



THE MOST USED SECRET IN SPORT

Catapult.

Catapult Group International Limited
ACN 164 301 197

**Presentation to
Morgan Stanley Microcap Conference**

Sydney, 14 October 2015

Agenda

1. Who we are
2. Our Strategy
3. Financials
4. Questions



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

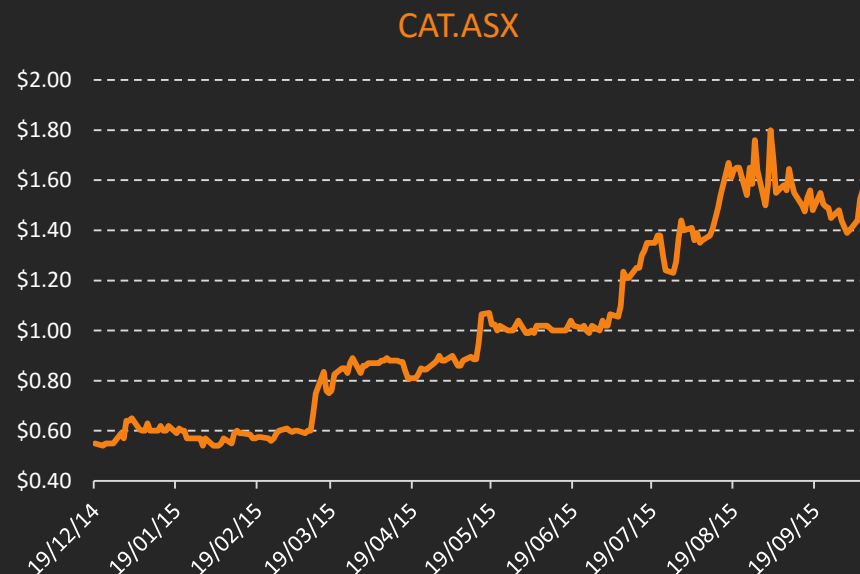
Positioned to capitalise on future growth opportunities

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

Corporate overview

- December 2014 IPO at 55c per share raising \$12m (gross proceeds)
- Funds used primarily for expansion of sales and marketing teams in US and EU
- \$5.7m cash balance as at 30 June 2015
- Fast Company 2015 most innovative awards:
 - #1 in in FITNESS
 - #1 in BIG DATA
 - #12 in the world overall



Key shareholders (as at 15 July 2015)

Founders	~40%
Management (ex-founders)	~6%
Institutions	~28%
Retail	~26%

ASX listing

ASX Code	CAT
Shares on issue	120m
Market Capitalisation	~\$180m
% shares quoted	~36%

Powerful analytics solution

Patented hardware

- Comes in a range of models to suit different applications
- Both indoor (LPS) and outdoor (GPS/GNSS)



Openfield analytics solution

- Internally developed and patented Openfield analytics platform
 - Highly customisable based on client needs
- Real time analytics on Openfield available to coaches on sideline
- Analysis is based on algorithms including proprietary, patented ones developed over 10 years



Openfield cloud solution

- Streams real time information to clients via hardware and cloud service
- Provides deep analysis and data warehousing
- Ability to import 3rd party data streams for expanded athlete management



Information sent real time to cloud

Cloud analytics

~900 data points per second per athlete

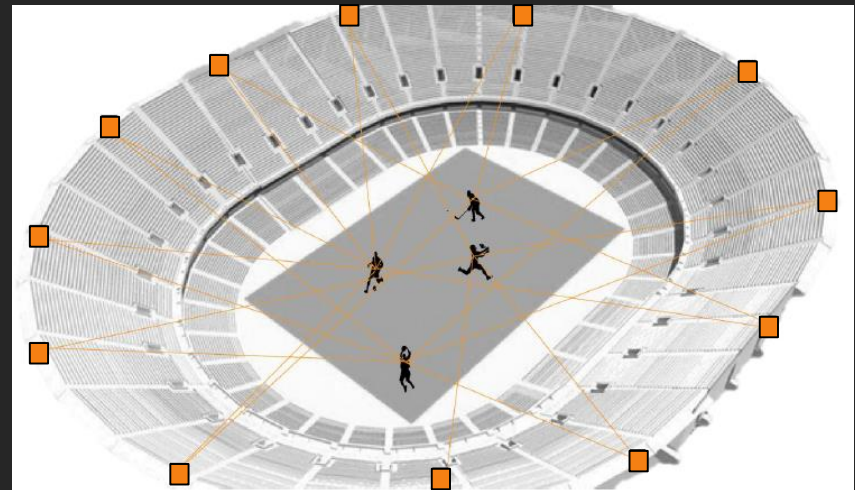
Deep cloud-based analysis sent back to Openfield

