

2018 AGM - CEO JOE POWELL



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

PLAY SMART. DEFY LIMITS.



CATAPULT TIMELINE



OUR STRATEGY

LEVERAGE ELITE
INTO PROSUMER



OWN THE
PERFORMANCE
TECHNOLOGY
STACK FOR
ELITE SPORT



COMMERCIALISE ELITE
WEARABLE & VIDEO DATA

ELITE SPORT

OWN THE PERFORMANCE TECHNOLOGY STACK



01

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.



02

VIDEO TECHNOLOGY

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



03

ATHLETE MANAGEMENT SYSTEM

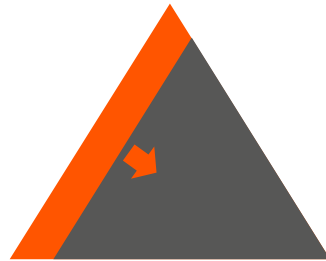
Catapult AMS is a platform that helps to build, manage and improve the performance of athletes and sports teams.

ELITE SPORT

LARGE AND GROWING ADDRESSABLE MARKET

UNDERPENETRATED MARKET

c. 10,000 teams¹ Plus, we think an additional 10,000 teams will push up into this market over time

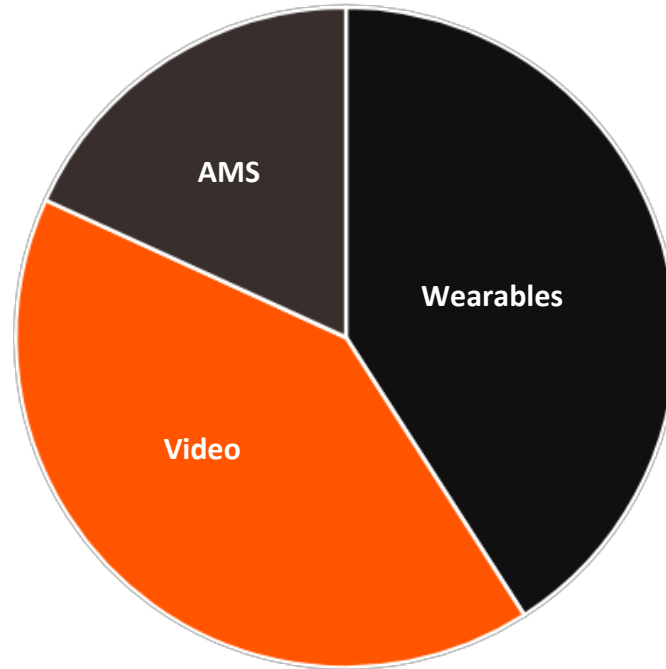


**>1,800
Current Catapult
Clients**



GROWING ADDRESSABLE MARKET

