



Catapult.

Catapult Group International Limited
ACN 164 301 197

FY2016 Full Year Results

Shaun Holthouse (CEO) and Barry McNeill (COO)

31 August 2016

Catapult Group International Limited

Key Statistics

ASX Code	CAT.ASX
Share price (30/8/16)	\$4.00
Market cap (30/8/16)	\$633m
Listing price (19/12/14)	\$0.55
Shareholder return	+727%

catapult.

CAT.ASX



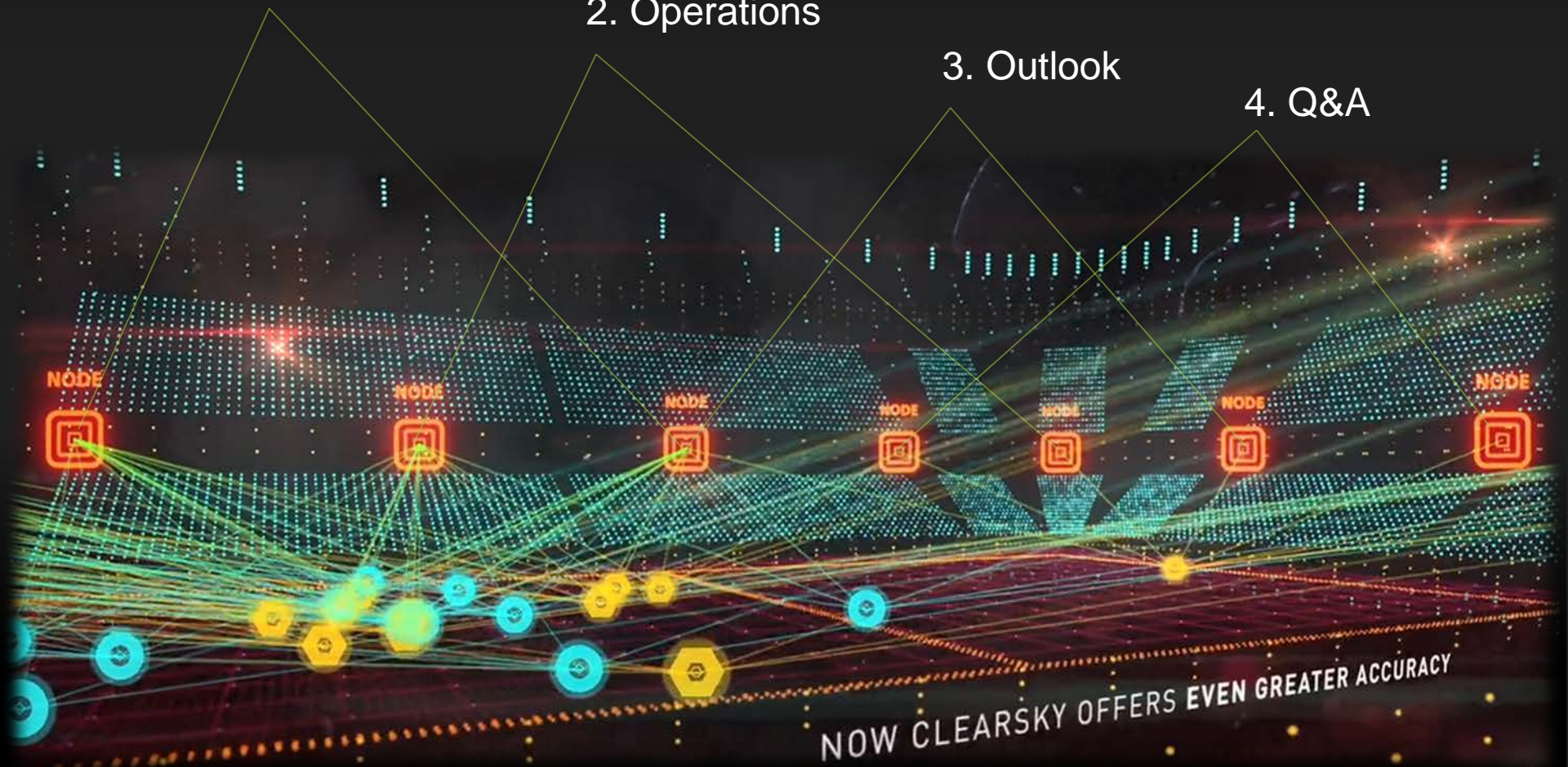
Agenda

1. Key results

2. Operations

3. Outlook

4. Q&A



NOW CLEARSKY OFFERS EVEN GREATER ACCURACY

Section 1



FY16 KEY RESULTS

Summary key results

Underlying results	FY16	FY15		Chg.
Total Income	\$18.7m	\$11.8m	▲	59%
EBITDA ¹	(\$4.4m)	(\$2.5m)	▼	72%
NPAT ¹	(\$3.5m)	(\$2.2m)	▼	59%

Statutory results

Total Income	\$18.7m	\$11.8m	▲	59%
EBITDA	(\$6.8m)	(\$4.6m)	▼	46%
NPAT	(\$5.9m)	(\$4.3m)	▼	36%

Key operating results

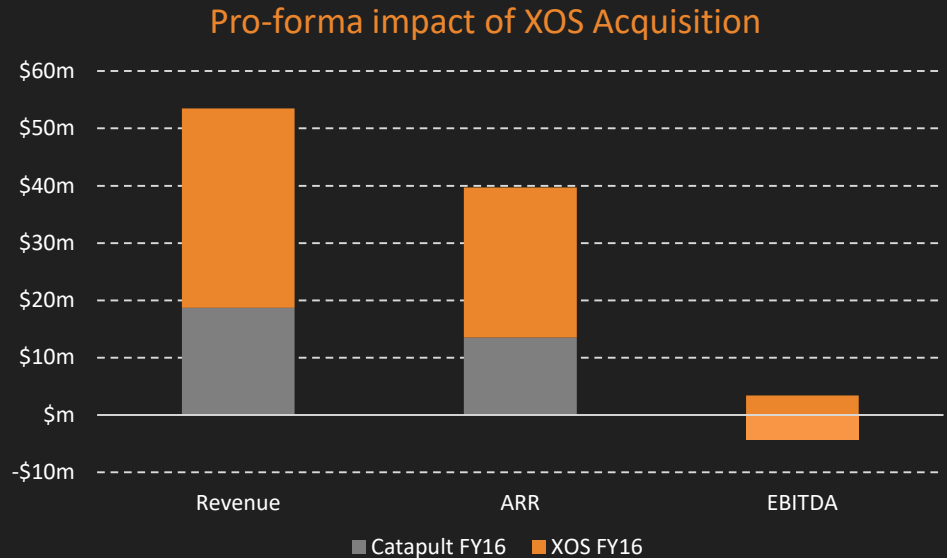
Units ordered	8,354	5,115	▲	63%
Cumulative subscription units	8,749 ⁸	4,447	▲	97%
Total Contract Value (TCV) ²	\$29.4m	\$16.9m	▲	74%

FY16 pro-forma (XOS acquisition) ³	Pro-forma combined	Catapult	XOS ⁴
Total Income	A\$53.5m ⁶	A\$18.7m	US\$25.3m ⁶
Annualised recurring revenue (ARR)	A\$39.6m	A\$13.5m	US\$19.5m ⁷
EBITDA	A\$3.4m ⁵	(A\$4.4m) ¹	US\$5.7m ^{5,6}

- Adjusted for one-off costs and other extraordinary items. These include litigation costs, transaction costs and STIP costs.
- Captures revenue from all new sales orders executed in FY16 only (ie no prior period sales). TCV is calculated as total revenue under capital sales plus total contracted revenue over the life of each new subscription agreement sold, plus any revenue uplift from renewed contracts. Note TCV does not capture revenue from contracts under auto-renewal.
- Catapult pro-forma for XOS Acquisition only as at 13 July 2016 (ie excludes PLAYERTEK)
- XOS financials are XOS monthly management financials, audited for Jun-15 to Dec-15, unaudited for Jan-16 to Jun-16
- Refers to pro-forma EBITDA, adjusted for one-off costs, other extraordinary items and a reclassification of R&D costs
- Converted from USD to AUD based on average AUD:USD exchange rate of 0.74 over FY16
- Converted from USD to AUD based on FY16 balance date exchange rate of 0.73
- Additional 297 subscription units ordered but not shipped in FY16 have been excluded from the calculation

