds to our tennis portfolio.

ALPHA ODDS CONTINUES TO CHANGE THE GAME

Game-Changing Trading Technology, Built to Increase A Betting Operator's Profitability

- Builds on our market-leading core odds solution, **generating odds tailored for individual sportsbooks**.
- **Proven to generate higher margins**, **increased profit**s at recently concluded **UEFA European Championship Qualifying matches by an average of 15%.**
- Initially **launched in soccer,** it is **now live in tennis and will soon launch for basketball**.
- Plan to release in 3 more sports **by Q1 2025, bringing total coverage of our turnover to** ~90%.



LEADING IN INNOVATION

- **Sportradar made Fast Company's 2024 list of Most Innovative Companies in Sports** for our leading Computer Vision technology and Enhanced Table Tennis solution among others.

- **We are leading when it comes to innovation and product development,** which is fueling our growth.

Ranked #2

"With the rise of sports betting, sports tech leader Sportradar is making video processing faster than ever, enabling micro-betting for live sports…"

ENHANCING INDUSTRY LEADING MANAGEMENT TEAM

Recent additions

CRAIG FELENSTEIN – Chief Financial Officer

- Seasoned exec with over 30 years of finance experience.
- Public U.S. company experience at Discovery, News Corp and Viacom.
- Joins us from Lindblad Expeditions where he's been CFO for 7 years.
- Starts June 1st.

BEHSHAD BEHZADI – Chief Technology & Artificial Intelligence Officer

- Seasoned Google exec where he played key role in Google's AI-first strategy.
- Commercialized some of Google's most recognizable products such as Google Assistant, Google Lens, and Next Gen Assistant.
- Will drive Sportradar AI strategy and lead technology transformation.
- Started May 1.

STRONG PERFORMANCE AND LONG-TERM VALUE CREATION

1	Year of execution, as we deliver on core commitments and position for continued growth.
2	Delivered an excellent quarter on all fronts, setting us up to deliver continued strong results in the year ahead.
3	Performance underpinned by the depth and scale of our business fundamentals, strategic investments and laser focus on execution.
4	Plans to further extend our leadership position through innovation and our unwavering focus on driving partner, customer and shareholder value.

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FINANCIAL RESULTS

UPDATED SEGMENT REPORTING AND NEW REVENUE GROUPS

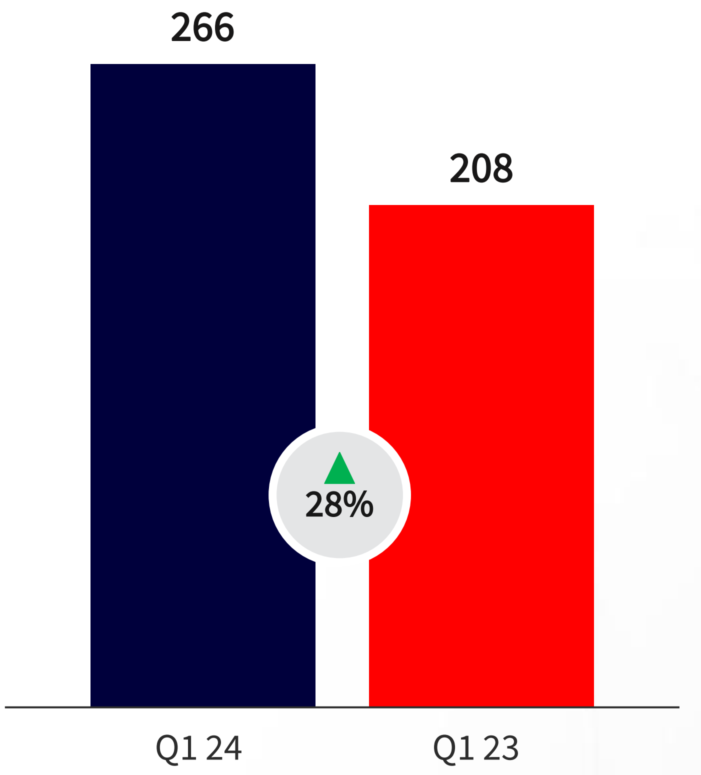
BETTING TECHNOLOGY & SOLUTIONS		
Betting and Gaming Content		Managed Betting Services
Live Data	Streaming & Betting Engagement	Managed Trading Services (MTS)
Odds Services	iGaming	Sports Betting & iGaming Platform