\$450m-\$550m²



Industry growth ~40% CAGR through to 2022³

¹ Based on bottom-up management analysis

² Current addressable market based on management estimates

³ HTF Market Report September 2018

ELITE SPORT INNOVATION CONTINUES WITH CATAPULT VISION

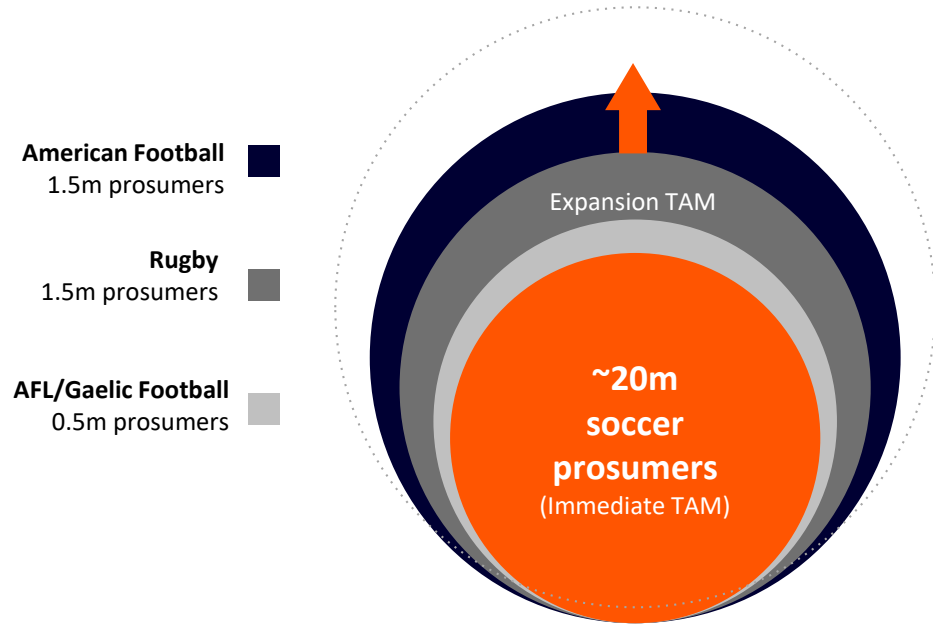


- 1 Customise your tag template as you work
- 2 Personalise hot keys for live analysis
- 3 Analyse multiple games in one project
- 4 Integrated with Catapult data and analytics
- 5 Imports for sport specific data
- 6 Easy colour coded timeline
- 7 Comment and discuss clips with groups or individuals
- 8 Publish content directly to the VISION mobile app
- 9 Integrated 3D telestration graphics
- 10 Fast presentation builder, including slide creation
- 11 No transcoding needed, start coding immediately
- 12 Fast drag and drop presentation builder

PROSUMER

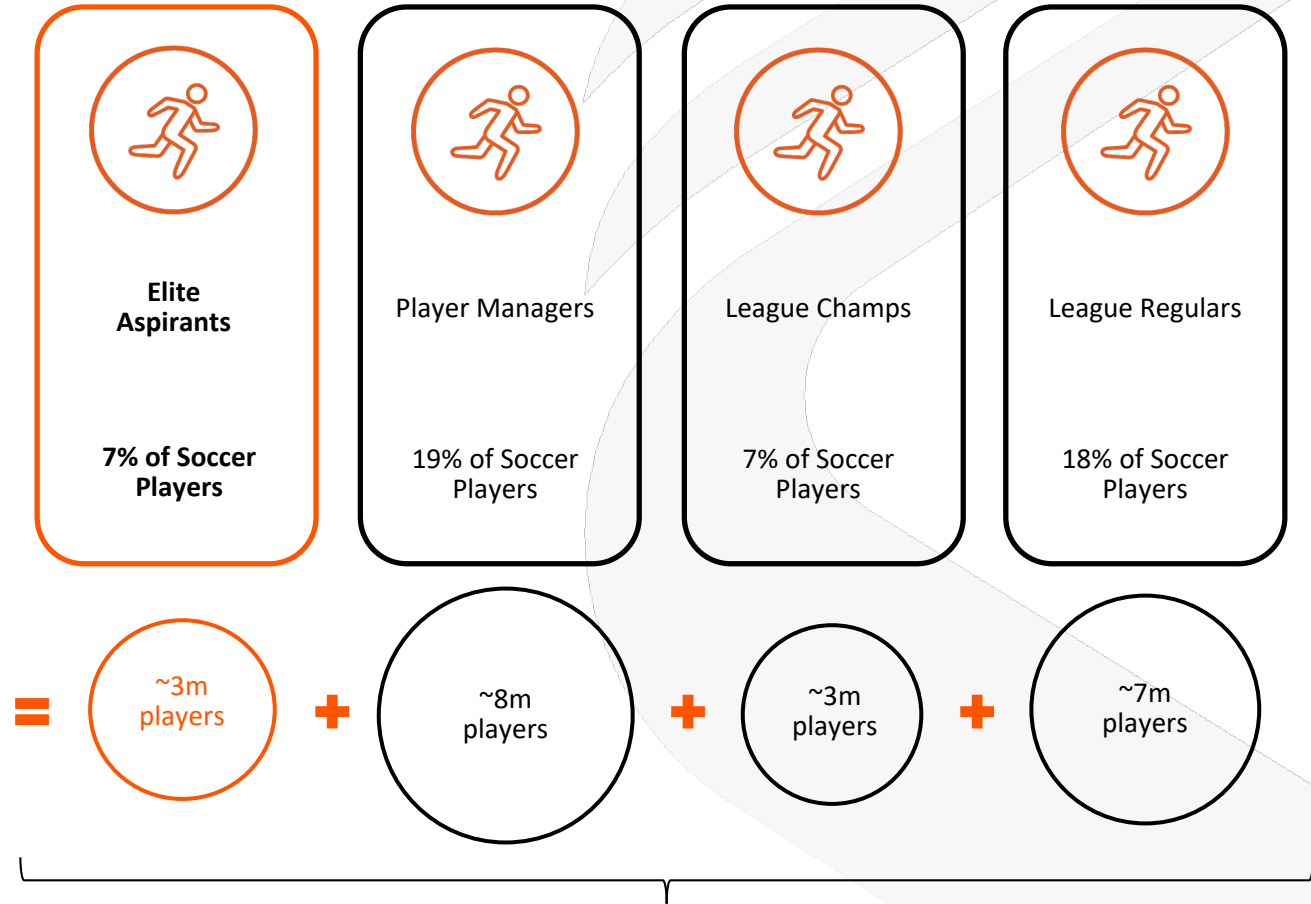
LARGE ADDRESSABLE MARKET IDENTIFIED IN SOCCER

