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Q2 2024 EARNINGS PRESENTATION

August 13, 2024

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 2024. 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 and foreign exchange rate fluctuations; pandemics, such as the global COVID-19 pandemic, could have an 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 and/or loss of data; 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, 2023, 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 and Adjusted EBITDA margin, 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.

DELIVERING RECORD PERFORMANCE & RAISING 2024 OUTLOOK

1	Delivered strong Q2 performance with record quarterly revenue, up 29% year-over-year, and 22% Adjusted EBITDA[1] growth.
2	Focused on driving efficiencies with strong 1H Adjusted EBITDA margins[1].
3	Generated robust cash flow from operations, up 17% year-to-date.
4	Differentiated approach and focus on innovation driving business performance and client value.
5	Further raising full year 2024 outlook given strong Q2 performance and sustained momentum across the business.

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

Q2 2024 FINANCIAL HIGHLIGHTS

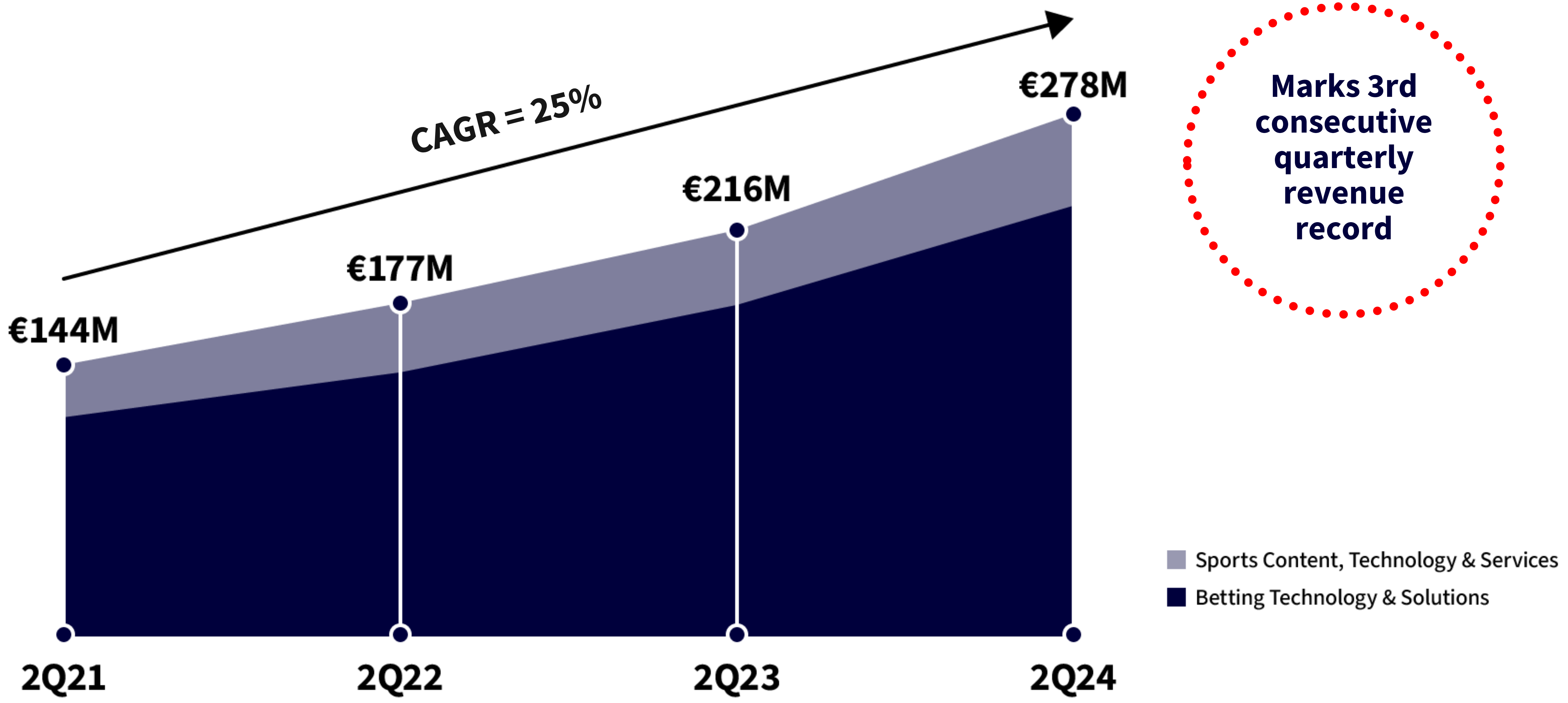
Strong Execution Delivering Double-Digit Growth and Margins

Revenue (in millions)	Adjusted EBITDA[1] (in millions)	Adjusted EBITDA Margin[1]
€278	€49	17.5%

Revenue Growth	Adjusted EBITDA[1] Growth	YTD Cash Flow from Operations
+29%	+22%	+17%

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

ACHIEVED ALL-TIME QUARTERLY REVENUE RECORD



Marks 3rd consecutive quarterly revenue record

STRONG OPERATING MOMENTUM

- **Extended and expanded partnership with UEFA with new multi-year rights deal,** adding **first of its kind arrangement to distribute data to non-betting media.**
- Increases offering to **more than 900 matches annually, a nearly 33% increase.**
- **New opportunity to leverage player tracking data** to enhance our leading betting products & services.
- **Bolsters premium content portfolio** with soccer as the most bet on sport globally.

