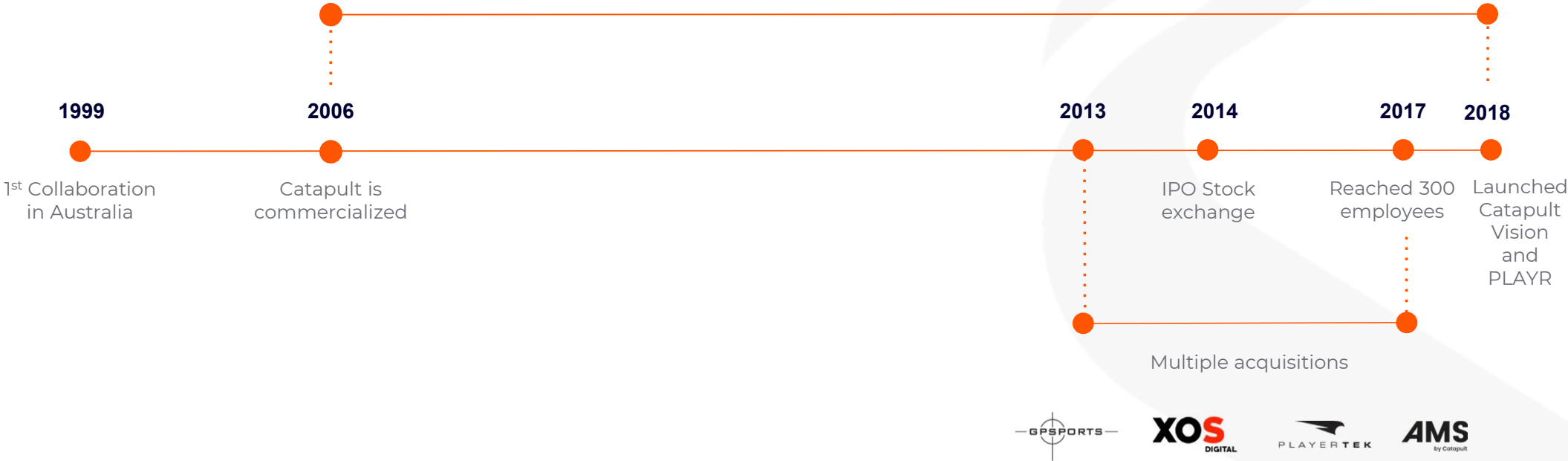# CATAPULT

U.S. INVESTOR ROADSHOW
OCTOBER 2018

WE EXIST TO BUILD AND IMPROVE THE PERFORMANCE OF ATHLETES AND TEAMS.

PLAY SMART. DEFY LIMITS.

CATAPULT TIMELINE

Working with over 1,800 organizations

1999

2006

2013

2014

2017

2018

1st Collaboration in Australia

Catapult is commercialized

IPO Stock exchange

Reached 300 employees

Launched Catapult Vision and PLAYR

Multiple acquisitions

GPSPORTS   XOS DIGITAL   PLAYERTEK   AMS by Catapult

OUR
STRATEGY

LEVERAGE ELITE
INTO PROSUMER

→

OWN THE
PERFORMANCE
TECHNOLOGY
STACK FOR
ELITE SPORT

→

COMMERCIALISE ELITE
WEARABLE & VIDEO DATA

OWN THE PERFORMANCE TECHNOLOGY STACK

ATHLETE MONITORING

Our athlete monitoring solutions enable you to prepare your players for competition, keep up with the demands of elite sport, and support robust injury rehabilitation.

VIDEO TECHNOLOGY

Our video solutions provide detailed insights that are used to inform tactical decisions, player feedback and talent identification.

ATHLETE MANAGEMENT SYSTEM

AMS by Catapult is a platform that helps to build, manage and improve the performance of athletes and sports teams.