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



Our initial prosumer target persona

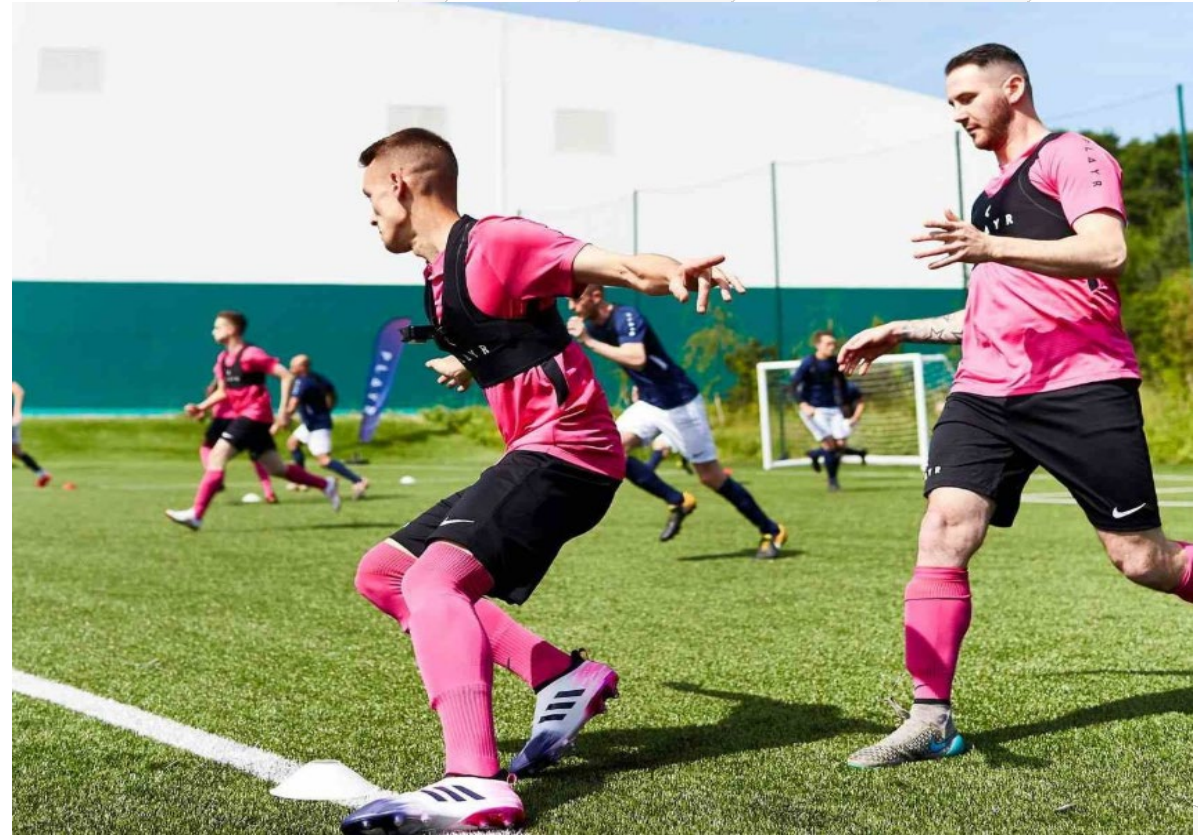
Expansion prosumer customer personas



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

PROSUMER

INNOVATION CONTINUES WITH PLAYR





FY18 REVIEW



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
 - Free cash flow \$2.8m
- APRU stable and Churn improving
- Increasing leverage from ELITE Wearables & ELITE Video core