SPORTS CONTENT, TECHNOLOGY & SERVICES		
Marketing & Media Services	Sports Performance	Integrity Services
Marketing Services	Competition Management	Integrity Services
Sports Media Services	Coaching & Scouting Services	

- **Effective for the quarter ending March 31, 2024, the Company updated its reportable segments** to correspond with its previously announced re-organization and changes in its organizational structure.
- **The Company now operates as one global entity with a streamlined structure,** centralized management team, global product development and client and partner focused sales team.
- **This structure and** associated **strategic initiatives position the company for growth, sustainable profitability and margin expansion.**
- Accordingly, we now have **one operating and reportable segment** and will report **one consolidated non-IFRS profitability measure** (Adjusted EBITDA).
- We are **presenting revenue in two major groupings, Betting, Technology & Solutions and Sports Content, Technology & Services.**
- We **will continue to provide Rest of World and United States geographic** revenue breakdown.

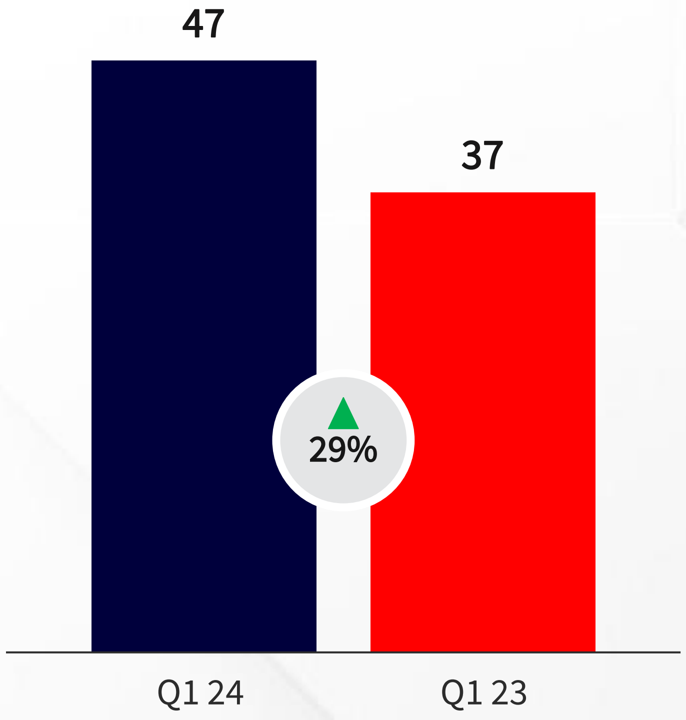
DELIVERED STRONG REVENUE AND PROFITABILITY

CONSOLIDATED REVENUE (€M)



	Q1 24	Q1 23
RoW	*75%*	*81%*
U.S.	*25%*	*19%*

CONSOLIDATED ADJUSTED EBITDA[1] (€M)



