



THE MOST USED SECRET IN SPORT

Catapult.

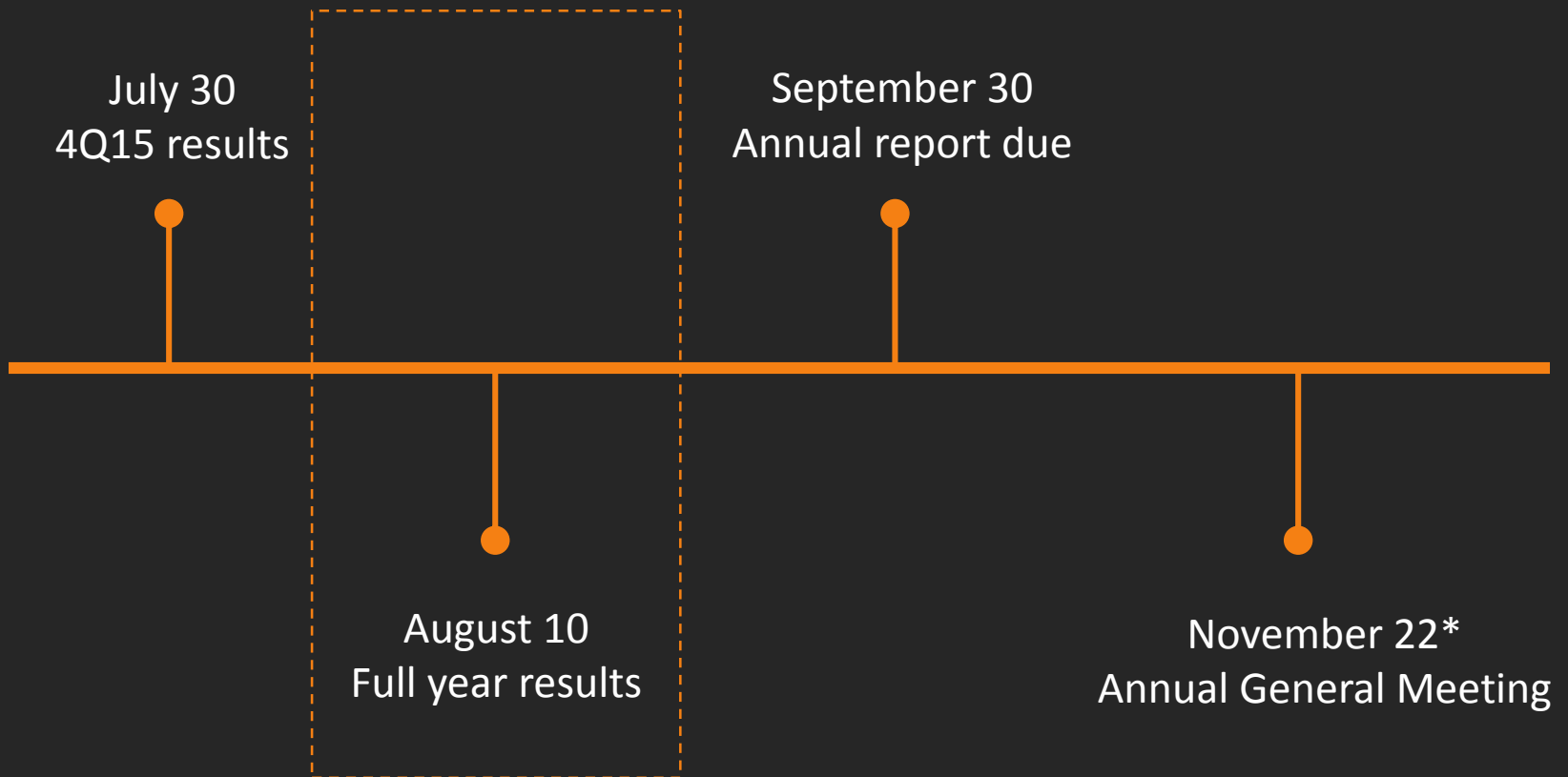
Catapult Group International Limited
ACN 164 301 197

FY2015 Full Year Results

Shaun Holthouse (CEO) and Brett Coventry (CFO)

10 August 2015

Corporate calendar



The most used secret in sport

Developed the leading wearable analytics solution for elite sport

Catapult invented this product category

- Proven technology secured by 26 patents or patent applications
- Range of hardware options plus highly customisable software to suit wide range of sports
- Analytics based on proprietary algorithms developed over 10 years
- Streams real time data for use in game and training
- Awarded 12th most innovative company globally in 2015 Fast Company Awards

Sold to 700+ professional and elite sporting teams globally

Influencer effect strongly dictates purchasing decisions in sport

- Capturing over 900 data points per second per athlete
- Every AFL, NRL and Australian Super Rugby team use Catapult devices
- Rapidly expanding US and European client list across key leagues including 18 NFL, 13 NBA, 46 NCAA, 6 MLS and 30 English soccer teams
- Management estimates more than 90% of the addressable market does not yet have any solution in this space

