

# Fourth Quarter and Fiscal Year 2021 Financial Results

March 30, 2022



# DISCLAIMER

Certain statements in this presentation and the accompanying oral commentary 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 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; 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](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 presentation. 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, Cash Flow Conversion and Dollar-Based 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



# 2021 Achievements

Revenue up

**39%** ↑

over prior year

Adjusted EBITDA<sup>1,2</sup> up

**33%** ↑

over prior year

Dollar-Based Net Retention rate<sup>2</sup>

**125%** ↑

Successful

**IPO**

completed



Multi-year partnerships with



Launched Universal Fraud Detection System



Grew engineering talent by



**40%** ↑

US Licenses Awarded

**23 / 52<sup>3</sup>** ↑

M&A FRESH **8**



Awards

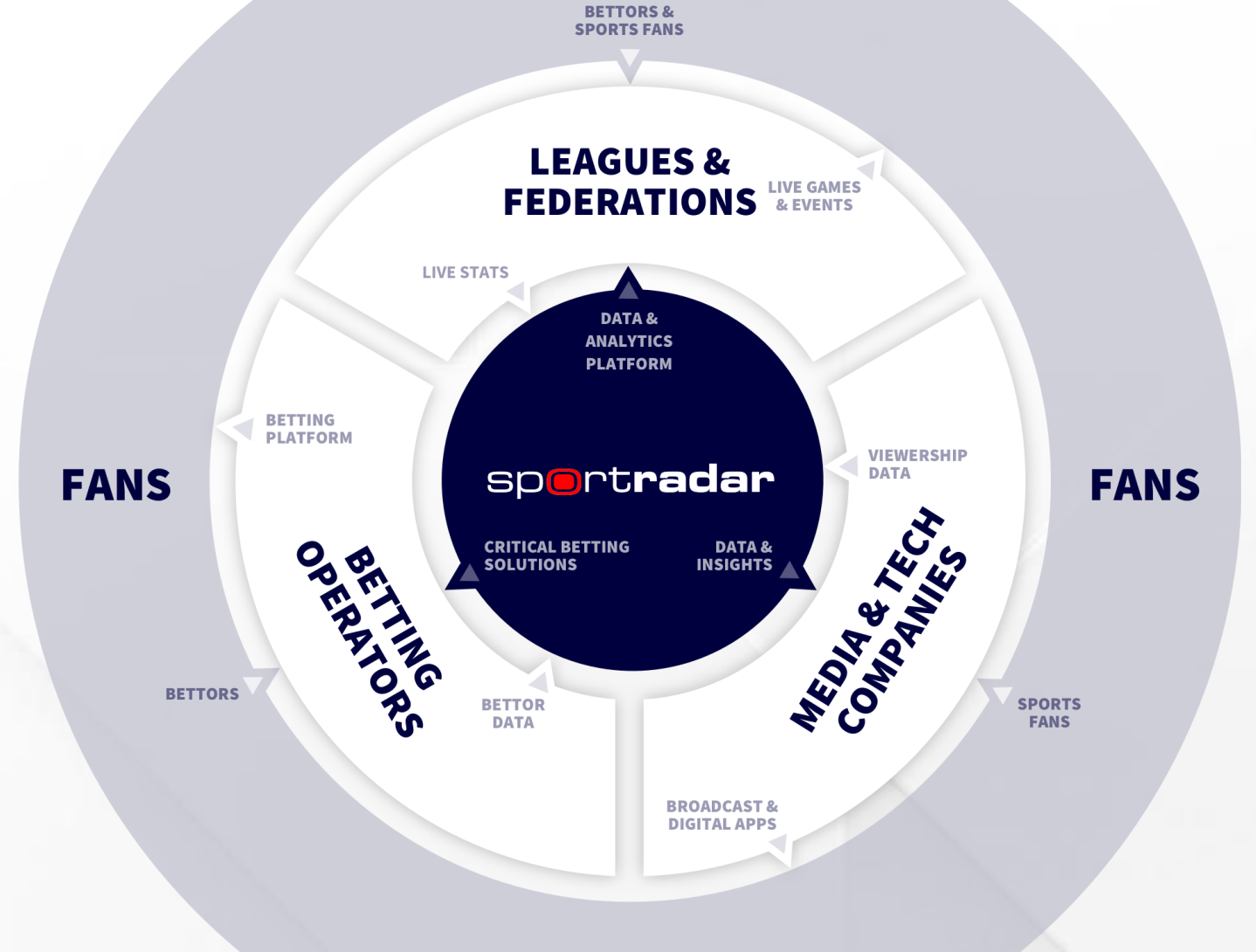


Added Michael Jordan as special advisor to board

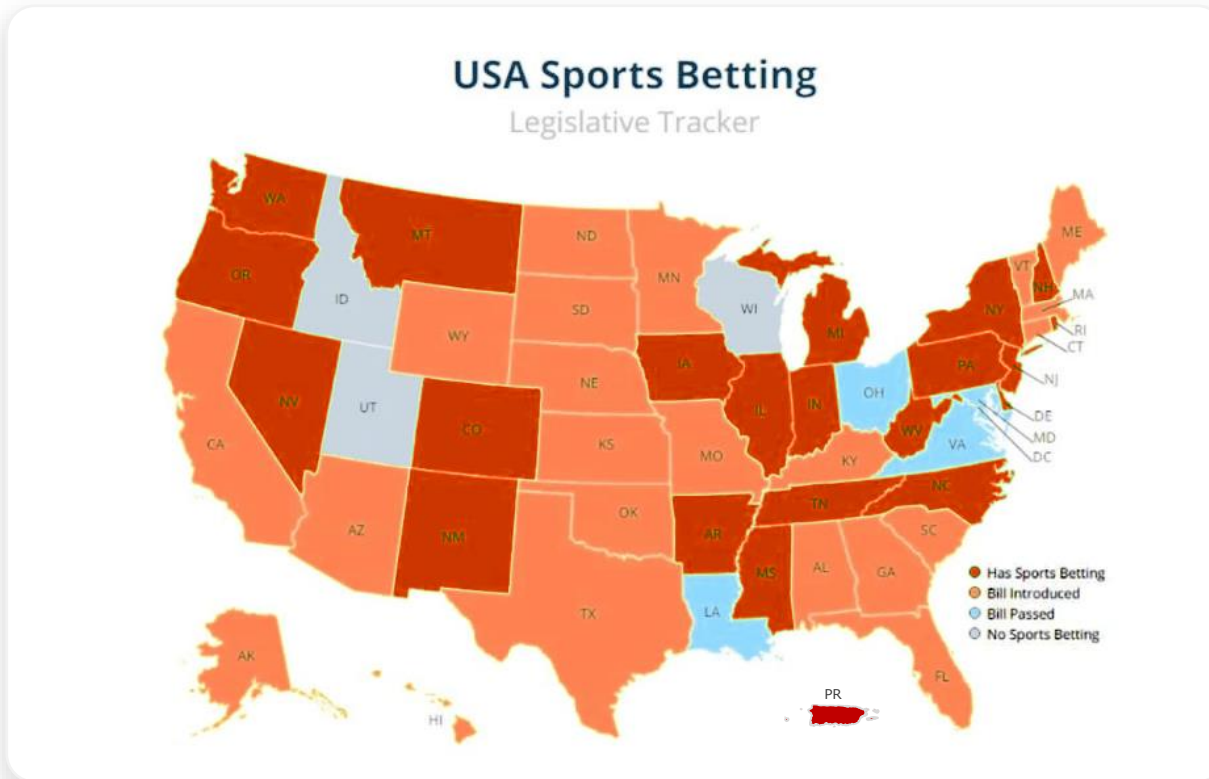


# Our data and proprietary technology powers the sports and gaming industries

We create value for our clients and partners by delivering content and insights that deepens the engagement for fans across sports.



# United States continues to grow at a rapid pace



## FY 2021 US revenue growth of 108% driven by:

- Increased share of wallet from top customers
  - Ad:s traction
  - Positioning of new value-add products
  - Strategic price increases
- US Sports Betting market growth
  - State launches + in-play % acceleration
  - Joint efforts with leagues and betting operators to drive fan engagement
- Synergy acquisition enhancing team-focused solutions



 Advertising

 Audiovisual

 Betting

# Strong FY 2021 growth driven by operational traction in core and growth businesses



**MTS**

Turnover<sup>1</sup>

**81%**



<sup>1)</sup> Turnover is the total amount of stakes placed and accepted within SRAD Managed Trading Services .



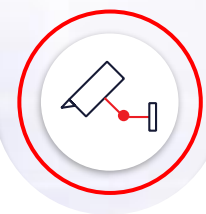
**Live Odds**

Matches Covered<sup>2</sup>

**22%**



<sup>2)</sup> Number of matches for which SRAD offers Live Odds services.



