



CHINA'S CBA LEAGUE EXTENDS GLOBAL BROADCAST AND INTEGRITY PARTNERSHIP WITH SPORTRADAR

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BEIJING & ST GALLEN, 11 APRIL 2024: The Chinese Men's Professional Basketball League (CBA League) and Sportradar (NASDAQ: SRAD) today announced a strategic extension of their partnership aimed at growing the league's global presence and ensuring integrity within Chinese basketball.

This extension will leverage Sportradar's expansive network to distribute more than 550 games, including highlights and short form video, through the regular and post-season. Through international broadcast and audio-visual distribution channels, including leading broadcasters, streaming services and over-the-top (OTT) platforms, the collaboration seeks to enhance fan engagement and broaden the league's viewership in international markets.

CBA League will also continue to receive Sportradar's market-leading integrity services, with its suite of technological solutions and products deployed to safeguard CBA League competitions against a range of integrity threats.

Shirley Lv, who led the broadcast rights negotiation at CBA League said: "We are delighted to extend our partnership with Sportradar and believe it will provide enriched possibilities and further awareness for CBA League, given the company's extensive experience and recent track record. By building up opportunities globally in this long-term partnership, we look forward to developing the continued growth of the CBA League and reaching out to new audiences around the world."

Ben Turner, Head of Sports Content and Partnerships, APAC and Head of Global Basketball, Sportradar said: "Sportradar is the unparalleled partner to propel CBA League towards previously untapped levels of global visibility. Basketball is one of only a few sports with significant global appeal, and Sportradar is committed to maximizing this potential for both the CBA League and our clients. Together, we will continue to unlock immense value through our content offering, fostering growth and engagements across diverse markets."

The 2023/24 season is the CBA league's 29th edition, with 20 teams vying for top honours.

Globally, Sportradar partners with more than 30 of the largest basketball organisations and leagues including the International Basketball Federation (FIBA), National Basketball Association (NBA), French Basketball League (LNB) and Turkish Basketball Federation (TBF).

About CBA League

Chinese Men's Professional Basketball League (CBA League) was founded in 1995, initially with 12 teams to participate in the annual home-and-away competition system. After nearly 30 years of development, CBA League has gradually expanded to its current scale of 20 participating teams.

CBA League competes at the highest level of men's professional basketball in China. A total of seven teams have won the honor of championship over the past three decades, and it has produced strong players like Wang Zhizhi, Yao Ming and Yi Jianlian who have grown to become internationally renowned basketball stars.

For more information about CBA League, please visit www.cbaleague.com

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 ATP, 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

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