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**SPORTRADAR UK LIMITED**

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**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2019**

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## SPORTRADAR UK LIMITED

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### COMPANY INFORMATION

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<b>Directors</b>	A Krannich (resigned 20 August 2019) D P Small D R W Lampitt W Murphy (appointed 21 August 2019)
<b>Registered number</b>	06891580
<b>Registered office</b>	3rd Floor 8 Old Jewry London EC2R 8DN
<b>Independent auditor</b>	Rawlinson & Hunter Audit LLP Chartered Accountants & Statutory Auditor Eighth Floor 6 New Street Square New Fetter Lane London EC4A 3AQ

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**SPORTRADAR UK LIMITED**

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**CONTENTS**

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	Page
<b>Strategic Report</b>	1 - 2
<b>Directors' Report</b>	3 - 4
<b>Independent Auditor's Report</b>	5 - 7
<b>Profit and Loss Account</b>	8
<b>Balance Sheet</b>	9
<b>Statement of Changes in Equity</b>	10
<b>Statement of Cash Flows</b>	11
<b>Notes to the Financial Statements</b>	12 - 23

**STRATEGIC REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**Introduction**

The directors present their Strategic Report for Sportradar UK Limited ("the company") for the year ended 31 December 2019.

**Business review and future developments**

Turnover for the year ended 31 December 2019 was £10,530,904 compared to £21,132,602 for 2018. Turnover was entirely derived from recharged expenses made to the company's parent undertaking, Sportradar AG subject to appropriate transfer pricing adjustment.

The total operating loss for the year ended 31 December 2019 was £2,101,976 (*2018 operating profit - £2,248,860*).

The turnover in the year is in line with expectations.

**Principal risks and uncertainties**

*Foreign exchange risk*

The company is exposed to movement in foreign exchange rates as a result of transactions with its parent undertaking, key clients and suppliers. The company manages these risks by maintaining foreign currency bank accounts.

*Credit risk*

The directors do not consider that the company has significant credit risk as income is derived solely from group undertakings.

*Covid-19*

The Covid-19 pandemic that has taken hold will undoubtedly have an effect on all UK companies in a wide ranging manner, potentially affecting their operational capability, liquidity and financial position. The directors have considered the implications and have put in place business continuity plans that should allow the company to continue in operation. However, we are still at an early stage of this pandemic and accordingly we are unable to assess the full potential impact and we are keeping the matter under constant review.

*Risk of United Kingdom's departure from the European Union (Brexit)*

The United Kingdom's departure from the European Union has increased uncertainty. Trade negotiations are ongoing and it is difficult to evaluate all of the potential implications on the company's trade, foreign exchange and the wider economy, which could impact the future performance and results of the company and wider group.

**Financial key performance indicators**

The company focuses on various KPIs for the discussion within the management team. Given the straightforward nature of the business, the company's directors are of the opinion that analysis using KPIs are not necessary for an understanding by the relevant external parties for appraising the performance or position of the business further to the information included in this report and the financial information and notes contained in the body of the financial statements.

The loss for the year, after taxation, amounted to £1,717,268 (*2018 - profit £1,798,205*).

At 31 December 2019, the company had net assets of £80,938 (*2018 net assets - £1,798,206*).

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**SPORTRADAR UK LIMITED**

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**STRATEGIC REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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This report was approved by the board and signed on its behalf.

**D R W Lampitt**  
Director

Date: 17 December 2020

**DIRECTORS' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

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The directors present their report and the financial statements for the year ended 31 December 2019.

**Directors' responsibilities statement**

The directors are responsible for preparing the Strategic Report, the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Results and dividends**

The loss for the year, after taxation, amounted to £1,717,268 (2018 - profit £1,798,205).

During the year the company paid dividends of £Nil (2018 - £Nil).

**Directors**

The directors who served during the year were:

A Krannich (resigned 20 August 2019)  
D P Small  
D R W Lampitt  
W Murphy (appointed 21 August 2019)

**Matters covered in the strategic report**

Details of the company's business review, future developments and principal risks and uncertainties are set out in the Strategic Report.

