



THE MOST USED SECRET IN SPORT

**Catapult.**

Catapult Group International Limited  
ACN 164 301 197

**Annual General Meeting FY15**

**24 November 2015**

**Dr. Adir Shiffman (Executive Chairman) and Mr. Shaun Holthouse (CEO)**

# Important Notice

- This presentation has been prepared by Catapult Group International Limited ACN 164 301 197 ('Catapult'). Each recipient of this presentation is deemed to have agreed to accept the qualifications, limitations and disclaimers set out below.
- None of Catapult and or its subsidiaries or their respective directors, officers, employees, advisers or representatives ('Beneficiaries') make any representation or warranty, express or implied, as to the accuracy, reliability or completeness of the information contained in this presentation, including any forecast or prospective information. The forward looking statements included in this presentation involve subjective judgment and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to, the Beneficiaries. Actual future events may vary materially from the forward looking statements and the assumptions on which those statements are based. Given these uncertainties, you are cautioned to not place undue reliance on such forward looking statements.
- Nothing in this presentation is or is to be taken to be an offer, invitation or other proposal to subscribe for shares in Catapult. This presentation is a general overview only and does not purport to contain all the information that may be required to evaluate an investment in Catapult. The information in this presentation does not amount to an express or implied recommendation with respect to any investment in Catapult nor does it constitute financial product advice. The recipient, potential investors and their advisers, should:
  - conduct their own independent review, investigations and analysis of Catapult and of the information contained or referred to in this presentation; and/or
  - seek professional advice as to whether an investment in Catapult is appropriate for them, having regard to their personal objectives, risk profile, financial situation and needs.
- Except insofar as liability under any law cannot be excluded, none of the Beneficiaries shall have any responsibility for the information contained in this presentation or in any other way for errors or omissions (including responsibility to any persons by reason of negligence).
- By receiving this information, you specifically acknowledge and agree that some of the information contained herein has been provided to the Beneficiaries by third parties and that the Beneficiaries accept no responsibility for any inaccuracy, misstatement, misrepresentation or omission, in relation to that information.
- This document may not be transmitted, copied or distributed, directly or indirectly in the United States or to any US person (as that term is defined in Regulation S under the U.S. Securities Act of 1933, as amended) including any U.S. resident, any partnership or corporation or other entity organised or incorporated under the laws of the U.S. or any state thereof, any trust of which the trustee is a U.S. person or any agency or branch of a foreign entity located in or resident of the United States. The recipient agrees to be bound by these terms.
- The information contained in this document is strictly confidential and the recipient must not disclose it, in whole or part, to any other person other than solely for the purpose of obtaining professional advice about whether or not to invest in Catapult.

# Agenda

- |                       |                     |
|-----------------------|---------------------|
| 1. Formal business    | Dr. Adir Shiffman   |
| 2. Chairman's address | Dr. Adir Shiffman   |
| 3. CEO's address      | Mr. Shaun Holthouse |





# FORMAL BUSINESS

Dr. Adir Shiffman

# Financial Statement and Reports

Note: This item of ordinary business is for discussion only and **is not a resolution**

“To receive and to consider the Annual Financial Report of the Company for the financial year ended 30 June 2015 together with the declaration of the Directors, the Directors’ Report, the Remuneration Report and the Auditor’s Report for that financial year”

- However, pursuant to the Corporations Act, Shareholders will be given a reasonable opportunity at the Meeting to ask questions about, or make comments in relation to, each of the aforementioned reports during consideration of these items

# Resolution 1

## Adoption of Remuneration Report

- To consider and, if thought fit, to pass, with or without amendment, the following resolution as an **ordinary resolution**:

“That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the remuneration report as contained in the Company’s Annual Financial Report for the financial year ended 30 June 2015”

### Proxy votes received:

For	Against	Open	Abstain
6,088,930	86,614	441,941	35,936
92.01%	1.31%	6.68%	0.03%

*Note: The vote on this Resolution is advisory only and does not bind the Directors or the Company*

# Resolution 2

## Re-Election of Mr Brent Scrimshaw as Director

- To consider and, if thought fit, to pass, with or without amendment, the following resolution as an **ordinary resolution**:



“That Mr Brent Scrimshaw, a Director who retires by rotation in accordance with the Company’s Constitution and ASX Listing Rule 14.4, and being eligible offers himself for re-election, is re-elected as a Director of the Company”

### Proxy votes received:

For	Against	Open	Abstain
34,473,401	34,493	442,877	31,650
98.63%	0.10%	1.27%	-%

# Resolution 3

## Re-Election of Ms Rhonda O'Donnell as Director



- To consider and, if thought fit, to pass, with or without amendment, the following resolution as an **ordinary resolution**:

“That Ms Rhonda O'Donnell, a Director who retires by rotation in accordance with the Company's Constitution and ASX Listing Rule 14.4, and being eligible offers herself for re-election, is re-elected as a Director of the Company.”

### Proxy votes received:

For	Against	Open	Abstain
34,473,401	34,493	442,877	31,650
98.63%	0.10%	1.27%	-%



# Resolution 4

## ASX Listing Rule 7.1A - Approval of Future Issue of Securities

- To consider and, if thought fit, to pass with or without amendment, the following resolution as a **special resolution**:

“That, for the purposes of ASX Listing Rule 7.1A and for all other purposes, the Shareholders approve the issue of equity securities up to 10% of the issued capital of the Company (at the time of issue) calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and otherwise on the terms out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting”

### Proxy votes received:

For	Against	Open	Abstain
34,293,791	166,178	473,877	48,575
98.17%	0.48%	1.35%	-%

# Resolution 5

## Increase Non-Executive Directors' Fee Pool

- To consider and, if thought fit, to pass with or without amendment, the following resolution as a **special resolution**:

“That, for the purposes of ASX Listing Rule 10.17 and for all other purposes, the maximum aggregate amount of remuneration that may be paid to the Company’s non-executive directors in any financial year is increase by \$140,000, from \$360,000 to \$500,000, effective immediately.”