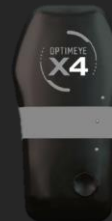
Positioned to capitalise on future growth opportunities

Rapid expansion to offshore markets and new verticals is key

- Subscription model driving stable and recurring revenue base
- Recent build out of sales and marketing presence in US and EU markets using IPO funds
- Unrivalled trust, brand and reputation with significant PR uplift
- Rights to utilise data on de-identified basis for range of application

Agenda

1. Key Highlights
2. Financial Results
3. Operations Update
4. Outlook
5. Questions



Section 1



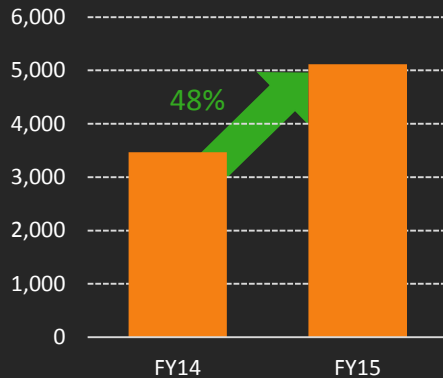
FY15 KEY HIGHLIGHTS

Exceeded Revenue and EBITDA forecasts

	FY15(a)	FY15(f)		Var.
Pro-forma results¹				
Revenue	\$11.8m	\$9.4m	▲	26%
EBITDA	(\$2.5m)	(\$3.8m)	▲	34%
NPAT	(\$2.5m)	(\$3.6m)	▲	31%
Statutory results				
Revenue	\$11.8m	\$9.4m	▲	26%
EBITDA	(\$4.6m)	(\$5.2m)	▲	12%
NPAT	(\$4.3m)	(\$4.9m)	▲	12%
Key operating forecasts				
Units ordered	5,115	4,123	▲	24%
Subscription units	4,447	4,581	▼	3%

Strong growth across all key metrics

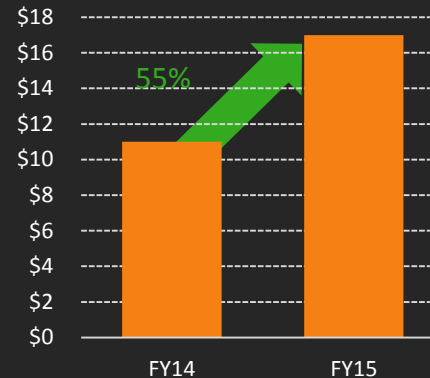
Units ordered



EXCEEDED forecasts by 24%

STRONG demand across all regions, in particular in emerging markets (mainly Asia and parts of Europe)

TCV (\$m)

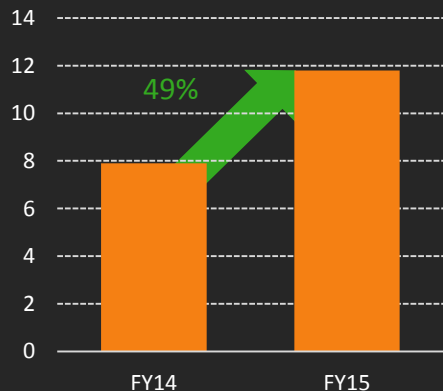


SIGNIFICANTLY higher proportion of sales under subscription

ZERO customer churn

STEADILY increasing ARPU

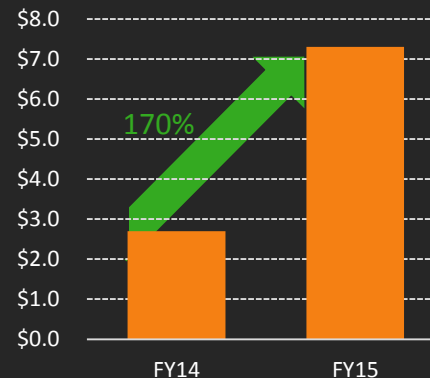
Revenue (\$m)