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**SPORTRADAR UK LIMITED**

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**DIRECTORS' REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**Disclosure of information to auditor**

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Post balance sheet events**

There have been no significant events affecting the company since the year end.

**Auditor**

Under section 487(2) of the Companies Act 2006, Rawlinson & Hunter Audit LLP will be deemed to have been reappointed as auditor 28 days after these financial statements were sent to members or 28 days after the latest date prescribed for filing the accounts with the registrar, whichever is earlier.

This report was approved by the board and signed on its behalf.

**D R W Lampitt**

Director

Date: 17 December 2020

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SPORTRADAR UK LIMITED

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**Opinion**

We have audited the financial statements of Sportradar UK Limited ("the company") for the year ended 31 December 2019, which comprise the Profit and Loss Account, the Balance Sheet, the Statement of Cash Flows, the Statement of Changes in Equity and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2019 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material



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**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SPORTRADAR UK LIMITED (CONTINUED)**

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misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of directors**

As explained more fully in the Directors' Responsibilities Statement on page 3, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SPORTRADAR UK LIMITED (CONTINUED)

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**Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditor's Report.

**Use of our report**

This report is made solely to the company's members in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members for our audit work, for this report, or for the opinions we have formed.

David Davies (Senior Statutory Auditor)

for and on behalf of

**Rawlinson & Hunter Audit LLP**

Chartered Accountants

Statutory Auditor

Eighth Floor

6 New Street Square

New Fetter Lane

London

EC4A 3AQ

30 December 2020

SPORTRADAR UK LIMITED

PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2019

	Note	2019 £	2018 £
Turnover	4	10,530,904	21,132,602
Cost of sales		(247,218)	(63,160)
<b>Gross profit</b>		<b>10,283,686</b>	<b>21,069,442</b>
Administrative expenses		(12,514,232)	(18,821,052)
Other operating income	5	128,570	470
<b>Operating (loss)/profit</b>	6	<b>(2,101,976)</b>	<b>2,248,860</b>
Tax on (loss)/profit	10	384,708	(450,655)
<b>(Loss)/profit for the financial year</b>		<b>(1,717,268)</b>	<b>1,798,205</b>

There were no recognised gains and losses for 2019 or 2018 other than those included in the profit and loss account.

The notes on pages 12 to 23 form part of these financial statements.

**SPORTRADAR UK LIMITED**  
**REGISTERED NUMBER: 06891580**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2019**

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Tangible assets	12	467,880	123,965
		<u>467,880</u>	<u>123,965</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	13	1,015,179	2,421,250
Cash at bank and in hand	14	735,355	762,826
		<u>1,750,534</u>	<u>3,184,076</u>
Creditors: amounts falling due within one year	15	(2,137,476)	(1,509,835)
<b>Net current (liabilities)/assets</b>		<u>(386,942)</u>	<u>1,674,241</u>
<b>Total assets less current liabilities</b>		<u>80,938</u>	<u>1,798,206</u>
<b>Net assets</b>		<u><u>80,938</u></u>	<u><u>1,798,206</u></u>
<b>Capital and reserves</b>			
Called up share capital	17	1	1
Profit and loss account	18	80,937	1,798,205
		<u><u>80,938</u></u>	<u><u>1,798,206</u></u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

**D R W Lampitt**

Director

Date: 17 December 2020

The notes on pages 12 to 23 form part of these financial statements.

SPORTRADAR UK LIMITED

STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 31 DECEMBER 2019

	Called up share capital £	Profit and loss account £	Total equity £
At 1 January 2018	1	-	1
<b>Comprehensive income for the year</b>			
Profit for the year	-	1,798,205	1,798,205
<b>Total comprehensive income for the year</b>	-	1,798,205	1,798,205
At 1 January 2019	1	1,798,205	1,798,206
<b>Comprehensive income for the year</b>			
Loss for the year	-	(1,717,268)	(1,717,268)
<b>Total comprehensive income for the year</b>	-	(1,717,268)	(1,717,268)
At 31 December 2019	1	80,937	80,938

The notes on pages 12 to 23 form part of these financial statements.

