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SPORTS TECHNOLOGY. REIMAGINED.

FIRST QUARTER 2023 FINANCIAL RESULTS

May 10, 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; 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, Adjusted EBITDA margin, Adjusted Free Cash Flow, Cash Flow Conversion 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 QUARTER HIGHLIGHTS

Key Metrics

Revenue growth	Adjusted EBITDA growth[1]	Net Retention Ratio (NRR)[1]
24%	37%	120%
Y-o-Y Growth ▲	Y-o-Y Growth ▲	

Product Revenue Growth

MBS	Live Odds	U.S. Betting & Gaming	U.S. ad:s
40%	29%	83%	87%
Y-o-Y Growth ▲	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.

FIRST QUARTER ACHIEVEMENTS

Deals and Extensions

Strengthening Management Team

Gerard Griffin
CFO

Severine Riviere-Gerstner
CHRO

Aleksandr Sokolovskii
CTO

Sportradar in Action

INVESTING FOR GROWTH

Automating deep data capture through Computer Vision

Improving trading liquidity through AI deployment

Upgrading our tech stack

Growing U.S. revenue and profitability

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FINANCIAL OVERVIEW

02

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FIRST QUARTER HIGHLIGHTS

Revenue (€ million)	Adjusted EBITDA[1] (€ million)	Adjusted EBITDA Margin[1]
208	37	18%

Revenue Growth	Adjusted EBITDA[1] Growth	Adjusted EBITDA Margin[1] Expansion
24%	37%	176bps
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, +40% vs prior year) and Live Odds (+29% vs prior year).
- Strong MBS and Live Odds growth due to upselling and cross selling to customers.

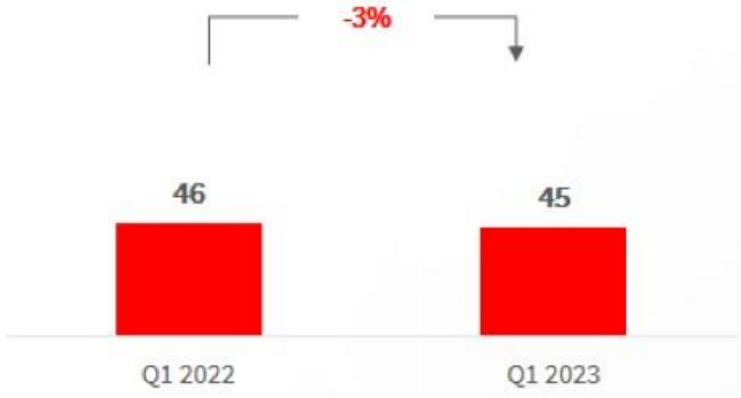
HIGHLIGHTS

- **Adjusted EBITDA[1]** driven by increased revenue 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)



ADJUSTED EBITDA[1] (€m)

HIGHLIGHTS

- **Revenue** decrease was impacted by the expected completion of the Tennis Australia contract partially offset by growth in sales to new and existing customers.

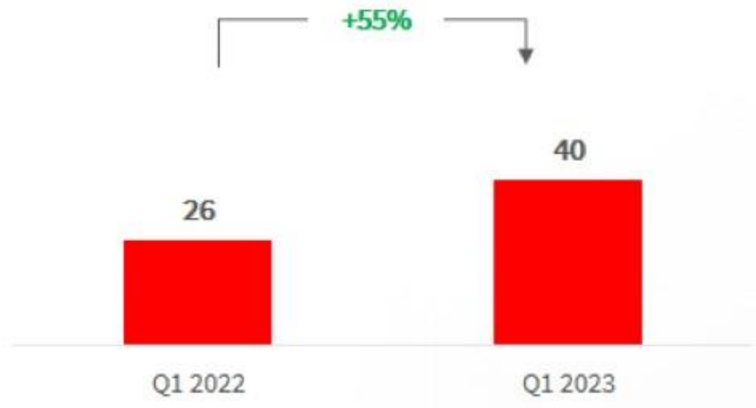
HIGHLIGHTS

- **Adjusted EBITDA[1]** increased due to savings associated with the completion of the Tennis Australia contract.
- **Adjusted EBITDA margin[1]** improved to 25% as a result of the expiration of the Tennis Australia contract.

[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 data products and the ad:s product.
- Betting & Gaming and ad:s both grew over 80%.