Clearsky solution developed and ready

- Brings the power of GPS indoors and more
 - Suitable for arenas of all sizes
- More advanced technology provides all the tactical and conditioning benefits to indoor environments
 - eg Etihad Stadium in Melbourne
- Brings highest possible positional accuracy
 - accurate to within 8-10 cm
- Anchors placed around the arena for two-way communication
 - Live data integration with video tested and ready



Example Clearsky installation



■ = Clearsky receiver

= Everything needed for media & broadcast capabilities

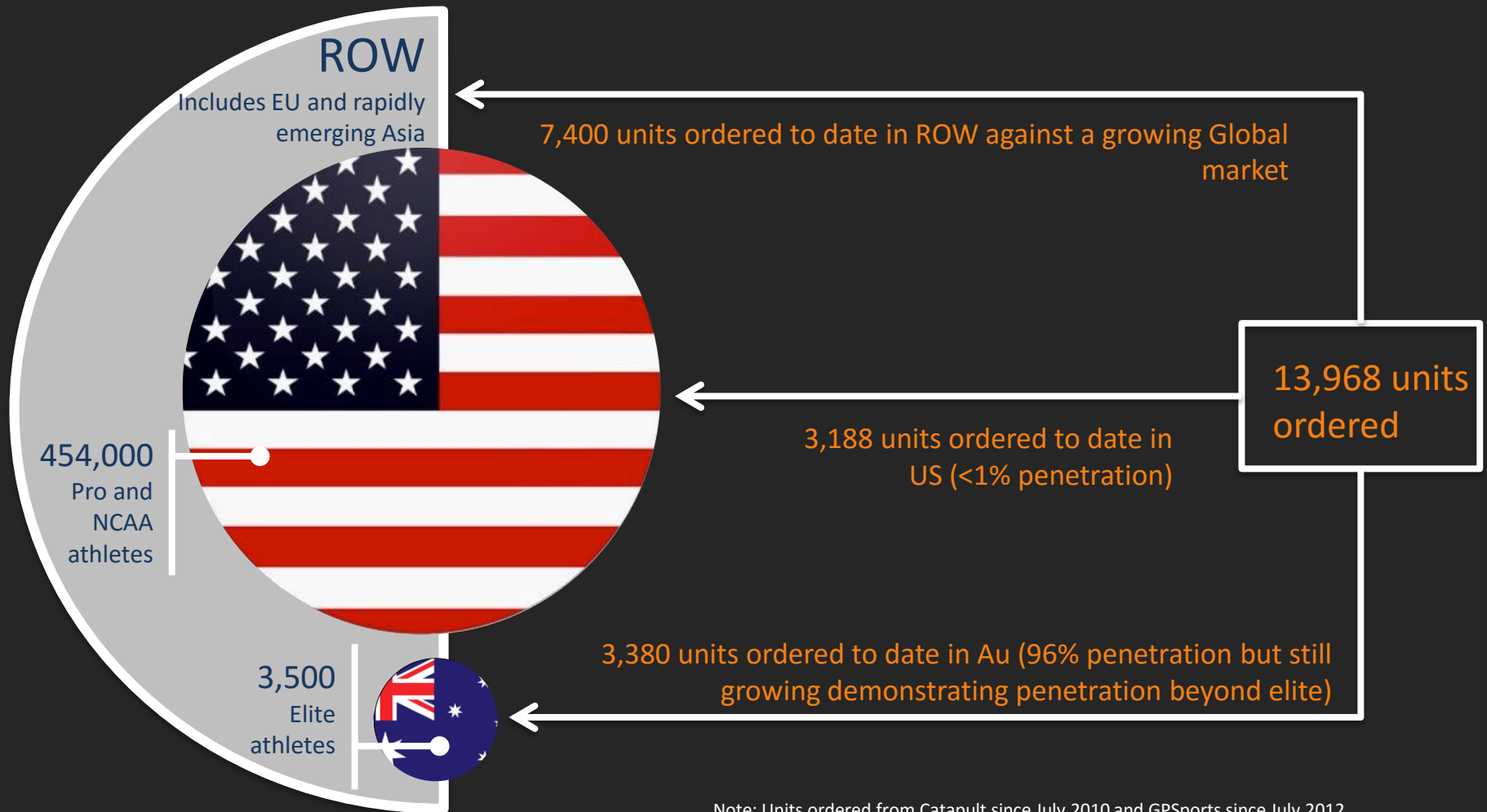
Significant league penetration

In FY15 alone, over 200 new teams/organisations signed up and 5,115 new units were ordered. As at 30 June 2015, Catapult's clients included:

- Every AFL team, every NRL team and 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

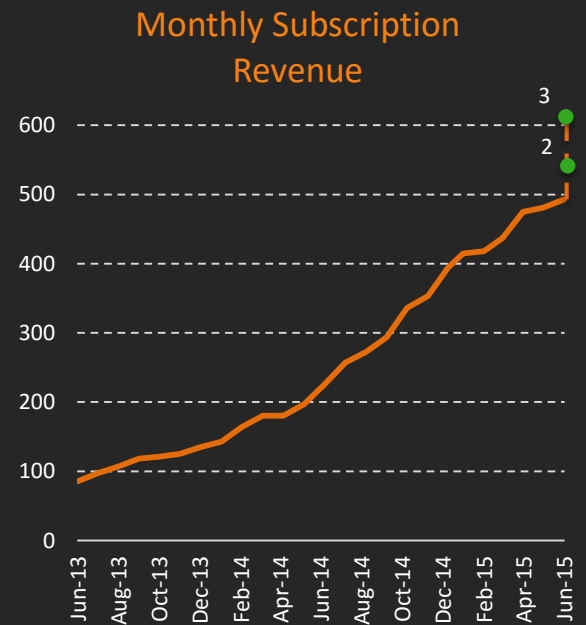
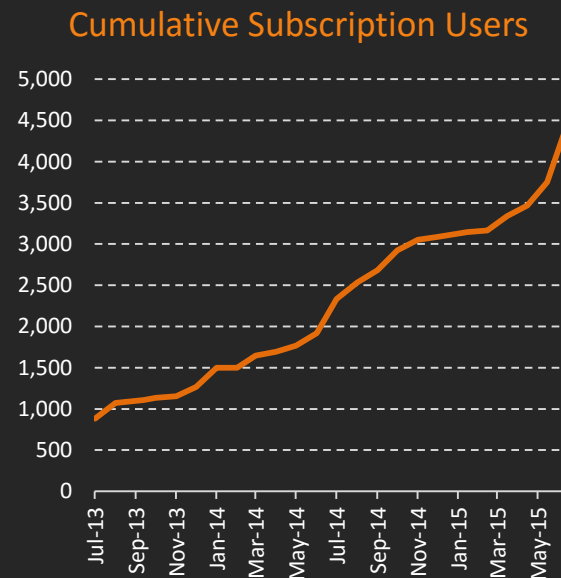
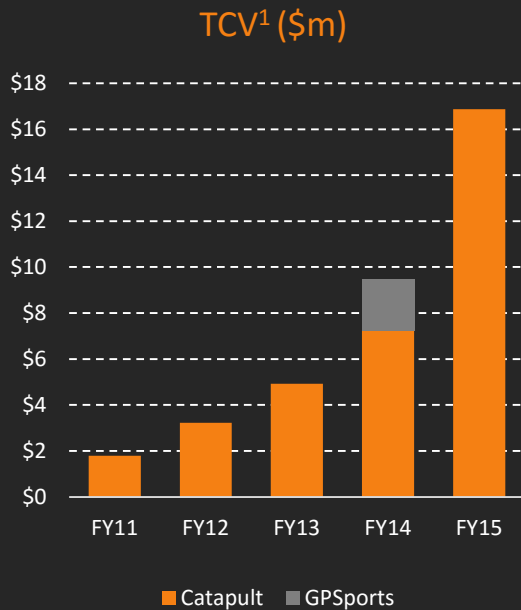


