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ASX Market Announcement
Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

Catapult wins Tender with Australian Rugby Union

Catapult Group International Limited (Catapult, ASX:CAT) is pleased to announce it has won a competitive tender process to be the sole provider of athlete tracking and analytics solutions to elite Australian Rugby teams in a centralised deal with the Australian Rugby Union (ARU).

The tender process was undertaken by the ARU to seek “one solution” that ensures all elite team programs benefit from the scale advantage of using a single athlete analytics platform across all training and in-game activity. We understand the Catapult solution was selected in preference to a range of local and international providers.

Catapult’s GPSports division and the ARU are expected to finalise their exclusive negotiations on contractual terms shortly. It is anticipated that this will lead to a four (4) year contract covering the Wallabies, all Australian-based Super Rugby teams and Under 20s, Men's and Women’s Rugby 7s and ARU referees.

Catapult, via its wholly-owned GPSports division, already provides this technology through separate agreements with the Wallabies and each Super Rugby team in Australia. However this league-wide deal delivers a significant volume uplift in the number of units to be deployed across Australian Rugby.

In addition to the performance improvement and injury prevention benefits delivered by Catapult, there is also an opportunity to introduce fan engagement and broadcast applications to the ARU using Catapult’s proprietary OpenField platform. Catapult already delivers live game-day data from its technology to teams in real-time and is considered the global pioneer of this solution.

Shaun Holthouse, Chief Executive Officer of Catapult, said “This is a big win for Catapult, and it’s exciting to further deepen our relationship with Australian Rugby. The ARU was sophisticated in the way they went to market, and this league-wide deal significantly expands the use of Catapult’s products within Australian Rugby. It also validates our subscription-focused business model, as the transition of all teams to a four year subscription delivers a long-term development partnership between Catapult and the ARU.”

Ben Whitaker, ARU General Manager Pathways and Performance, said “We are excited about this long-term partnership with Catapult, which represents a major project within our 2016-2020 High Performance Strategic Plan to deliver collaborative systems and processes to all of Australian Rugby’s elite teams. Importantly we have had all elite teams including the Qantas Wallabies, Qantas National Sevens teams and Super Rugby clubs engaged in this decision making process – and all will be beneficiaries of this centralised model”.

Dr. Adir Shiffman, Executive Chairman of Catapult, said: “Australia is the undisputed world leader in sports science. We haven’t forgotten our roots, and we remain totally committed to local leagues like the ARU as they keep improving athlete wellbeing and performance. Australians invented this industry, and the ARU decision demonstrates we continue to be the global innovators”.

About Catapult

Catapult is a leading global sports analytics company that provides elite sporting organisations and athletes with detailed, real time data and analytics to monitor and measure athlete:

- Fitness and skill levels
- Response to specific training techniques
- Tactical performance
- Risk of injury and safety and to assist with rehabilitation.

Since its formation in 2006, Catapult has been at the forefront of pioneering new technology combining “wearable” hardware and sophisticated analytical software. This has revolutionised the way the performance of professional and elite athletes is monitored and analysed.

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