	Q1 24	Q1 23
AEBITDA Margin[1] (%)	*18%*	*18%*

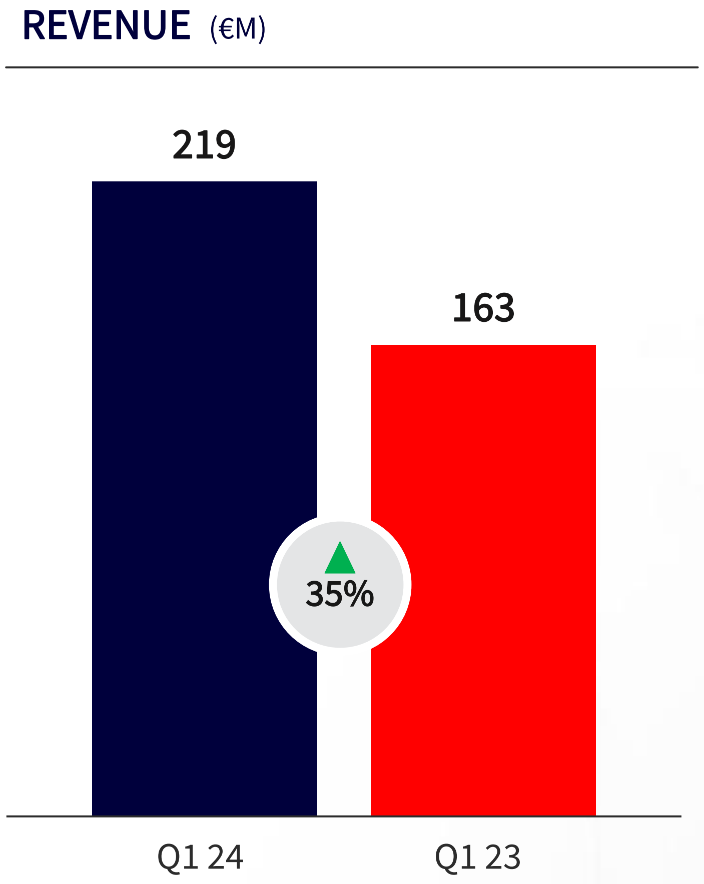
KEY TAKEAWAYS

Q1 2024

- **Achieved record revenue** of €266 million and year-over-year growth of 28%.
- Saw **broad-based strength** across our product portfolio.
- Benefitted from strong client adoption of **ATP and NBA** offerings.
- Saw **strong performance** from **Streaming & Betting Engagement (+46%), Live Data and Odds (+29%)** and **Managed Betting Services (+32%).**
- **Grew Adjusted EBITDA[1] 29%**, reflecting higher revenue and **operating leverage** in personnel, cost of sales and other expenses, which offset the increased sport rights costs.

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

BETTING TECHNOLOGY & SOLUTIONS



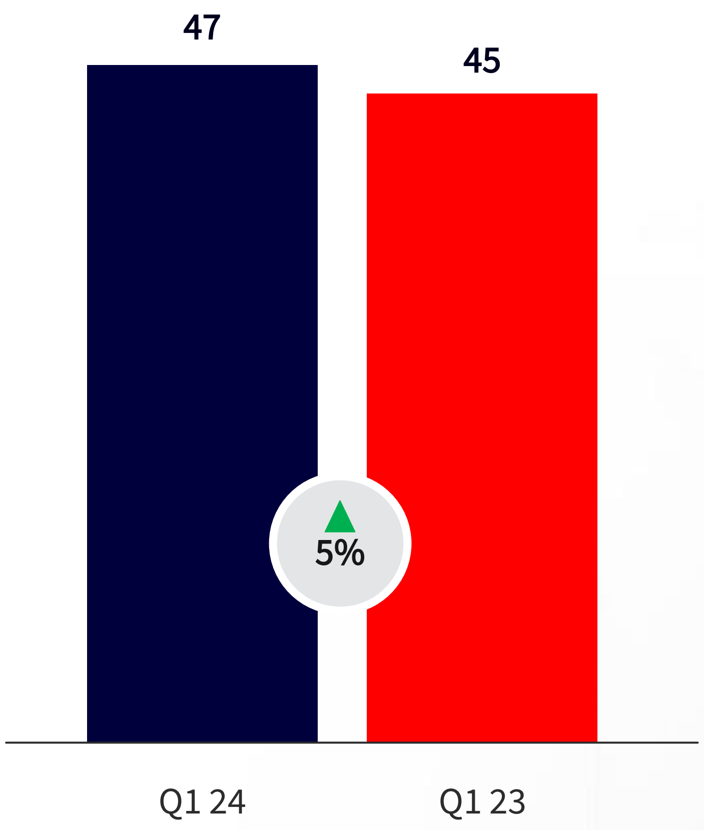
KEY TAKEAWAYS

Q1 2024

- **Revenue increased 35% YoY**, with growth primarily driven by:
  - **Streaming & Betting Engagement, grew €26 million, up 46%** driven primarily by new ATP deal and U.S. market growth.
  - **Live Data and Odds grew €19 million, up 29%** driven by NBA premium pricing and new ATP deal.
  - **Managed Betting Services (MBS) grew €12 million, up 32%** driven by higher turnover and margins.
- Represented 82% of total revenue versus 78% in Q1 2023.

SPORTS CONTENT, TECHNOLOGY & SERVICES

REVENUE (€M)