LARGE AND GROWING
ADDRESSABLE MARKET

UNDERPENETRATED MARKET
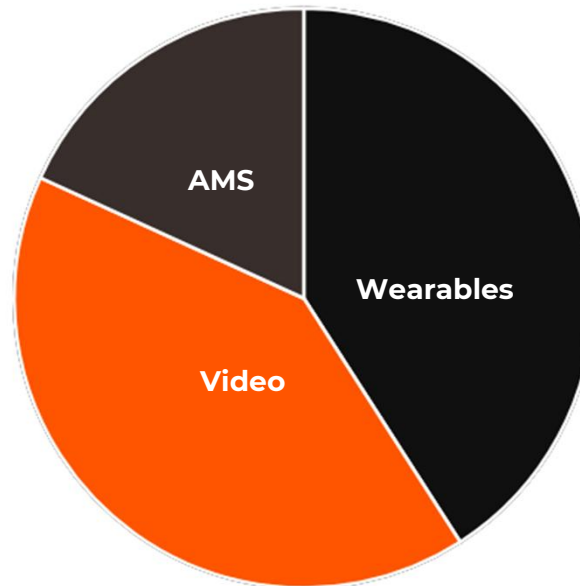
c. 10,000 teams[1]

Plus, we think an additional 10,000 teams will push up into this market over time

>1,800 Current Catapult Clients

GROWING ADDRESSABLE MARKET

$450m-$550m[2]

AMS

Wearables

Video

Industry growth ~40% CAGR through to 2022[3]
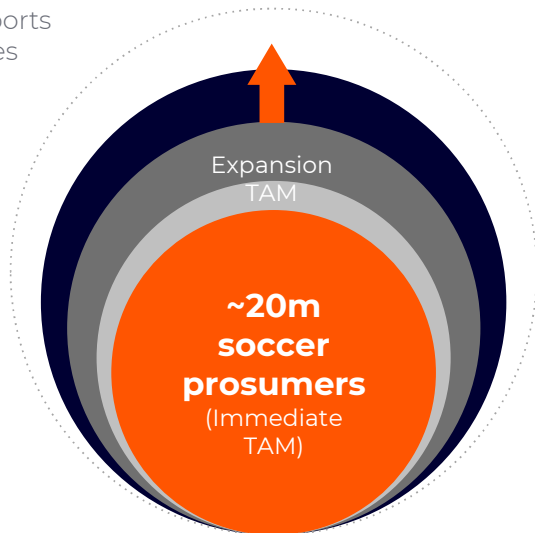
[1] Based on bottom-up management analysis

[2] Current addressable market based on management estimates

[3] HTF Market Report September 2018
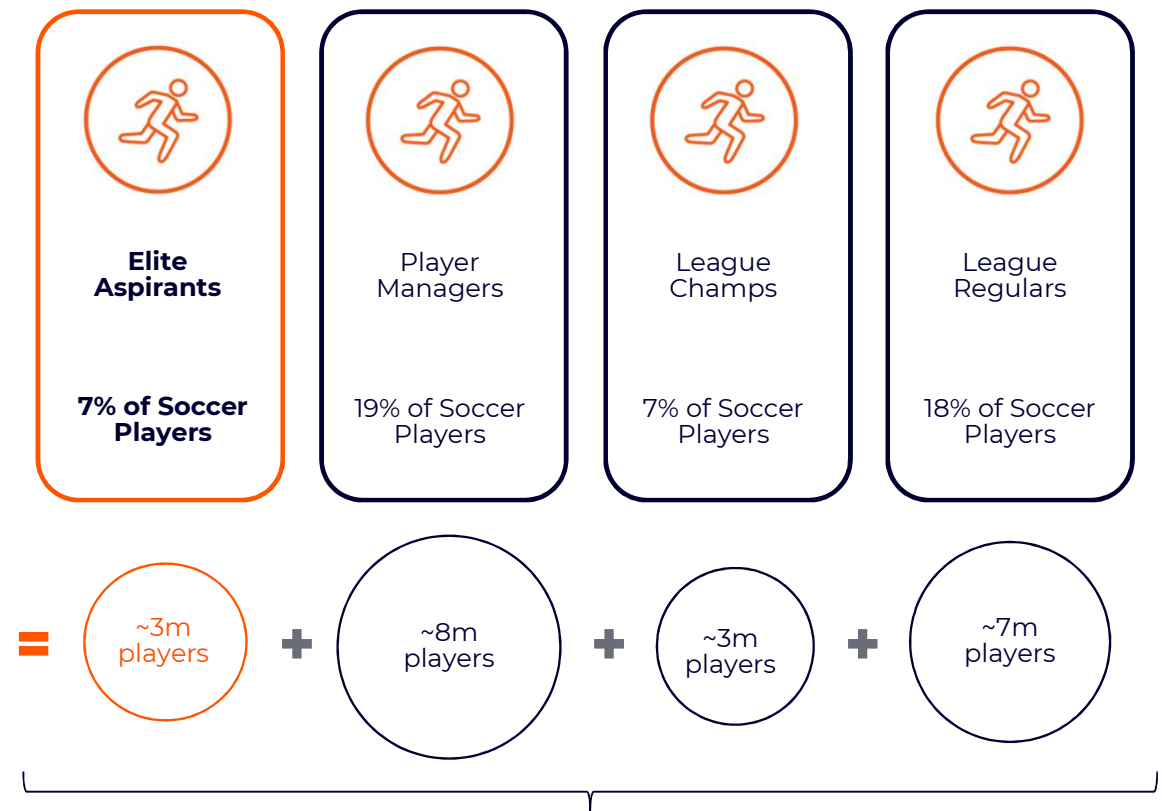
LARGE ADDRESSABLE MARKET IDENTIFIED IN SOCCER