SPORTRADAR UK LIMITED

STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 DECEMBER 2019

	2019 £	2018 £
<b>Cash flows from operating activities</b>		
(Loss)/profit for the financial year	(1,717,268)	1,798,205
<b>Adjustments for:</b>		
Depreciation of tangible assets	280,816	174,272
Taxation charge	(384,708)	450,655
Decrease/(increase) in debtors	301,817	(537,465)
Decrease/(increase) in amounts owed by groups	1,663,962	(130,951)
Increase/(decrease) in creditors	579,425	(1,323,625)
Increase in amounts owed to groups	498,834	57,245
Corporation tax (paid)	(625,619)	(406,334)
<b>Net cash generated from operating activities</b>	<b>597,259</b>	<b>82,002</b>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	(624,730)	(55,171)
<b>Net cash from investing activities</b>	<b>(624,730)</b>	<b>(55,171)</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>(27,471)</b>	<b>26,831</b>
Cash and cash equivalents at beginning of year	762,826	735,995
<b>Cash and cash equivalents at the end of year</b>	<b>735,355</b>	<b>762,826</b>
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	735,355	762,826
	<b>735,355</b>	<b>762,826</b>

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1. General information**

Sportradar UK Limited ("the company") is a private company, limited by shares, incorporated in England and Wales with registration number of 06891580. The registered office is 3rd Floor, 8 Old Jewry, London EC2R 8DN.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the company's accounting policies (see note 3).

The following principal accounting policies have been applied:

**2.2 Going concern**

At the balance sheet date the company had net assets of £80,938. Turnover was entirely derived from recharged expenses made to the company's parent undertaking, Sportradar AG, subject to appropriate transfer pricing adjustment.

The Covid-19 pandemic has created operational and financial pressures on the company. Having considered the contingency plans in place and having reviewed updated cashflow forecasts, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future.

The directors have received confirmation from Sportradar AG, the immediate and ultimate parent company, that it will provide support to the company as is necessary for the company to continue in operation for the foreseeable future and at least twelve months from the date of signing of these financial statements.

On the basis of their assessment of the company's financial position and resources, the directors believe that the company is well placed to manage its business risks. Accordingly, the directors consider it appropriate to prepare the financial statements for the company on a going concern basis.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

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**2. Accounting policies (continued)**

**2.3 Foreign currency translation**

**Functional and presentation currency**

The company's functional and presentational currency is GBP.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Profit and Loss Account except when deferred in other comprehensive income as qualifying cash flow hedges.

**2.4 Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**2.5 Operating leases: the company as lessee**

Rentals paid under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

**2.6 Pensions**

**Defined contribution pension plan**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the Profit and Loss Account when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the company in independently administered funds.



NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

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**2. Accounting policies (continued)**

**2.7 Taxation**

Tax is recognised in the Profit and Loss Account, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the company operates and generates income.

**2.8 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

At each reporting date the company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

The estimated useful lives range as follows:

Leasehold improvements	- 33 %
Fixtures and fittings	- 33 %
Office equipment	- 33 %
Computer equipment	- 33 %

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Profit and Loss Account.

**2.9 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

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**2. Accounting policies (continued)**

**2.10 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

**2.11 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**2.12 Financial instruments**

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

**3. Judgments in applying accounting policies and key sources of estimation uncertainty**

In preparing the financial statements, management has to make judgments on how to apply the company's accounting policies and make estimates about the future. The critical judgments that have been made in arriving at the amounts recognised in the financial statements and the key areas of estimation uncertainty that have a significant risk of causing a material adjustment to the carrying value of assets and liabilities in the next financial year, are discussed below:

**Estimated useful life of tangible fixed assets**

Tangible fixed assets stated at £467,880 in the Balance Sheet at the year end are depreciated over their useful lives taking into account residual values where appropriate. The actual lives of assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing the asset lives, factors such as technological innovation, product life cycle and maintenance programmes are taken into account. Residual values consider such things as future market conditions, the remaining life of the asset and projected disposal values.