- **Managed Trading Services** (MTS) is a **sophisticated trading risk & liability management** solution.
- **Signed up 46 new clients in 1H24** in some of the **fastest growing betting markets including Brazil and Africa**
- Processed **turnover of over €9 billion** in the 2nd quarter.
- **Ranks us as a top bookmaker globally** based on turnover.

UNMATCHED DEPTH and SCALE in the GLOBAL SPORTS ECOSYSTEM

400 LEAGUES, TEAMS & FEDERATIONS

International Olympic Committee

International Cricket Council

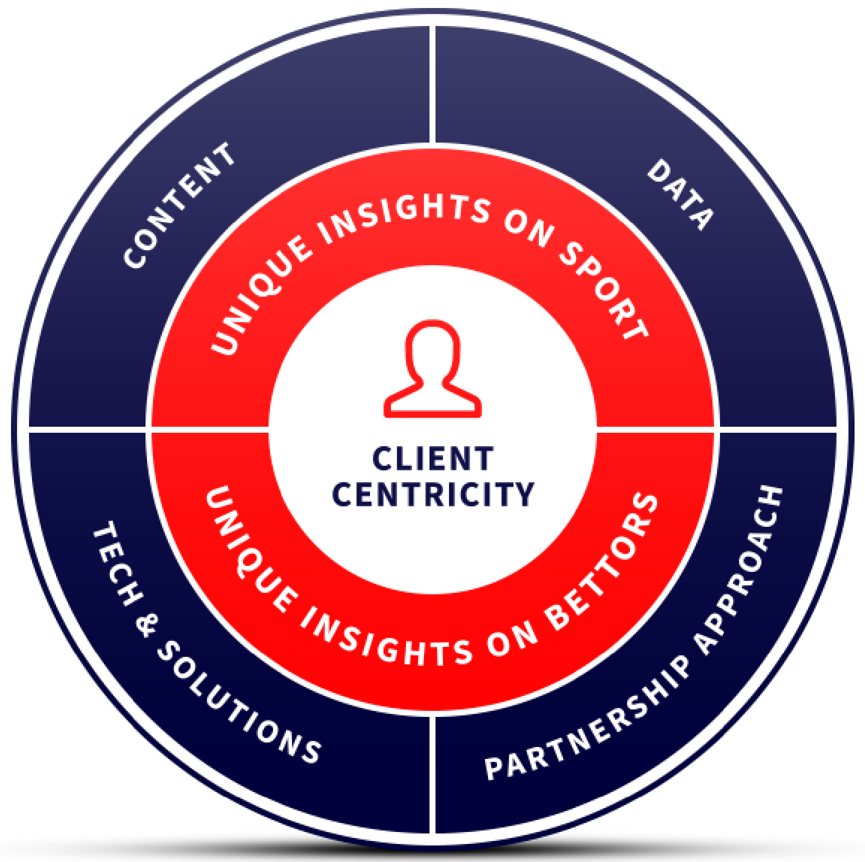
800 BETTING OPERATORS

900 MEDIA / TECH PARTNERS

CLIENT CENTRICITY

Breadth and depth of our content, data & technology solutions combined with our client centric approach provides unique insights on sport and bettors' preferences, optimizing our clients' business performance

- **Experience in virtually every sports betting market globally**
- **Largest collection of premium sports rights globally**
- **Broadest product portfolio and distribution network,** touching every sportsbook across their operations
- **Excellence in data & odds services, trading solutions & video streaming** to optimize client's operations and expand their offerings
- **Setting the standard in innovation and fan experiences**, to meet the evolving needs of our clients
- **Collaborative partnership approach** working with operators **to enhance their value proposition**