**Audiovisual**

Video Traffic<sup>3</sup>

**38%**



<sup>3)</sup> Amount of data sent through video streaming to customers.



**ad:s**

Registrations<sup>4</sup>

**243%**



<sup>4)</sup> Customers exposed to a programmatic ad delivered by SRAD's proprietary ad tech stack and subsequently registered with an offering of an iGaming provider.

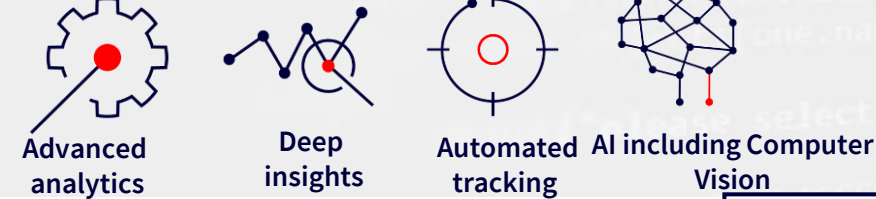
# The Technologies Powering Sports

## Sportradar

### Core capabilities :

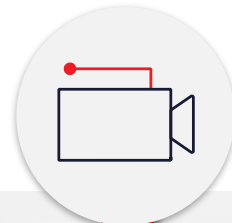


### Future Investments both in house and through M&A :

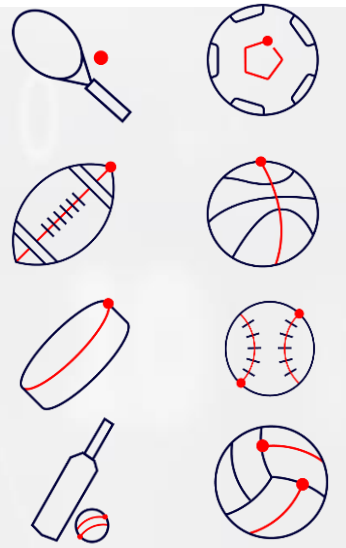


Data

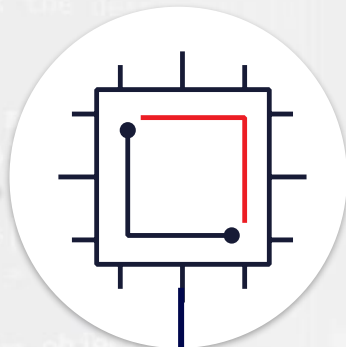
Audio Visual



Strategic Sports focus



sportradar



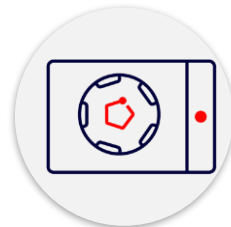
Sports Betting



Sports Performance



Sports Media



Sports Fans





# Q4 and FY 2021 results

02



# FINANCIAL HIGHLIGHTS

Group



## Compared to Guidance

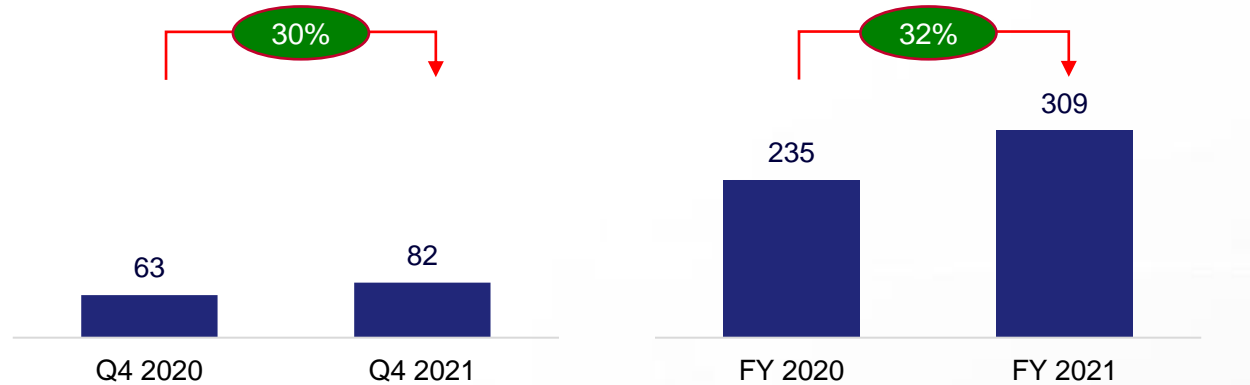
- Revenue **+€6m**
- Adjusted EBITDA **+€0.5m**