### Proxy votes received:

For	Against	Open	Abstain
5,838,440	333,749	440,941	40,291
88.28%	5.05%	6.67%	-%

# Other business

- Opportunity for any other business that can lawfully be brought forward before closing formal proceedings



# MEETING CLOSE

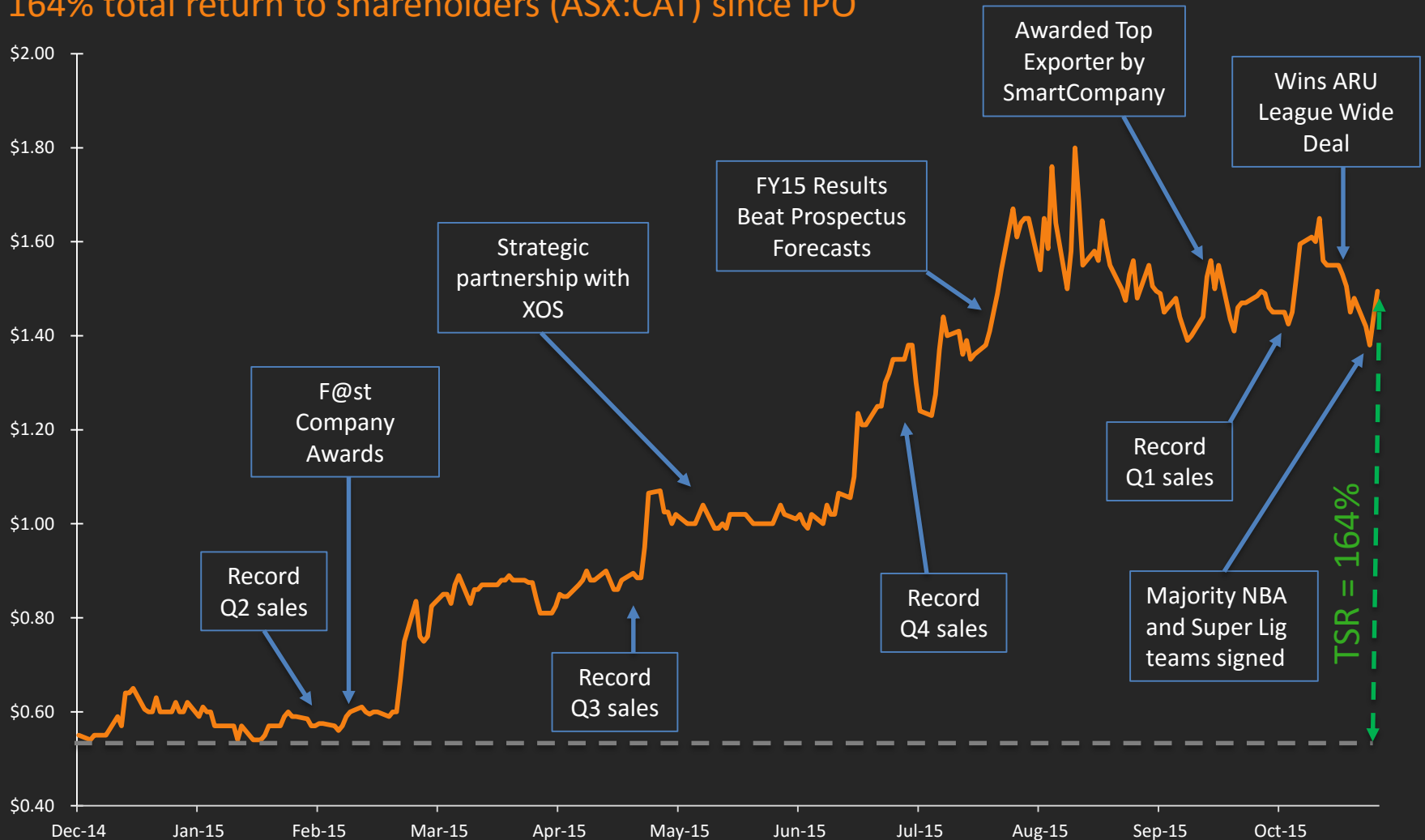


# CHAIRMAN'S ADDRESS

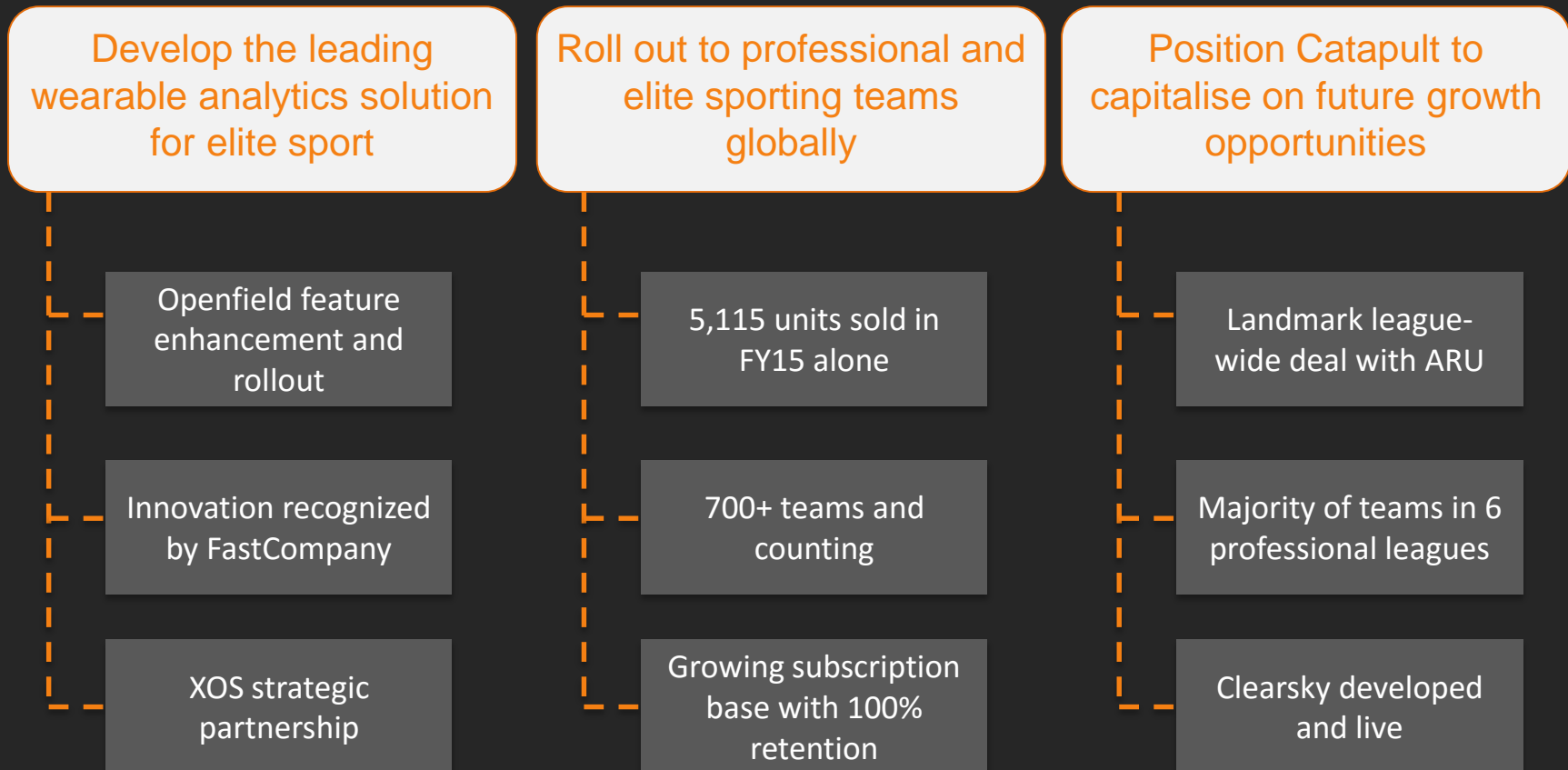
## Dr. Adir Shiffman

# Delivering strong shareholder returns

164% total return to shareholders (ASX:CAT) since IPO



# Delivering on strategy



# Powerful analytics solution

## Patented hardware

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



## Openfield cloud platform

- Internally developed proprietary Openfield analytics platform
  - Highly customisable based on client needs
- Streams real time information to clients via hardware and cloud service
- Ability to import 3<sup>rd</sup> party data streams for expanded athlete management



## Advanced analytics

- Analysis is based on algorithms including proprietary, patented ones developed over 10 years
- Real time analytics on Openfield available to coaches on sideline
- Cloud platform provides deep analysis and data warehousing



Information streamed to cloud

Openfield  
Cloud  
Analytics

~900 data points per second per athlete

Deep cloud-based analysis sent back to user



# Major Openfield enhancements

## New Algorithms

Analytics developed for ice hockey covering injury and performance (patents lodged)

## Data Security

Significant advances in data security including 3rd party audits

## New Patents

Lodged new patent applications around fan engagement and analytics

## Platform flexibility

Enabled data migration across multiple platforms eg Tracab and Sportscodes

# The Industry's innovator

2004 Tracking Device with 5 Hz GPS

2005 GPS & Accelerometers

2006 Algorithms for Intensity Efforts

2007 Multi-Player Wireless Link in Real Time

2008 GPS & Gyroscopes / Magnetometers

