



Market Release

16 November 2016

Catapult boosts consumer focus with key leadership appointment

ASX-listed global sports technology group Catapult Group International Ltd (ASX: CAT) today announced the appointment of Benoit Simeray to the new leadership position of CEO Consumer.

The appointment signals Catapult's intention to leverage its global leadership position in elite sports towards building a foothold in the vast global market for consumer team sports wearable technology and analytics.

A French national, Mr Simeray brings two decades of experience building global consumer electronics businesses to Catapult. Mr Simeray will spearhead Catapult's rollout of wearable products, technology and services for consumer team sports.

Mr Simeray was previously Vice President of Global Sales at consumer wellness technology firm Jawbone, responsible for sales, sales operations and channel marketing across a platform spanning some 50 countries.

Prior to Jawbone, he spent almost 10 years at TomTom in senior executive sales, product and engineering functions. As an early employee at TomTom, Mr Simeray was instrumental in helping the group grow annual revenues from two million euros to almost 1.5 billion euros in six years, with more than 4,000 staff at its peak. He was also responsible for establishing the Fitness business unit of TomTom, which today is its fastest-growing consumer unit.

Commenting on the appointment, Catapult CEO Shaun Holthouse said Mr Simeray would bring an acute awareness of how to leverage unique technology into globally successful consumer technology businesses.

"Benoit has a very strong record for driving global hyper-growth in consumer electronics for sports and fitness. He's just the right person to translate Catapult's leading solution for elite sports into a winning suite of wearable technology products and services for a global consumer audience," Mr Holthouse said.



“Over the course of his career Benoit has contributed to delivering world-class consumer hardware and software, that has cumulatively sold more than 150 million units. He understands consumer marketing, how to drive growth at scale, and how to optimise channels and logistics. That makes him an ideal fit.”

Mr Simeray said: “I’m delighted to be joining the Catapult team to pioneer its approach into the consumer segment. Watching from the outside, I’ve been impressed at the deep inroads Catapult has made in a short time in the competitive market for wearables in elite sports. That tells me Catapult’s technology is truly unique and it’s exciting to be translating that edge to the untapped consumer team sports market.”

Mr Simeray began his career as sales manager for Ubisoft France, which went on to become a world-leading video game producer. He later worked as France country manager for Handspring, a Palm Pilot spin-off company.

Development of a global consumer sports technology platform is the latest evolution of Catapult’s business model from one solely focused on elite sports. In July, Catapult announced the acquisition of Ireland-based Kodaplay Ltd (trading as PLAYERTEK), as the basis for rolling out a global solution for the sub-elite (or ‘prosumer’) sports market.

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About Catapult

Catapult is an Australian multinational corporation that is revolutionising the way professional and elite athletes worldwide are being monitored and analysed in training and competition.

Developed in Australia in conjunction with the Australian Institute of Sport, Catapult’s wearable athlete tracking platform has become the most widely accepted solution globally. As of



February 2016, over 900 elite and professional teams are customers of Catapult's solution, competing in the largest and most prestigious sporting codes. Despite this market share, Catapult estimates only a small fraction of all elite and professional athletes currently have any wearable solution in place.

Some of Catapult's recent championship winning clients include:

- Western Bulldogs (AFL, Australia)
- Denver Broncos (NFL, USA)
- Leicester City FC (English Premier League, UK)
- Real Madrid CF (UEFA Champions League)
- Bayern Munich (Bundesliga, Germany)
- Beşiktaş JK (Super Lig, Turkey)
- Cronulla Sharks (NRL, Australia)
- Adelaide United FC (A-League, Australia)
- Saracens RFC (Premiership Rugby, UK)
- University of Alabama (NCAA gridiron, USA)
- Guangzhou R&F FC (Chinese Super League)

For a more detailed list of our clients please visit <http://www.catapultsports.com.au/au/clients/>

With major offices in Australia, the United States and the United Kingdom and 213 staff in more than 11 countries, Catapult is an Australian technology success story with a global footprint that is committed to advancing the way data is used in elite sports.

For more information on Catapult, please visit:

Investor Centre – <http://www.catapultsports.com/au/investors/>

Website – www.catapultsports.com