Registered number
06891580

# SPORTRADAR UK LIMITED

Report and Financial Statements

31 December 2021

**SPORTRADAR UK LIMITED**

**Report and accounts**

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**SPORTRADAR UK LIMITED**

## Company Information

**Directors**

Darren Peter Small

David Robert William Lampitt - resigned on 3 October 2021

Warren Stuart Murphy

Daniel Christian Fenner - appointed on 1 January 2022

**Auditors**

The Corporate Practice Limited

Chartered Accountants & Statutory Auditors

65 Delamere Road

Hayes

Middlesex

UB4 0NN

**Bankers**

HSBC Bank PLC

1 Centenary Square

Birmingham

B1 1HQ

**Registered office**

3rd Floor

8 Old Jewry

London

England

EC2R 8DN

**Registered number**

06891580

**SPORTRADAR UK LIMITED**

**Registered number:** 06891580

**Directors' Report**

The directors present their report and financial statements for the year ended 31 December 2021.

**Principal activities**

The principal activity of the company is that of providing services in the United Kingdom to other group undertakings.

**Dividends**

During the current and previous year the company paid no dividends.

**Directors**

The following persons served as directors during the year:

Darren Peter Small

David Robert William Lampitt - resigned on 3 October 2021

Warren Stuart Murphy

Daniel Christian Fenner - appointed on 1 January 2022

**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.

**Directors' responsibilities**

The directors are responsible for preparing the report and 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 United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). 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 and then apply them consistently;
- make judgements and 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 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.

**Disclosure of information to auditors**

Each person who was a director at the time this report was approved confirms that:

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

**The impact of the company's operations on the community and the environment**

The company consumed less than 40,000 kWh of energy in the United Kingdom during the period in respect of which the directors' report is prepared, therefore, the impact of the company's operations on the community and the environment has not been disclosed.

**Auditor**

The auditor, The Corporate Practice Limited, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 28 September 2022 and signed on its behalf.

Daniel Christian Fenner

Director

**SPORTRADAR UK LIMITED**

## Strategic Report

### Introduction

The directors present their Strategic Report for Sportradar UK Limited ("the company") for the year ended 31 December 2021.

### Business review and future developments

Turnover for the year ended 31 December 2021 was £90,458,680 compared to £27,011,744 for 2020. Turnover was entirely derived from recharged expenses made to the company's parent undertaking, Sportradar AG and its subsidiaries, subject to appropriate transfer pricing adjustments.

The total operating profit for the year ended 31 December 2021 was £12,547,449 (2020 operating profit - £4,109,403).

The turnover increase 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 and lockdown imposed by UK government have eased, the impact caused in the prior years might still 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, this is being kept under constant review.

Risk of United Kingdom's departure from the European Union (Brexit)
The United Kingdom's departure from the European Union increased uncertainty but following the conclusion of trade negotiations it is not expected that Brexit will significantly impact the future performance and results of the company· and wider group.

### Financial key performance indicators

The company focuses on various KPIs for 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 profit for the year, after taxation, amounted to £10,143,883 (2020 - profit of £3,303,788)

At 31 December 2021, the company had net assets of £13,528,609 (2020 - £3,384,726).

**Section 172(1) Statement**

The Directors have acted in a way that they considered, in good faith, would be most likely to promote the success of Company for the benefits of its members as a whole, and in doing so had regard (amongst other matters) to the matters listed in section 172(1)(a) to (f) when performing their duties and comment as follows:

a. the Directors are satisfied that the current business activity is in the long term interest of the Company and its Shareholder;
b. the Directors considers that the employees are one of the key stakeholders and continue to focus on training and supporting of the employees in the understanding that a well informed and trained workforce is essential for the Company's ongoing success,
c. the Directors have adequately fostered the business relationship with the suppliers, customers and others;
d. the Directors are satisfied and have properly responded to the needs of the community and concerns regarding the environment, due to the operation of the company;
e. the Company's business is development, registration, sales, distribution and licencing of pharmaceutical products and the Directors are satisfied that the Company have maintained a reputation for high standards of business conduct, including its dealing with its customers, employees and the regulators, and
f. the Company has adequately and fairly kept its shareholders fully informed and provided regular financial information and progress of the Company's business.

This report was approved by the board on 28 September 2022 and signed on its behalf.