EXCEEDED forecast by 26%

HIGHER mix of subscription based revenue

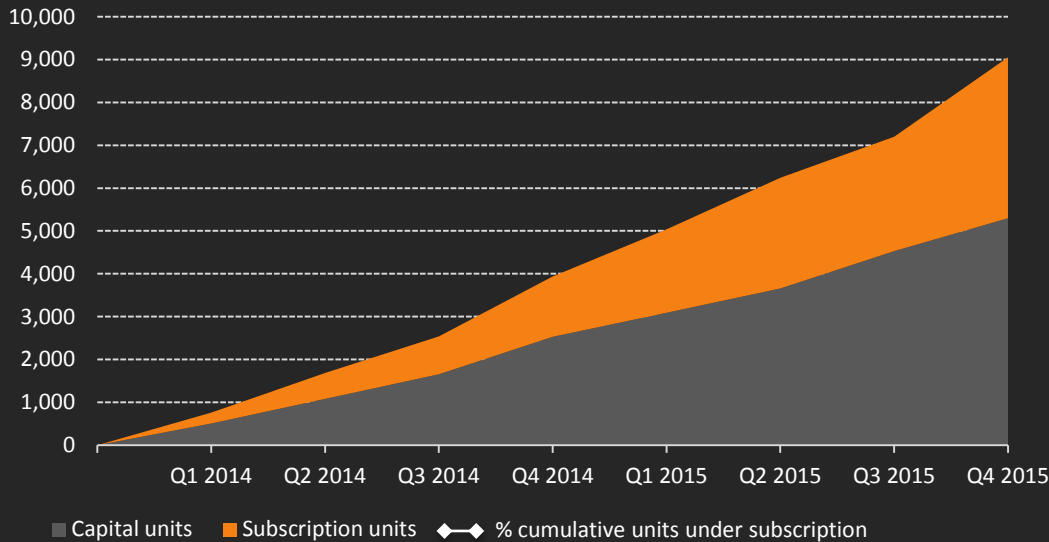
ARR (\$m)



SHOWS business is increasingly exhibiting characteristics of SaaS model

Establishing a long term customer base

Cumulative units ordered across FY14 and FY15



Monthly subscription revenue

\$0.6m

↑ 170%¹

Total subscription retention

100%

unchanged



“I truly believe that Catapult is the best thing in my business since the barbell.”
Tom Moffitt, Director of Strength & Conditioning, Louisiana State University



“Every player has worn it every day I’ve been here. It can allow you to dial up or down practice intensity or dial up or down conditioning for each player.”
Sam Hinkie, General Manager, Philadelphia 76’ers



¹ As at 30 June 2015 assuming AUDUSD = [0.75], AUDGBP = [0.51] and AUDEUR = [0.71]

Significant league penetration

In FY15 alone, over 200 new teams/organisations signed up and 5,115 new units were ordered including

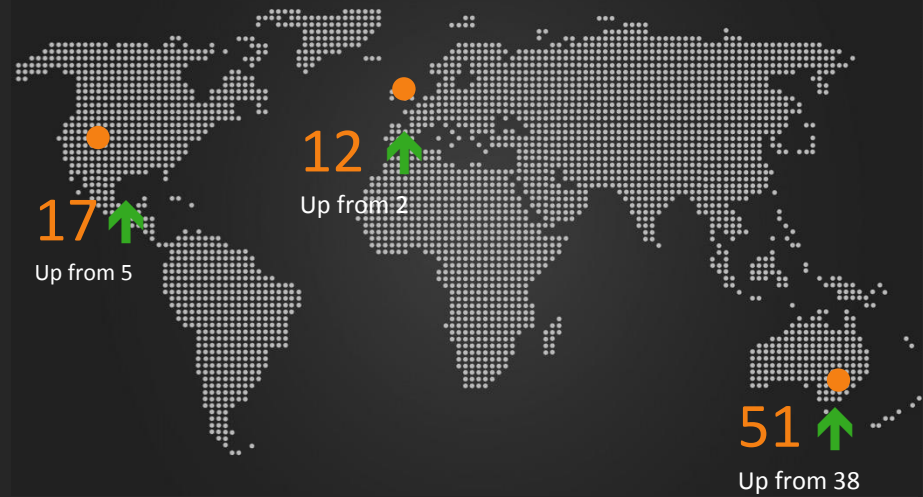
- Maintaining every AFL team, every NRL team, every Australian Super Rugby team
- 18 NFL teams (of 32)
- 13 NBA teams (of 30)
- 6 MLS teams (of 20)
- 46 NCAA teams (US collegiate sports)
- 30 English football teams across EPL, Championship and League one
- 10 English Premier Rugby teams (of 12)
- 5 Bundesliga teams (of 18)
- 6 Turkish Superlig teams (of 18)
- First clients in Chinese Super League, Thai Premier League



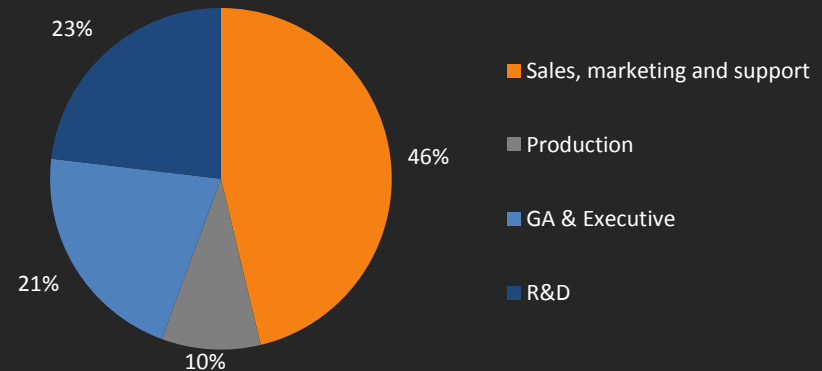
Major investment in sales & marketing

- Key focus on build out of US and EU teams
- 35 staff hired in past 12 months
- Highly experienced regional leaders recruited
 - Ex-head of SportsVU (USA)
 - Ex-CEO of Prozone (EU)
- Impact of larger sales team will be mainly felt in 2016