2009 Tracking Device with 10 Hz GPS

2010 Integrated Ball Tracking

2011 Inertial Movement Analysis

2012 Indoor GPS System

2013 Tracking Device with GPS & GLONASS combined

2014 Athlete Analytics Platform

2015

Commerical Clearsky  
installations in multiple  
geographies

FAST COMPANY  
THE WORLD'S  
50 2015 MOST  
INNOVATIVE  
COMPANIES

#12 Overall  
#1 Big Data  
#1 Fitness

# Established strategic partnership with XOS

- North American partnership with XOS
  - one of the world's innovators in video athlete analytics
- Partnership delivering the next generation in analytics to elite teams
  - Catapult will integrate a variety of advanced analytical player performance data into the XOS Thunder Radar platform
- Jacksonville Jaguars NFL team was revealed as the first team to benefit from the combined initiative
  - Offering has now expanded to 4 other NFL teams
- Ongoing discussion around deepening product offering

# Sold to over 700 teams and counting

Sold over 5,115 units in FY15 across 200 new teams/organisations

FY15 revenue

**\$11.8m**

↑ 49%

FY15 TCV

**\$16.9m**

↑ 55%

FY15 ARR

**\$7.4m**

↑ 170%

# Establishing majority league penetration



18/32 teams



17/30 teams



9/18 teams



10/12 teams



18/18 teams



16/16 teams

# Continued progress in other leagues

- Every Australian Super Rugby team (including U20s teams)
- All Australian National Rugby Union squads
- 6 MLS teams (of 20)
- 50 NCAA teams (US collegiate sports)
- 30 English football teams across EPL, Championship and League One
- 5 Bundesliga teams (of 18)
- First clients in Chinese Super League, Thai Premier League



# What the teams are saying



“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*

---



Jimbo Fisher, head coach of Florida State football (college), came out and said Catapult helped reduce injuries by 88% over the past 2 seasons.

---



“I truly believe that Catapult is the best thing in my business since the barbell.”