There is a large, unaddressed market for wearable devices focused on team-based sports across multiple sports and multiple geographies

American Football
1.5m prosumers ∎

Rugby
1.5m prosumers ∎

AFL/Gaelic Football
0.5m prosumers ∎

Expansion TAM

~20m soccer prosumers
(Immediate TAM)

Our initial prosumer target persona

Expansion prosumer customer personas

Elite Aspirants

7% of Soccer Players

Player Managers

19% of Soccer Players

League Champs

7% of Soccer Players

League Regulars

18% of Soccer Players

= ~3m players + ~8m players + ~3m players + ~7m players

Prosumers make up ~51% of the registered Soccer playing market

Sources: CAT AudienceNET survey, (2,000+ respondents); FIFA 'Big Count' Member Survey (2006); Management estimates. Numbers may not add due to rounding.

FY18 RECAP

STRONG **RESULTS**

- Pro-forma revenue growth +19% to $76.8m

- ARR $53.4m (+16%) driven by Elite wearable ARR +29%

- First year of positive operating cash flow, $6.4m

- Improving operating momentum in H2 with accelerating rev. growth and slowing expense growth

PROFITABLE **CORE**

- Core* business is EBITDA and cash flow positive
  - UEBITDA^ $8.0m +38%
  - Free cash flow $2.8m
- APRU stable and Churn improving

- Increasing leverage from ELITE Wearables & ELITE Video core

- LTV / CAC 7x

INNOVATION **CONTINUES**

- $9.1m invested in R&D

- Launched PLAYR prosumer product in June 2018

- Launched Catapult Vision ahead of schedule

- Tactical analytics and more new products on the way

- Prosumer revenue $3.4m up from $1m in FY17

* Core = Underlying business excl. Prosumer ^ UEBITDA = Underlying EBITDA

STRONG RESULTS

CORE BUSINESS GROWTH IS BEING POWERED BY ELITE WEARABLES, ELITE VIDEO AND AMS:

- Elite wearable revenue +29%, Elite video revenue +6% and +17% in H2 up from -5% in H1

- More than 200 new clients signed in FY18

- AMS has already delivered 20 new clients and has a large cross sell opportunity

- League/association wide deals signed in FY18 (see logos below)

- Operating with clients in 82 countries, 11 new countries during 2018

- Proven cross sell capability – signed first 3 product client

- Subscription install base up 27% 17,098 devices

PROSUMER POWERED BY THE SALE OF 14K DEVICES IN FY18

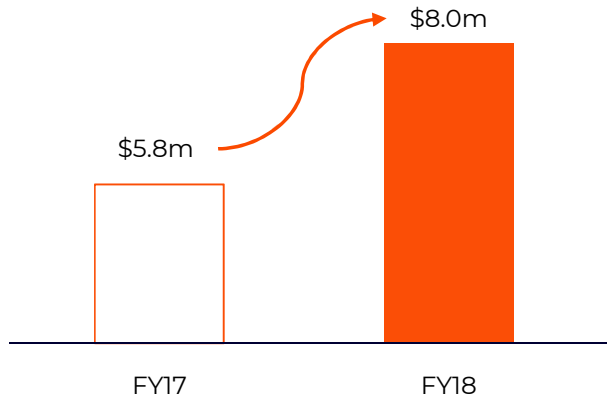# STRONG RESULTS
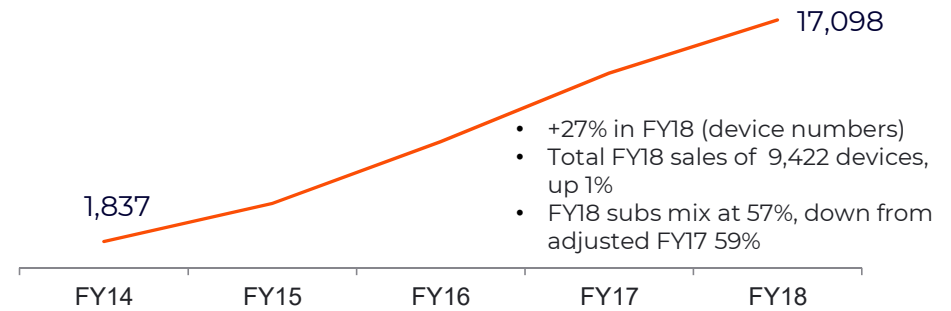## NEW CLIENTS