Distribution of employees

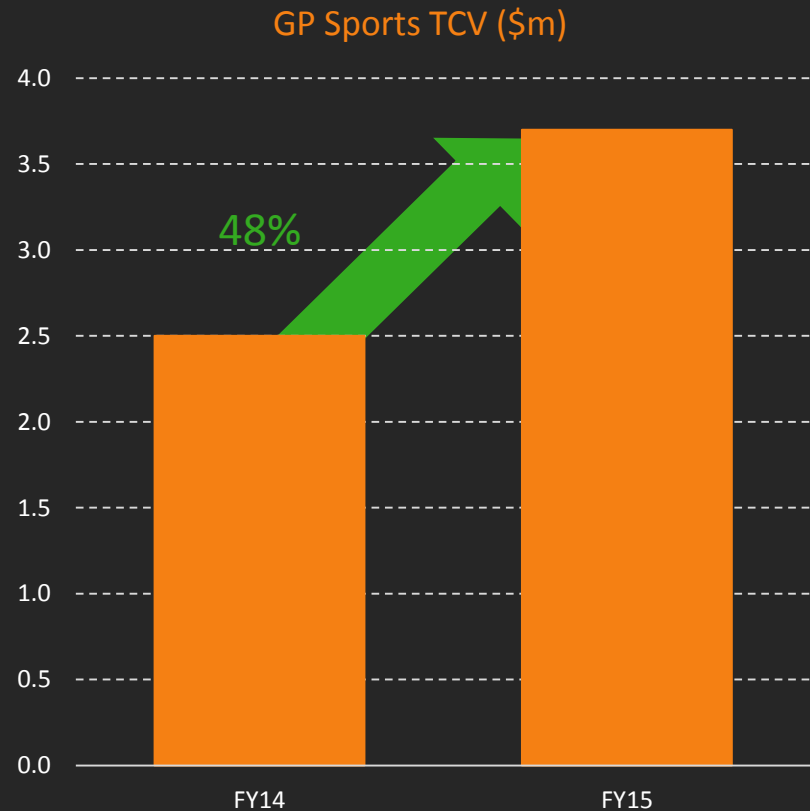


Breakdown of employees



Successful integration of GP Sports

- Acquired GP Sports in June 2014
- Priorities were to retain all clients all desired staff
- Highly successful acquisition and management of the integration
- Record sales in FY15 delivering 48% YOY growth in TCV
 - Driven largely by activity in new leagues outside traditional CAT territories
 - Transition to subscription model underway



Section 2



FY15 FINANCIAL RESULTS

Summary profit and loss

Pro Forma Summary P&L	FY15 \$m	FY14 \$m	Change %
Capital sales revenue	6.1	5.4	+13%
Subscription sales revenue	5.1	1.9	+168%
Other income	0.5	0.6	-17%
Total Income	11.8	7.9	+49%
Cost of materials	(1.9)	(1.8)	-6%
Operating expenses	(12.4)	(4.0)	-210%
Other expenses	(1.4)	(3.9)	+64%
Loss before income tax	(3.9)	(1.8)	-117%
Income tax credit	1.4	0.1	+1300%
Loss After Income Tax	(2.5)	(1.8)	-39%

FY15 revenue growth exceeded prospectus forecasts

Subscription orders provide diminishing impacts on current year revenues, the closer they are received to 30 June

Other income includes \$458k of government grants (EMDG and R&D) and change here relates to move towards capitalised development activities