Global market opportunity



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

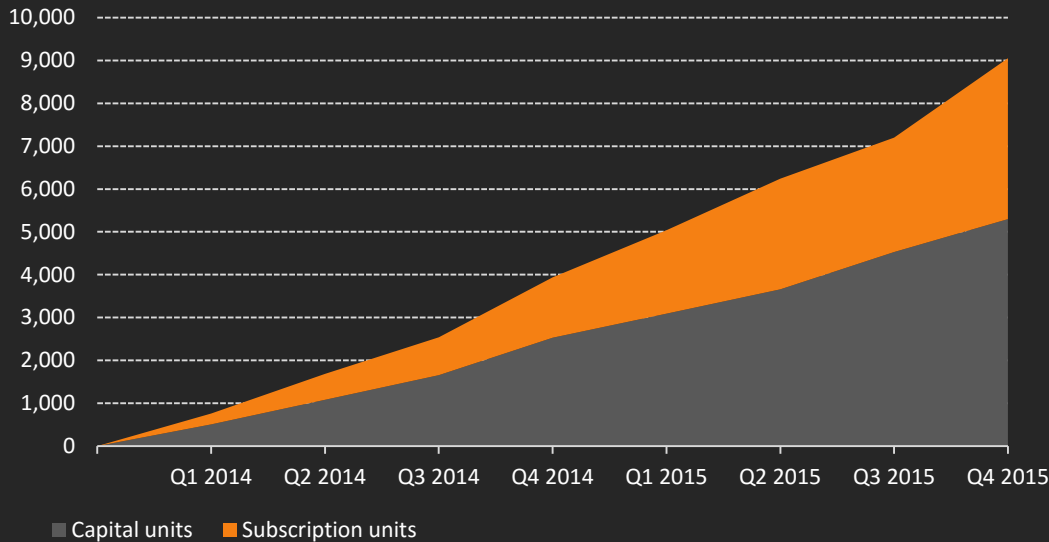
Foundation of strong growth



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

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

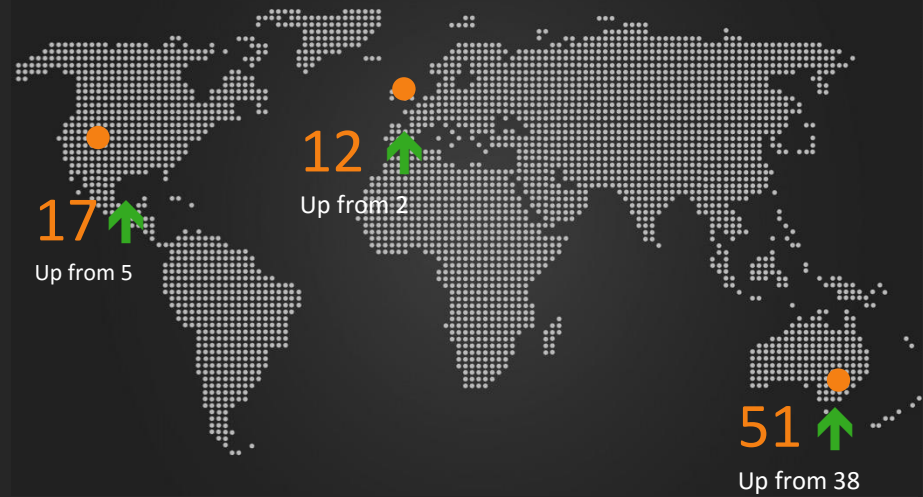


"Every player has worn it every day I've been here. It can allow you to dial up or down practice intensity or dial up or down conditioning for each player."
Sam Hinkie, General Manager, Philadelphia 76'ers