Metrics (€m)	Q4 2021	Q4 2020	FY 2021	FY 2020
Revenue	152.4	108.0	561.2	404.9
% YoY Growth	41%	-	39%	6%
Adjusted EBITDA <sup>1,2</sup>	21.4	18.8	102.0	76.9
% YoY Growth	14%	-	33%	22%
% Margin	14%	17%	18%	19%
Adjusted Free Cash Flow <sup>2,3</sup>	(22.5)	7.1	14.5	53.5
Total cash and cash equivalents as of Dec 31	-	-	742.8	385.5
Total bank debt as of Dec 31	-	-	435.4	438.7

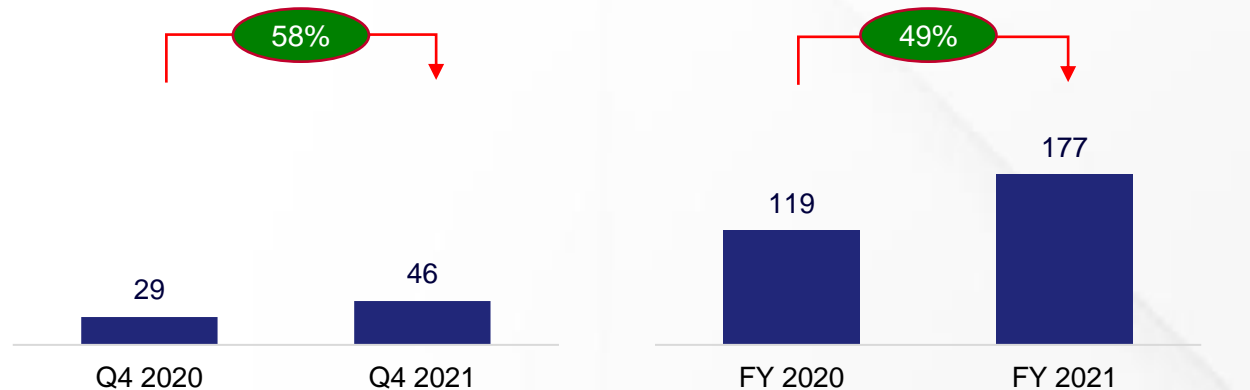
# RoW BETTING

Segment

## Revenue (€m)



## Adjusted EBITDA<sup>1</sup> (€m)



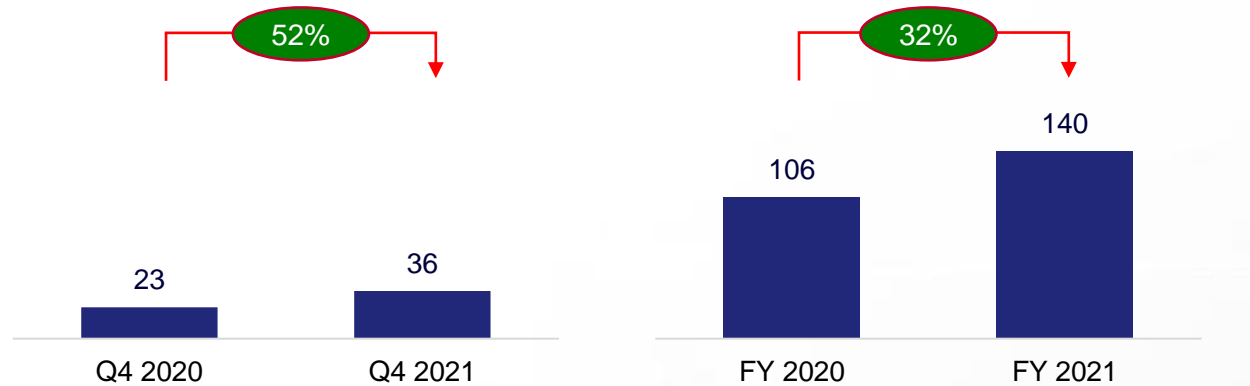
## Highlights

- **Revenue growth of 32% vs FY 2020**
  - Driven by MBS and Live Odds services.
  - MTS turnover at record levels in FY 2021 resulting in strong MBS total revenues.
  - Automated Trading and volume growth created strong traction in Live Odds.
- **Adjusted EBITDA** grew by 49% to €177m in FY 2021 from €119m in FY 2020.
- **Adjusted EBITDA margin** improved from 51% in FY 2020 to 57% in FY 2021.