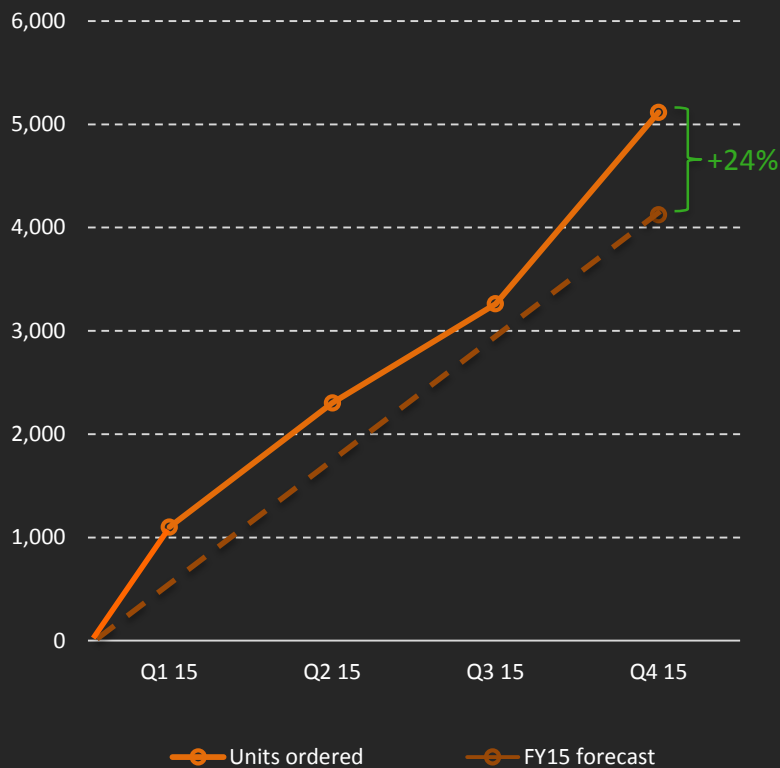
Cost of materials captures all capital sales CoGS and the expensing of all accessories and freight for both capital sales and subscription sales

Operating expenses includes employee expenses (\$7.2m), travel, marketing and promotion expenses (\$2.2m), occupancy expenses (\$0.9), legal expenses (\$0.2m) and financing costs (\$0.3m)

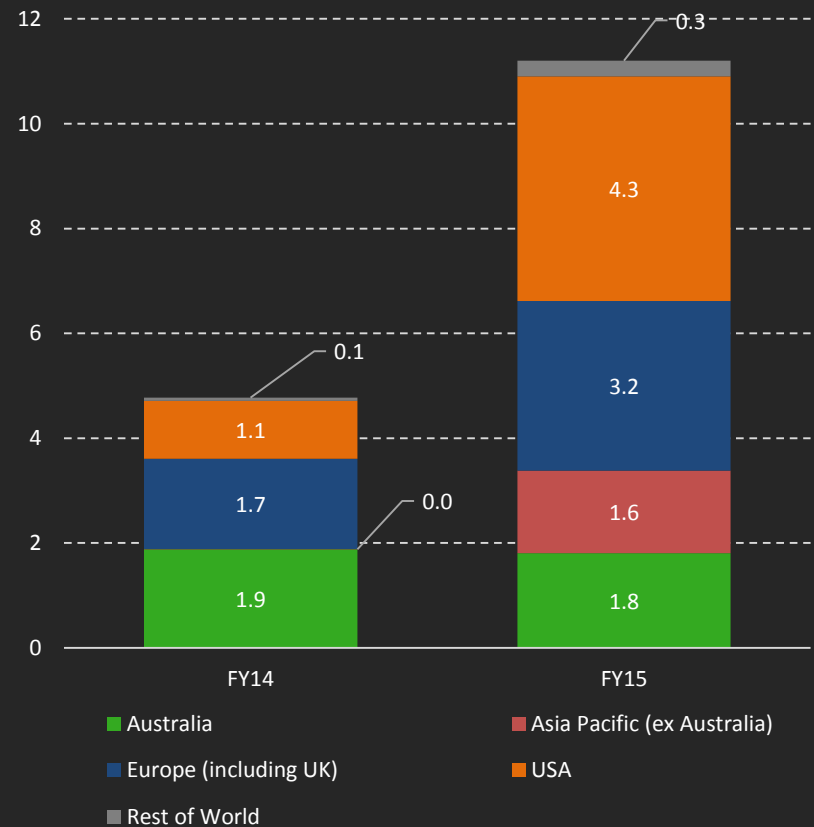
Income tax credit includes movements in deferred tax assets and liabilities (\$0.5) and losses carried forward in the US operations (\$1.1m)

Key revenue drivers

FY15 units ordered vs forecast



Revenue by region (\$m)



EBITDA Pro Forma adjustments

Summary EBITDA adjustments	FY15 (\$m)	FY14 (\$m)
Statutory EBITDA	(\$4.6m)	(\$0.7m)
Acquisition of GP Sports	-	\$0.5m
IPO costs	\$1.3m	(\$0.5m)
STIP costs	\$0.3m	-
Litigation costs	\$0.5m	
Pro-forma EBITDA	(\$2.5m)	(\$0.9m)

Both FY15 Statutory EBITDA and FY15 Pro-forma EBITDA exceeded Prospectus forecast

IPO costs include all tax, accounting, legal and advisory fees relating to IPO process, plus initial listing costs paid to ASX

STIP has been normalised to show underlying operational performance, executive team were eligible for their full STIP (\$0.3m).