**Prepayments and accrued income**

Prepayments are based on pro rata calculation for a period on the assumption that the work is divided evenly throughout the period while accrued income is recognised based on services being provided before the year end.

SPORTRADAR UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

4. Turnover

An analysis of turnover by class of business is as follows:

	2019 £	2018 £
Recharged services	<u>10,530,904</u>	<u>21,132,602</u>

Analysis of turnover by country of destination:

	2019 £	2018 £
Rest of Europe	<u>10,530,904</u>	<u>21,132,602</u>

5. Other operating income

	2019 £	2018 £
Other operating income	<u>128,570</u>	<u>470</u>

6. Operating (loss)/profit

The operating (loss)/profit is stated after charging:

	2019 £	2018 £
Exchange differences	5,661	35,608
Other operating lease rentals	<u>494,945</u>	<u>480,219</u>

7. Auditor's remuneration

	2019 £	2018 £
Fees payable to the company's auditor for the audit of the company's annual financial statements	<u>12,500</u>	<u>12,500</u>

Fees payable to the company's auditor in respect of:

All other services	<u>2,500</u>	<u>1,500</u>
	<u>2,500</u>	<u>1,500</u>

SPORTRADAR UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

8. Employees

Staff costs, including directors' remuneration, were as follows:

	2019 £	2018 £
Wages and salaries	8,812,425	14,797,144
Social security costs	1,116,239	1,968,222
Cost of defined contribution scheme	192,872	132,592
	<u>10,121,536</u>	<u>16,897,958</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2019 No.	2018 No.
Staff	<u>139</u>	<u>116</u>

9. Directors' remuneration

	2019 £	2018 £
Directors' emoluments	500,632	8,877,399
Company contributions to defined contribution pension schemes	8,978	8,058
	<u>509,610</u>	<u>8,885,457</u>

During the year retirement benefits were accruing to 2 directors (2018 - 2) in respect of defined contribution pension schemes.

The highest paid director received remuneration of £214,098 (2018 - £7,217,690).

The value of the company's contributions paid to a defined contribution pension scheme in respect of the highest paid director amounted to £5,000 (2018 - £4,583).

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**10. Taxation**

	2019 £	2018 £
<b>Corporation tax</b>		
Current tax on profits for the year	-	450,655
Adjustments in respect of previous periods	(384,708)	-
<b>Total current tax</b>	<u>(384,708)</u>	<u>450,655</u>
<b>Deferred tax</b>		
Origination and reversal of timing differences	-	-
<b>Total deferred tax</b>	<u>-</u>	<u>-</u>
<b>Taxation on (loss)/profit on ordinary activities</b>	<u>(384,708)</u>	<u>450,655</u>

**Factors affecting tax charge for the year**

The tax assessed for the year is higher than (2018 - *higher than*) the standard rate of corporation tax in the UK of 19% (2018 - 19%). The differences are explained below:

	2019 £	2018 £
(Loss)/profit on ordinary activities before tax	<u>(2,101,976)</u>	<u>2,248,860</u>
(Loss)/profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2018 - 19%)	(399,375)	427,283
<b>Effects of:</b>		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	73,868	46,262
Capital allowances for year in excess of depreciation	(59,201)	(22,897)
Non-taxable income	-	7
<b>Total tax charge for the year</b>	<u>(384,708)</u>	<u>450,655</u>

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SPORTRADAR UK LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

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10. Taxation (continued)

Factors that may affect future tax charges

A reduction in the UK corporation tax rate from 19% to 17% (effective from 1 April 2020) was substantively enacted on 15 September 2016.

The March 2020 Budget announced that a rate of 19% would continue to apply with effect from 1 April 2020, and this change was substantively enacted on 17 March 2020. This will increase the company's future current tax charge accordingly.