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



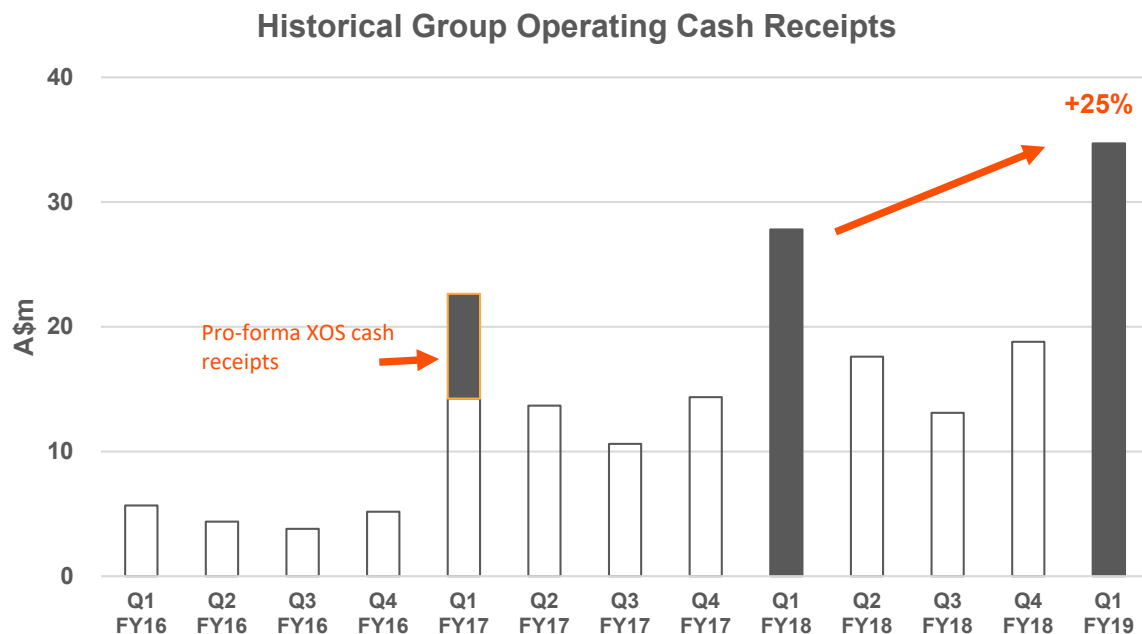
FY19

MOMENTUM CONTINUES



FY19

Q1 FINANCIAL UPDATE: STRONG START TO THE YEAR



- Group revenue of \$20.6m, growth of 39% (30% USD constant currency)
- Group Underlying EBITDA loss of (\$0.1m) a \$3.7m improvement from Q1 FY18
- Core Underlying EBITDA of \$1.4m a \$3.2m improvement from Q1 FY18
- Core revenue growth of 34% or 24% on a USD constant currency basis
 - Elite Wearables
 - Revenue growth of 51% or 46% on a USD constant currency basis
 - Unit sales of 1,729 with 70% subscription mix
 - Playertek+ revenue \$0.5m (\$nil pcp)
 - Elite Video
 - Revenue growth of 18% or 9% on a USD constant currency basis.
- New business (Prosumer)
 - New Product revenue \$1.4m up from \$0.5m in FY18.

MOMENTUM CONTINUES FOR ELITE CORE BUSINESS

World-class teams and associations continue to join market leader Catapult

French Football Federation which includes 2018 FIFA World Cup Champions, the French men's national football team. The marquee signing meant that 15 of the 32 teams competing at this year's World Cup were using Catapult products.

Real Madrid CF an agreement with another of the biggest and most successful football clubs in the world. This agreement sees Catapult's elite wearables technology used by Real Madrid's prestigious football and basketball teams. Real Madrid will also use Catapult's ClearSky technology and have the integrated services of a Catapult performance consultant.