Pro-forma impact of XOS Acquisition

- On 13 July 2016, Catapult announced the acquisition of XOS Technologies Inc (XOS)
 - US\$60m (A\$80.1m) acquisition price
 - Funded via \$100m equity raising launched on 13 July 2016
- Key acquisition metrics (FY16)
 - 2.4x FY16 Revenue
 - 3.1x FY16 ARR
 - 10.6x FY16 EBITDA¹
- Pro-forma combined business does not take into account any potential revenue or cost synergies
- Large potential cross sell opportunity of Catapult's Products to existing XOS Customers
 - Management estimates ~138 XOS customers currently have no wearable solution in place



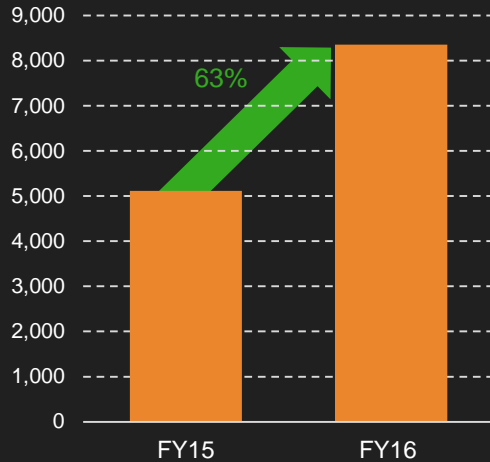
	Non-CAT XOS Teams	Total Potential Units
NCAA Football	64	2,816
NHL	18	540
NCAA Womens Basketball	17	255
NCAA Mens Basketball	17	255
NCAA Hockey	15	375
NFL	7	308
Total	138	4,549

Large cross-sell opportunity

1. Refers to pro-forma EBITDA, adjusted for one-off costs, other extraordinary items and a reclassification of R&D costs

Strong growth across all key metrics

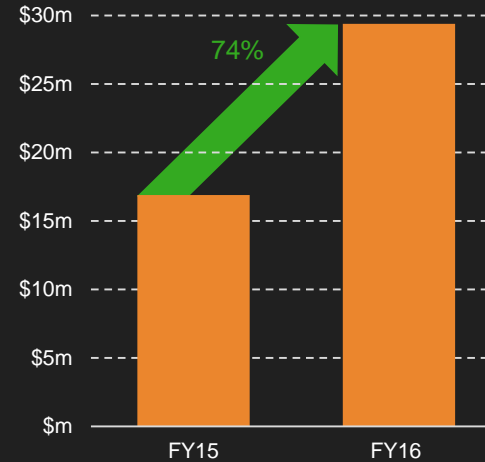
Units ordered



104% of Management's upgraded FY16 forecast (117% of top-end guidance range provided at Aug-15)

STRONG demand across all regions

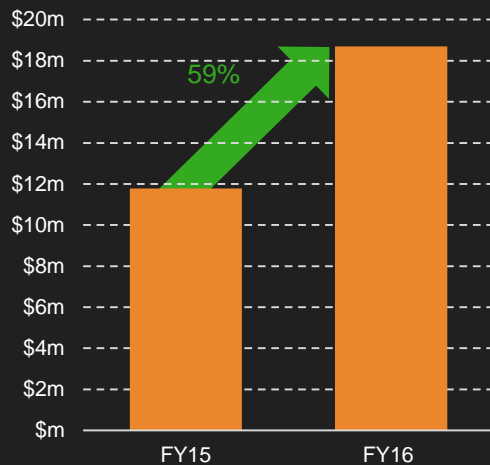
TCV



120% of Management's upgraded FY16 forecast

SIGNIFICANTLY higher proportion of sales under subscription

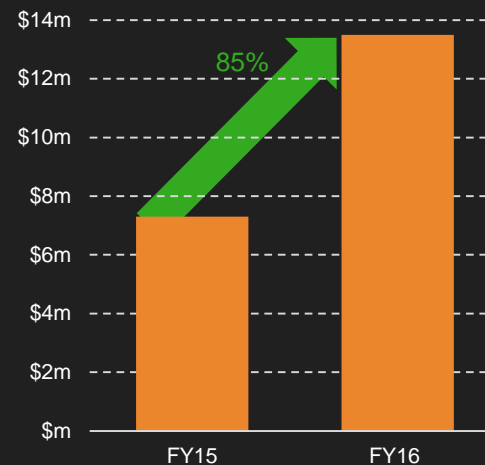
Income



SUBSCRIPTION revenue now the largest component of revenue (53%)

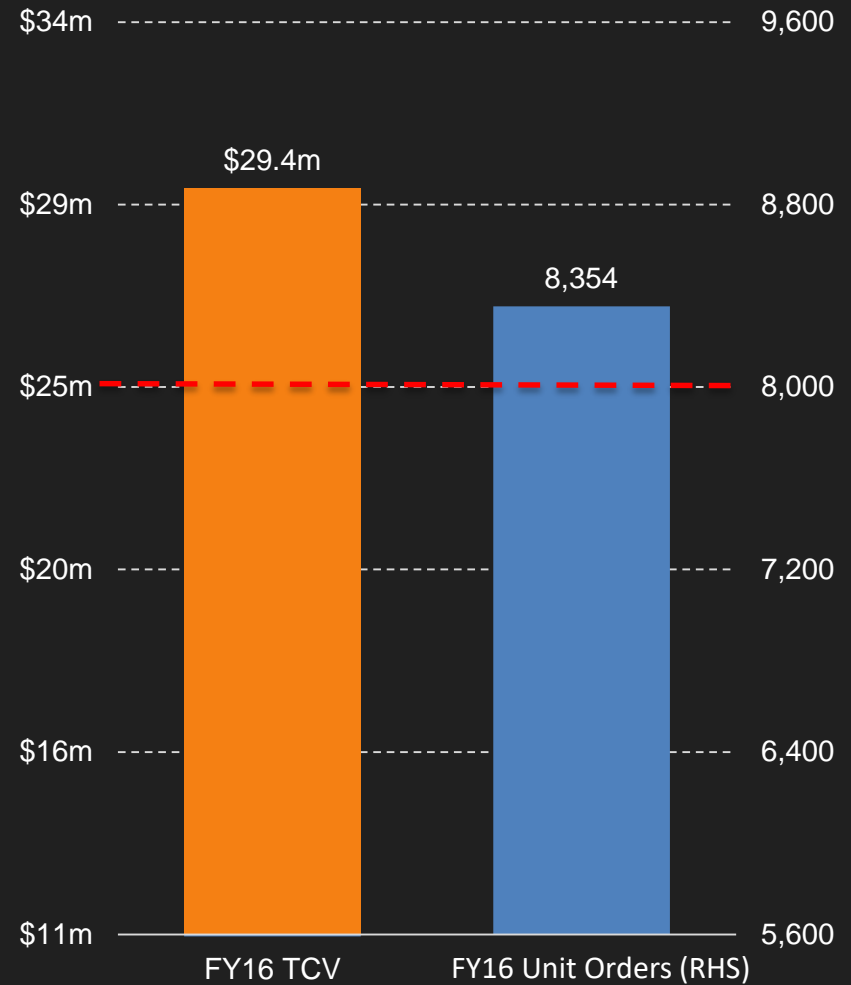
OFFSHORE revenue dominant

ARR



STRONG recurring revenue base going into FY17

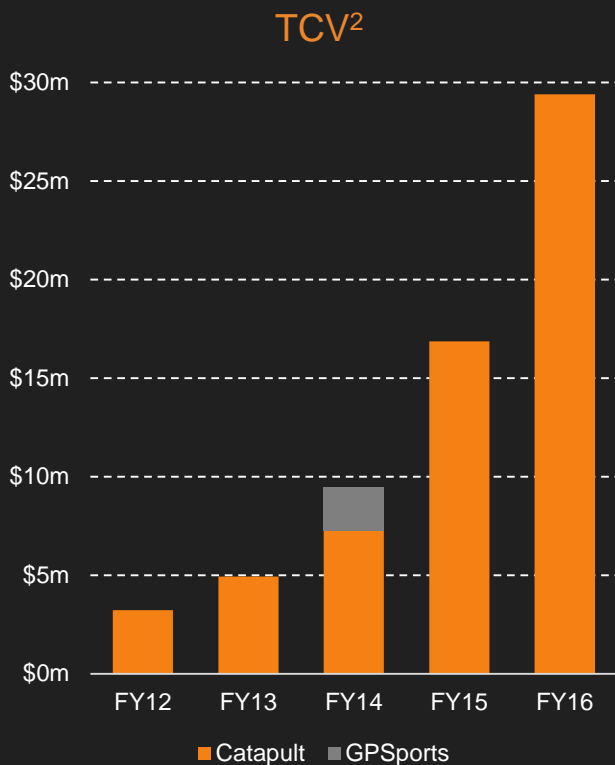
Delivered on FY16 forecasts



--- Catapult guidance as at 26 November 2015

Investment in sales platform paying off

- c.\$6m raised in November 2015 to accelerate growth in sales platform
- Additional c.\$11m cash to balance sheet for working capital through July 2016 equity raising to fund acquisitions



