

## PRESS RELEASE

### WOLF THEISS ADVISES SPORTRADAR IN ACQUISITION OF CORE BUSINESS OF SPORTSMAN MEDIA GROUP

**Vienna, 25.April 2016 – Wolf Theiss has advised the leading provider of innovative data and media products, the Swiss company Sportradar AG, in its acquisition of the core business of the sportsman group. The signing took place on 19 April 2016, and the deal will close pending approval from the relevant competition authorities.**

Wolf Theiss serves as lead counsel, providing the buyer Sportradar with comprehensive legal advice. In addition to performing the legal due diligence for the Austrian entities of the sportsman group, Wolf Theiss was also responsible for all transaction documentation (particularly the share purchase agreement).

Michael Lind (Partner, Corporate and M&A) led the Wolf Theiss team of advisers, which includes partners Günter Bauer (Competition & Antitrust), Georg Kresbach (IP/IT) and Matthias Unterrieder (Employment), counsel Jochen Anweiler (Competition & Antitrust), senior associates Wolfram Schachinger (Public Law), Katrin Stauber, Elisabeth Strobl (both Corporate and M&A) and Robert Wagner (Competition & Antitrust), as well as associates Felix Breitwieser (Corporate and M&A), Anja Greiner (IP/IT), Judith Grimm (Competition & Antitrust), Anna Schwamberger (Employment), Lukas Slameczka (Corporate and M&A) and Wen Wei Xu (Public Law).

"Media and data rights in the sports sector are a fast-growing market," Michael Lind explains. "We are delighted to have advised Sportradar in this strategically important acquisition."

Sportradar is a leading provider of innovative data and media solutions for the betting industry and the digital media sector. As a globally engaged company, Sportradar employs over 1,300 people in more than 30 locations worldwide. The sportsman group covers the entire value chain of media rights in digital marketing within sport through its digital products and services. Business areas range from media rights to sports marketing, production services, digital platforms, digital services and services for sports betting providers.

With this acquisition, Sportradar is clearly broadening its offerings in the sector of audiovisual sport content. Last year, both companies delivered more than 27,000 live broadcasts worldwide to the sports betting and gaming industry. Their combined portfolio will become one of the largest and most compelling audiovisual sports portfolios currently being operated within a single company. This includes premium content such as, in football, the German Bundesliga, the German Cup and the Spanish Copa del Rey, the China Basketball Association, volleyball

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games from the CEV, games from the International Tennis Federation and ice hockey games from the Russian Kontinental Hockey League as well as some of the most important audiovisual content in the betting industry, from table tennis and badminton to other events and series.

## **ABOUT WOLF THEISS**

Established in 1957, Wolf Theiss is one of the leading European law firms in Central, Eastern and South-Eastern Europe with a focus on international business law. With 340 lawyers in 13 offices located in Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Slovenia and Ukraine, Wolf Theiss represents local and international industrial, trade and service companies, as well as banks and insurance companies. Combining law and business, Wolf Theiss develops comprehensive and constructive solutions on the basis of legal, fiscal and business know-how.

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