

ASX Market Announcement
18 April 2017

Catapult announces major upgrade to **PLAYERTEK** platform, accelerates push into prosumer market

ASX-listed global sports technology company Catapult Group International (ASX: CAT) today announced a major upgrade of its prosumer offering with the release of *PLAYERTEK by Catapult*.

PLAYERTEK was acquired in August 2016 to accelerate Catapult's entry into the prosumer market. The launch of *PLAYERTEK by Catapult* delivers a complete wearable hardware and software analytics solution to the prosumer market. It is designed specifically for amateur athletes, and is based on Catapult's world-leading platform used by more than 1,250 elite teams globally. As well as a proven hardware wearable, the solution includes analytics software available in both web and mobile app versions, which has been extensively re-engineered and enhanced over the past 6 months.

Catapult has pioneered in the category of wearable performance analytics for elite athletes, and now has almost 250 staff worldwide. The company holds a range of patent families internationally, has dominant global market share, and continues to drive and innovate around cutting edge technology in the space.

The launch of *PLAYERTEK by Catapult* also includes significant business improvements:

- A new website and e-commerce platform (www.Playertek.com) has been launched, including "direct to consumer" online sales
- Playertek hardware manufacturing has moved to Catapult's global supply chain, enabling lower cost of goods and scalability up to hundreds of thousands of devices
- Deployment of a third-party logistics provider to efficiently deliver product at scale to key markets in Europe, the United States and Australia
- Launch of a re-engineered software application layer comprising both web and mobile offerings, for individuals and teams
- A significant step up in global PR and inside sales activity

The *PLAYERTEK by Catapult* solution is initially targeted at soccer, Australian Rules Football, Rugby League, Rugby Union, and American Football.

Shaun Holthouse, Catapult CEO said "We expect some of the new features we are unveiling, such as the ability to compare your performance to professional players – from the English Premier League for example – will gain real traction in the prosumer market and are starting to show how our prosumer feature set will be different to our elite products."

Sales under the *PLAYERTEK* brand were 1,146 units in H1 FY17¹, achieved solely using the legacy product and business processes. The launch of *PLAYERTEK by Catapult* is expected to generate some uplift in prosumer business for Catapult as well as validating its production, logistics, inside sales and e-commerce capability. The more significant growth driver will be Catapult's formal launch of its full prosumer offering, flagged for FY18.

Mr. Holthouse continued: "Internally we are focused on hitting key milestones towards the launch of our full prosumer business offering. *PLAYERTEK by Catapult* represents a material step and its timely release gives us confidence we are on track."

Benoit Simeray, Catapult's CEO of Consumer, said: "There is a huge, unpenetrated market for wearable devices in prosumer team sports. *PLAYERTEK by Catapult* is a significant upgrade that marks the beginning of our push into this market. The potential for this product, which leverages Catapult's leadership and dominance in elite sports, is very exciting."

¹ 802 units post close of acquisition on 12 August 2016

“Frankly, no other company has the credibility and experience Catapult brings to this category, and there has never been an offering like *PLAYERTEK by Catapult* that is built on this platform.”

The new *PLAYERTEK by Catapult* solution is available now for pre-order in the UK, and will also soon be available for pre-order in the US, Australia and some European countries. Shipments are expected to start in the first half of May 2017.

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