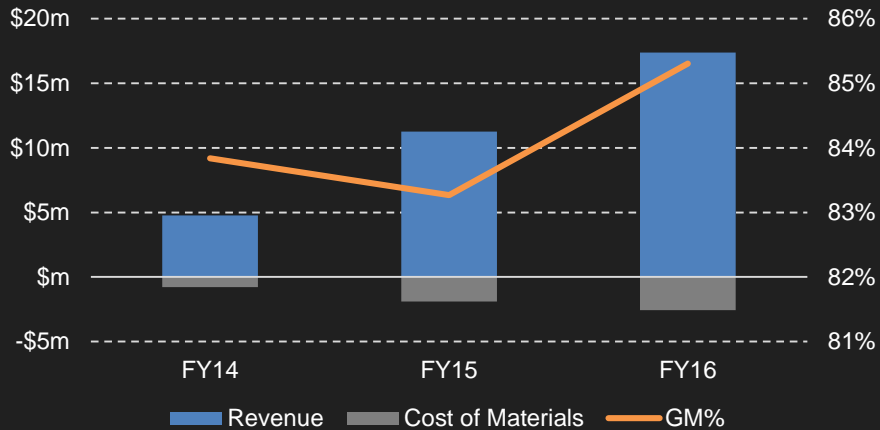
1. XOS and PLAYERTEK acquired in July, with effective date 12 August 2016