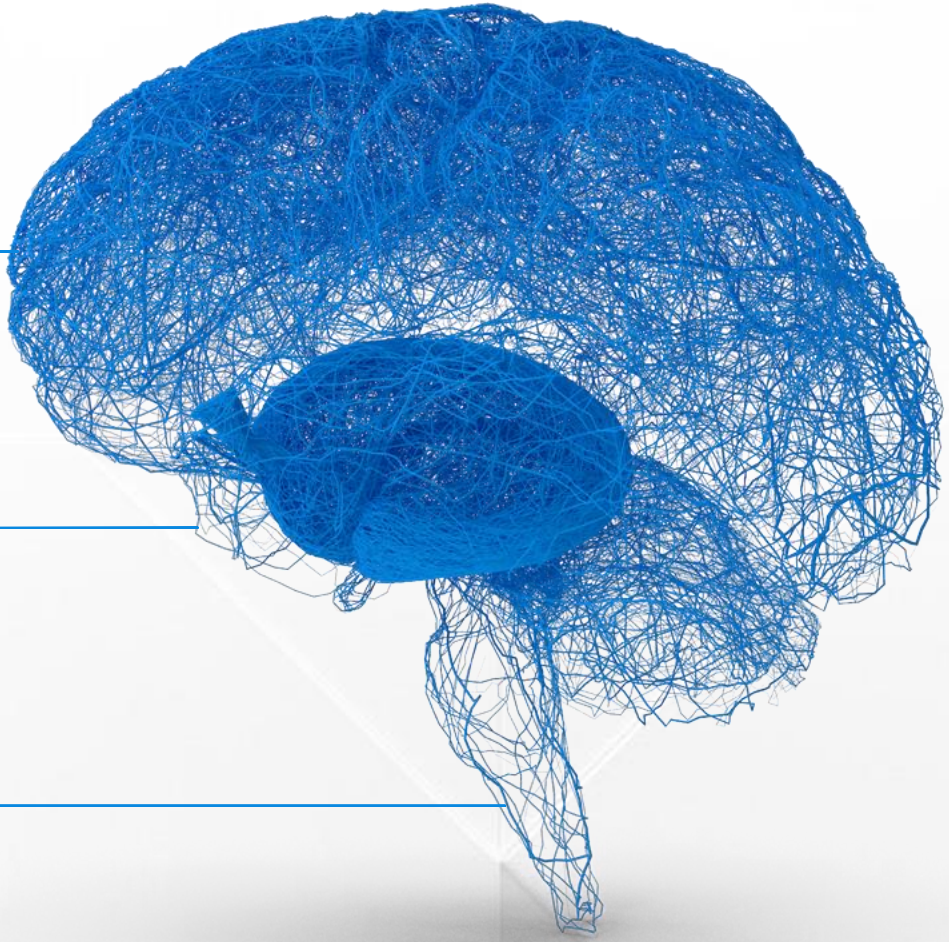
CULTURE OF INNOVATION

Integration of AI in our business

Embedded in our existing product suite

Build new products that create new experiences for fans

Improve efficiencies and workflows



STRONG PERFORMANCE AND LONG-TERM VALUE CREATION

1	We continue to deliver on core commitments and position for continued long-term growth.
2	Delivered an excellent 1H on all fronts, setting us up to deliver continued strong results for the remainder of the year.
3	Plan to further extend our leadership position through innovation and our unwavering focus on driving partner, client and shareholder value.
4	Strong opportunity for continued value creation with sustainable revenue growth, margin enhancement through cost discipline and leveraging our scale, and focus on cash generation.

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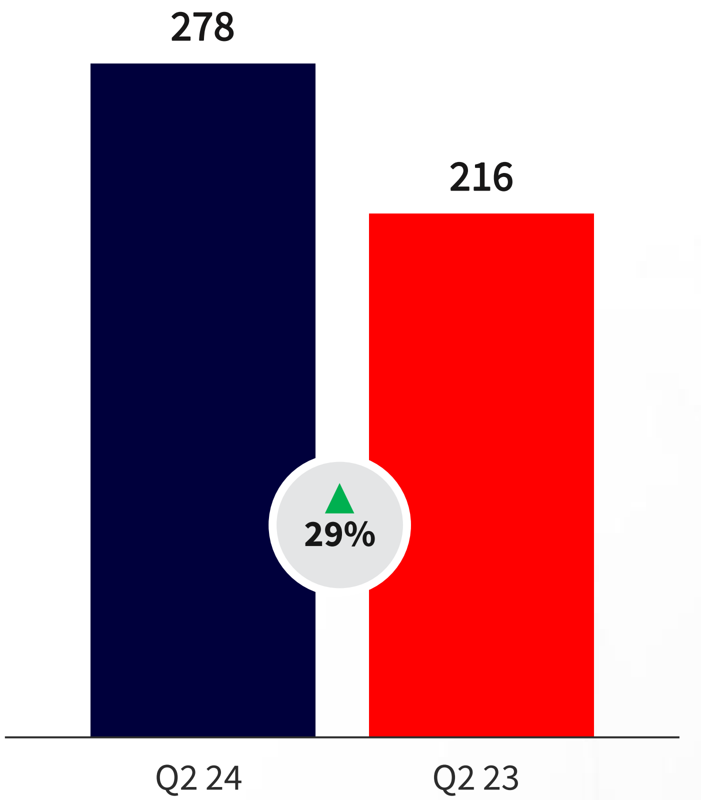
FINANCIAL RESULTS

