



Sportradar Announces Official Partnership Expansion with Caesars Sportsbook

July 11, 2023

Sportradar and Caesars team up to further enhance the sports betting experience through innovative products and offerings, including the use of NBA optical tracking data

NEW YORK and ST. GALLEN – July 11, 2023 -- Sportradar (NASDAQ: SRAD) today announced an expansion of its longstanding partnership with Caesars Sportsbook, the sports wagering platform for Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars"), establishing Sportradar as an official supplier of sports betting data from the NBA, MLB, and NHL.

As part of the expanded partnership, Sportradar will now provide Caesars Sportsbook access to certain NBA optical tracking data for the first time, which is provided exclusively by Sportradar due to its partnership with the NBA. This enables Caesars to create new props and support additional growth of same-game parlays, ultimately enhancing its already expansive in-play betting opportunities. Additionally, this extension will continue to provide Caesars with the industry's most comprehensive suite of betting products and betting entertainment tools, which includes pre-match data, content solutions, live match trackers, and live data.

"As in-play betting increases in prominence in the US, the fast, accurate and reliable data that Sportradar curates will play a critical role in contributing to Caesars' efforts to maximize revenue opportunities," said Ed Blonk, Chief Commercial Officer, Sportradar. "We look forward to working closely with Caesars to help them deliver engaging experiences for customers while we monetize our league partnerships."

"We're always looking at ways to bring a best-in-class experience to our customers," said Kenneth Fuchs, Chief Operating Officer & Head of Sports at Caesars Digital. "Our partnership with Sportradar will provide us new and valuable data to further expand our unique offerings."

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About Sportradar

Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the NBA, NHL, MLB, NASCAR, UEFA, FIFA, Bundesliga, ICC and ITF, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

For more information about Sportradar, please visit www.sportradar.com

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