2. Excludes pro-forma FY16 sales impact of XOS and PLAYERTEK

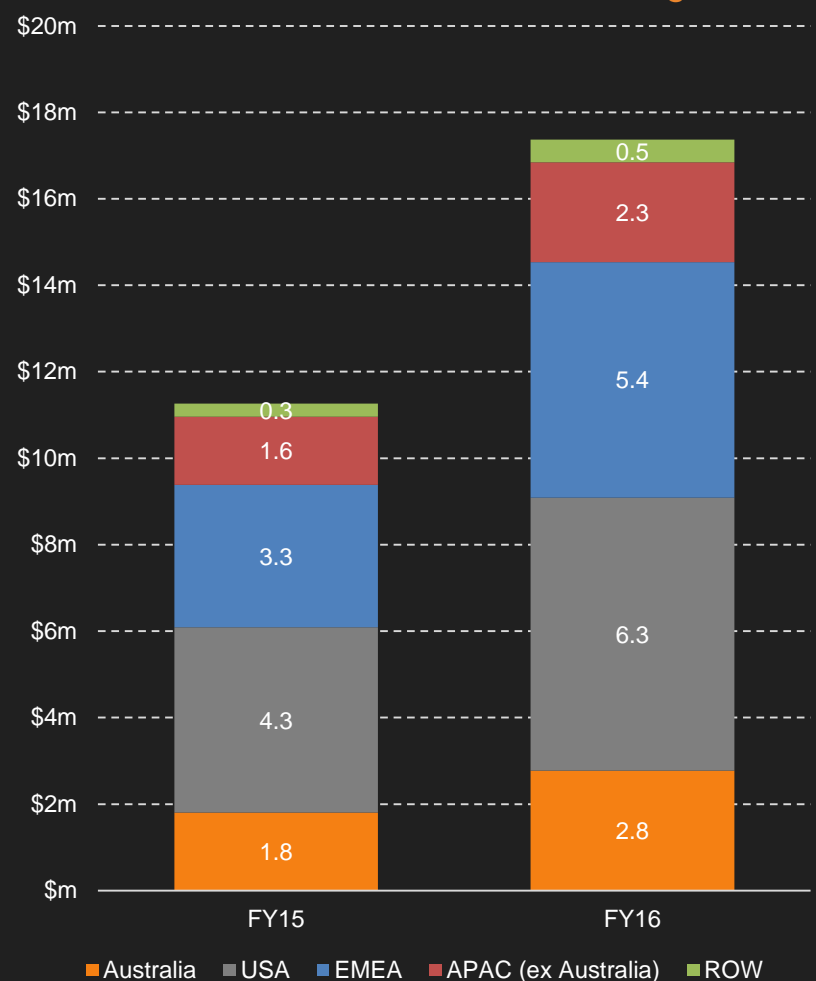
* XOS and PLAYERTEK headcount

Quality growth across every region

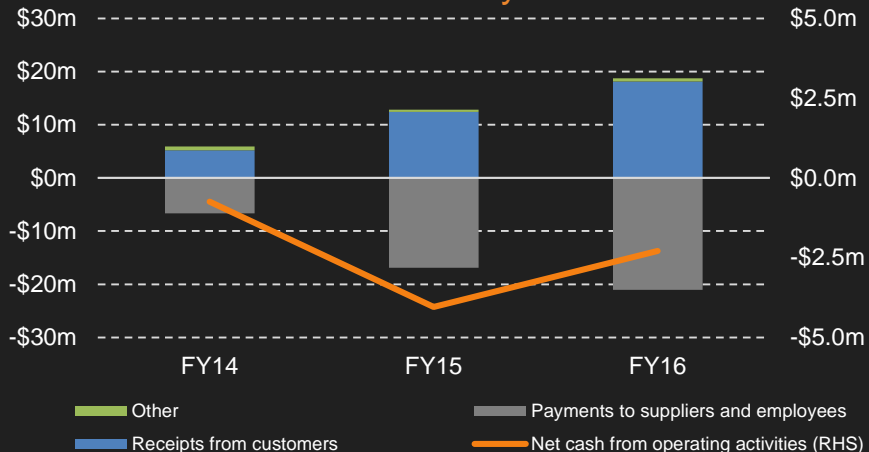
Strong gross margins



84% of revenue from offshore regions

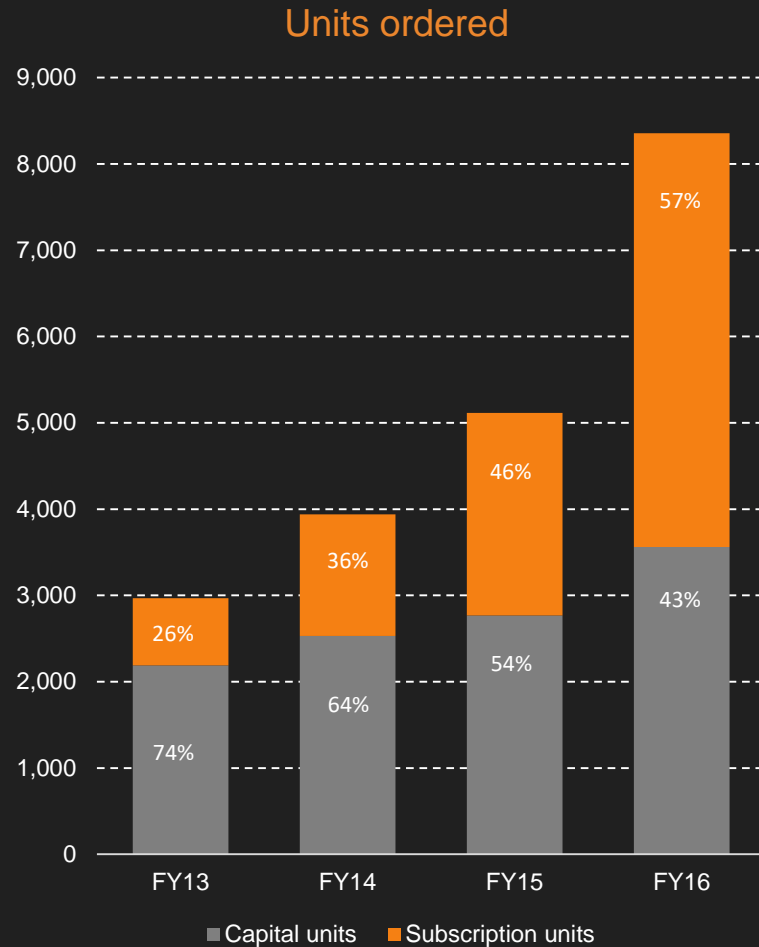


Operating cash moving towards positive territory

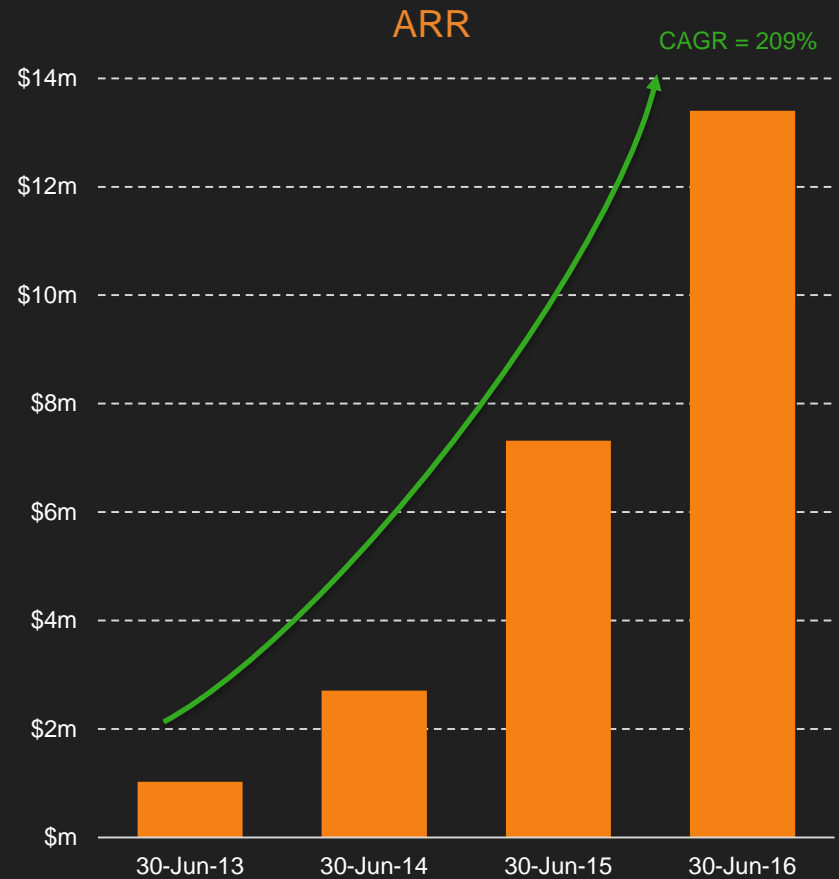


Building a robust foundation of earnings

Growing proportion of sales under long-term subscriptions

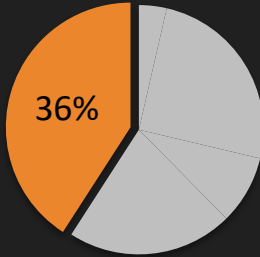


84% growth in ARR over 12 months to 30 June 2016



USA snapshot

% Tot Rev



FY16 Revenue

\$6.3m

↑ 47%

FY16 TCV

\$10.6m

↑ 44%

FY16 Unit Orders

2,273

↑ 46%

Key movements:

- Key success establishing majority position in NBA, to add to majority position in NFL, plus new marquee signings across MLS, NHL and NCAA (collegiate sports)
- 47% revenue growth underpinned by subscriptions
- Much stronger H2 FY16 sales typical in US given primary buying season
- First sales to US high schools

Sample new clients

League

Boston Celtics

NBA (Basketball)

Denver Nuggets

NBA (Basketball)

University of Miami

NCAA (Grid Iron)

Nashville Predators

NHL (Hockey)

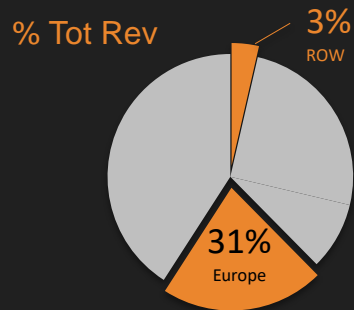
Vancouver Whitecaps

MLS (Soccer)

LA Dodgers

MLB (Baseball)

Europe and ROW snapshot



Europe

FY16 Revenue
\$5.4m
 ↑ 65%

FY16 TCV
\$8.3m
 ↑ 88%

FY16 Unit Orders
3,158
 ↑ 46%

ROW

FY16 Revenue
\$0.5m
 ↑ 73%

FY16 TCV
\$1.2m
 ↑ 212%

FY16 Unit Orders
485
 ↑ 162%

Key movements:

- 88% growth in TCV on 46% growth in units ordered indicating strong ARPU growth as Europe transitions from an emerging to more mature market
- Much stronger subscription uptake in Europe than FY15 (47% of total units ordered in region)
- European sales team also serviced **ROW** delivering a further \$0.5m in revenue compared to \$0.3m in FY15

Sample new clients

FC Lokomotive Moscow

Georgian National Rugby Team

Viking FK FC

Chelsea FC

Sao Paulo Football

FC Porto

League

Russian Premier League

n.a.

Norwegian Premier League

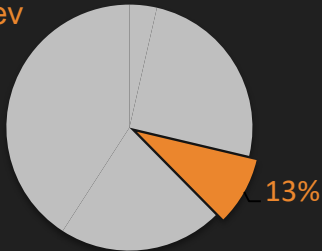
English Premier League

Brazilian Series A

Portuguese Premier League

Asia snapshot

% Tot Rev



FY16 Revenue
\$2.3m
 ↑ 47%

FY16 TCV
\$2.4m
 ↑ 73%

FY16 Unit Orders
1,034
 ↑ 74%

Key movements:

- Two years ago, only c.\$70,000 revenue generated in Asia region
- Catapult sales staff now on the ground with new offices in Japan & Singapore and new distributors active in region
- Market still capital sales dominated, with some early subscription adopters

Sample new clients

Kashiwa Reysol

FC Henan Jianye

India National Hockey Team

Japan Table Tennis Association

Liaoning Province

Korean Olympic Committee

League

J-League (Japan)

Chinese Super League

n.a.

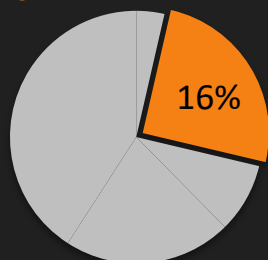
n.a.

China field hockey

n.a.

Australia snapshot

% Tot Rev



FY16 Revenue
\$2.8m
↑ 54%

FY16 TCV
\$6.8m
↑ 106%

FY16 Unit Orders
1,404
↑ 125%

Key movements:

- Previously a mature business with no growth
- Experienced significant growth in FY16 via league-wide deals
- These league deals have longer terms than usual subscription agreements

League wide deals signed:

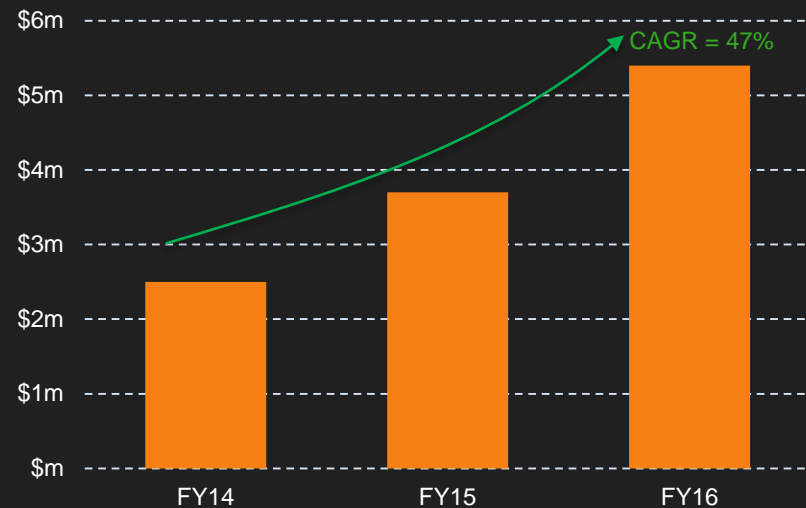


Cricket Australia

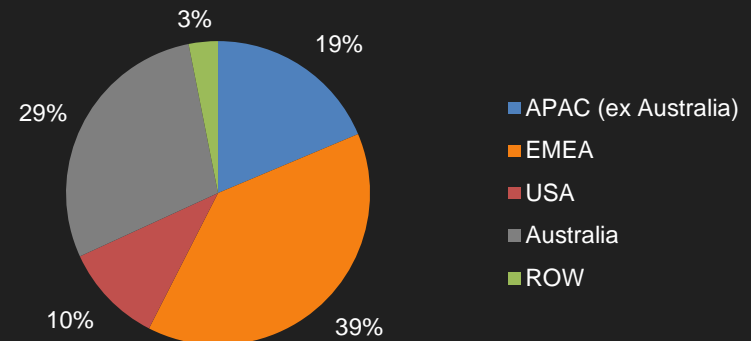
GPSports integration update

- Acquired GP Sports in June 2014
- Highly successful acquisition and management of the integration
- 46% sales growth in FY16 backing up 48% growth in FY15
 - Transition to subscription model continues with 34% of GPSports units sold under subscription vs 18% in FY15
- Used in the US to pilot high school market

