



27 March 2018  
ASX Market Release

## Catapult completes A\$25m Institutional Placement to fund Elite and Prosumer growth opportunities

### Highlights

- Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Group') has successfully raised A\$25 million via an institutional placement ('Placement')
- Catapult received strong support from existing institutional shareholders and the introduction of new high quality institutional shareholders
- The proceeds will be used to capitalise the business appropriately, enable the execution of Catapult's significant growth opportunities in the elite and prosumer markets and deliver long-term growth to shareholders

### Catapult successfully completes Placement

Catapult is pleased to announce it has successfully completed a Placement of 22,727,273 new fully paid ordinary shares ('New Shares') raising A\$25 million. The issue price for the Placement was A\$1.10, representing a 6.8% discount to the last traded price on Friday, 23 March 2018.

The Placement received strong demand from new and existing shareholders. Goldman Sachs Australia Pty Ltd acted as Lead Manager for the Placement.

Catapult's Chief Executive Officer, Joe Powell, said "We are grateful for the continued support of our existing shareholders and we are pleased to welcome a number of new high quality institutional shareholders to the register as we continue to invest in and grow our company."

The net proceeds from the Placement will be used as follows:

- **Elite Sales:** To fund the hiring of additional sales and marketing FTEs in the Americas, Europe and Asia and to accelerate Catapult's penetration in those markets;
- **Prosumer:** To provide marketing, distribution and working capital to accelerate growth in unit sales following Catapult's soft launch to the Prosumer soccer market in Q4 FY18;
- **Tactical Analytics:** To fund the hire of additional software development FTEs to continue to develop and commercialise the tactical product for Elite teams; and
- **Investment in Elite Technology Stack:** To fund integration and additional development costs related to other products in the Catapult technology stack.

Catapult's Chief Financial Officer, Mark Hall, said "We are confident this capital is what we need to deliver on our current plans to create a high-growth, positive cash flow generating business over the next few years and look forward now to executing."

Catapult's Executive Chairman, Dr Adir Shiffman, said "This is a great outcome for the Company after what has been a period of positive transformation for the business which has ensured we are positioned to take on a significantly larger attainable market opportunity across both Elite and Prosumer. The recent appointments of both Joe and Mark have been a tremendous win for Catapult following the rapid ascent from a start-up of fewer than 50 people to over 300 today. The level of sophistication they bring to our already strong global executive management team has brought even greater confidence to the Board and that we are on the right path with the right team in place."

New Shares subscribed for under the Placement are expected to settle on Thursday, 29 March 2018. Allotment and normal trading of New Shares is expected to commence on the ASX on Tuesday, 3 April 2018.

The New Shares issued under the Placement will rank pari passu with existing fully paid ordinary shares. The Placement was made under Catapult's placement capacity in accordance with ASX Listing Rule 7.1 and accordingly will not require shareholder approval.

### **Further information**

Further details can be found in Catapult's capital raising presentation lodged with the ASX yesterday.

For media and investor enquiries please contact:

Bevin Shields  
Head of Investor Relations  
Catapult Group International  
[investor.relations@catapultsports.com](mailto:investor.relations@catapultsports.com)

### **Forward-looking statements**

Any forward-looking statements, opinions and estimates provided in this announcement rely on various contingencies and assumptions. Various factors and risks, both known and unknown, many of which are outside the control of Catapult, may impact upon the performance of Catapult and cause actual performance to vary significantly from expected results. There can be no guarantee that Catapult will achieve its stated objectives or that forward looking statements or forecasts will prove to be accurate.