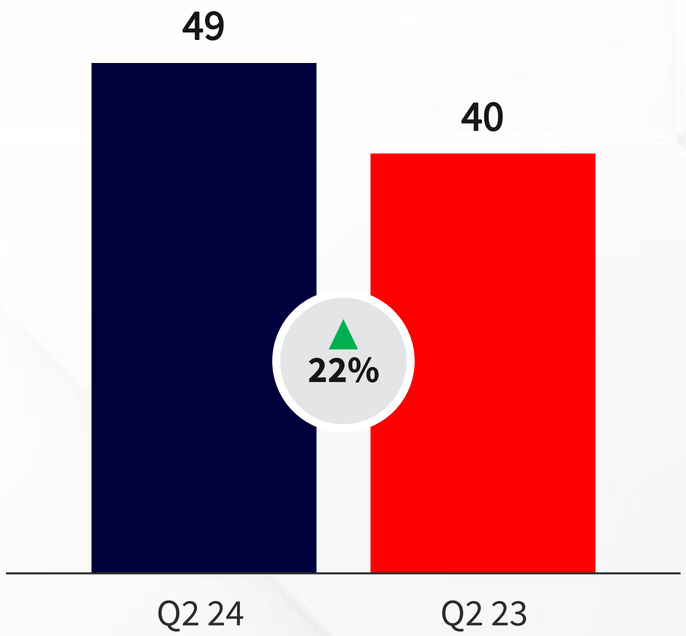
DELIVERED STRONG REVENUE AND PROFITABILITY

CONSOLIDATED REVENUE (€M)



	Q2 24	Q2 23
RoW	78%	82%
U.S.	22%	18%

CONSOLIDATED ADJUSTED EBITDA (€M)



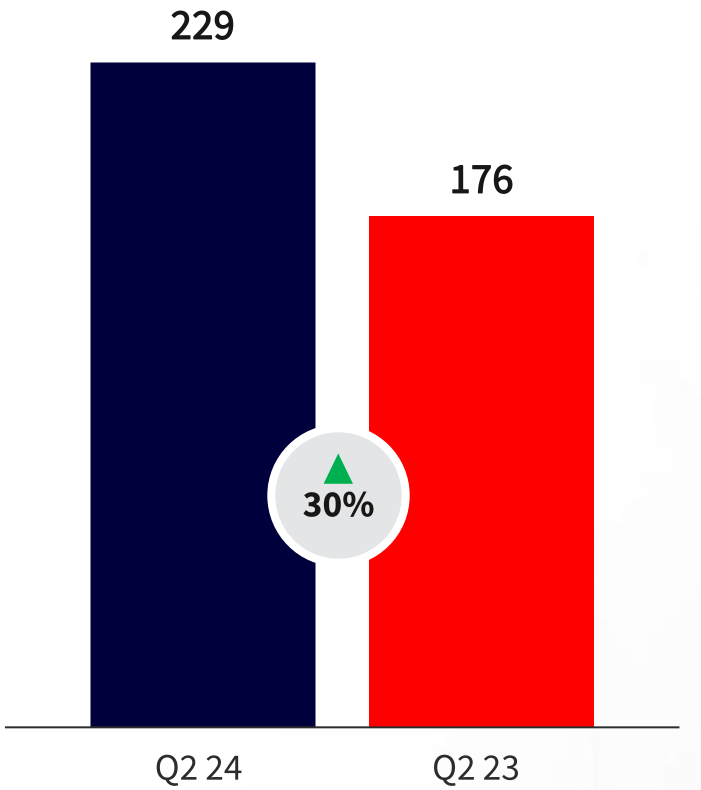
	Q2 24	Q2 23
AEBITDA Margin (%)	17.5%	18.5%

KEY TAKEAWAYS

- **Achieved record revenue** of €278 million up 29%.
- Saw **broad-based strength** across our product portfolio with strong customer uptake of our products and solutions, as we benefitted from our ATP & NBA deals.
- Delivered **strong performance** in **Streaming & Betting Engagement (+41%), Live Data and Odds (+27%)** and **Managed Betting Services (+21%).**
- **Grew Adjusted EBITDA 22%**, reflecting higher revenue and **operating leverage** in personnel & other expenses, partially offset by increased sport rights costs.
- **U.S. revenue of €61 million grew 59% YoY** as we outpaced the market.