GPSports sales (TCV) continue to shine



GPSports regional sales (units ordered)



Summary underlying profit and loss

Underlying P&L	FY16 \$m	FY15 \$m	Change %
Capital sales revenue	8.1	6.1	+33%
Subscription revenue	9.2	5.1	+80%
Other income	1.4	0.5	+180%
Total Income	18.7	11.8	+59%
Cost of materials	(2.6)	(1.9)	-35%
Operating expenses	(17.1)	(10.8)	-57%
Depreciation and amortisation	(1.8)	(1.1)	-65%
Other expenses	(3.5)	(1.9)	-84%
Loss before income tax	(6.3)	(3.9)	-61%
Income tax credit	2.8	1.7	+60%
Loss After Income Tax	(3.5)	(2.2)	-59%

Revenue from subscriptions now larger than revenue from capital sales

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

Other income includes \$1.1m of government grants (EMDG and R&D)

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 (\$11.2m), travel, marketing and promotion expenses (\$3.6m), occupancy expenses (\$0.9m)

Increase in depreciation and amortisation primarily due to increase in subscription fleet which incurred \$0.8m depreciation charge in FY16

Income tax credit largely due to movements in deferred tax assets and liabilities (\$2.5m), which includes recognition of losses in the Australian tax group (\$1.0m) and the US tax group (\$1.5m)

EBITDA one-off items

Summary EBITDA adjustments	FY16 \$m	FY15 \$m
Statutory EBITDA	(\$6.8m)	(\$4.6m)
Acquisition related costs	\$1.8m	-
Capital raising costs	\$0.1m	\$1.3m
STIP costs	-	\$0.3m
Litigation costs	\$0.4m	\$0.5m
Pro-forma EBITDA	(\$4.4m)	(\$2.5m)

Acquisition costs relate to work undertaken in acquiring XOS and PLAYERTEK and includes all legal, accounting, tax and other due diligence related costs (including fees to advisors) accrued in FY16

\$370k of capital raising costs disclosed in HY16 accounts reallocated to equity. Capital raising costs in FY15 include all tax, accounting, legal and advisory fees relating to Catapult's \$12m Initial Public Offering

All STIP costs in FY16 have been treated as normal expenses

Extraordinary litigation expense of \$0.4m in FY16 relates to legal action to enforce Catapult's intellectual property rights, whereas \$0.5m in FY15 was associated with an employee non-compete captured in other expenses (net of insurance recovery)

Balance sheet and liquidity

Summary Balance Sheet	30-Jun-16 \$m	30-Jun-15 \$m
Assets		
Cash and term deposits	3.6	5.7
Trade and other receivables	8.4	4.5
Inventory	2.1	2.6
PP&E	4.2	2.2
Goodwill	1.2	1.2
Other intangibles	4.2	2.5
Other assets	6.5	3.1
Total Assets	30.2	21.8
Liabilities		
Trade and other payables	5.7	1.5
Deferred income	8.2	4.8
Other liabilities	4.3	3.5
Total liabilities	18.2	9.9
Equity		
Total Equity	11.9	11.9

Solid balance sheet liquidity with cash (\$3.6m) and net trade and other receivables (\$8.4m). Does not include additional c.\$11m cash to balance sheet through July 2016 equity raising

Increase in PP&E due mainly to increase in fleet of rental units utilised in generating revenue plus write back of rental units upgraded (\$2.6m). Subscription fleet depreciated over 4 year product life.

Increase in other intangibles associated with additional software licenses (\$0.6m) and internally developed software (\$1.9m)

Other assets include current tax assets (\$1.9m) and deferred tax assets (\$2.2m)

Deferred income includes revenue component of subscription agreements invoiced in FY16. Revenue is recognised monthly but often billed annually in advance. \$7.9m is classified as current and \$0.3m is non-current

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 2

CLEARSKY T6

MEASURES MICRO
MOVEMENTS

COLLECTS UNPRECEDENTED
LEVELS OF DATA

3D ACCELEROMETER

MAGNETOMETER

GYROSCOPE



FY16 OPERATIONS UPDATE

Building a high quality growth story

Key Success Factor

Catapult

1) High gross margin



Running at 85%

2) Very sticky product



Extremely low churn of ~1.5%

3) High growth rate



Total Income up 59%; TCV up 74%

4) Recurring revenue stream



3 year subscription contracts;
longer tenure for league wide deals

5) Genuine global leader



Extremely dominant in market share,
global footprint, IP portfolio

6) True network effect

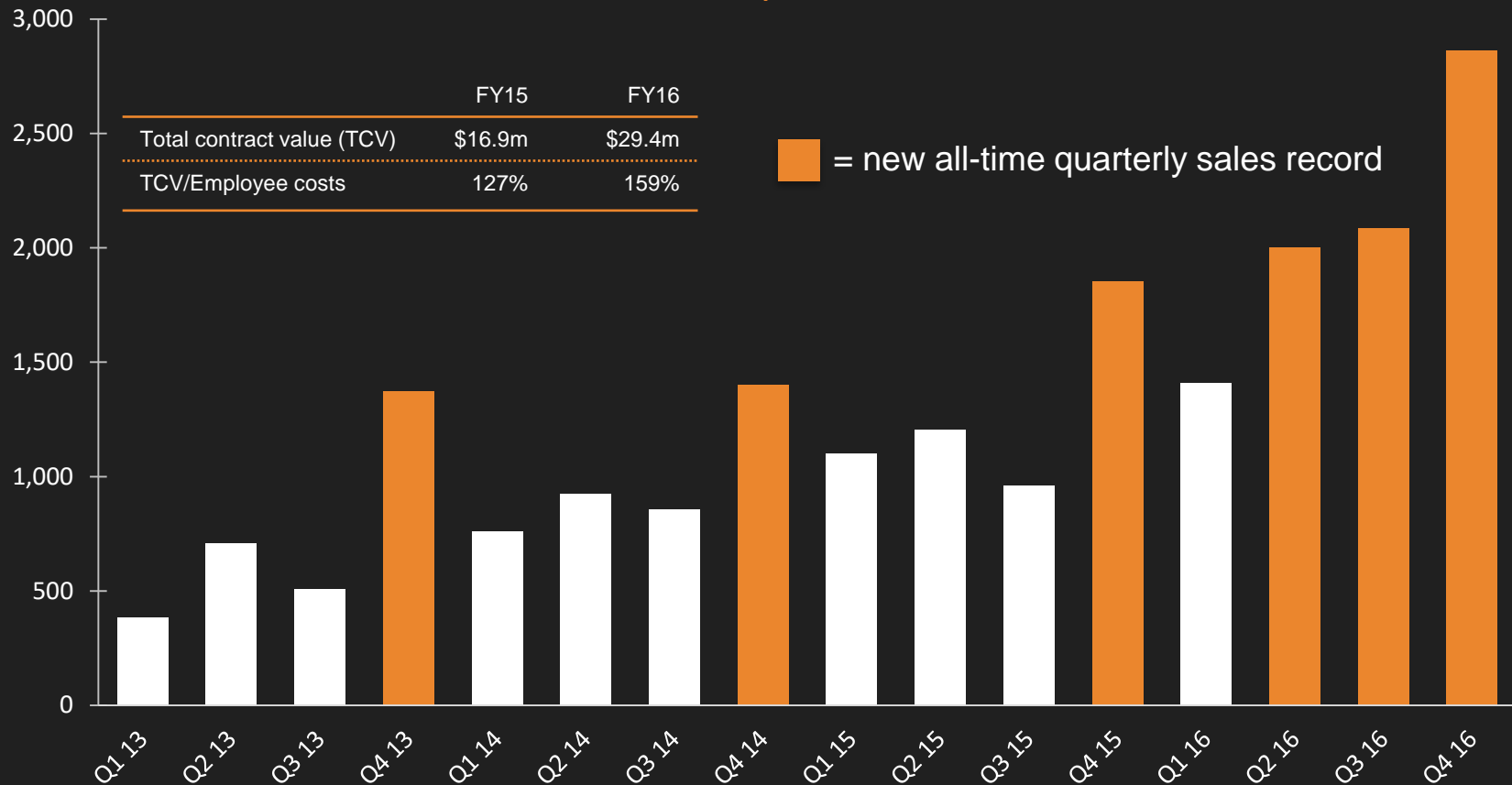


Via data aggregation, benchmarking,
player trading

Gathering significant sales momentum

Increasing traction in sales has been outstanding despite relatively new sales team