11. Analysis of net debt

	At 1 January 2019 £	Cash flows £	At 31 December 2019 £
Cash at bank and in hand	762,826	(27,471)	735,355
	<u>762,826</u>	<u>(27,471)</u>	<u>735,355</u>

SPORTRADAR UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

12. Tangible fixed assets

	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Computer Software £	Total £
<b>Cost</b>					
At 1 January 2019	-	456,174	263,826	52,263	772,263
Additions	366,728	137,125	120,877	-	624,730
At 31 December 2019	366,728	593,299	384,703	52,263	1,396,993
<b>Depreciation</b>					
At 1 January 2019	-	393,635	212,574	42,089	648,298
Charge for the year on owned assets	107,425	99,629	63,587	10,174	280,815
At 31 December 2019	107,425	493,264	276,161	52,263	929,113
<b>Net book value</b>					
At 31 December 2019	259,303	100,035	108,542	-	467,880
<b>At 31 December 2018</b>	-	62,539	51,252	10,174	123,965

SPORTRADAR UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

13. Debtors

	2019 £	2018 £
Amounts owed by parent and group undertakings	368	1,664,330
Other debtors	675,803	59,688
Prepayments and accrued income	339,008	697,232
	<u>1,015,179</u>	<u>2,421,250</u>

14. Cash and cash equivalents

	2019 £	2018 £
Cash at bank and in hand	<u>735,355</u>	<u>762,826</u>

15. Creditors: Amounts falling due within one year

	2019 £	2018 £
Trade creditors	125,857	79,750
Amounts owed to group undertakings	569,461	70,627
Corporation tax	-	450,618
Other taxation and social security	199,997	180,085
Accruals and deferred income	1,242,161	728,755
	<u>2,137,476</u>	<u>1,509,835</u>



**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

**16. Financial instruments**

	2019 £	2018 £
<b>Financial assets</b>		
Financial assets measured at fair value through profit or loss	735,355	762,826
Financial assets that are debt instruments measured at amortised cost	16,297	2,207,492
	<u>751,652</u>	<u>2,970,318</u>
<b>Financial liabilities</b>		
Financial liabilities measured at amortised cost	<u>(1,937,479)</u>	<u>(879,132)</u>

Financial assets measured at fair value through profit or loss comprise cash at bank and in hand.

Financial assets that are debt instruments measured at amortised cost comprise amounts owed by parent and group undertakings, accrued income and certain other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, amounts owed to parent and group undertakings and accruals.

**17. Share capital**

	2019 £	2018 £
<b>Allotted, called up and fully paid</b>		
1 (2018 - 1) Ordinary share of £1.00	<u>1</u>	<u>1</u>

**18. Reserves****Profit and loss account**

The profit and loss account represents cumulative profits and losses net of dividends and other adjustments.

**19. Pension commitments**

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contribution payable by the company to the fund and amounted to £192,872 (2018 - £132,592) during the year. Contributions totalling £47,882 (2018 - £35,530) were payable to the fund at the balance sheet date and are included in creditors.

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SPORTRADAR UK LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019

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**20. Commitments under operating leases**

At 31 December 2019 the company had future minimum lease payments under non-cancellable operating leases as follows:

	<b>2019</b>	<i>As restated</i>
	<b>£</b>	<b>2018</b>
		<b>£</b>
Not later than 1 year	<b>755,910</b>	369,315
Later than 1 year and not later than 5 years	<b>2,267,729</b>	1,477,258
	<b><u>3,023,639</u></b>	<b><u>1,846,573</u></b>

**21. Related party transactions**

During the year the company recharged total expenses including markup of £10,530,904 (2018 - £21,132,602) to Sportradar AG, the ultimate controlling party.

As at 31 December 2019, the company was owed £Nil (2018 - £1,664,330) by Sportradar AG and the company owed £567,171 (2018 - £70,627) to Sportradar AG.

As at 31 December 2019, the company was owed £368 (2018 - £Nil) and the company owed £2,290 (2018 - £Nil) to entities under common control.

**22. Controlling party**

The ultimate parent undertaking is Sportradar AG, a company incorporated in Switzerland. In the opinion of the directors, Sportradar AG is considered to be the ultimate controlling party by virtue of its shareholding in the company.

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