BETTING TECHNOLOGY & SOLUTIONS

REVENUE (€M)

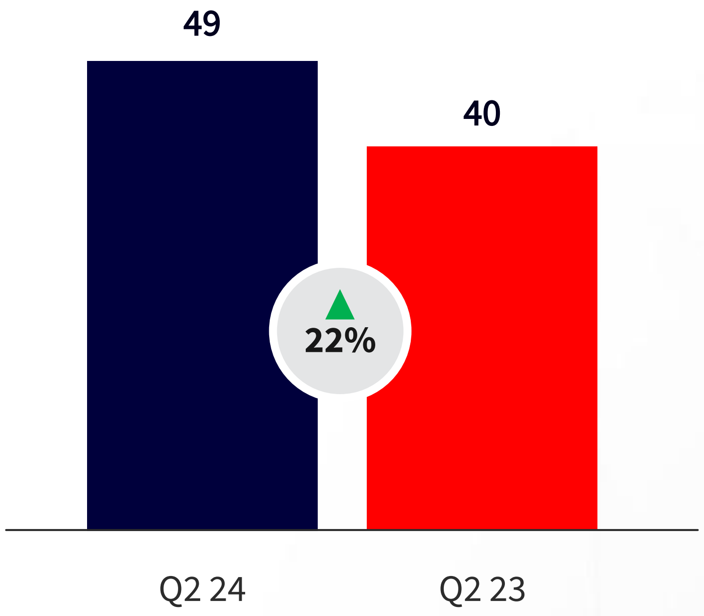


KEY TAKEAWAYS

- **Revenue increased 30% YoY**, primarily driven by:
  - **Streaming & Betting Engagement grew €26 million or 41%, and Live Data and Odds grew €19 million** or **27%**, with both benefitting from existing and new customer uptake of our products, premium pricing and strong U.S. market growth, as we benefitted from our new ATP and NBA deals.
  - **Managed Betting Services grew €9 million,** up 21% driven by higher trading margins and increased betting activity from new and existing customers.
- Represented 82% of total revenue versus 81% in Q2 2023.

SPORTS CONTENT, TECHNOLOGY & SERVICES

REVENUE (€M)

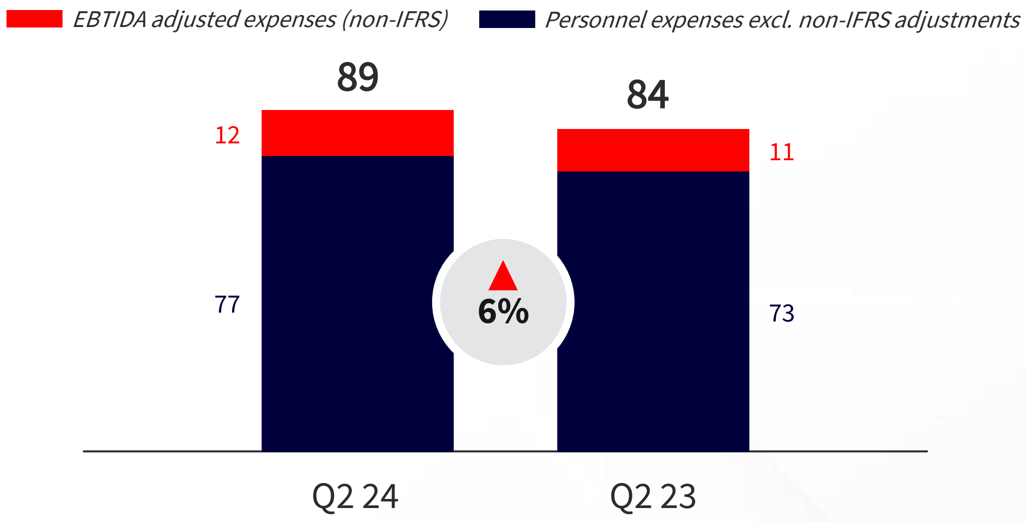


KEY TAKEAWAYS

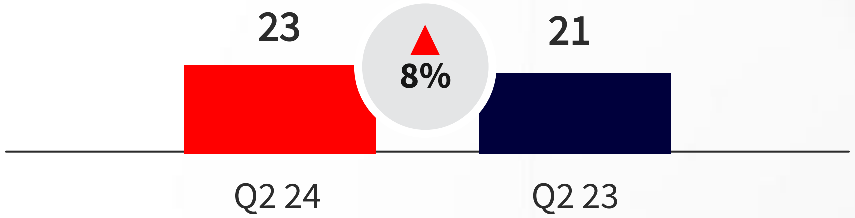
- **Revenue increased 22% YoY,** primarily driven by:
    - **Marketing and Media Services grew €8 million**, up 28% **year-over-year** due to strong growth in European and North American ad:s revenue as several sportsbooks launched marketing campaigns.
    - **Sports Performance was broadly flat** year-over-year.
- Represented 18% of total revenue versus 19% in Q2 2023.