Daniel Christian Fenner

Director

## SPORTRADAR UK LIMITED

### Independent auditor's report

### to the member of SPORTRADAR UK LIMITED

#### Opinion

We have audited the financial statements of SPORTRADAR UK LIMITED (the 'company') for the year ended 31 December 2021 which comprise the Income Statement, the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Changes in Equity and notes to the financial statements, including 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 the 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 2021 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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 UK, including the FRC'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

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

In our evaluation of the directors' conclusion, we considered the risks associated with the company's business mode,
including effects arising from macro-economic undertainties such as COVID-19 and Brexit, and analysed the reasonableness of the estimate and disclosures made by directors' and how those risks might affect the company's financial resources or ability to continue operations over the period of at least twelve months from the date when the financial statements are authorised for issue. In accordance with the above, we have nothing to report in these respects.
However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material undertainty in this auditor's report is not a gurantee that the company will continue in operation.

#### Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

**Opinions 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, 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.

**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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Our assessment of the susceptibility of the entity's financial statement to material misstatement, including how fraud might occur, is considered to be low. This conclusion was reached after the consoderation of the following:

- due to the relatively simple business model there are comparatively few unexpected fluctuations in the reported results and balances and any such unexpected items would be specifically inquired into by us; and
- there are number of individuals who comprises "management" and therefore there is no single individual who is likely to be override control to effect fraud.

We designed our audit procedures to respond to identified audit risks, including non-compliance with laws and regulations (irregularities) that are material to the financial statements. Some of the specific procedures performed to detect irregularities, including fraud, are detailed below:

- the review of control accounts and journal entries for large or unusual entries:
- the analytical review of the profit and loss account for variances that are either unexpected or felt not to be in accordance with our understanding of the business during the year:
- obtaining and reviewing for completeness a list of entities and persons considered to be related parties (as defined by Financial Reporting Standard 102) and reviewing the ledgers of the company for previously unreported related party transactions;

- review of transactions and journals for any indication of fraud or management override; and
- to confirm the going concern basis, forecasts and post year end results for the company and Sportradar AG group including assessing the ability of Sportradar AG to stand behind its stated ongoing of the company.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statement or non-compliance with regulation. This risk increases the more that compliance with a law or regulations is removed from the events and transactions reflected in the financial statement, as we will be less likely to become aware of instances of non-compliance. This risk is also greater regarding irregularities occuring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is available on the Financial Reporting Council's website at 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, as a body, 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 as a body, for our audit work, for this report, or for the opinions we have formed.

Devender Arora ACA
(Senior Statutory Auditor)
for and on behalf of
The Corporate Practice Limited
Chartered Accountants & Statutory Auditors
28 September 2022

65 Delamere Road
Hayes
Middlesex
UB4 0NN

**SPORTRADAR UK LIMITED**

**Income Statement**

**for the year ended 31 December 2021**

| | Notes | 2021 | 2020 |
|---|---|---|---|
| | | £ | £ |
| **Turnover** | 3 | 90,458,680 | 27,011,744 |
| Cost of sales | | (54,590,920) | (7,476,674) |
| **Gross profit** | | 35,867,760 | 19,535,070 |
| Administrative expenses | | (23,794,755) | (15,861,803) |
| Other operating income | | 474,444 | 436,136 |
| **Operating profit** | 4 | 12,547,449 | 4,109,403 |
| **Profit on ordinary activities before taxation** | | 12,547,449 | 4,109,403 |
| Tax on profit on ordinary activities | 7 | (2,403,566) | (805,615) |
| **Profit for the financial year** | | 10,143,883 | 3,303,788 |

**SPORTRADAR UK LIMITED**

**Statement of Comprehensive Income**

**for the year ended 31 December 2021**

| | Notes | 2021 | 2020 |
|---|---|---|---|
| | | £ | £ |
| **Profit for the financial year** | | 10,143,883 | 3,303,788 |
| **Other comprehensive income** | | | |
| **Total comprehensive income for the year** | | 10,143,883 | 3,303,788 |

**SPORTRADAR UK LIMITED**

**Statement of Financial Position**

**as at 31 December 2021**

| | Notes | | 2021 | | 2020 |
|---|---|---|---|---|---|
| | | | £ | | £ |
| **Fixed assets** | | | | | |
| Tangible assets | 9 | | 263,563 | | 341,008 |
| **Current assets** | | | | | |
| Debtors | 10 | 34,452,181 | | 14,470,191 | |
| Cash at bank and in hand | | 1,626,544 | | 772,410 | |
| | | 36,078,725 | | 15,242,601 | |
| **Creditors: amounts falling due within one year** | 11 | (22,813,679) | | (12,198,883) | |
| **Net current assets** | | | 13,265,046 | | 3,043,718 |
| **Net assets** | | | 13,528,609 | | 3,384,726 |
| **Capital and reserves** | | | | | |
| Called up share capital | 12 | | 1 | | 1 |
| Profit and loss account | 13 | | 13,528,608 | | 3,384,725 |
| **Total equity** | | | 13,528,609 | | 3,384,726 |