*Tom Moffitt, Director of Strength & Conditioning, Louisiana State University*

---



The Golden State Warriors (NBA) finished with the fewest minutes lost due to injury in the NBA. And in the postseason, they finished as champions. Technology and data analysis are pillars of the Warriors' front office.

---



“It’s the biggest breakthrough I have experienced in my life. Football is an extreme sport and our goal is to have players working at a very high level without damaging them. We want to balance work and injury prevention.”

*Roger Marandino, Strength and Conditioning, Indianapolis Colts*

---

# Landmark league-wide deal with ARU

Deploying minimum 450 tracking units (4 year subscription deal)



Managing all athlete tracking solutions (in training and game-day)



Covers fan engagement and broadcast capabilities

- Tracking Australia's most elite Rugby teams, including:
  - The Wallabies
  - Other ARU National Squads
  - All Australian-based Super Rugby teams
  - Academy and Under 20s Australian-based Super Rugby teams
  - Men's and Women's Rugby 7s
  - ARU Referees

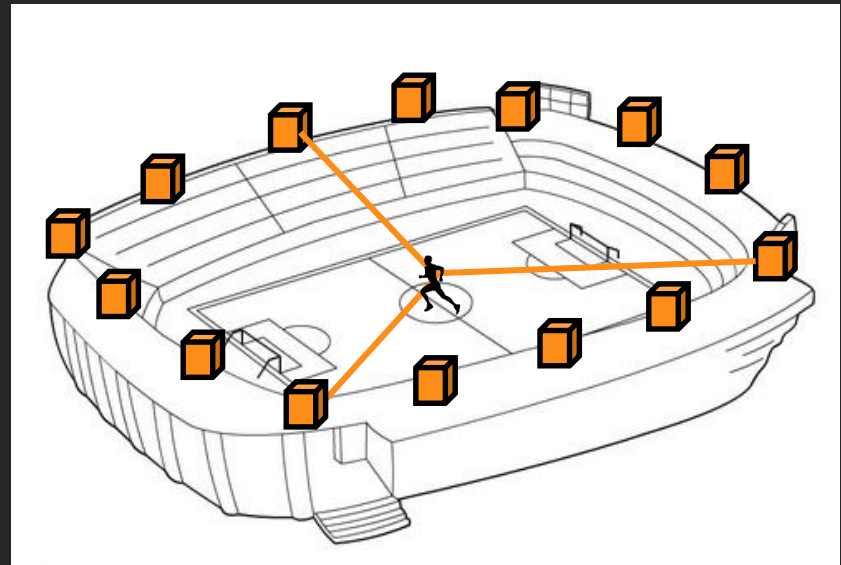




# Clearsky (LPS) solution is live

- 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

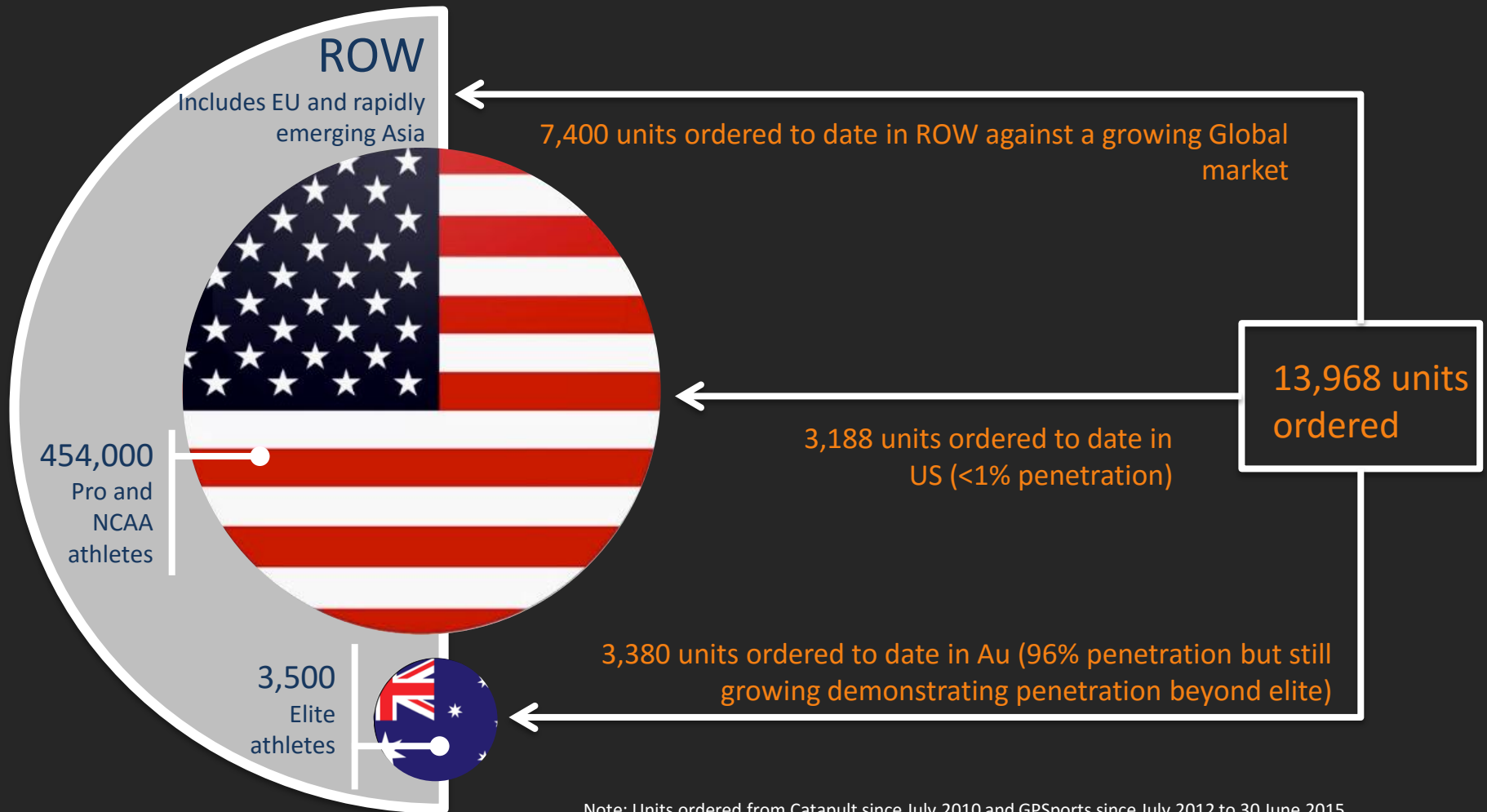
## Schematic of ClearSky install



 = ClearSky beacons (12 to 18 per Arena)