>1,800
CLIENTS
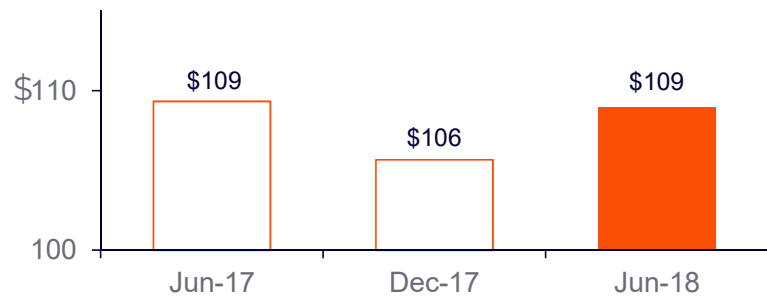
82
COUNTRIES

35
SPORTS

PROFITABLE
CORE

CORE EBITDA GROWTH +38%

$5.8m — FY17
$8.0m — FY18

ARPU STABLE*

* Excludes AMS

	Jun-17	Dec-17	Jun-18
	$109	$106	$109

$110
$100

ELITE WEARABLES SUBSCRIPTION GROWTH CONTINUES

1,837 (FY14) → 17,098 (FY18)

FY14 FY15 FY16 FY17 FY18

- +27% in FY18 (device numbers)
- Total FY18 sales of 9,422 devices, up 1%
- FY18 subs mix at 57%, down from adjusted FY17 59%

ARR IS GROWING STRONGLY

$m

Group ARR +16%

55
45
35
25
15

Jun-17   Dec-17   Jun-18

Wearables +29%
Video +5%
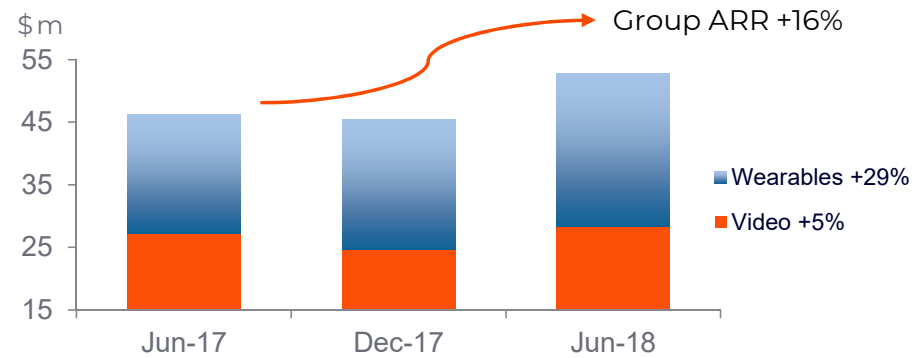
INNOVATION
CONTINUES

ENHANCING THE CORE;

- 25 new analytic metrics deployed to >250 teams

- Expanding into new markets with Catapult Vison and increasing revenue per client

- Developing innovative new products eg. tactical analytics

IN PROSUMER;

- Launched PLAYR on 6 June 2018

- Addressable market of 20 MILLION in Soccer

- FY18 sales continue to validate prosumer demand

- PLAYR is now available throughout the UK, Ireland , America, Europe and Australia.

INNOVATION CONTINUES
CATAPULT VISION

Catapult Vision was launched ahead of schedule and provides easy-to-use video tagging and analytical tools that were built with input from coaches around the world.

A key feature is the inherent integrations with Catapult's performance data.

FY19 GUIDANCE

- CONTINUED STRONG GROWTH FROM THE CORE

- UPSIDE FROM PROSUMER

In-line with The Group's long term guidance provided in March 2018 Catapult is on track to generate positive cash flow at the Group level by FY21.

In FY19 Catapult sees continued strong growth in the core business and upside from Prosumer.