Football Association of Wales (FAW) Catapult's elite wearables technology will be used by the Wales senior men's national team, as well as the U21, U19, and U17 age group squads. In addition to wearable technologies, the FAW will be implementing the Catapult AMS system to assess and share performance, medical, and wellness data internally from a centralised software platform.

54 countries under the jurisdiction of the **Confederation Africaine de Football (CAF)** and CAF itself will be supplied with world-leading athlete monitoring technology to advance team and player performance. The partnership will see more than 2,500 of Catapult's PlayerTek+ units supplied to CAF teams.



Momentum continues - more elite renewals / signings from Q1 FY19

- **National Hockey League (US)** - extended the league wide deal to provide in-game video analysis services to all NHL teams until the end of 2020-2021 season.
- **Milwaukee Bucks and San Antonio Spurs (US)** - renewed NBA clients using elite wearables technology
- **DePaul University & University of South Carolina (US)** – new signing for the Catapult Vision video product
- **Chelsea FC (UK)** - renewed marquee Premier League client for 2 years using elite wearables technology
- **S.L. Benfica (EMEA)** – the largest and most successful football club in Portugal, introduced elite wearables technology ClearSky, Catapult Connect, and Catapult Vision
- **FC Copenhagen (EMEA)** - first Danish football team, adopting both elite wearables and Athlete Management System (AMS)
- **Argentinos Juniors (LATAM)** – 11th client in the 26 club Superliga Argentina de Futbol using our elite wearables technology
- **Sportivo Luqueño and Sol de America (LATAM)** - taking Catapult to eight of the 12 teams in the Paraguayan Primera Football División using our elite wearables technology
- **Colchester United (UK)** - the largest performance technology investment for an English Football League Two team (the fourth tier of football in England) using elite wearables technology.



IMPRESSIVE FIRST 120+ DAYS FOR PLAYR

Following **positive reviews of PLAYR** in Planet Football, Football365, Soccer365, Absolute Gadget, Gadget Head and Goal.com, PLAYR has entered a number of sponsorship partnerships and has some bigger partnership announcements pending.

PLAYR is now **selling through established channels** in the UK, Scandinavia, Europe, US and Singapore including ProDirectSoccer, Unisport, XXL, LovellSoccer, Greaves, soccer.com, b8ta, amazon.co.uk, amazon.com and Weston Corp.

PLAYR **social and digital engagement is growing week to week** following a focused program of content marketing. Since launching in June 2018 PLAYR already has more than 9,000 Instagram followers and is delivering positive **sales growth in line with the company's ambitious expectations.**