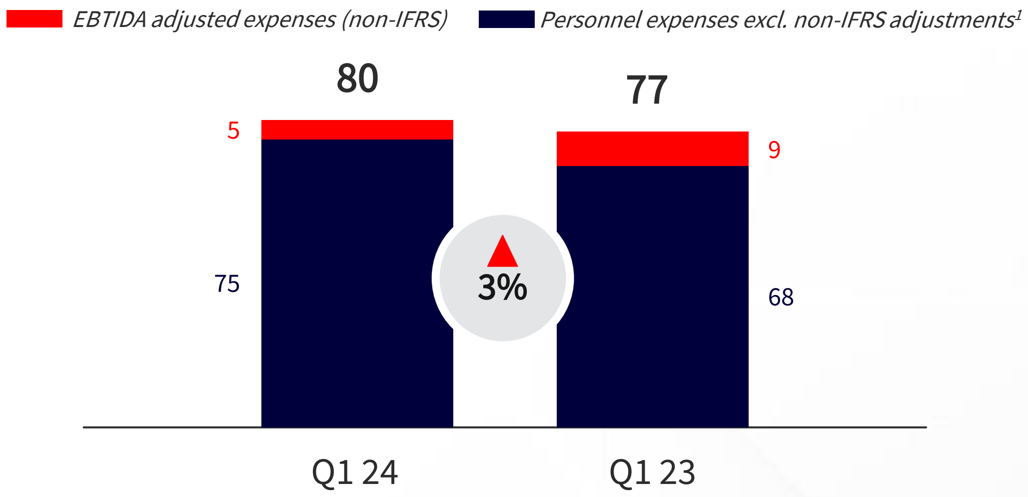
KEY TAKEAWAYS

Q1 2024

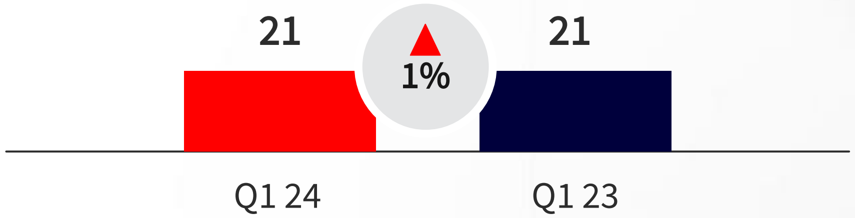
- **Revenue increased 5% YoY,** growth primarily driven by:
  - **Marketing and Media Services grew 6% year-over-year,** driven by upsell to existing clients.
  - **Sports Performance was broadly flat** year-over-year.
- Represented 18% of total revenue versus 22% in Q1 2023.

PERSONNEL EXPENSES AND OTHER OPERATING EXPENSES

PERSONNEL EXPENSES (€M)



OTHER OPERATING EXPENSES (€M)



KEY TAKEAWAYS

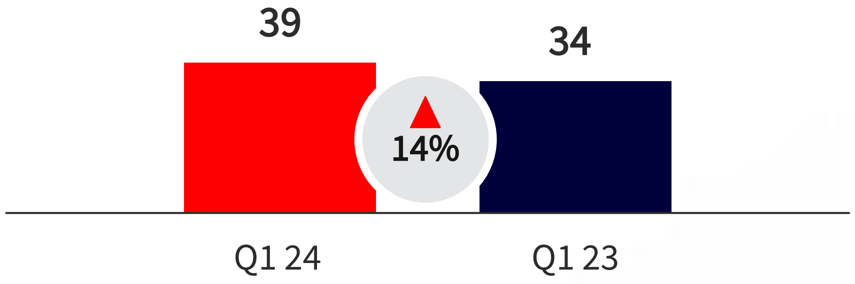
Q1 2024

- Personnel expenses were €80 million, up €2 million or 3% year-over-year.
- Other Operating expenses were €21 million, broadly flat year-over-year.
- Both of these expense categories **benefitted from our cost actions announced last year and our focus on delivering improved operating leverage.**

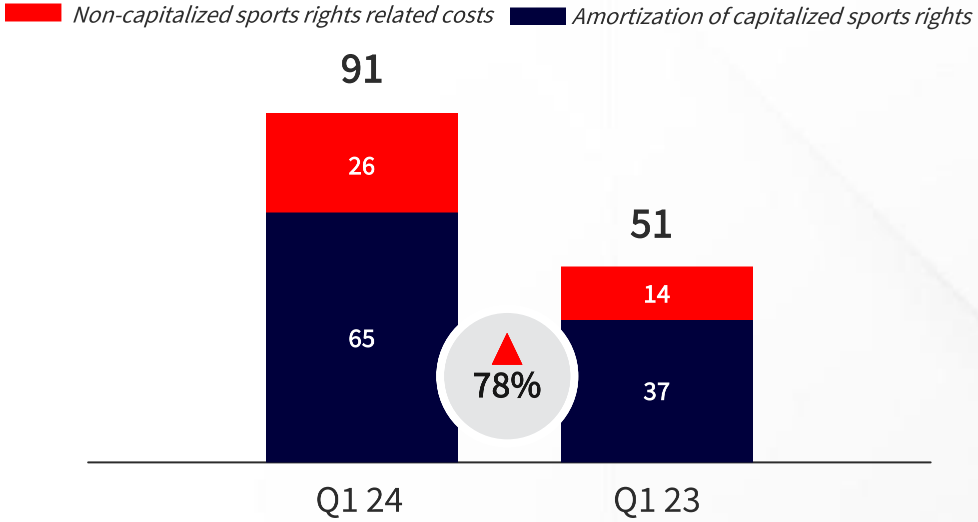
[1] Non-IFRS adjusted expense excludes share-based compensation expense and management restructuring costs; see the Appendix for defined terms and reconciliations of non-IFRS measures to IFRS measures.

