



SPORTSNET PARTNERS WITH SPORTRADAR TO PROVIDE DATA-RICH CONTENT TO THE CANADIAN MARKET

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ST. GALLEN, SWITZERLAND and TORONTO, CANADA, November 28, 2023 – Following a competitive tender process, Sportsnet, Canada's #1 sports network, has selected Sportradar (NASDAQ: SRAD) to deliver innovative, data-driven content that creates a more immersive experience for sports fans in the North American region.

Viewers can anticipate the seamless inclusion of real-time statistics, player information and advanced data sets into Sportsnet broadcasts, all made possible through Sportradar's OnAir service. Additional access to both statistical experts and radar360, Sportradar's web-based research application, will elevate Sportsnet's real-time storytelling capabilities. This support includes the integration of enhanced digital graphics and in-depth research to bolster Sportsnet's MLB and NHL broadcasts.

"We are proud to partner with Sportsnet, a market leader, who is committed to entertaining and informing Canadian sports fans," said Brian Josephs, Head of Regional Sales, North America, at Sportradar. "This collaboration showcases Sportradar's expertise in enhancing sports content through data and technology. Together, we will bring fans closer to the action, providing them a unique, more engaging viewing experience."

Sportradar's comprehensive support will apply to Sportsnet's entire brand portfolio, which includes their regional channels, East, Ontario, West, and Pacific, as well as Sportsnet ONE, Sportsnet 360, Sportsnet World, Sportsnet+, the Sportsnet Radio Network, Sportsnet.ca, the Sportsnet app and podcasts.

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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 and Bundesliga, 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.

About Sportsnet

Sportsnet is Canada's #1 sports network. Sportsnet's multimedia offerings include Sportsnet (consisting of four regional channels: East, Ontario, West, and Pacific), Sportsnet ONE, Sportsnet 360, Sportsnet World, Sportsnet+, the Sportsnet Radio Network, Sportsnet.ca, the Sportsnet app, and podcasts. Sportsnet is the official Canadian NHL national multiplatform rights holder, and is the regional broadcaster for the Vancouver Canucks, Calgary Flames, Edmonton Oilers, and Toronto Maple Leafs. Sportsnet also has extensive coverage of the Toronto Blue Jays and Toronto Raptors, as well as NBA, MLB, Grand Slam of Curling, National Bank Open presented by Rogers, FIBA, WWE, Super League Rugby, Premiership Rugby, FA Women's Super League, and FA Cup. Sportsnet is part of Rogers Sports & Media, which is a subsidiary of Rogers Communications Inc. (TSX, NYSE: RCI). Visit Sportsnet.ca.

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