PERSONNEL EXPENSES AND OTHER OPERATING EXPENSES

PERSONNEL EXPENSES (€M)



OTHER OPERATING EXPENSES (€M)

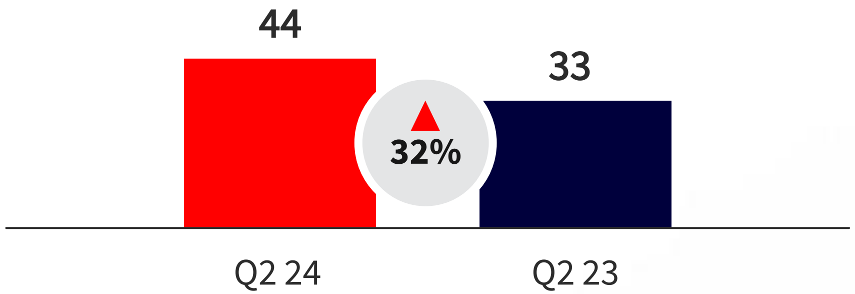


KEY TAKEAWAYS

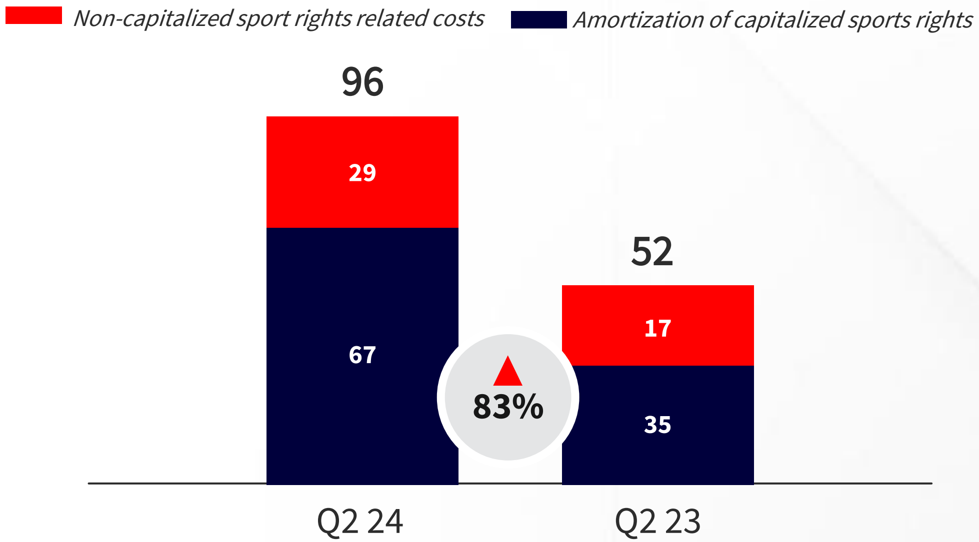
- **Personnel expenses** were €89 million, up €5 million or 6% year-over-year and were **down approximately 700 basis points as a percent of revenue,** as we continue to closely manage our resources and focus on delivering operating leverage.
- **Other Operating expenses** were €23 million, up 8% year-over-year and **down approximately 160 basis points as a percent of revenue,** as we further leverage our existing infrastructure.

PURCHASED SERVICES & LICENSES AND SPORT RIGHTS COSTS

PURCHASED SERVICES AND LICENSES[1] (€M)



SPORT RIGHTS (€M)

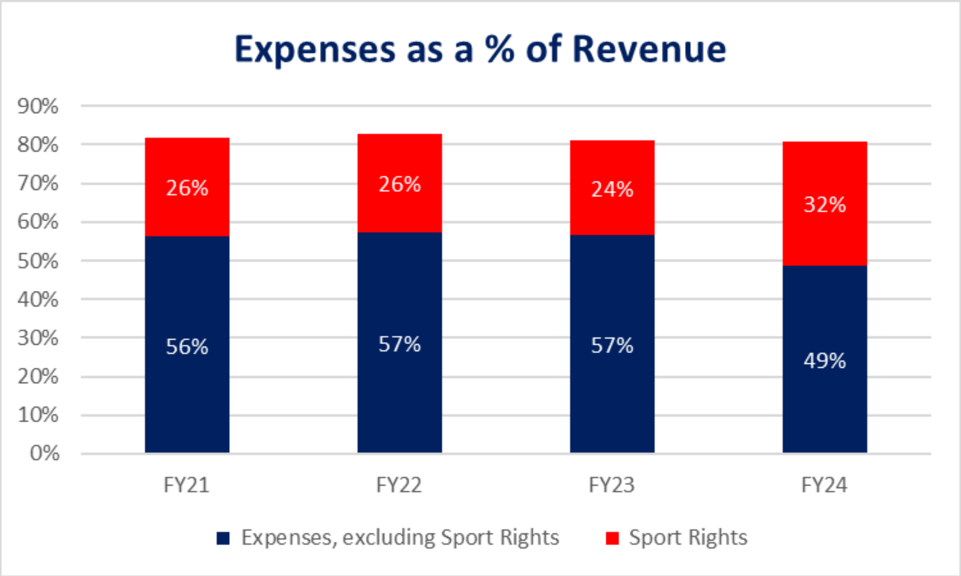


KEY TAKEAWAYS

- Purchased Services and Licenses[1], excluding expensed sport rights, grew 32% year-over-year, driven primarily by investments in our product portfolio.
- Sport rights costs were €96 million, up €44 million or 83% year-over-year, driven by new rights, in particular our ATP and NBA partnership deals.