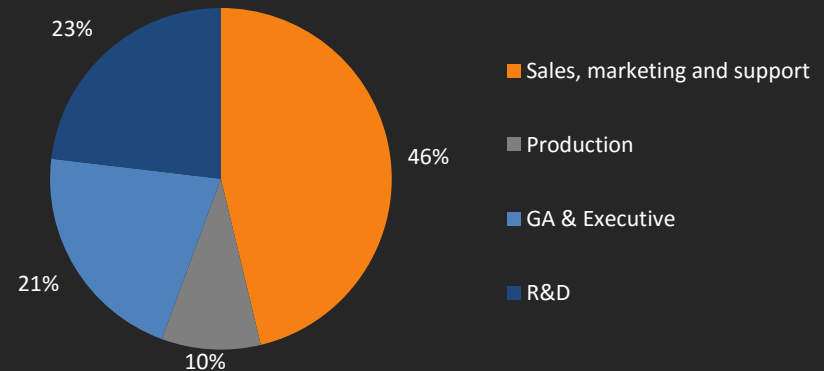
Major investment in sales & marketing

- 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

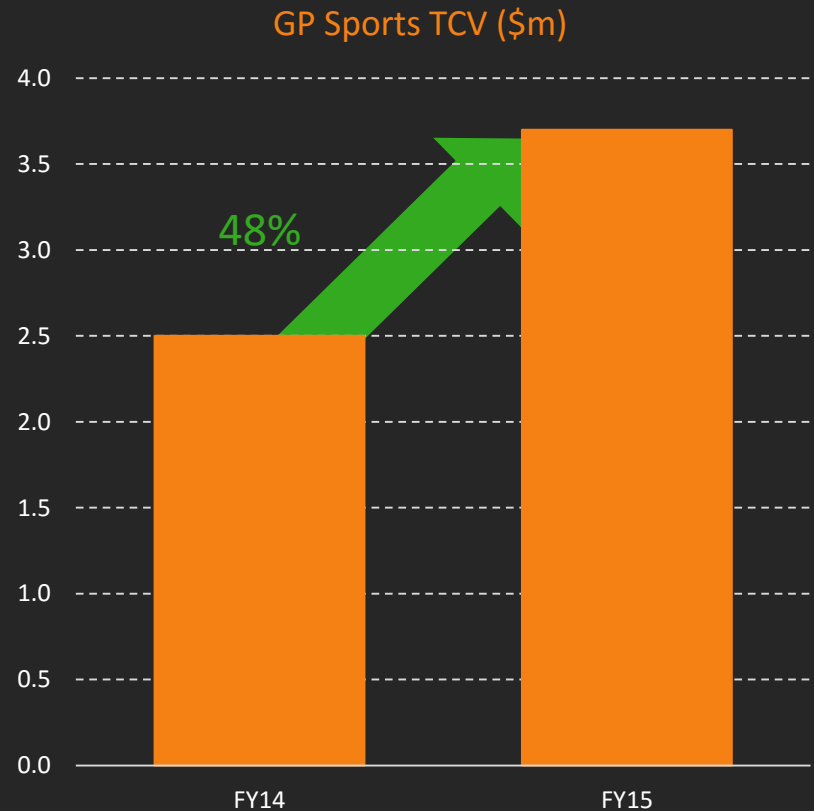


Breakdown of employees



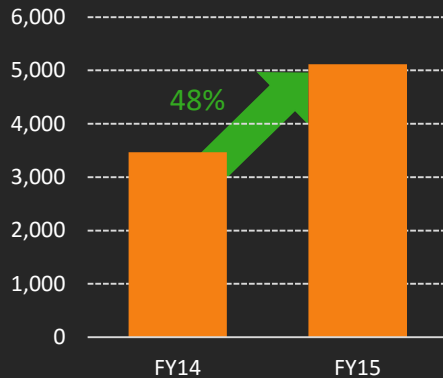
Successful integration of GP Sports

- 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



Strong growth across all key metrics

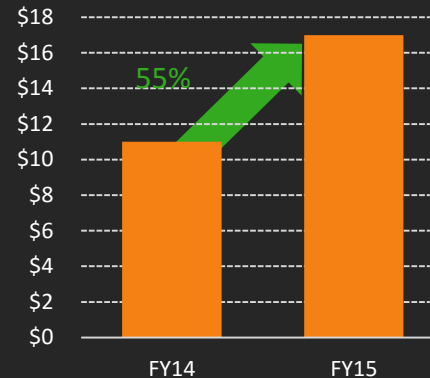
Units ordered



EXCEEDED forecasts by 24%

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

TCV (\$m)

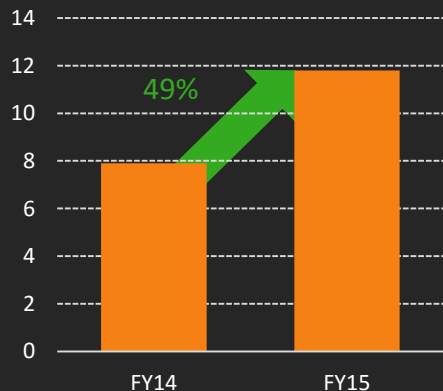


SIGNIFICANTLY higher proportion of sales under subscription

ZERO customer churn

STEADILY increasing ARPU

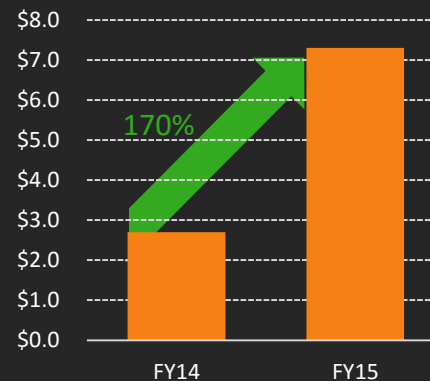
Revenue (\$m)