Daniel Christian Fenner

Director

Approved by the board on 28 September 2022

**SPORTRADAR UK LIMITED**

**Statement of Changes in Equity**

**for the year ended 31 December 2021**

| | Share capital | Share premium | Other reserves | Profit and loss account | Total |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| **At 1 January 2020** | 1 | - | - | 80,937 | 80,938 |
| Profit for the financial year | | | | 3,303,788 | 3,303,788 |
| **At 31 December 2020** | 1 | - | - | 3,384,725 | 3,384,726 |
| **At 1 January 2021** | 1 | - | - | 3,384,725 | 3,384,726 |
| Profit for the financial year | | | | 10,143,883 | 10,143,883 |
| **At 31 December 2021** | 1 | - | - | 13,528,608 | 13,528,609 |

## 1 Summary of significant accounting policies

***Basis of preparation***

The financial statements have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland.

***Turnover***

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

***Cash flow statement***

The Company has taken advantage of the exemption from preparing and disclosing a cash flow statement, as the ultimate holding Company prepares consolidated financial statements which are publicly available.

***Going concern***

At the balance sheet date the company had net assets of £13,528,609. Turnover was entirely derived from recharged expenses made to the company's parent undertaking, Sportradar AG and it's subsidiaries, 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.

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.

***Government grants***

Government grants are included within accruals and deferred income in the balance sheet and credited to the profit and loss account over the expected useful lives of the assets to which they relate or in periods in which the related costs are incurred. Amounts recognised in the Profit and Loss Account are presented under the heading "Other operating income".

Grants are accounted under the accruals model as permitted by FRS 102. Grants of a revenue nature are recognised in the Profit and Loss Account in the same period as the related expenditure.

***Intangible fixed assets***

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

***Tangible fixed assets***

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

| | |
|---|---|
| Leasehold improvements | 33% over 3 years |
| Fixtures and fittings | 33% over 3 years |
| Office equipment | 33% over 3 years |
| Computer equipment | 33% over 3 years |

***Debtors***

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

***Creditors***

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

***Taxation***

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

***Provisions***

Provisions (ie liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

***Foreign currency translation***

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction.

At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

***Pensions***

Contributions to defined contribution plans are expensed in the period to which they relate.

## 2 Critical accounting estimates and judgements

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 £263,563 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.

Share based payments

Accounting for share based payments requires a degree of judgement over such matters as the share price of Sportradar AG on the date of valuation, timing of performance conditions being met, expected volatility and the method in which those liabilities will be settled. An additional assumption is made on the number of employees remaining within the Sportradar AG group prior to vesting.

## 3 Analysis of turnover

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| Services rendered | 90,458,680 | 27,011,744 |
| By geographical market: | | |
| UK | 90,458,680 | 27,011,744 |

## 4 Operating profit

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| This is stated after charging: | | |
| Depreciation of owned fixed assets | 246,476 | 271,391 |
| Auditors' remuneration for audit services | 19,500 | 13,500 |
| Auditors' remuneration for other services | 2,500 | 2,500 |
| Carrying amount of services provided | 53,665,364 | 7,099,091 |

## 5 Directors' emoluments

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| Emoluments | 988,887 | 870,444 |
| Company contributions to defined contribution pension plans | 11,093 | 8,555 |
| | 999,980 | 878,999 |

| | | |
|---|---|---|
| Highest paid director: | | |
| Emoluments | 564,750 | 512,213 |

| **Number of directors to whom retirement benefits accrued:** | **2021** | **2020** |
|---|---|---|
| | **Number** | **Number** |
| Defined contribution plans | 2 | 2 |

## 6 Staff costs

| | **2021** | **2020** |
|---|---|---|
| | **£** | **£** |
| Wages and salaries | 15,816,164 | 12,058,902 |
| Social security costs | 1,947,920 | 1,345,421 |
| Other pension costs | 466,623 | 242,711 |
| | 18,230,707 | 13,647,034 |

| **Average number of employees during the year** | **Number** | **Number** |
|---|---|---|
| Product & Development | 96 | 77 |
| PR, Marketing & Communications | 37 | 27 |
| Sales | 9 | 7 |
| Engineering | 77 | 68 |
| | 219 | 179 |

