

ASX Market Announcement
26 April 2017

Catapult signs league-wide video analytics agreement with National Hockey League

Catapult Group International (ASX: CAT) today announced that its video analytics division, XOS Digital (XOS), has signed a league-wide agreement with North-America's professional ice hockey league, the National Hockey League (NHL®), to provide in-game video analysis services to all NHL teams, commencing with the 2017 Stanley Cup® Playoffs.

XOS will provide a turnkey solution to the NHL, whereby in-game video will be streamed live to each NHL team's bench. Coaching staff will have the ability to use the XOS ThunderCloud iBench app as a fully customisable, data driven, visual feedback tool, allowing for instant analysis and real-time coaching adjustments. The deal initially covers the 2017 Stanley Cup Playoffs, plus the next two full NHL seasons.

Matt Bairos, President and CEO of XOS Digital commented: "We're delighted to announce the first video-based league-wide agreement for Catapult. The solution we have established for the NHL is a real game-changer in terms of how teams can access and analyse player performance in-game, improving the speed with which coaching feedback and adjustments can be made."

"Our existing NHL clients – 23 of the 31 teams in the NHL – have been using the iBench app for a number of years, and they consistently tell us that it has quickly become integral to how coaching staff give tactical feedback to players, both in real-time and during post-game review sessions," Mr Bairos said.

"We believe this will enhance the in-arena coaching experience," said David Lehanski, NHL Senior Vice President, Business Development and Global Partnerships. "It is important we provide each NHL Club's coaching staff with access to the best possible products that offer deeper insights into the game in near real time."

Catapult CEO Shaun Holthouse said: "As our first video-based league-wide agreement, this is a fantastic milestone for both XOS and the Group. Not only does this reflect the power of the XOS technology stack, it is another step towards realising Catapult's vision of an integrated sports analytics platform leveraging the insights captured by both our wearables and our suite of video analytics products."

About the NHL®

The National Hockey League (NHL®), founded in 1917, will celebrate its Centennial anniversary in 2017. The year-long celebration will pay tribute to 100 years of NHL hockey by honoring the past, commemorating the present, and celebrating its future. In 2017 the League will also celebrate 125 years of the most revered trophy in professional sports – the Stanley Cup®. Comprised of 31 Member Clubs, the NHL is represented by players from more than 20 countries across team rosters. Each year, the NHL entertains hundreds of millions of fans around the world. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN in the U.S., Sportsnet and TVA in Canada, and Viasat in the Nordic Region. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™, and on NHL.com, available in eight languages and featuring an enhanced statistics platform powered by SAP, providing the definitive destination for hockey analytics. The NHL is committed to giving back to the community through programs including: Hockey is for Everyone™ which supports nonprofit youth hockey organizations across North America; Hockey Fights Cancer™ which raises money and awareness for hockey's most important fight; NHL Green™ which is committed to the pursuit of sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports. For more information, visit NHL.com.

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