Everything needed for media & broadcast capabilities

# Global market opportunity remains open



Note: Units ordered from Catapult since July 2010 and GPSports since July 2012 to 30 June 2015

# Long-term growth strategy

- Build leading market share in elite and professional sporting leagues globally
- 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





# CEO'S ADDRESS

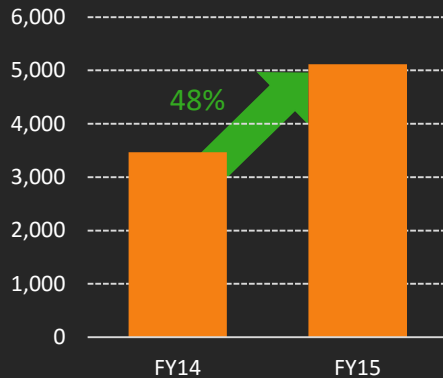
## Mr. Shaun Holthouse

# Delivering on our forecasts

	FY15(a)	FY15(f)		Var.
<b>Pro-forma results<sup>1</sup></b>				
Revenue	\$11.8m	\$9.4m	▲	26%
EBITDA	(\$2.5m)	(\$3.8m)	▲	34%
NPAT	(\$2.5m)	(\$3.6m)	▲	31%
<b>Statutory results</b>				
Revenue	\$11.8m	\$9.4m	▲	26%
EBITDA	(\$4.6m)	(\$5.2m)	▲	12%
NPAT	(\$4.3m)	(\$4.9m)	▲	12%
<b>Key operating forecasts</b>				
Units ordered	5,115	4,123	▲	24%
Subscription units	4,447	4,581	▼	3%

# Strong growth across all key metrics

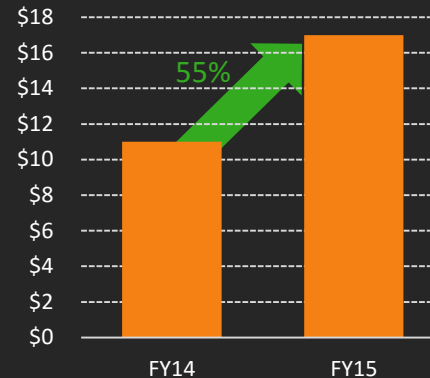
### Units ordered



**EXCEEDED** forecasts by 24%

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

### TCV (\$m)

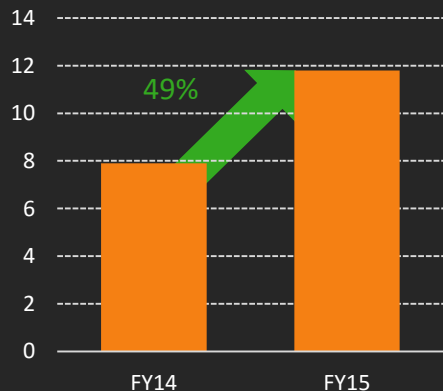


**SIGNIFICANTLY** higher proportion of sales under subscription

**ZERO** customer churn

**STEADILY** increasing ARPU

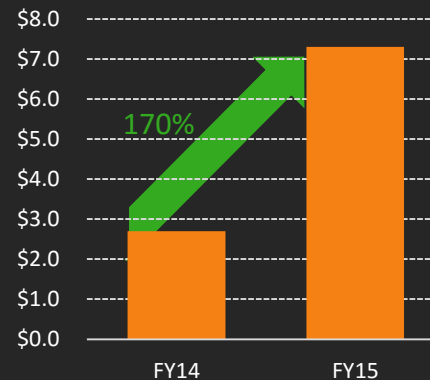
### Revenue (\$m)