EXCEEDED forecast by 26%

HIGHER mix of subscription based revenue

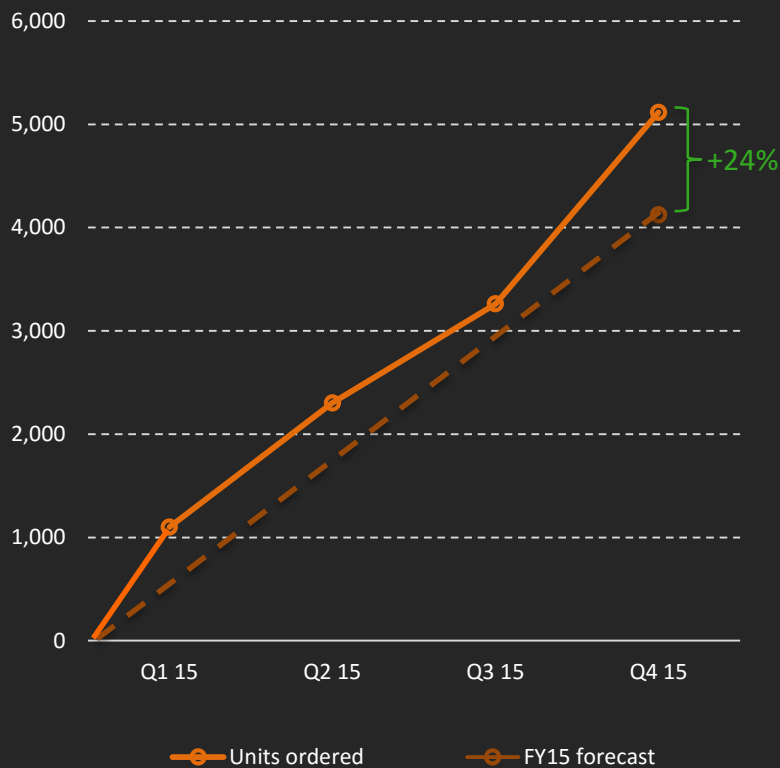
ARR (\$m)



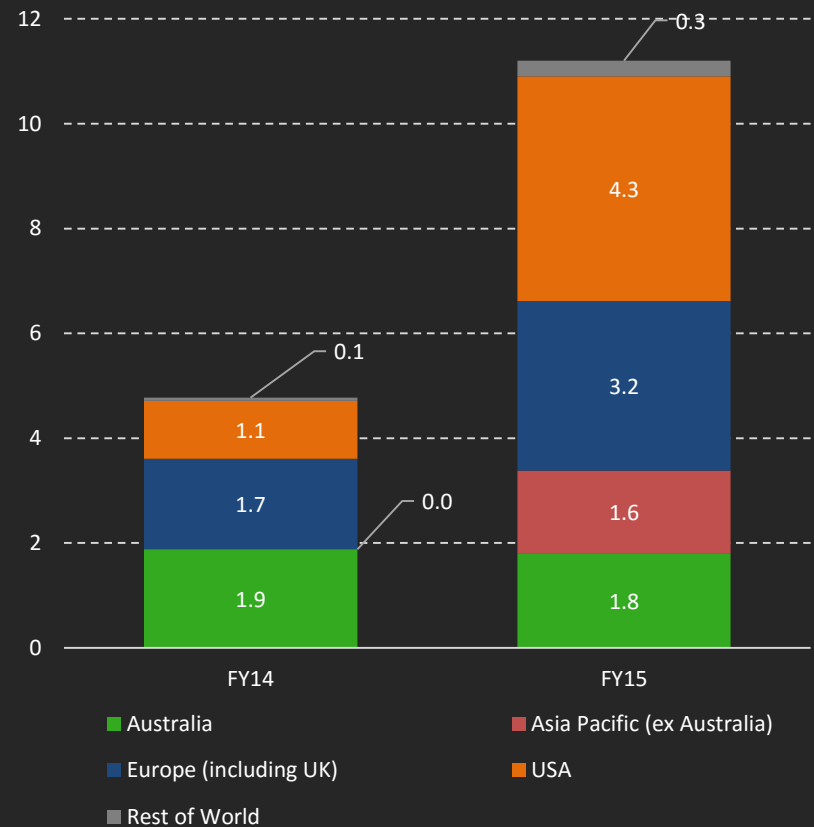
SHOWS business is increasingly exhibiting characteristics of SaaS model

Key revenue drivers

FY15 units ordered vs forecast



Revenue by region (\$m)



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
- ❑ 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





QUESTIONS?

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