Extraordinary litigation expense of \$0.5m net of insurance recovery, associated with an employee non-compete captured in other expenses

Additionally the depreciating AUD against major currencies created a net decline of \$100k to EBITDA, not detailed in the table

Balance sheet and liquidity

Summary Balance Sheet	30-Jun-15 (\$m)	30-Jun-14 (\$m)
Assets		
Cash and term deposits	5.7	3.8
Trade and other receivables	4.5	1.7
Inventory	2.6	1.5
PP&E	2.2	1.0
Goodwill	1.2	1.2
Other intangibles	2.5	2.3
Other assets	3.1	0.9
Total Assets	21.8	12.4
Liabilities		
Trade and other payables	1.5	0.8
Deferred income	4.8	1.8
Other liabilities	3.6	6.1
Total liabilities	9.9	8.7
Equity		
Total Equity	11.9	3.7

Fleet of devices utilised in generating subscription revenues are depreciated over 4 year product life. Subscription fleet represented in property plant and equipment

Cash (\$5.7m), combined with the net trade and other receivables (\$3.0m) provide a sound funding position moving into FY16

Other Assets include current tax assets (\$1.0m), deferred tax assets (\$2.0m) and other long-term financial assets (\$0.2m)

Purchase of property, plant and equipment, includes costs associated with delivering the fleet of devices to generating subscription revenues

Goodwill is associated with GPSports acquisition and is reviewed for impairment throughout each reporting period

Other liabilities include employee benefits (\$2.2m), deferred tax liabilities (\$0.3m), accrued expenses (\$0.5m) and deferred gain on lease incentive (\$0.2m)

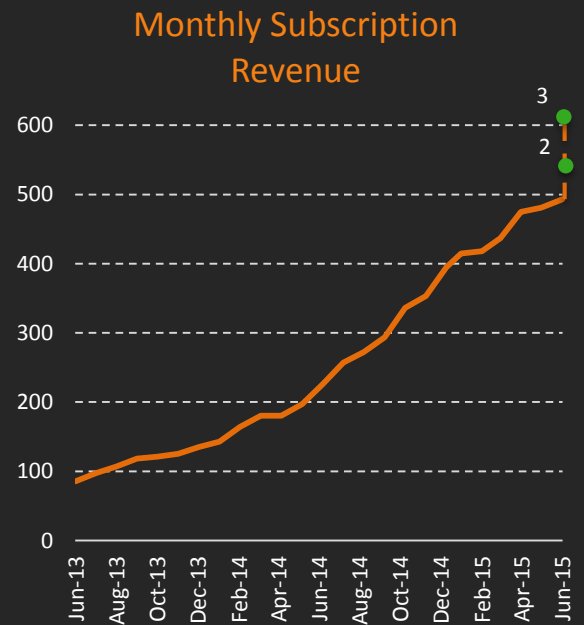
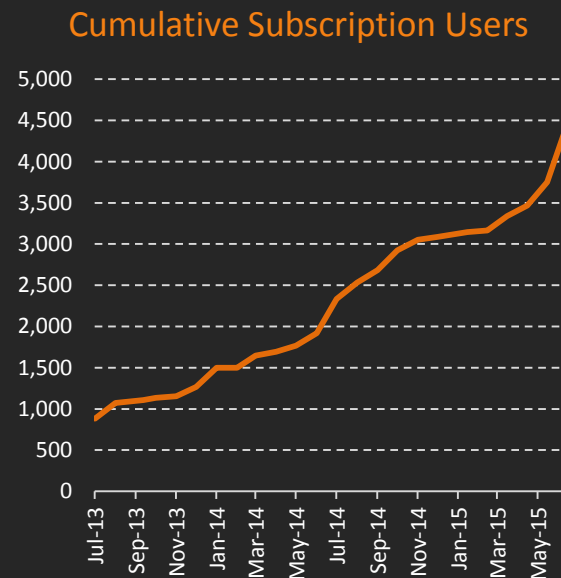
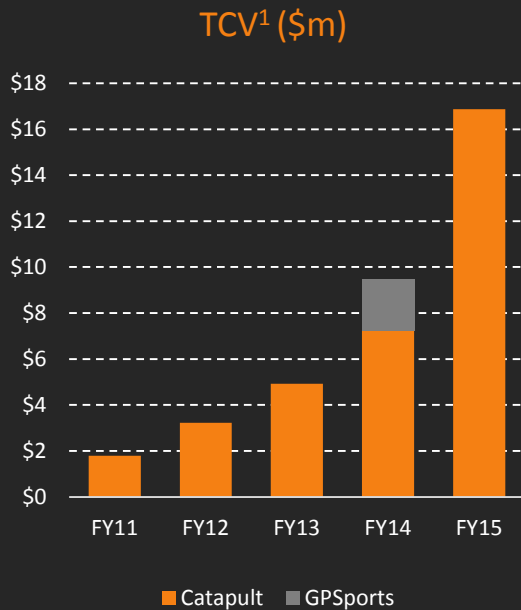
Intangible assets include both purchased intangibles through the acquisition of GPSports and internally developed intangibles, all being amortised over their useful lives