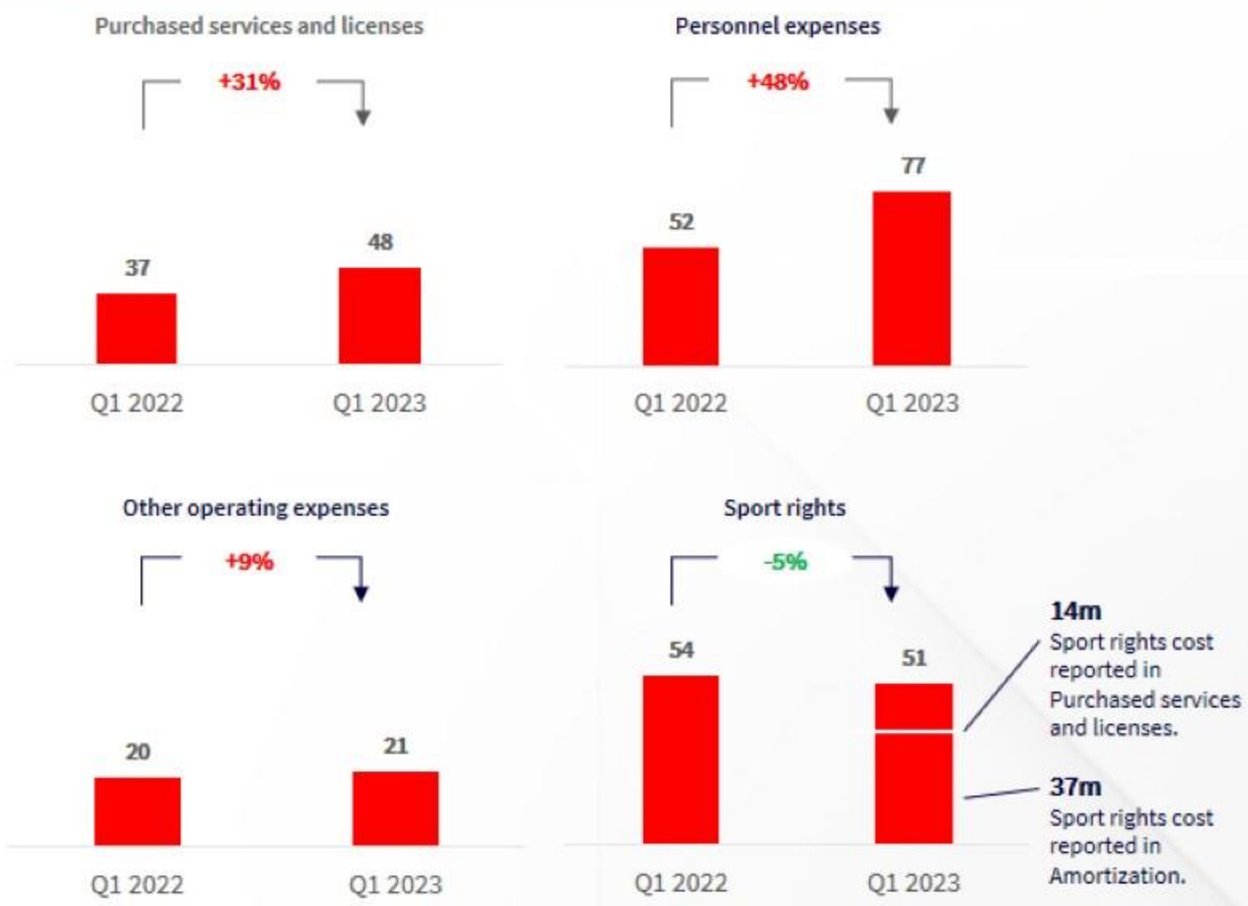
HIGHLIGHTS

- **Adjusted EBITDA[1]** was positive for the third consecutive quarter, reflecting operating leverage in the U.S. segment.
- **Adjusted EBITDA margin[1]** improved to 17% from a negative Adjusted EBITDA 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)



HIGHLIGHTS

- Purchased services and licenses increase reflects continuous investments in content creation, greater event coverage and higher scouting costs.
- Personnel expenses increase due to headcount associated with investments in AI and Computer Vision, share-based compensation and inflationary adjustments for labor costs.
- 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 decrease primarily resulting from savings from the expected completion of Tennis Australia contract.

CASH FLOW AND LIQUIDITY

ADJUSTED FREE CASH FLOW[1] HIGHLIGHTS

- Positive Cash Flow conversion of 34%
- Improved working capital
- Negative impact of FX €2.8 million
- Includes 2022 bonus pay-out
- Expect continued improvement in cash flow conversion in 2023 over 2022

LIQUIDITY (in € million)

As of	Dec 31, 2022	Mar 31, 2023
Cash and Cash Equivalents	243.8	239.6
Revolving Credit Facility	220.0	220.0
Total Liquidity	463.8	459.6

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

2023 FINANCIAL GUIDANCE REAFFIRMED

	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

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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, Adjusted EBITDA margin, Adjusted Free Cash Flow and Cash Flow Conversion (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 (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, management restructuring costs, professional fees for SOX and ERP implementations, one-time charitable donation for Ukrainian relief activities, share of profit (loss) 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.
- *"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. We consider Adjusted Free Cash Flow to be a liquidity measure that provides useful information to management and investors about the amount of cash generated by the business after the purchase of property and equipment, of intangible assets and payment of lease liabilities, which can then be used to, among other things, to invest in our business and make strategic acquisitions. A limitation of the utility of Adjusted Free Cash Flow as a measure of liquidity is that it does not represent the total increase or decrease in our cash balance for the year.
- *"Cash Flow Conversion"* is the ratio of Adjusted Free Cash Flow 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.

NON-IFRS RECONCILIATION – ADJUSTED EBITDA

	Three Months Ended March 31,	
in €'000	2022	2023
Profit for the period	**8,208**	**6,810**
Share based compensation	3,911	8,954
Litigation costs[1]	1,284	-
Professional fees for SOX and ERP implementations	1,425	245
One-time charitable donation for Ukrainian relief activities	147	-
Depreciation and amortization	52,470	47,648
Amortization of sports rights	(42,268)	(37,190)
Impairment loss (gain) on other financial assets	28	-
Share of loss of equity-accounted investee[2]	-	2,356
Foreign currency (gains) losses, net	(10,419)	3,719
Finance income	(86)	(4,885)
Finance costs	8,922	5,040
Income tax expense	3,079	3,973
Adjusted EBITDA	**26,701**	**36,670**

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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 FREE CASH FLOW

	Three Months Ended March 31,	
in €'000	2022	2023
Net cash from operating activities	**41,728**	**57,449**
Acquisition of intangible assets	(34,255)	(38,511)
Acquisition of property and equipment	(1,389)	(2,165)
Payment of lease liabilities	(1,444)	(1,531)
Foreign currency gains (losses) on cash equivalents	8,243	(2,849)
Adjusted Free Cash Flow	**12,883**	**12,393**