



April 6, 2021

Dear Customer,

We would like to notify you that Sportradar will no longer be NFL's exclusive distributor of official data effective March 31, 2021. As our valued customer, we want to make sure you understand the commercial logic that underscored our approach.

We have always sought to maintain a disciplined approach to the acquisition of content – endeavoring to create healthy partnerships that allow us to continue investing, innovating and delivering best value to our customers and partners. As you would expect, this was a very competitive process, but the economics became irrational and would have required at least a five-fold increase in the fees charged to our customers for the same content and/or a level of loss-making on our part which simply did not make sense.

We can confirm that we will be providing full coverage of all NFL games for the 2021/22 season using the best available open sources and we are already looking at providing product enhancements as we are freed from the constraints of the official relationship. As part of these changes, we will be in touch shortly to discuss new commercial terms and we look forward to continuing to support your business in the best way possible.

If you have any questions, please do not hesitate to reach out to me or your sales manager.

Regards,

A handwritten signature in blue ink, appearing to read "E. Blonk".

Eduard Blonk  
Chief Commercial Officer  
Sportradar