The drivers for growth in FY19 are:

- double digit percentage growth in ARR;

- continued momentum in elite video revenue growth;

- increasing operating leverage in the core business; and

- strong momentum in Prosumer.

Catapult looks forward to providing quantitative FY19 guidance ahead of this year's AGM, which is scheduled for November 2018.

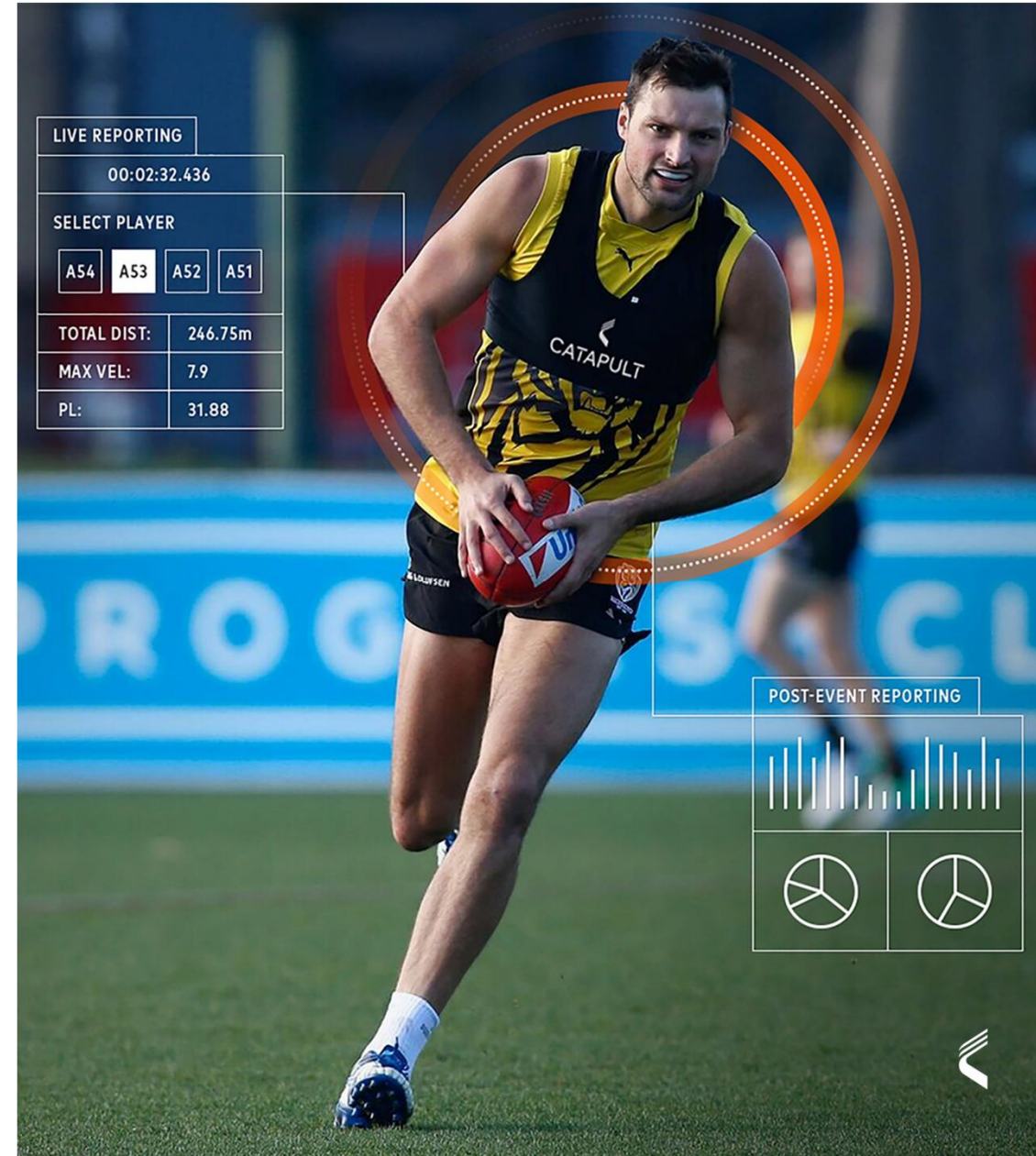# CLIENT CASE STUDIES
ELITE BUSINESS

AUSTRALIAN
FOOTBALL LEAGUE

The Australian Football League (AFL) is Australia's premier sporting competition, comprising 18 teams that field 18 players at a time on the world's largest playing field.