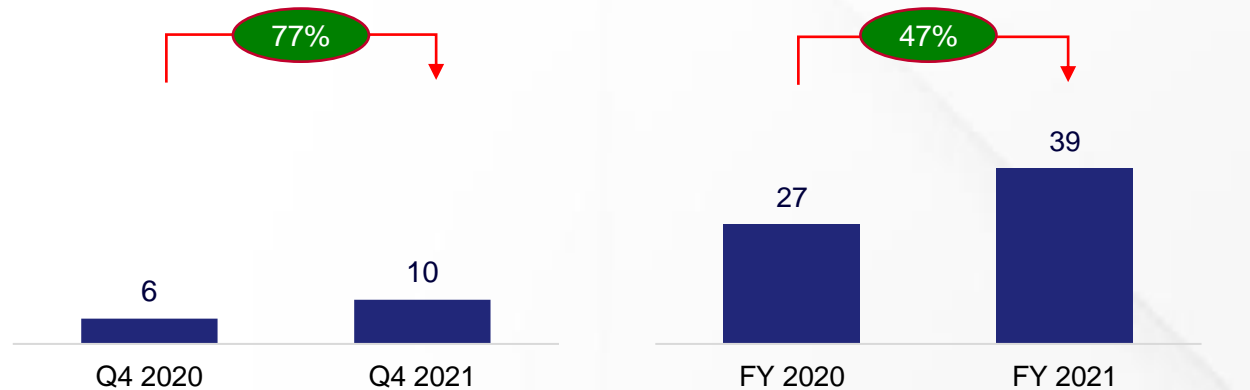
# RoW AUDIOVISUAL

Segment

## Revenue (€m)



## Adjusted EBITDA<sup>1</sup> (€m)



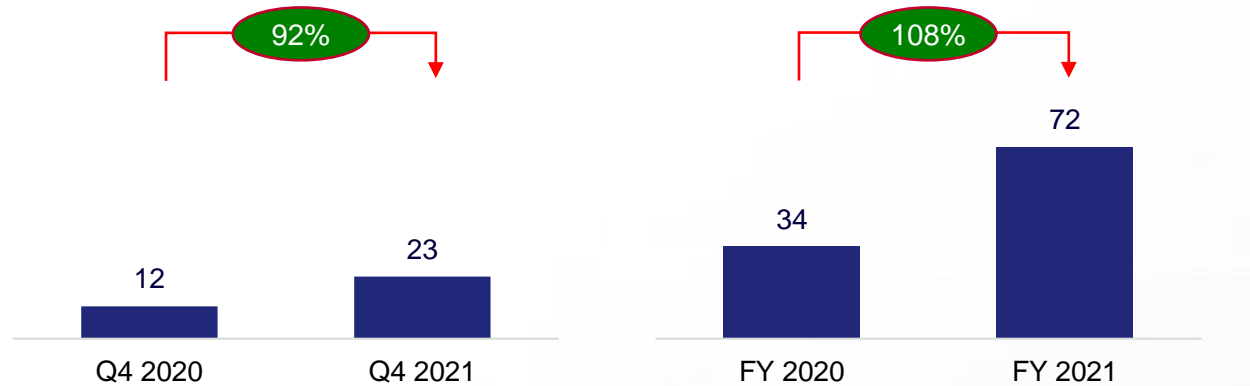
## Highlights

- **Revenue growth of 32% vs FY 2020**
  - AV growth driven by increasing volume within Basic Package, esports as well as new NHL content.
  - Additional revenue generated from Synergy Sports content.
- **Adjusted EBITDA** grew by 47% to €39m in FY 2021 from €27m in FY 2020.
- **Adjusted EBITDA margin** improved from 25% in FY 2020 to 28% in FY 2021.