Section 3



FY15 OPERATIONS UPDATE

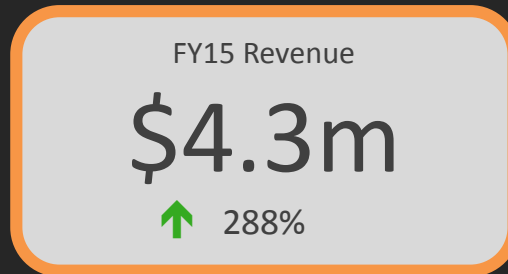
Foundation of strong growth



1. Total Contract Value (TCV) recognises the whole value of the executed subscription or capital sales agreement and is used to calculate sales commission
2. Subscription revenue locked in for July 2015 at AUDUSD = 0.94 (per prospectus for comparison)
3. Subscription revenue locked in for July 2015 at AUDUSD = 0.75

USA snapshot

- Significant wins across NFL, NBA, MLS and NCAA (college teams)



Key highlights

- US now accounts for 38% of group revenue
- Strong sales to American Football teams
 - Catapult has now sold devices to over half of all NFL teams
- Rapidly expanded local headcount to meet local demand
- Signed strategic partnership with XOS with joint product being tested across four NFL teams
- First sales in NHL (National Hockey League)

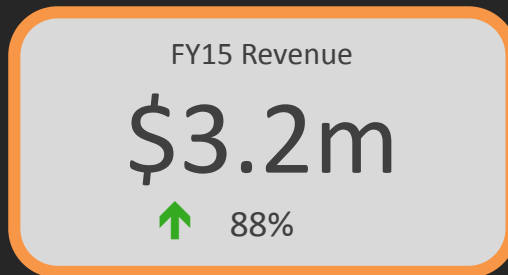
Sample new clients

League

Minnesota Vikings	NFL
Houston Dynamo	MLS
Oklahoma State	NCAA
San Jose Earthquakes	MLS
Toronto Maple Leafs	NHL
San Diego Chargers	NFL

Europe snapshot

- Strong interest across European football leagues with CAT activities expanding into many new country markets



Key highlights

- Europe now accounts for 29% of group revenue
- Growth in unit orders mainly due to increased demand from professional European soccer teams
- Many European country markets are still new to the technology. Emerging markets initially tend toward capital sales
- Strong uptake in subscription units during Q415

Sample new clients

League

Borussia Dortmund	Bundesliga
Swansea City	EPL
Tottenham Hotspurs	EPL
AFC Ajax	Dutch football league

Asia-Pacific (ex-Australia) snapshot

- Establishing beach head clients within key leagues across Asia



Key highlights

- Significantly higher than expected demand from early adopters. Emerging markets initially tend towards capital sales
- Establishing initial presence in Thailand and China football leagues
- Total size of market opportunity still largely unknown
- Management is turning their attention to a more structured approach to Asia as a 3rd key growth market

Sample new clients

League

Bangkok Glass FC	Thai Premier League
Shanghai Shenxin FC	Chinese Super League
Bangkok United FC	Thai Premier League

Other regions snapshot

AUSTRALIA Stable mature business in Australia selling to teams

FY15 Revenue

\$1.8m

↓ from FY14 \$1.88m

FY15 Unit Orders

624

12% of total units ordered

Retained dominance in **AFL, NRL, ARU** and other key teams

ROW Largely untapped

FY15 Revenue

\$0.3m

↑ from FY14 \$0.07m

FY15 Unit Orders

185

4% of total units ordered

Sample new clients

Colo-Colo FC

Brazilian men's football team

League

Chilean Football

FIFA

Other highlights



Openfield feature enhancement and rollout continued in Australia, Asia, USA and Europe



Clearsky installed in Etihad Stadium and now tracking AFL games every weekend



FAST@MPANY most innovative awards:
#1 in in FITNESS
#1 in BIG DATA
#12 in the world overall



