

DOJO MADNESS

DOJO Madness and Sportradar Announce the Launch of Bayes Esports Solutions, a Joint Venture

4 January 2019 - DOJO Madness, the leading big data company in esports, and Sportradar, the global leader in analyzing and leveraging the power of sports data, have announced the launch of Bayes Esports Solutions, a joint venture that leverages esports data products for business customers, including betting companies, esports broadcasters and general media.

Two years ago, DOJO Madness and Sportradar entered into an exclusive partnership to provide the market with live-odds across a whole range of online and offline esports competitions. Bayes Esports Solutions, which was spun out of this successful partnership, leverages esports data products, including betting probabilities for operators and statistical tools and widgets for esports broadcasters to better explain what is happening in individual matches and to provide context, just like in traditional sports. Martin Dachsel, Dojo Madness's current chief technology officer, will assume the position of Managing Director.

"With Bayes Esports Solution, we are now fully able to utilize our technology and esports experience to build innovative next level products for business needs in media, esports broadcast and betting. The successful cooperation we had with Sportradar in the past is now giving birth to a full joint venture between both companies merging the best experiences of both parties in a fully independent business entity: Deep esports domain experience from DOJO paired with Sportradar's global experience and relationships in the sports betting industry including integrity services and quality assurance. This will put us in a perfect position to take advantage of the projected 36% annual growth rate of the esports market from about USD 655 million in 2017," commented Martin Dachsel, Managing Director of Bayes Esports Solutions.

Warren Murphy, Managing Director, Betting and Gaming at Sportradar said, "The Bayes Esports Solutions joint venture is a game changer for Sportradar in an exciting and growing part of the sports economy that undoubtedly presents massive opportunities. In bringing together Sportradar and DOJO Madness, we bring to bear the expertise of industry leaders like Jens (Hilgers) and Martin (Dachsel) and their DOJO Madness team with our industry leading sports data business. Sportradar already has a firmly established pedigree in the sports betting and media space globally, supporting many hundreds of businesses around the world. Bayes Esports Solutions will give us equity in a rapidly growing market and the dedicated resource and expertise to design and develop market leading products and services for the esports market."

About Sportradar

Sportradar is the leading global provider of sports data intelligence. The nexus between sports and entertainment, the company serves leagues, news media, consumer platforms and sports betting operators with deep insights and a suite of strategic solutions to help grow their

businesses. Sportradar is the trusted partner of more than 1,000 companies in over 80 countries and serves as the official partner of the NBA, NFL, NHL and NASCAR as well as FIFA and UEFA. It is also the only provider entrusted to work with the US sports leagues in an official capacity to distribute sports data (NBA and NHL) and AV rights (MLB) around the world for betting purposes. The company monitors and delivers insights from more than 400,000 matches annually across 60 sports categories, having developed the industry's most proficient software while setting new standards for speed and accuracy. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven ecosystem that is fair to partners, players and fans. For more information, visit www.sportradar.com.

About DOJO Madness

DOJO Madness harnesses the power of big data to build tools and services that help players and fans to understand and master their favorite esports games. DOJO has 60 full time employees, and has secured funding from backers including The Raine Group, March Capital Partners, London Venture Partners, DN Capital, SONY, Fertitta Capital, and the Investment Bank of Berlin (IBB). For more information, visit www.dojomadness.com.