Units Ordered per Quarter



Won four league wide deals

Australian Rules Football



18/18 clubs plus
development program

964 units

Data monetisation
opportunity

Australian Rugby Union



Wallabies
All Aust Super Rugby
teams
Academy and under 20's
Men and Womens Sevens

450 units

Data monetisation
opportunity

US Womens Soccer



Womens US national team
10 league teams
Youth teams

275 units

Cricket Australia



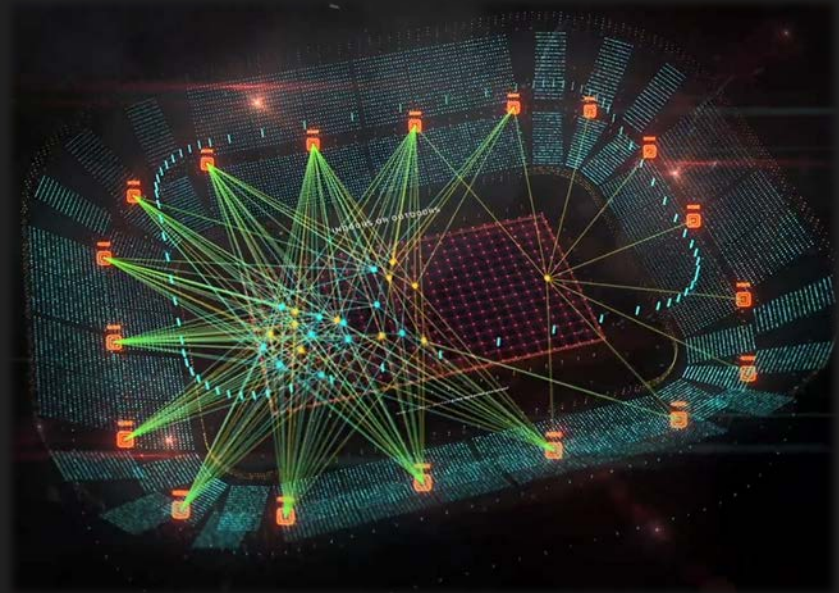
National men's team (Test,
ODI and T20) and
women's team
All state teams (Sheffield
Shield, Matador Cup)

170 units

Clearsky (LPS) update

- Capable of facilitating live transmission of data for media and broadcast
- Brings the power of GPS indoors and more
 - Suitable for arenas of all sizes
- Brings much higher positional accuracy
 - Typically within 10 cm
- Anchor nodes placed around the arena for two-way communication
 - Live data integration with video tested and ready
- Clearsky II installations commenced domestically and internationally
- Key part of CAT's unique end to end solution for leagues covering team training to in game media applications

Illustrative example of Clearsky installation



Strengthening our leadership team

C-level appointments

Steven Power

Chief Commercial Officer (CCO)

- Newly created role effective 5 September 2016
- Almost 20 years experience growing technology and SaaS business models globally, in particular taking sub-\$100m revenue companies through this revenue milestone and beyond
- Intimate understanding of Australian and US culture and markets
- Previous leadership roles at NASDAQ listed Web.com, Yodle, Bigcommerce and ReachLocal

Barry McNeill

Chief Operating Officer (COO)

- Previously Chief Executive Officer of Catapult's EMEA operations
- Was instrumental in establishing Catapult's presence and expanding sales in the region
- Moves to Melbourne to take up COO role

Igor van de Griendt

Chief Technology Officer (CTO)

- Newly created role
- Chiefly responsible for driving Catapult's innovation pipeline
- Primary oversight of current and emerging technology projects

Senior management appointments

Simon Banoub

Global Director of Marketing

- Responsible for overall group marketing strategy
- 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

Karl Hogan

Head of League & Data Partnerships

- Previously PERFORM Group Head of Commercial Partnerships & Data Strategy
- Previously Opta Business Development Director

John Coulson

EMEA Director of Business Operations

- Previously General Manager of OptaPro at PERFORM Group
- Previously Product Manager at ProZone and Opta

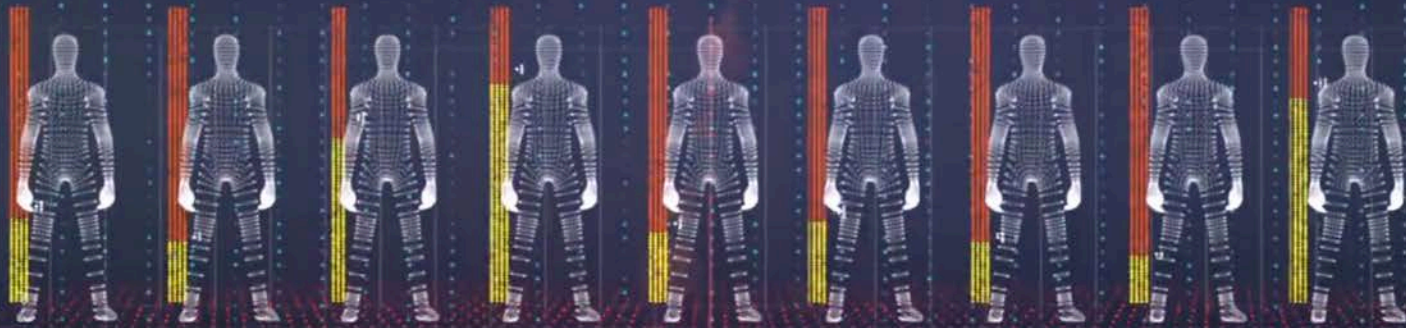
Brett Coventry

General Manager - Commercial

- Returns from a period of extended leave to assume the newly created role
- Extensive knowledge and experience in key areas of Catapult's development pipeline