## 7 Taxation

| | **2021** | **2020** |
|---|---|---|
| | **£** | **£** |
| **Analysis of charge in period** | | |
| Current tax: | | |
| UK corporation tax on profits of the period | 2,403,566 | 805,615 |
| Tax on profit on ordinary activities | 2,403,566 | 805,615 |

**Factors affecting tax charge for period**

The differences between the tax assessed for the period and the standard rate of corporation tax are explained as follows:

| | **2021** | **2020** |
|---|---|---|
| | **£** | **£** |
| Profit on ordinary activities before tax | 12,547,449 | 4,109,403 |

| | | |
|---|---|---|
| Standard rate of corporation tax in the UK | 19% | 19% |
| | £ | £ |
| Profit on ordinary activities multiplied by the standard rate of corporation tax | 2,384,015 | 780,787 |
| Effects of: | | |
| Expenses not deductible for tax purposes | 19,551 | 24,828 |
| Current tax charge for period | 2,403,566 | 805,615 |

## 8 Intangible fixed assets

Computer software:

| | £ |
|---|---|
| **Cost** | |
| At 1 January 2021 | 52,263 |
| At 31 December 2021 | 52,263 |
| **Amortisation** | |
| At 1 January 2021 | 52,263 |
| At 31 December 2021 | 52,263 |
| **Carrying amount** | |
| At 31 December 2021 | - |

Computer software has been fully amortised.

## 9 Tangible fixed assets

| | Leasehold improvements | Computer equipment | Fixtures, fittings, tools and equipment | Total |
|---|---|---|---|---|
| | *At cost* | *At cost* | *At cost* | |
| | £ | £ | £ | £ |
| **Cost or valuation** | | | | |
| At 1 January 2021 | 366,728 | 527,154 | 595,366 | 1,489,248 |
| Additions | - | 166,549 | 2,482 | 169,031 |
| At 31 December 2021 | 366,728 | 693,703 | 597,848 | 1,658,279 |
| **Depreciation** | | | | |
| At 1 January 2021 | 229,668 | 378,911 | 539,661 | 1,148,240 |
| Charge for the year | 122,242 | 77,837 | 46,397 | 246,476 |
| At 31 December 2021 | 351,910 | 456,748 | 586,058 | 1,394,716 |
| **Carrying amount** | | | | |
| At 31 December 2021 | 14,818 | 236,955 | 11,790 | 263,563 |

| | | | | |
|---|---|---|---|---|
| At 31 December 2020 | 137,060 | 148,243 | 55,705 | 341,008 |

## 10 Debtors

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| Amounts owed by group undertakings and undertakings in which the company has a participating interest | 33,819,277 | 13,860,075 |
| Other debtors | 185,353 | 245,867 |
| Prepayments and accrued income | 447,551 | 364,249 |
| | 34,452,181 | 14,470,191 |

## 11 Creditors: amounts falling due within one year

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| Trade creditors | 251,175 | 578,028 |
| Amounts owed to group undertakings and undertakings in which the company has a participating interest | 16,715,320 | 7,099,091 |
| Corporation tax | 1,995,536 | 76,157 |
| Other taxes and social security costs | 269,794 | 1,715,992 |
| Accruals and deferred income | 3,581,854 | 2,729,615 |
| | 22,813,679 | 12,198,883 |

## 12 Share capital

| | Nominal value | 2021 Number | 2021 £ | 2020 £ |
|---|---|---|---|---|
| Allotted, called up and fully paid: | | | | |
| Ordinary shares | £1 each | 1 | 1 | 1 |

## 13 Profit and loss account

| | 2021 | 2020 |
|---|---|---|
| | £ | £ |
| At 1 January | 3,384,725 | 80,937 |
| Profit for the financial year | 10,143,883 | 3,303,788 |
| At 31 December | 13,528,608 | 3,384,725 |

## 14 Events after the reporting date

There are no significant events after the reporting date.

## 15 Defined benefit pension plans

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 contributions payable by the company to the fund and amounted to £466,462 (2020 - £242,711) during the year. Contributions totalling £211,989 (2020 - £47,882) were payable to the fund at the balance sheet date and are included in creditors.

## 16 Share based payments

Phantom option plan

In December 2019, the Group established the Phantom Option Plan ("POP"). Employees were granted 260 options under the POP in January 2020 ("wave 1"). Under the wave 1 terms, upon an exit event, employees were entitled to receive bonus payments equivalent to the difference between the value of the Group's participation certificates at the date of the exit event and the fair value of the options on grant date. Therefore, these options were initially recognized as cash-settled share-based transactions and classified as a liability.