**EXCEEDED** forecast by 26%

**HIGHER** mix of subscription based revenue

### ARR (\$m)

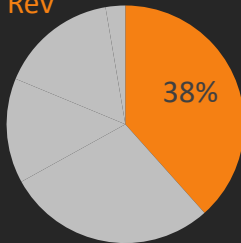


**SHOWS** business is increasingly exhibiting characteristics of SaaS model

# Strong performance in key geographies

## North America

% Tot Rev



FY15 Revenue

**\$4.3m**

↑ 288%

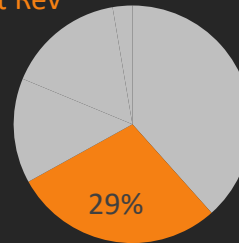
FY15 Unit Orders

**1,552**

30% of total units ordered

## Europe

% Tot Rev



FY15 Revenue

**\$3.2m**

↑ 88%

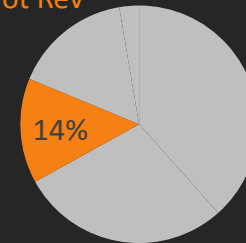
FY15 unit Orders

**2,160**

42% of total units ordered

## Asia

% Tot Rev



FY15 Revenue

**\$1.6m**

↑ From FY14 \$0.07m

FY15 Unit Orders

**594**

12% of total units ordered