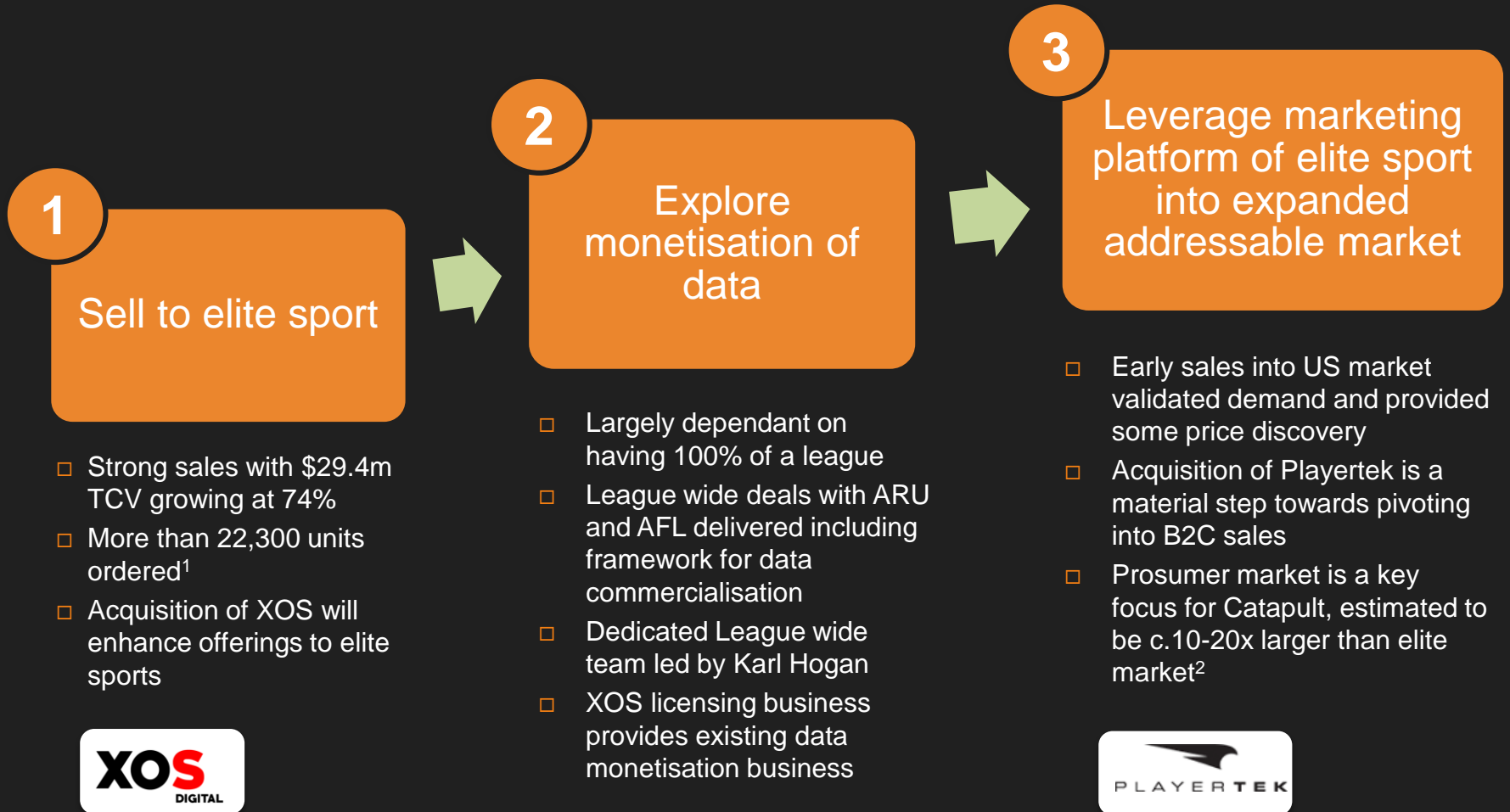
Section 3

OPTIMIZE TEAM AND PLAYER PERFORMANCE

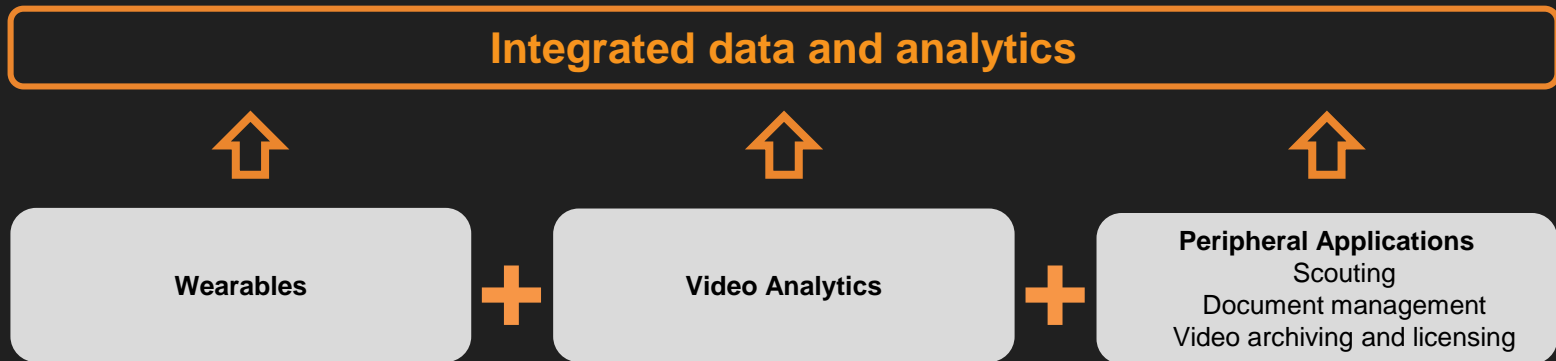


FY16 OUTLOOK

Strategic progress: delivering on blue sky

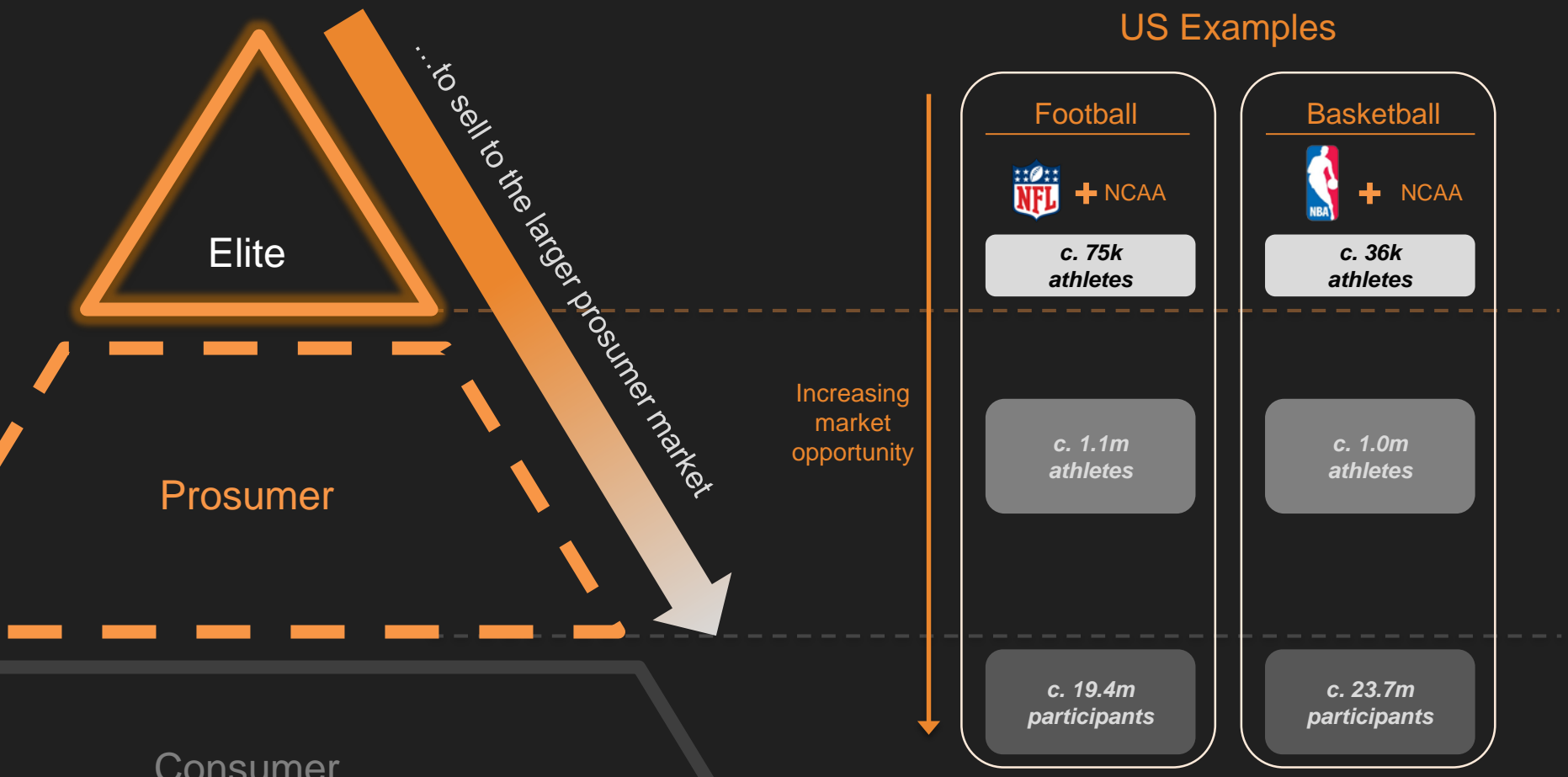


Our goal is to own the athlete analytics ecosystem within clubs...



- ✓ Both Wearables and Video Analytics have large annuity revenue components, high gross margin and are sold on long term subscriptions
- ✓ Video analytics are traditionally sold to tactical coaches, whereas wearables are sold to the fitness coaches, so lock in is increased across the club
- ✓ Significant enhancement in ability to offer leagues an end-to-end solution including:
 - Extended wearable player tracking
 - Video analytics
 - Video archiving and licensing
 - Scouting and list management solutions for clubs and leagues
 - Secure document sharing

...and leverage the halo effect of Catapult's leading position in elite sports...



Sources: Professional league data from Catapult IPO prospectus. College data from the NCAA 2014-15 Sports Sponsorship and Participation Rates Report. High school data from the 2014-15 High School Athletics Participation Survey. Consumer data from the 2013 Sports, Fitness and Leisure Activities Topline Participation Report. Management estimates.

