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Catapult Signs League-Wide Deal with the UK's Rugby Football League

Catapult Group International Ltd (ASX: CAT, 'Catapult') is pleased to announce the signing of a new partnership with the Rugby Football League (RFL), as the RFL embrace Catapult's world leading athlete performance technology to enhance its existing innovation credentials. The RFL is the governing body for rugby league in England – covering the England National Rugby League team and the Northern Hemisphere's elite rugby league competition, the Betfred Super League.

Deal highlights

- 390 Catapult S5 elite tracking units.
- Teams covered include the England National Rugby League Team and all 12 teams in the Super League.
- Establishes framework for Catapult and the Super League to explore data commercialisation opportunities through live match-day tracking services.

Under the agreement, Catapult have supplied 390 S5 tracking units during 2017 and will see the implementation of Catapult's market-leading wearable athlete performance monitoring platform to all 12 teams in the Super League and the England National Rugby League team. These will be used in both training and competition matches in 2018.

The agreement will also explore live match-day tracking using Catapult's ClearSky stadia technology. For the 2018 Super League season, the RFL and Catapult will investigate data commercialisation opportunities to use live metrics supported by Catapult.

Commenting on the partnership with Catapult, Roger Draper, Chief Commercial Officer at the Rugby Football League, said: "Catapult's wearable analytics will be deployed to all 12 of our Super League teams, having already been used by the England Men's National Team at the Rugby League World Cup 2017. The RFL have long been associated with technology innovation and our partnership with Catapult enhances our technology credentials as we explore new opportunities for live match-day tracking and grassroots wearables."

Draper added: "We selected Catapult for their analytics platform capabilities, their service model and the opportunity to explore new commercial opportunities. We are extremely excited about the partnership for the Super League and our teams."

Commenting on the agreement, Joe Powell, Catapult's Chief Executive Officer, said: "We're delighted to be able to work in partnership with the RFL and the Super League as they ramp up their use of innovative technology to enhance performance amongst their athletes and teams. We're equally excited to explore potential data broadcast opportunities, following the success of this year's State of Origin project. The pursuit of league-wide deals continues to be a key focus for us here at Catapult and we're grateful to RFL for the opportunity to partner."

The RFL is the governing body for professional rugby league in England. It administers the England National Rugby League Team, the Challenge Cup, Super League and the Rugby League Championship and League 1.

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