In December 2020, the POP terms were amended, and 495 new options were granted to employees under the amended plan ("wave 2"). Under wave 2, employees are entitled to receive restricted share units (RSUs) of the Company upon an exit event equivalent to the difference between the share price at the exit event date and the fair value of the options at grant date. Therefore, these options are recognized as equity-settled share-based transactions.

In January 2021, the POP terms were amended, and 14 new options were granted to employees under the amended plan ("wave 2"). Under wave 2, employees are entitled to receive restricted share units (RSUs) of the Company upon an exit event equivalent to the difference between the share price at the exit event date and the fair value of the options at grant date. Therefore, these options are recognized as equity-settled share-based transactions.

Employees that received options under wave 1 were invited to convert their options to wave 2 and all employees accepted. As a result of this modification, the liability recognized originally for the cash-settled share-based payment transaction was derecognized and the modified fair value of the options under wave 2 was recognized in equity reserves, to the extent the awards had vested.

The options include a service-based (30%) component and an exit-value based (70%) component. The service- based component vests over five years from the year of grant, subject to the occurrence of an exit event within the five year period. The exit-value based component vests upon an exit event, subject to meeting the required exit value. As of the date of an exit event, the vested service-based options convert to vested RSUs and the employees receive equivalent shares in the Company immediately. Any unvested service-based options and all exit-value based options as of the exit event date will convert to unvested RSUs and vest in equal tranches until 2024.

The fair value of the options issued under the POP has been determined using a stochastic model. Service and non-market performance conditions attached to the arrangement were not taken into account in measuring fair value.

The inputs used in the measurement of the fair value of the service-based and exit-value based components of the phantom options were as follows:

Valuation inputs: 2020
Fair value at grant date . . . . . . . . . . . . ..€1,352.74
Share price at grant date . . . . . . . . . . .. €5,192.46
Exercise price . . . . . . . . . . . . . . . . . . .....€3,937.72
Expected volatility (weighted-average)- 37.66%
Expected term . . . . . . . . . . . . . . . .. 2.47 years (service-based options) /
2.06 years (exit-value based options)
Expected dividends . . . . . . . . . . . . . —
Risk-free interest rate (based on
Swiss government securities) . . . . —
Required exit value . . . . . . . . . . . . . €2.1 billion

The Group does not anticipate paying any cash dividends in the near future and therefore uses an expected dividend yield of zero in the option valuation model. The expected volatility is based on the historical volatility of public companies that are comparable to the Group over the expected term of the options. The risk-free rate is based on Swiss government securities over a period commensurate with the expected term. The required exit value is the minimum equity value of the Group required for participants to claim their vested options.

Outstanding options as of December 31,

| | Number of shares | Weighted Avg grant date FV/share |
|---|---|---|
| 2020 | 755 | €1,352.74 |
| Granted | 14 | €4,081,36 |
| Forfeited before IPO-date | (41) | €1,352.74 |
| Conversion to restricted share units | 251,821 | €3,91 |
| Forfeited after the IPO date | (4,760) | €3,91 |
| Vested | (72,883) | €3,91 |
| Unvested restricted shares as of December 31, 2021 | 174,178 | €3,9 |

The entity recognizes a share-based payment expense on these restricted share units on a graded vesting basis from grant date to 2024. For the year ended December 31, 2020 and 2021, a total share-based payment expense of GBP646k and GBP(129k) relating to these restricted share units has been recognized within personnel expenses in the statements of profit or loss and corresponding credit has been recognized in retained earnings within the consolidated statements of changes in equity.

## 17 Related party transactions

The Company has taken advantage of the exemption provided under Financial Reporting Standard 102 not to disclose transactions or balances with other members of the group.

## 18 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.

The published consolidated accounts of the ultimate holding company can be obtained from https://investors.sportradar.com/financials-filings/annual-reports

## 19 Presentation currency

The financial statements are presented in Sterling.

## 20 Legal form of entity and country of incorporation

SPORTRADAR UK LIMITED is a private company limited by shares and incorporated in England.

## 21 Principal place of business

The address of the company's principal place of business and registered office is:

3rd Floor
8 Old Jewry
London
England
EC2R 8DN

## 22 Previous years figures

Previous year figures have been rearranged/ regrouped/ reclassified wherever considered necessary to facilitate comparison with the current year figures.