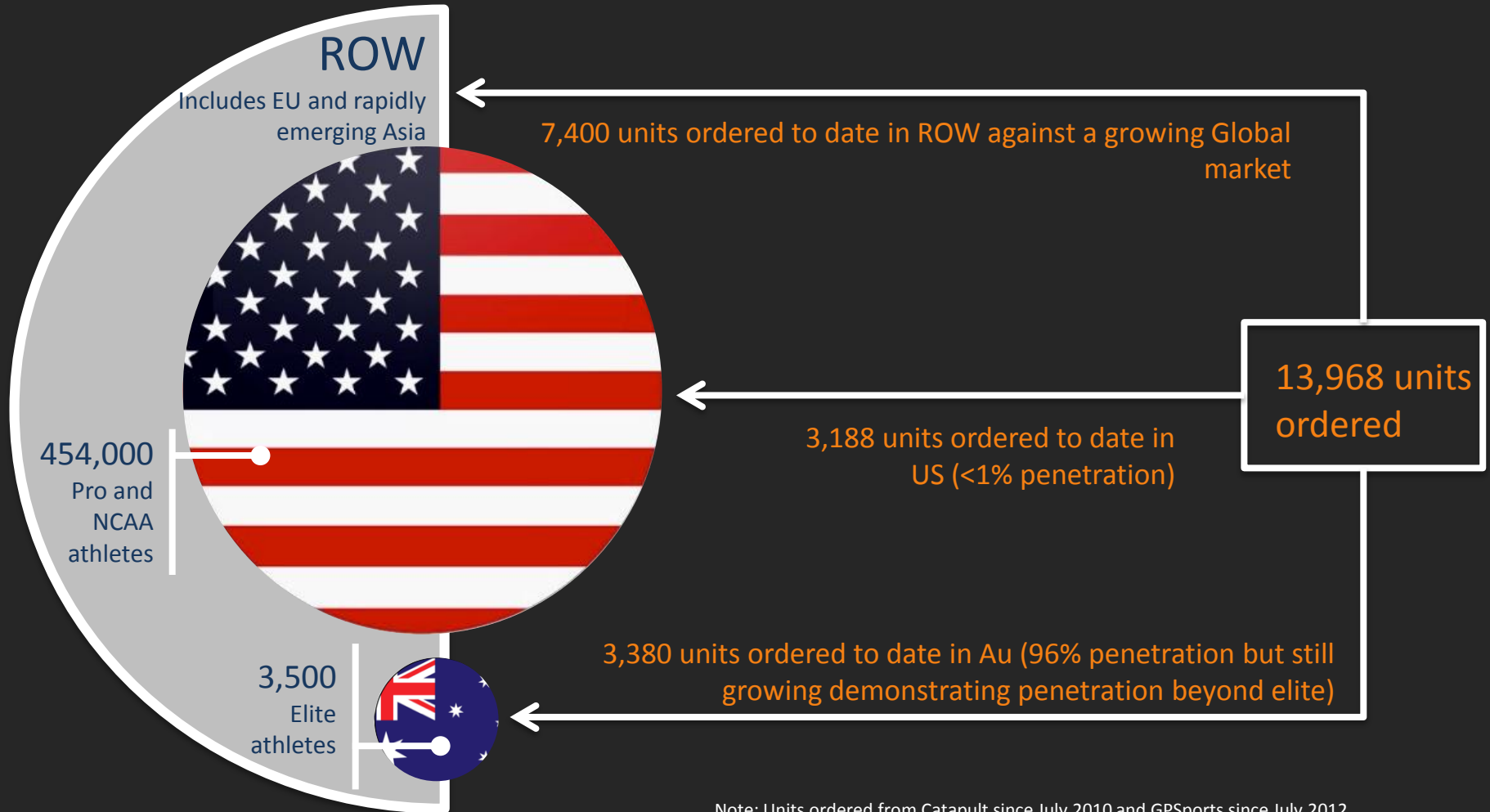
In May 2015 **FIFA** overturned its long term ban on wearables in football games opening up significant new market opportunities

Section 4



FY16 OUTLOOK

Global market opportunity



Note: Units ordered from Catapult since July 2010 and GPSports since July 2012

FY16 Outlook

1. Strong sales growth

- Strong start to FY16 pipeline
 - Competitive market forces continue to be weak to moderate
 - Expecting emerging markets to trend towards subscription sales e.g. parts of Europe
 - Full impact of new sales in USA and Europe wont be seen until 2016
-

2. Continued investment in global platform

- Sound cash position to execute current growth strategy into US and European markets
 - Expenditure tied to customer demand
-

3. Positioned for further value creating growth opportunities

- Highly successful acquisition and integration of GP Sports business
 - Management is continually monitoring opportunities to enhance position in market
 - Faster than expected penetration into Asian markets
-

4. FY16 guidance for growth

- Based on current strategy set out at IPO, Catapult is confident of delivering strong growth in FY16 in the range of 30-40% additional units ordered compared to FY15
- Revenue growth will be spurred by the compounding effect of subscription business which already locks in ~\$7.3m revenue for FY16 as starting position
- Further update to guidance and strategy will be provided at or before AGM

Long-term growth strategy

- Increased ARPU for high end customers as we develop more analytics
- Downward penetration into prosumer markets
- Analytics sales to media and fan engagement applications
- Leverage relationships with the world's most powerful sports brands into consumer opportunities





QUESTIONS?

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