

Market Release  
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## Catapult strengthens leadership with key executive appointments

The Board of fast-growing global sports technology company Catapult Group International Limited (Catapult - ASX:CAT) today announced a series of appointments to its senior executive team, strengthening group leadership in line with the company's rapid growth, both financially and operationally, since its IPO in December 2014.

The new appointments are as follows:

- Steven Power joins Catapult in the newly-created role of Chief Commercial Officer (CCO), based in the US and effective from 5 September 2016;
- Barry McNeill, who was based in the UK as Catapult's CEO for Europe, Middle East and Africa (EMEA), moves to Melbourne to take up the role of Chief Operating Officer (COO);
- Igor van de Griendt moves from COO to the newly-created role of Chief Technology Officer (CTO);
- Simon Banoub joins Catapult in the newly-created role of Global Head of Marketing, based in the UK;
- Former CFO Brett Coventry returns from a period of extended leave to assume the newly created role of General Manager of commercial operations (GM – Commercial).

Commenting on the appointments Catapult's Chief Executive Officer, Shaun Holthouse, said: "These appointments are an important step forward in aligning our leadership capability with the significant scale we are rapidly building in the market. The appointments will help ensure we capitalise on the growing number of strategic opportunities that lay ahead of Catapult. I look forward to the contribution of our new leadership team as we consolidate Catapult's global leadership position in sports technology."

As the new addition to the company's senior executive team, CCO Steven Power will be responsible for leading the build-out of Catapult's global sales operations and growth strategy.

Mr Power was previously Executive Vice President of Brand Networks at Web.com Group Inc (NASDAQ:WEB), responsible for all sales, client services, marketing, product and engineering, strategic business development, finance, talent management and operations for multi-location businesses. Prior to Web.com, he served as President of Yodle Brand Networks.

Mr Power has almost 20 years of experience and a proven record in building businesses in marketing, technology and e-commerce. His previous executive roles have included Bigcommerce and ReachLocal Australia. Mr Power holds a BComm (Business) and a BA (Psychology) from the University of Melbourne, and is a former officer in the Australian Army.

"I believe there is no better candidate to fill the role of CCO at Catapult than Steve. We've been following his progress for a number of years and his record in significantly scaling up sub-\$100m revenue businesses via the international stage is extremely impressive. He has an intimate understanding of Australian and US culture and markets and deep expertise in technology and SaaS business models. These qualities and experience are invaluable to Catapult and will go a long way to achieving the long-term strategic goals we have set," Mr Holthouse said.

Barry McNeill joined Catapult as CEO of EMEA Operations in 2015 and has since been instrumental in establishing the company and expanding sales in the region. Previously Mr McNeill was Managing Director of Prozone Sports Limited and on the Board of British Gymnastics, the governing body for the sport in the United Kingdom. Mr McNeill will take over from Igor van de Griendt, who in his new role as CTO will have responsibility for driving Catapult's innovation pipeline, with primary oversight of current and emerging technology projects.

"Barry has done a fantastic job building our EMEA sales team which will now report through to our new Chief Commercial Officer. Moving to Melbourne into the COO role gives Barry more access to key levers in the broader international business and allows us to utilise his general management experience," Mr Holthouse said.

As Global Head of Marketing, Simon Banoub will be responsible for driving Catapult's global marketing strategy across both elite and prosumer categories. Mr Banoub was previously Executive Vice President of Content and Corporate Marketing at PERFORM Group and B2B brands contained within the group including Opta, OptaPro, Omnisport and RunningBall.

Catapult also welcomed the return of Brett Coventry to the new role of GM - Commercial. Mr Coventry will draw on his extensive knowledge and experience of key areas of Catapult's development pipeline in this key role within the company's expanding commercial team.

Further detail about the above appointments will be made when Catapult reports its financial results for the 12 months to the end of 30 June, 2016, this Wednesday, 31 August.

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