PURCHASED SERVICES & LICENSES AND SPORT RIGHTS COSTS

PURCHASED SERVICES AND LICENSES[1] (€M)



SPORT RIGHTS (€M)



KEY TAKEAWAYS

Q1 24

- Purchased Services and Licenses[1], excluding expensed sport rights, grew 14% year-over-year, driven primarily by investments in our product portfolio.
- Sport rights costs were €91 million, up €40 million or 78% year-over-year, driven by new rights, in particular our ATP and NBA partnership deals. This increase is in line with our expectations for fiscal 2024.

[1] Purchased services and licenses is comprised of purchased services and non-capitalized sport rights license expense. This chart presents only the purchase services expense portion, and the non-capitalized sport rights related costs are included in total sport rights chart.

CASH FLOW AND LIQUIDITY

in € million	Three months ended March 31, 2024	2023
Cash and cash equivalents as of January 1	277	244
Net cash from operating activities	67	57
Net cash used in investing activities	(66)	(54)
Net cash used in financing activities	(7)	(4)
Net decrease in cash	(6)	(1)
Effects of movements in exchange rates on cash and cash equivalents	4	(3)
Cash and cash equivalents as of March 31	275	240
Debt Outstanding	-	-
Net cash and cash equivalents as of March 31	275	240

KEY TAKEAWAYS

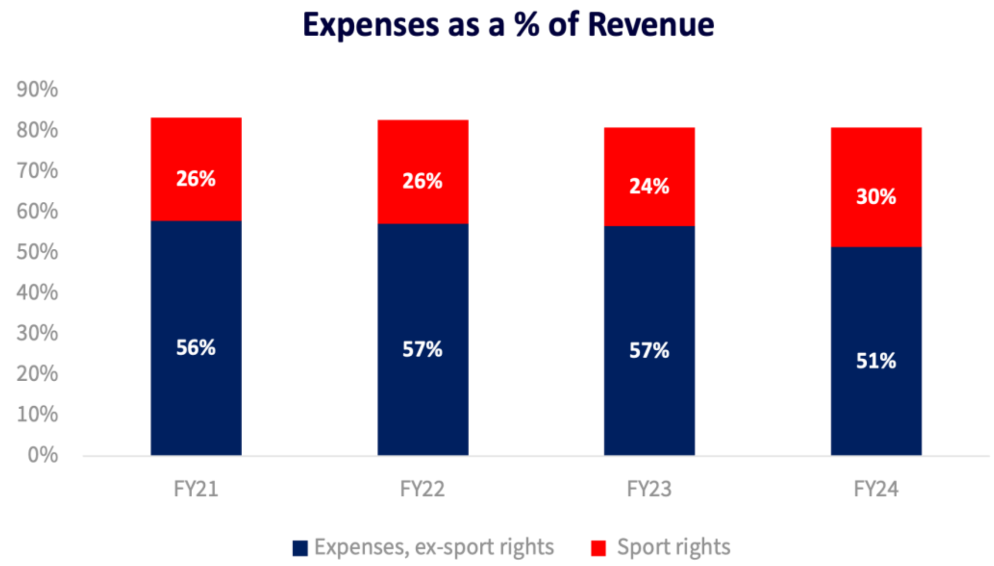
- **Strong cash position.** Total liquidity in Q1 was €495 million comprised of €275 million cash and cash equivalents and €220 million undrawn credit facility, compared to €460 million Q1 2023.
- **Grew cash from operating activities 17%** to €67 million.
- Q1 seasonally a lower cash quarter, **on track to achieve robust cash flow generation for the full year.**
- Effects of movements in exchange rates is primarily related to the FX impacts on cash balances in our U.S. money market funds, which was +€2.9 million in 2024 compared to -€2.8 million in 2023.