[1] Purchased services and licenses is comprised of purchased services and non-capitalized sport rights license expense. This chart presents only the purchase services expense portion, and the non-capitalized sport rights related costs are included in total sport rights chart.

COST PROFILE AND DRIVERS OF OPERATING LEVERAGE



Operating Leverage Progression	FY22	FY23	FY24
Personnel and Other Costs, excluding Sport Rights	-0.9%	+0.6%	+7.9%
Sport Rights	-0.1%	+1.2%	-7.9%
Adj. EBITDA Margin Change	-0.9%	+1.8%	0.0%

KEY TAKEAWAYS

- **Increased Adjusted EBITDA Margin by 90 basis points** from 2021 to 2023.
- Targeting broadly flat Adjusted EBITDA Margins in **2024** with **cost initiatives and ongoing focus on operating efficiency driving 8 percentage points of operating leverage, offsetting the step up in sport rights costs,** primarily associated with our ATP and NBA deals.
- **Potential to unlock operating leverage from all major expense line items in 2025 and beyond,** with long term visibility on sports right costs and a right-sized cost base.
- **Targeting long-term Adjusted EBITDA Margins of 25% to 30%.**

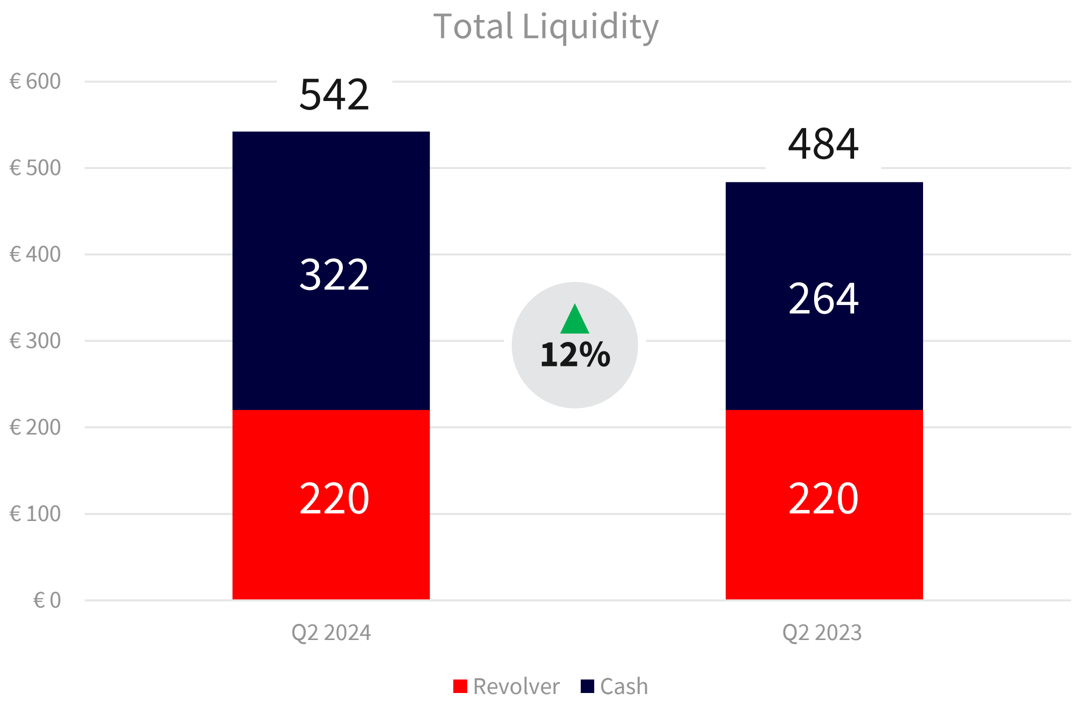
STRONG CASH FLOW

in €M	Six-month period ended June 30, 2024	June 30, 2023
Cash and cash equivalents as of January 1	277	244
Net cash from operating activities	153	130
Net cash used in investing activities	(97)	(98)
Net cash used in financing activities	(17)	(10)
Net increase in cash	39	22
Effects of movements in exchange rates on cash and cash equivalents	6	(2)
Cash and cash equivalents as of June 30	322	264

KEY TAKEAWAYS

- **Grew cash from operating activities 17%** to €153 million.
- **Strong cash generation in Q2,** ending the quarter **with €322 million on the balance sheet.**
- **On track to deliver strong cash flow and conversion for the full year.**

ROBUST BALANCE SHEET AND LIQUIDITY POSITION



KEY TAKEAWAYS

- **Strong balance sheet with increasing liquidity position** as benefit from growing cash flow.
- **Total liquidity of €542 million at Q2 2024,** comprised of €322 million cash and cash equivalents and €220 million undrawn revolving credit facility,
- Compares to €484 million as of Q2 2023.