# 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

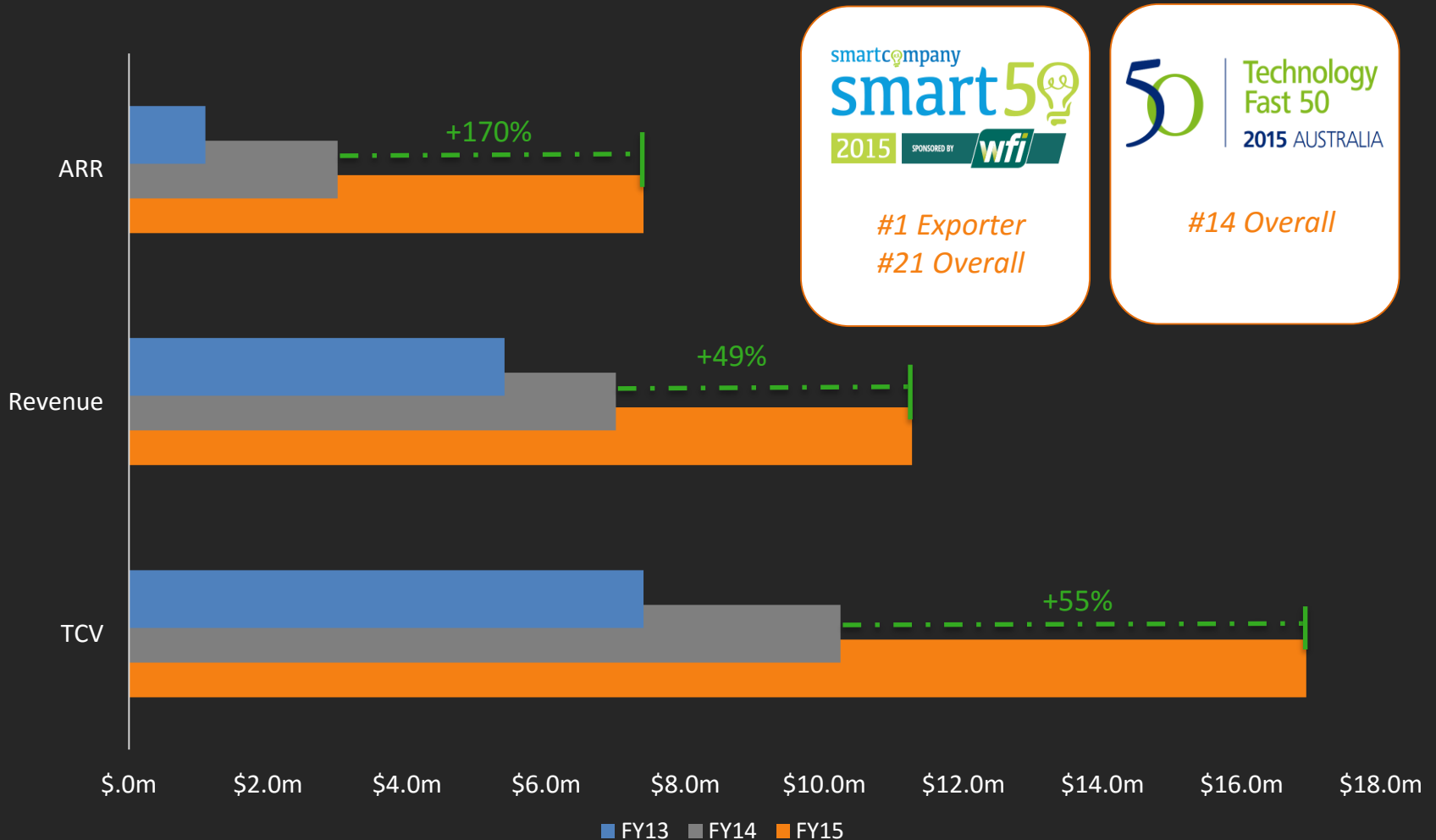
League

Chilean Football

FIFA

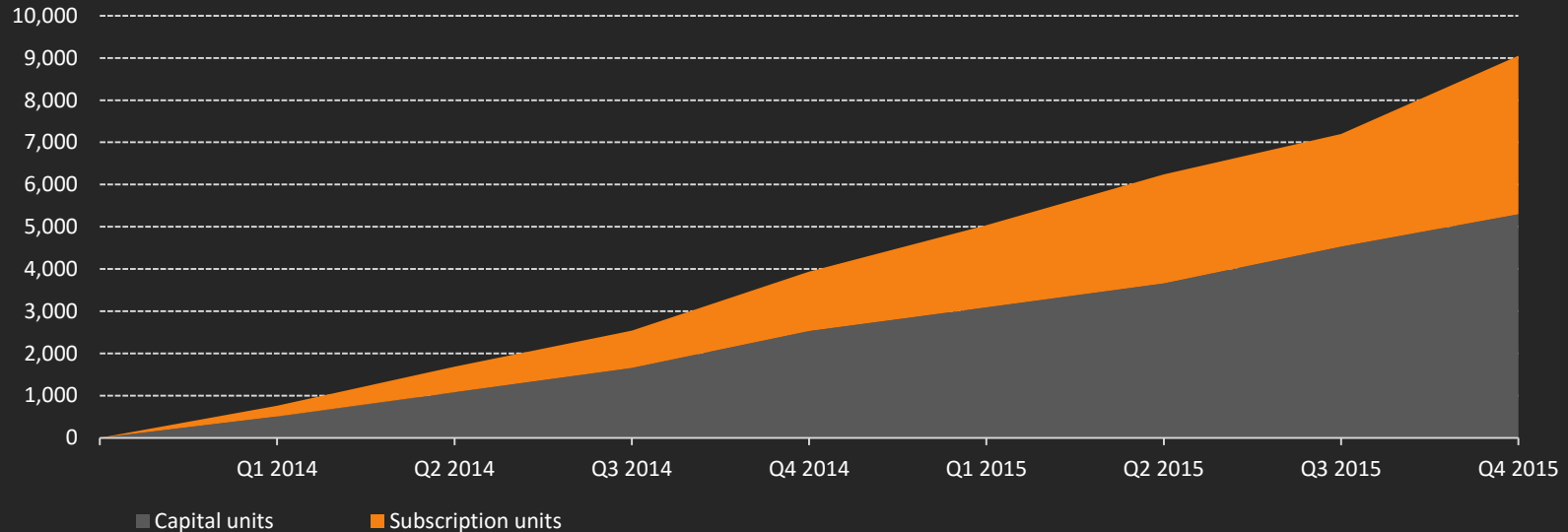


# Accelerating growth on a solid foundation



# Establishing a long term customer base

Cumulative units ordered across FY14 and FY15



FY15 monthly subscription revenue

**\$0.6m**

↑ 170%

FY15 subscription retention

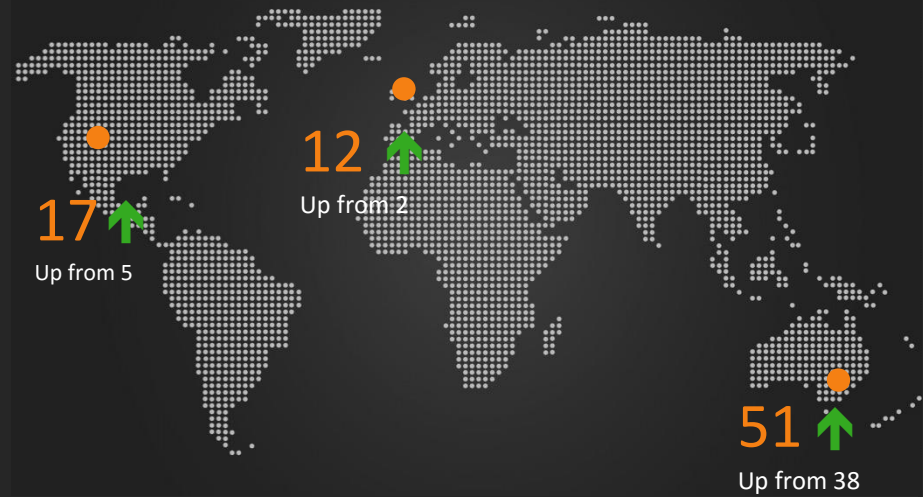
**100%**

— unchanged

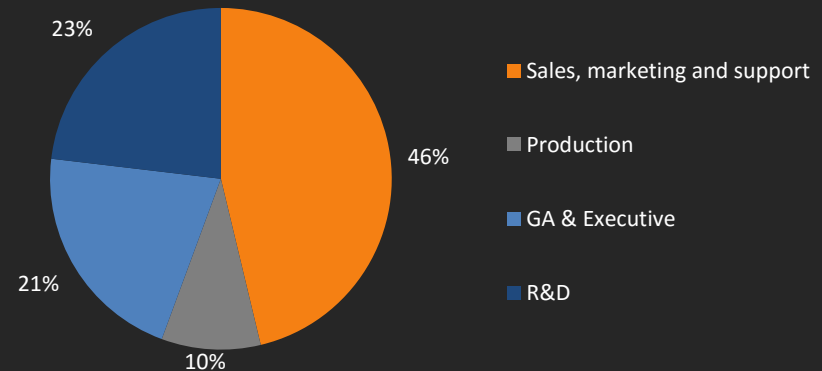
# Major investment in sales & marketing

- Key focus on build out of US and EU teams
- 35 staff hired in FY15
- 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 as at June 30 2015