RAISING FY2024 OUTLOOK

	PRIOR	LATEST
Revenue (€ million)	At least €1,050, +20% YoY growth	At least €1,060, +21% YoY growth
Adjusted EBITDA[1] (€ million)	At least €200, +20% YoY growth	At least €202, +21% YoY growth
Adjusted EBITDA Margin[1]	19.0%	19.0%

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

COST PROFILE AND DRIVERS OF OPERATING LEVERAGE



Operating Leverage Progression	FY22	FY23	FY24
Expenses Excluding Sports Rights	-0.9%	0.6%	5.6%
Sport Rights	-0.1%	1.2%	-5.6%
Adjusted EBITDA Margin	-0.9%	1.8%	0.0%

KEY TAKEAWAYS

- **Increased Adjusted EBITDA margin[1] by 90 basis points** from 2021 to 2023.
- Targeting broadly flat Adjusted EBITDA Margins[1] in **2024** with **cost actions and ongoing focus on operating efficiency driving 6% points of operating leverage, offsetting the step up in sport rights costs,** primarily associated with our ATP and NBA deals.
- **Potential to unlock operating leverage from all major expense line items in 2025 and beyond,** with LT visibility on sports right costs and right-sized cost base.
- **Targeting long-term Adjusted EBITDA Margins[1] of 25% to 30%.**

[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

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APPENDIX

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 our operating metrics 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 or AEBITDA"* represents earnings for the period from continuing operations adjusted for finance income and finance costs, income tax expense or benefit, depreciation and amortization (excluding amortization of sport rights), foreign currency gains or losses, and other items that are non-recurring or not related to the Company's revenue-generating operations, including share-based compensation, impairment charges or income, management restructuring costs, losses related to equity-accounted investee (SportTech AG), and professional fees for the Sarbanes Oxley Act of 2002 and enterprise resource planning implementations.

  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 within purchased services and licenses or within 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 in to 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 Company 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 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.

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.

SPORTRADAR Q1 P&L AND ADJUSTED EBITDA RECONCILIATION

Consolidated Statements of Profit or Loss

in €'000	Three Months Ended March 31, 2024	Three Months Ended March 31, 2023
Revenue	265,894	207,564
Purchased services and licenses (excluding depreciation and amortization)	(65,218)	(48,435)
Internally-developed software cost capitalized	10,526	5,327
Personnel expenses	(79,567)	(77,468)
Other operating expenses	(21,435)	(21,249)
Depreciation and amortization	(76,856)	(47,648)
Impairment loss on trade receivables, contract assets and other financial assets	(1,830)	(1,078)
Share of loss of equity-accounted investee	-	(2,356)
Foreign currency losses, net	(14,466)	(3,719)
Finance income	2,012	4,885
Finance costs	(18,749)	(5,040)
Net income before tax	**311**	**10,783**
Income tax expense	(960)	(3,973)
Profit (loss) for the period	**(649)**	**6,810**
Profit (loss) for the period as a percentage of revenue	0%	3%

Reconciliation of IFRS Profit (loss) to Adjusted EBITDA & Margin

in €'000	Three Months Ended March 31, 2024	Three Months Ended March 31, 2023
Profit (loss) for the period (IFRS)	**(649)**	**6,810**
Finance income	(2,012)	(4,885)
Finance costs	18,749	5,040
Depreciation and amortization	76,856	47,648
Amortization of sport rights (1)	(64,871)	(37,190)
Foreign currency losses, net	14,466	3,719
Share based compensation (2)	2,071	8,954
Management restructuring costs (3)	1,620	-
Share of loss of equity-accounted investee (4)	-	2,356
Professional fees for SOX and ERP implementations	-	245
Income tax expense	960	3,973
Adjusted EBITDA (non-IFRS)	**47,190**	**36,670**
Adjusted EBITDA Margin (non-IFRS)	18%	18%

(1) License fees relating to sport rights are a key component of how we generate revenue and one of our main operating expenses. Therefore, we deduct the full amount of amortization of sport rights.

(2) Includes restricted share units and stock options granted to employees, non-employee, and directors (including related employer payroll taxes).

(3) Includes employee severance and other employee exit costs. We exclude costs incurred pursuant to discrete restructuring plans that are fundamentally different (in terms of the size, strategic nature and planning requirements, as well as the inconsistent frequency, of such plans).

(4) Represents non-cash losses related to equity-investment SportTech AG which are unrelated to our core businesses.