XOS at a Glance

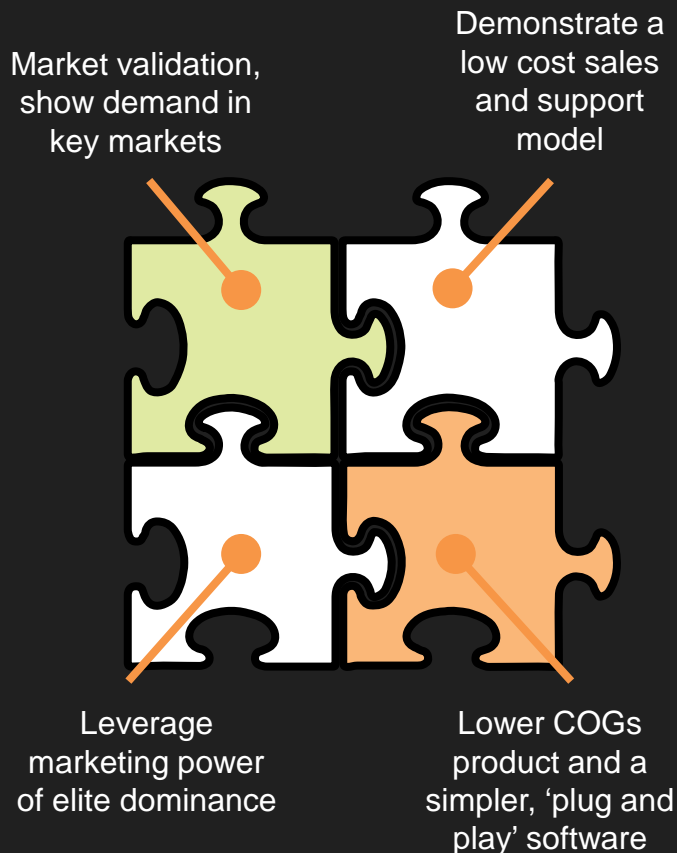
A market leader in providing innovative digital and video analytic software solutions to elite sports teams in the United States

- Market leader specialising in designing custom digital video solutions to optimise sports coaching in the US professional and college sports market
 - Founded in 1999, XOS introduced the first digital coaching system to the professional sports market
- Video analytics through “Thunder” product family
 - XOS supplies a premier on premise and cloud based suite of coaching and analytics services for pro and college sports
 - Highly scalable and proven technology platform
- Licencing business for video content to media partners
- Partnerships with other players in sports technology, including with Catapult, ChyronHego and GoPro
- Team of 87 employees and headquartered in Boston, Massachusetts



PLAYERTEK at a glance

Provides platform to accelerate Catapult's entry into the prosumer market



- Based in Ireland, PLAYERTEK has developed wearable analytics products primarily targeted at amateur footballers and clubs / organisations
- Low costs to manufacture PLAYERTEK's products enable them to be offered at attractive price points for the prosumer market
- Over 140 teams in Europe have adopted PLAYERTEK's products since they were commercially launched in June 2015
- PLAYERTEK is expected to have an immaterial upfront financial impact for Catapult but is highly strategic providing a proven commercialised solution for Catapult to accelerate entry into the prosumer market





QUESTIONS?

THE MOST USED SECRET IN SPORT



APPENDIX

Athlete tracking for elite sport

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 3rd 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

Cloud-based analysis sent back to user

Winners use Catapult

2015
Bundesliga
Champions

2015
AFL
Champions

2016
UEFA
Champions

2016
Premier League
Champions

2016
A League
Champions

2015
NCAA Div 1 FBS
Champions

2016
NFL
Champions

2015
NRL
Champions



XOS Customer Base

Extensive customer base of >400 sports organisations with a current focus on Pro and NCAA Division 1 sports

- >400 sports organisations across two distinct team sport types
 - “Play based” sports such as football and baseball
 - “Flow” sports such as ice hockey, basketball and soccer
- Strong positioning in US professional and college sports, with customer base including:
 - 24 of 32 NFL teams
 - 100+ NCAA Division 1 football programs, and all SEC, Big 10 and Pac 12 teams
 - 21 of 30 NHL teams
 - 50+ NCAA Division 1 hockey programs
 - 70+ NCAA Division 1 basketball programs
- Highly engaged and loyal customer base with average relationship tenure greater than 7 years and renewal rates greater than 101% on a revenue basis



**12 of the last 15
Super Bowl
Champions**



**9 of the last 10
Stanley Cup
Champions**



**14 of the last 15
BCS Champions**

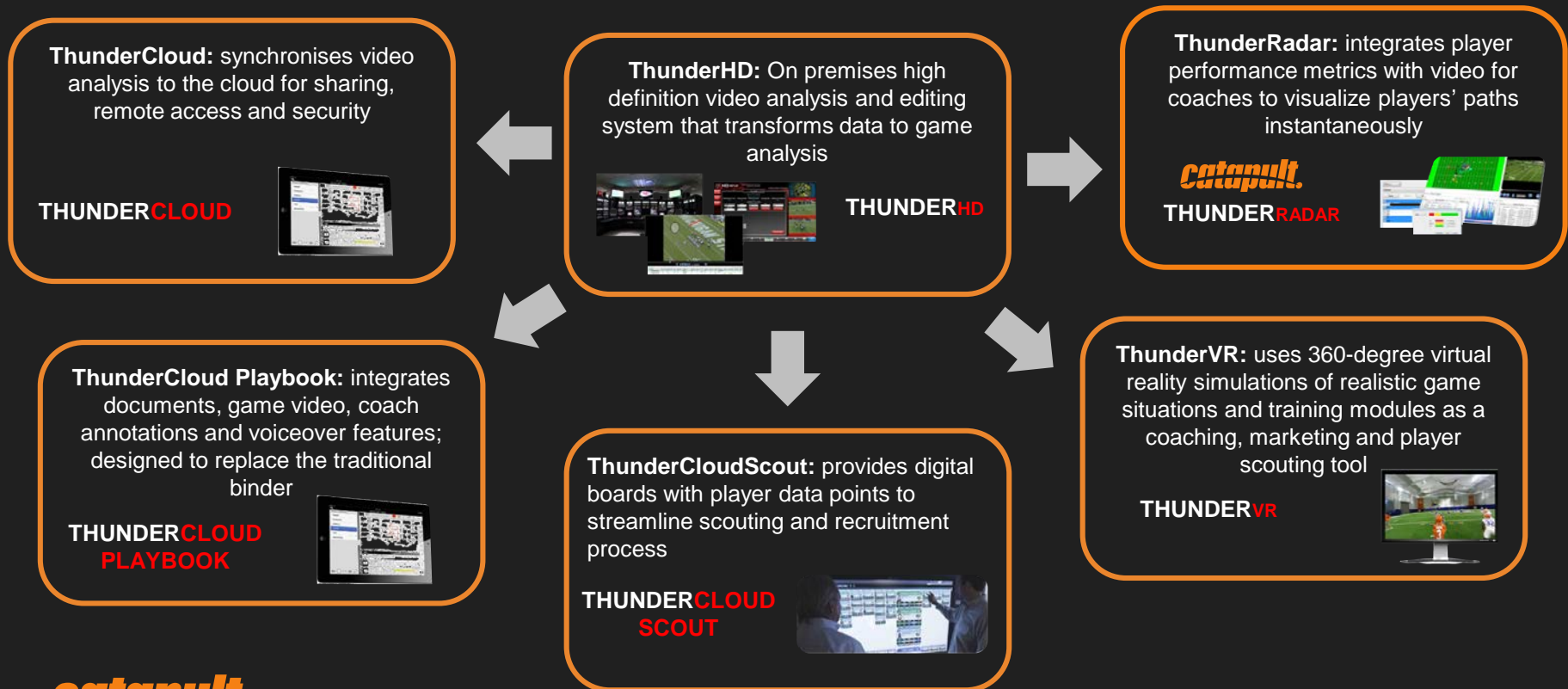


**9 of the last 10
Frozen Four
Champions**

XOS Thunder Product Family

Sophisticated video editing, tagging and analysis software solution for coaching staff, targeted at Pro and Division 1 NCAA programs

- Combines video, scouting and advanced analytics, creating a seamless cloud-based workflow and **owning the technology experience** for coaches, players and staff
- Components can be sold and used separately or combined for a rich ecosystem



XOS Content Licensing

Content licensing connecting customers to major media entities

- Valuable strategic relationships based on connecting a wide range of video content rights-holders with some of the largest media licensee entities in the world
- Potential to leverage relationships for both XOS and Catapult content

Licensing Partners



Example Licensing Customers



Compelling Strategic Rationale for XOS Acquisition

- 1 Brings together leaders of wearable and video technology, the 2 key technology pillars in elite club environments
- 2 Strengthens Catapult's strategic positioning and operational platform to accelerate its expansion globally and generate significant potential synergies
- 3 Enables Catapult to pioneer the development of next generation products for elite sports which integrate player performance data analytics with video analytics
- 4 Substantially accretive to Catapult's total revenues, recurring revenue base and EBITDA (pre-synergies) and will accelerate Catapult's transition to positive EBITDA and free cash flow in FY17¹

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