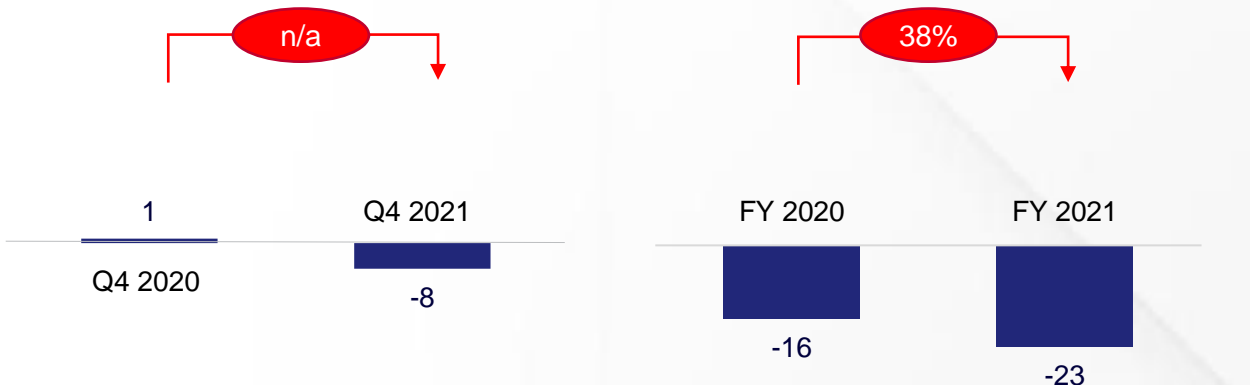
# UNITED STATES

Segment

## Revenue (€m)



## Adjusted EBITDA<sup>1</sup> (€m)



## Highlights

- **Revenue growth of 108% vs FY 2020**
  - Revenue growth driven by Sports Entertainment (ad:s and Audiovisual services) and Sports solutions (Synergy Sports).
  - US Betting revenue growth driven by 11 new state launches and strong market performance.
- **Adjusted EBITDA** at (€23m) in FY 2021 38% below (€16m) in FY 2020. Decline largely driven by investment in expanding markets and new businesses.
- **Adjusted EBITDA margin** improved from (48%) in FY 2020 to (32%) in FY 2021.

# Guidance

03



# Annual Outlook Fiscal 2022

Group



**YoY increase**

**Revenues**

**€665m - €700m**

**18% - 25%**

**Adjusted EBITDA<sup>1</sup>**

**€123m - €133m**

**21% - 30%**

**Adjusted EBITDA Margin**

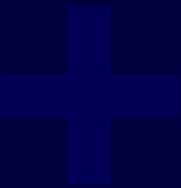
**18.5% - 19.0%**

<sup>1</sup> Adjusted EBITDA represents consolidated earnings before interest, tax, depreciation and amortization adjusted for impairment of intangible assets and financial assets, loss from loss of control of subsidiary, foreign exchange gains/losses, other finance income/costs and amortization of sport rights. 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 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.



# Q&A

04





# APPENDIX

05



# 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 and Cash Flow Conversion (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 earnings before interest, tax, depreciation and amortization adjusted for impairment of intangible assets and financial assets, loss from loss of control of subsidiary, foreign exchange gains/losses, other finance income/costs and amortization of sports rights.
- “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).
- “Cash Flow Conversion” is the ratio of Adjusted Free Cash Flow to Adjusted EBITDA.

In addition, we define our operating metrics as follows:

- “Dollar-Based 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 Dollar-Based Net Retention Rate.

# Non-IFRS Reconciliation – Adjusted EBITDA

<i>in €k</i>	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2020	2021	2020	2021
<b>Profit for the period</b>	<b>9,558</b>	<b>4,173</b>	<b>14,806</b>	<b>12,787</b>
Share based compensation	2,278	1,761	2,327	15,431
Depreciation and amortization	25,359	38,104	106,229	129,375
Amortization of sport rights	(18,996)	(28,005)	(80,608)	(94,312)
Impairment of intangibles assets	-	-	26,184	-
Impairment of equity-accounted investee	-	-	4,578	-
Impairment loss on other financial assets	1,698	5,464	1,698	5,889
Foreign currency gains, net	(9,924)	(8,946)	(13,806)	(5,437)
Finance income	(2,085)	(198)	(8,517)	(5,297)
Finance costs	7,047	8,703	16,658	32,540
Income tax expense	3,868	313	7,319	11,037
<b>Adjusted EBITDA</b>	<b>18,803</b>	<b>21,369</b>	<b>76,868</b>	<b>102,013</b>

# Non-IFRS Reconciliation – Adjusted Free Cash Flow

<i>in €k</i>	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2020	2021	2020	2021
<b>Net cash from operating activities</b>	<b>35,941</b>	<b>6,617</b>	<b>151,259</b>	<b>132,221</b>
Acquisition of intangible assets	(26,721)	(43,412)	(91,956)	(124,890)
Acquisition of property and equipment	(610)	(3,140)	(1,996)	(5,861)
Payment of lease liabilities	(1,550)	(2,701)	(3,817)	(7,118)
Foreign currency gains on cash equivalents	-	20,188	-	20,188
<b>Adjusted Free Cash Flow</b>	<b>7,060</b>	<b>(22,448)</b>	<b>53,490</b>	<b>14,540</b>