RAISING FY2024 OUTLOOK

Metric	Prior	Revised	Change
Revenue	At least €1,060 million, +21% YoY growth	At least €1,070 million +22% YoY growth	+ €10 million
Adjusted EBITDA	At least €202 million +21% YoY growth	At least €204 million +22% YoY growth	+ €2 million
Adjusted EBITDA Margin	19.0%	19.0%	–

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Q&A

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APPENDIX

NON-IFRS FINANCIAL MEASURES

Non-IFRS Financial Measures and Operating Metric

We have provided in this press release financial information that has not been prepared in accordance with IFRS, including Adjusted EBITDA and Adjusted EBITDA margin (together, the "Non-IFRS financial measures"), as well as our operating metric, 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 or AEBITDA"* represents earnings for the period from continuing operations adjusted for finance income and finance costs, income tax expense or benefit, depreciation and amortization (excluding amortization of sport rights), foreign currency gains or losses, and other items that are non-recurring or not related to the Company's revenue-generating operations, including share-based compensation, impairment charges or income, management restructuring costs, non-routine litigation costs, losses related to equity-accounted investee (SportTech AG), and professional fees for the Sarbanes Oxley Act of 2002 and enterprise resource planning implementations.

  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 within purchased services and licenses or within 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 in to 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 Company 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.

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 financial 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.

In addition, we define our operating metric as follows:

- "Net Retention Rate" is calculated for a given period by starting with the reported Trailing Twelve Month revenue from our top 200 customers as of twelve months prior to such period end, or prior period revenue. We then calculate the reported trailing twelve-month 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.

SPORTRADAR Q2 P&L AND ADJUSTED EBITDA RECONCILIATION

Consolidated Statements of Profit or Loss

in €'000	Three-Month Period Ended June 30, 2024	Three-Month Period Ended June 30, 2023
Revenue	278,420	216,434
Purchased services and licenses (excluding depreciation and amortization)	(72,564)	(50,520)
Internally-developed software cost capitalized	12,391	5,923
Personnel expenses	(89,134)	(84,397)
Other operating expenses	(22,562)	(20,934)
Depreciation and amortization	(79,647)	(46,144)
Impairment loss on trade receivables, contract assets and other financial assets	(2,040)	(2,823)
Share of loss of equity-accounted investee	-	(1,344)
Loss on disposal of equity-accounted investee	-	(8,018)
Foreign currency losses, net	(7,826)	(1,182)
Finance income	1,937	1,717
Finance costs	(19,268)	(7,077)
Net income before tax	**(293)**	**1,635**
Income tax expense	(1,243)	(1,602)
Profit (loss) for the period from continuing operations	**(1,536)**	**33**
Discontinued operations		
Loss from discountinued operations, net of tax	-	43
Profit (loss) for the period	**(1,536)**	**76**
Profit (loss) for the period as a percentage of revenue	(0.6%)	0.0%

Reconciliation of IFRS Profit (loss) to Adjusted EBITDA & Margin

in €'000	Three-Month Period Ended June 30, 2024	Three-Month Period Ended June 30, 2023
Profit (loss) for the period from continuing operations	**(1,536)**	**33**
Finance income	(1,937)	(1,717)
Finance costs	19,268	7,077
Depreciation and amortization	79,647	46,144
Amortization of sport rights (1)	(67,002)	(34,950)
Foreign currency losses, net	7,826	1,182
Share based compensation (2)	10,936	11,108
Non-routine litigation costs (5)	404	-
Share of loss of equity-accounted investee (4)	-	1,344
Loss on disposal of equity-accounted investee (4)	-	8,018
Impairment loss on other financial assets	-	202
Professional fees for SOX and ERP implementations	-	59
Income tax expense	1,243	1,602
Adjusted EBITDA	**48,849**	**40,102**
Adjusted EBITDA Margin	17.5%	18.5%

(1) License fees relating to sport rights are a key component of how we generate revenue and one of our main operating expenses. Therefore, we deduct the full amount of amortization of sport rights.

(2) Includes restricted share units granted to employees, non-employee, and directors (including related employer payroll taxes).

(3) Includes employee severance and other employee exit costs. We exclude costs incurred pursuant to discrete restructuring plans that are fundamentally different (in terms of the size, strategic nature and planning requirements, as well as the inconsistent frequency, of such plans).

(4) Represents non-cash losses related to equity-investment SportTech AG which are unrelated to our core businesses.

(5) Includes mainly legal and related costs in connection with non-routine litigation.