Having used Catapult to track player movement for the past decade, AFL teams were having issues with data accuracy at the Etihad Stadium.

The AFL installed ClearSky in the stadium, allowing every team that plays at the Etihad to wear T6 devices and get pinpoint positional and inertial data. Other AFL teams are now looking to install the technology for the 2018 season.

LIVE REPORTING

00:02:32.436

SELECT PLAYER

| A54 | A53 | A52 | A51 |

TOTAL DIST:	246.75m
MAX VEL:	7.9
PL:	31.88

POST-EVENT REPORTING

BUFFALO BILLS

The Buffalo Bills compete in the NFL, playing during a season that coincides with the brutal Buffalo winters.

Due to the weather restricting the team's access to outdoor practice facilities, Buffalo needed a local positioning system that could accurately track speed, distance and a range of intensity and explosivity metrics.

Catapult installed ClearSky into Buffalo's indoor facilities ahead of the 2016/17 season. The team now relies on the data to make decisions that impact the squad on a day-to-day basis.

AFC
BOURNEMOUTH

Anthony White, goalkeeping coach and sports science at AFC Bournemouth, uses the G5 to capture key performance metrics from the club's goalkeepers, informing coaching sessions and ensuring that their training aligns with match demands and the club's overall playing philosophy.

"We've really nailed down over the last 14-16 months what sort of data we're after before a game," says White. "We're after a limited amount of dives, a limited amount of high jump explosions, but still getting those key elements in so we can work on our philosophies and our key demands within a game."

The G5 system has also enabled Bournemouth to identify the specific strengths and weaknesses of individual goalkeepers. Through detailed analysis of the data, Bournemouth's coaches have been able to work with goalkeepers on specific points and iron out any potential flaws in their technique.

WALES RUGBY UNION

ClearSky was installed at the Principality Stadium in Cardiff in 2016 to deliver precise positional information in an arena with a retractable roof.

Ranked seventh in the world, Wales have won the six nations on four occasions in the last twelve years and reached the semi-finals of the 2011 Rugby World Cup.

The information collected to the ClearSky system is used to inform live and post-match performance analysis, helping Wales' coaches and sports scientists gain a deeper understanding of player workload, fitness and fatigue.

NEWCASTLE UNITED FC

Jamie Harley, Sports Scientist at Newcastle United FC of the English Premier League, is one of the most advanced data-driven individuals in his profession.

Using Catapult comprehensively in real time, using an iPhone during training sessions, and leading towards every match, Jamie can't imagine a time when the technology won't be a valuable tool used in every training.

"It's become such a key part in what we do at training, the equipment is just part of the kit that the players wear. They'll put the shorts and t-shirt on, they'll put the GPS and the heart rate monitor on, and then they'll get the shin pads and the boots on. It's just part of the kit."

SWEDISH FOOTBALL
ASSOCIATION

Matti Demegård is the Physical Trainer for the Swedish Football Association and IF Elfsborg, overseeing the well-being of Sweden's best footballers.

Matti has been using Catapult for the last few years, with a strong focus on quantifying return to play protocols. Using the technology for a club team as well as a national team provides a different perspective when analysing individual performances in relation to team performances.

Innovative in his approach to better understanding how to quantify what his players are doing on this pitch, Matti embraced athlete monitoring technology early in the adoption curve for Swedish football.

CASE STUDY

MILWAUKEE BUCKS

With brand new, world-class practice facilities and a performance staff that has used Catapult previously, ClearSky was the perfect solution for the Milwaukee Bucks.

Previously using Catapult to capture PlayerLoad™, heart rate and Inertial Movement Analysis (IMA), Milwaukee installed ClearSky in late 2016 to quantify speed and distance. The team also use the system to work on next-generation tactical applications.

The Bucks use ClearSky on a daily basis at practice and closely monitor all return to play protocols for injured players after establishing benchmarks for specific players and positions.

NRL STATE OF ORIGIN

CLEARSKY ENGAGES AUDIENCES WITH INNOVATIVE METRICS

In conjunction with the NRL, Channel Nine, the QRL, NSWRL and Telstra, the 'Telstra Tracker' used ClearSky during the 2017 State of Origin series to display live data to fans throughout all three games.

"**This is a very exciting initiative** for the game which will have significant benefits not only for our fans but for our players as well. With this advanced technology, viewers will be able to access new insights into how the game is played and it will no doubt further highlight the unbelievable athletic qualities of the best of the best in rugby league.

DAVID SILVERTON,
Head of Strategy, National Rugby League