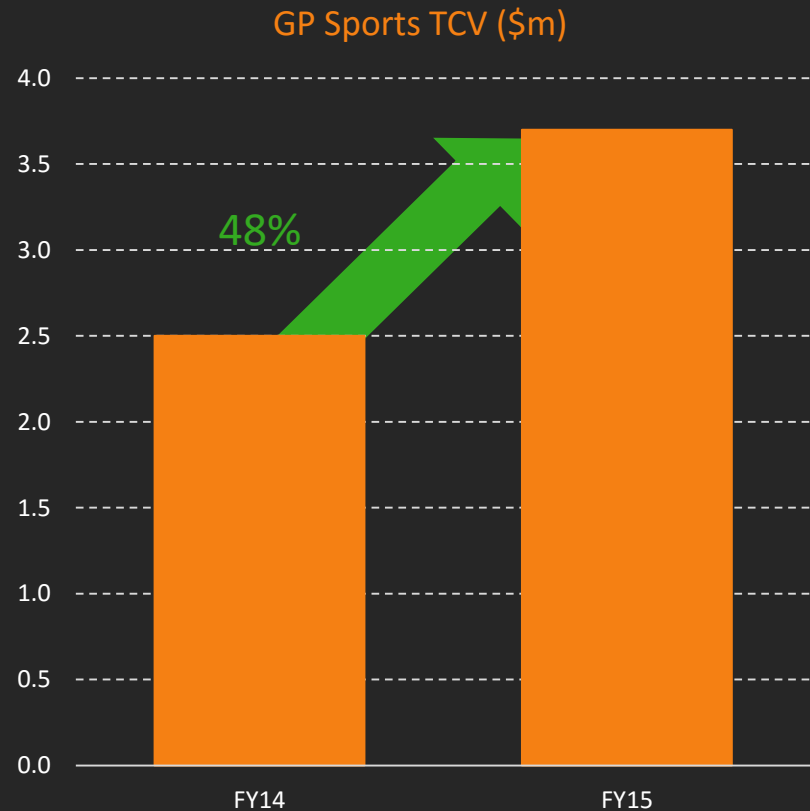


Breakdown of employees



# 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



# FY16 outlook update

Full Year Results	AGM update
<p><b>1. Strong sales growth</b></p> <ul style="list-style-type: none"> <li>□ Strong start to FY16 pipeline</li> <li>□ Competitive market forces continue to be weak to moderate</li> <li>□ Expecting emerging markets to trend towards subscription sales e.g. parts of Europe</li> <li>□ Full impact of new sales in USA and Europe wont be seen until 2016</li> </ul>	<ul style="list-style-type: none"> <li>□ Pipeline has delivered a solid Q1 result, the 2<sup>nd</sup> largest quarter of sales on record</li> <li>□ Competitive market forces and trends in emerging markets conducive to accelerate growth plans</li> </ul>
<p><b>2. Continued investment in global platform</b></p> <ul style="list-style-type: none"> <li>□ Sound cash position to execute current growth strategy into US and European markets</li> <li>□ Expenditure tied to customer demand</li> </ul>	<ul style="list-style-type: none"> <li>□ Small capital raising to undertake significant expansion of sales and marketing teams</li> <li>□ Full impact will not be seen until FY17</li> </ul>
<p><b>3. Positioned for further value creating growth opportunities</b></p> <ul style="list-style-type: none"> <li>□ Highly successful acquisition and integration of GP Sports business</li> <li>□ Management is continually monitoring opportunities to enhance position in market</li> <li>□ Faster than expected penetration into Asian markets</li> </ul>	<ul style="list-style-type: none"> <li>□ Catapult open to inorganic growth opportunities</li> <li>□ Increased focus around league-wide opportunities and data monetization</li> <li>□ Established a formal sales strategy within Asia region</li> </ul>
<p><b>4. FY16 guidance for growth</b></p> <ul style="list-style-type: none"> <li>□ 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</li> <li>□ Revenue growth will be spurred by the compounding effect of subscription business which already locks in ~\$7.3m revenue for FY16 as starting position</li> </ul>	<ul style="list-style-type: none"> <li>□ Catapult is confident of delivering a minimum 8,000 additional units in FY16 (+56% on FY15), delivering total contract value (TCV) of \$24.5m</li> </ul>

# FY16 outlook update

FY16 guidance lifted to minimum 8,000 units (+56% on FY15), delivering \$24.5m TCV

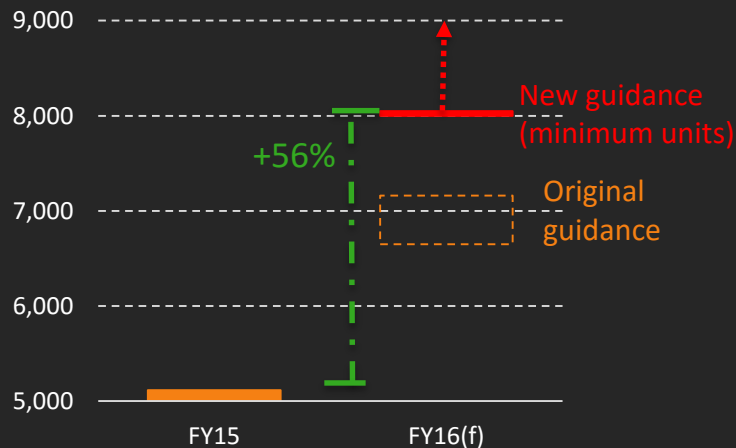
Strong sales growth

Continued investment in global platform

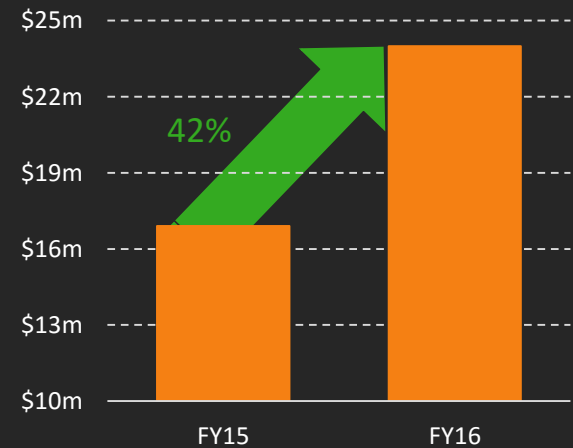
Positioning for further value creating opportunities

- ✓ Strong start to FY16 pipeline
- ✓ Competitive market forces continue to be weak to moderate
- ✓ Expecting stronger FY16 effect from existing sales & marketing team

FY15 v FY16(f) units sold



FY15 v FY16(f) TCV



# FY16 outlook update

Catapult is undertaking a small capital raising to accelerate sales & marketing platform

Strong sales growth

Continued investment in global platform

Positioning for further value creating opportunities



- Capital raised to undertake significant expansion of sales and marketing teams
- Full impact will not be seen until FY17
- Morgans Financial and Bell Potter acting as Lead Managers

Source of funds (indicative)	\$m	Event	Date
New and existing institutions	~5.0	Trading Halt / Bookbuild	24-25 November
<b>TOTAL</b>	<b>~5.0</b>		
		Trading commences	26 November
<b>Uses of funds (indicative)</b>	<b>\$m</b>		
Sales & marketing	~3.5	Settlement of Placement Shares	30 November
Working capital	~1.0		
Other transaction costs	~0.5	Allotment of new units	30 November
<b>TOTAL</b>	<b>~5.0</b>		

# FY16 outlook update

Strong sales growth

Continued investment in global platform

Positioning for further value creating opportunities

- GP Sports was a highly successful transaction
  - Catapult remains open to further value-enhancing opportunities
- Increased focus on data centralisation and monetisation
  - Landmark ARU contract signed and due to commence work immediately
- Catapult has strengthened its senior team focused on league-wide opportunities
  - Karl Hogan appointed as Head of League and Data Relationships (previously Executive Vice President of Rights and Strategy at Perform Group)
- Established a formal sales strategy within Asia region
  - Initial build out of in-country presence across China, Japan, South Korea, Thailand and Malaysia





# QUESTIONS