

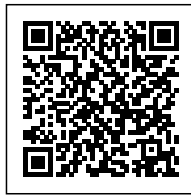
# SPORTRADAR GROUP ACQUIRES SYNERGY SPORTS: THE ADVISORS

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Sportradar Group, one of the world's main provider of sports data intelligence and sport entertainment solution,s has entered into a definitive agreement to acquire Synergy Sports, pioneers in automated sports technology solutions and the market leader in data and video analytics in the U.S. College and Professional sports space.

Sportradar Group further strengthens its U.S. sports offering with the acquisition that complements and extends Sportradar Group's product suite. Additionally, the acquisition supports Sportradar Group's drive to deepen and broaden its relationships with key sports organisations globally. The transaction is expected to close in Q2 2021, subject to customary conditions and regulatory approvals.

## The advisors

**Niederer Kraft Frey [acted as Swiss counsel to Sportradar Group](#). The NKF team was led by Corporate/M&A partner Patrik Peyer (pictured right), working with partner Moritz Maurer and junior associate Reto Seiler (both Corporate/M&A). Latham & Watkins LLP and Brandl Talos acted as co-lead counsel for Sportradar Group.**

**Schellenberg Wittmer [acted as Swiss legal counsel to the US enterprise Synergy Sports](#). The team was led by Oliver Triebold (Corporate/M&A - pictured left) and consisted of Michael Nordin (Taxation), Marcel Jakob (Corporate/M&A) and Trainee Lawyer Tim Isler. The team worked in close cooperation with DLA Piper (US), Washington, acting as international counsel to Synergy Sports.**