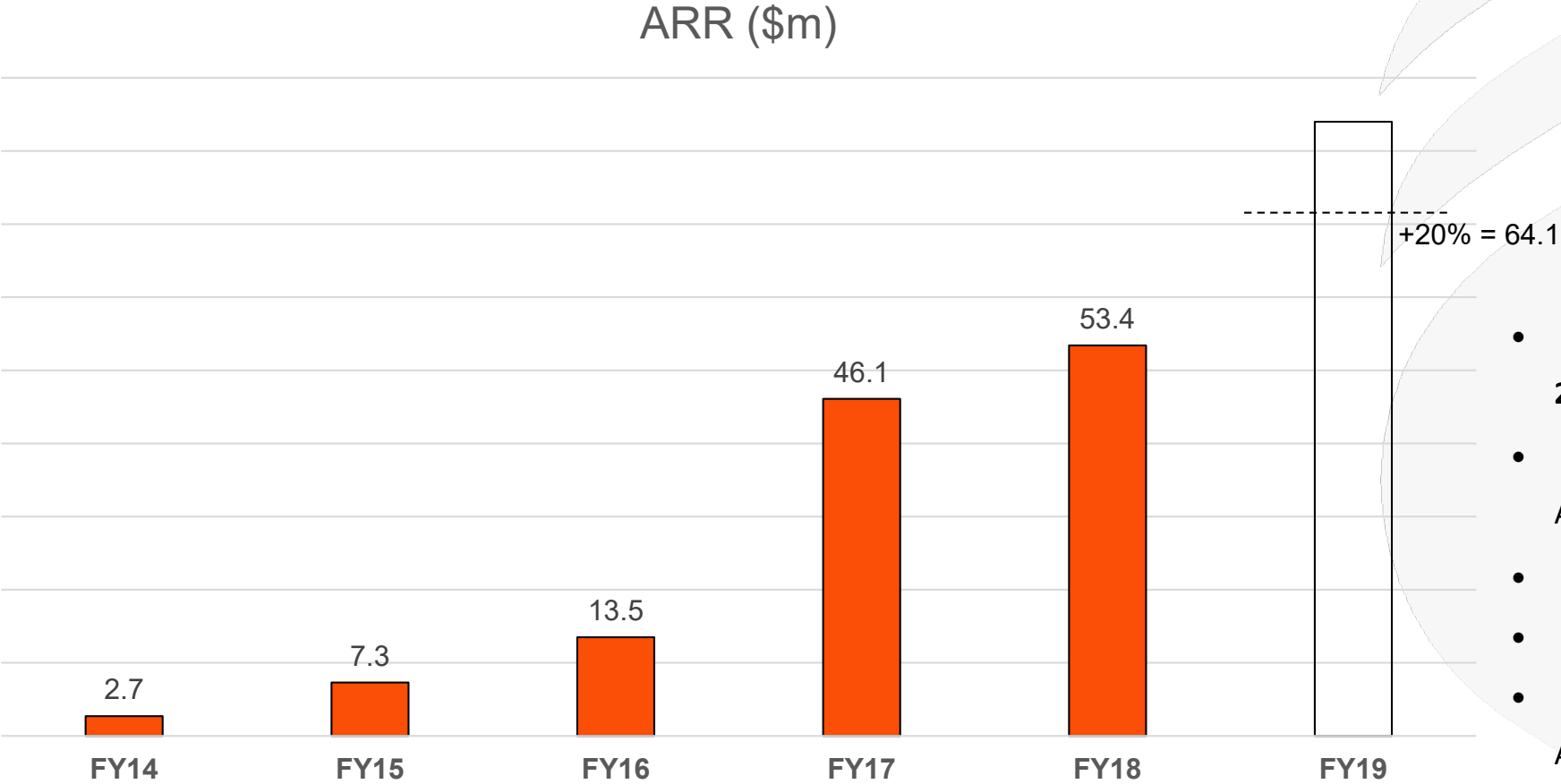


OUTLOOK



HIGH QUALITY, HIGH GROWTH ARR

SOFTWARE CONTRACTS WITH ELITE CLIENTS



- **FY19 guidance for ARR growth of above 20%**
- All elite products are contributing to ARR growth: wearable + video + AMS
- Low churn for all products
- Multi-year contracts
- Sales incentives focused on accelerating ARR growth

FY19

GUIDANCE

Measure	FY18 base	FY19 Guidance	Comment
Elite Core Revenue**	\$73.4m	Between \$86m and \$88m	Implies growth between 17% and 20%
Underlying Core EBITDA***	\$8.0m	Between \$11m and \$13m	Implies growth between 37% and 63%
Annualised recurring revenue (ARR)	\$53.4m	Growth above 20%	Accelerating growth

All guidance assumes AUD to USD of 75 cents across all USD denominated transactions and no material impacts arising from the adoption of AASB15

** Excludes Prosumer

*** Excludes Prosumer, investment in analytics software and employee share plan expense

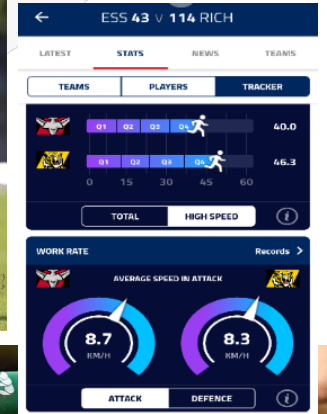
In regards to the Prosumer business Catapult's objective is sales volume growth of 3.5x to 4x in FY19 (FY18 volume 14k). Supporting this sales growth is incremental investment in marketing and additional resources of \$6m. The Prosumer expense run rate coming into FY19 was \$6m.

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.

WE'RE CONFIDENT WE'LL CONTINUE TO WIN AND GROW PROFITABLY

CATAPULT'S COMPETITIVE ADVANTAGES

- Global scale
- Market leading technology
- Integrated performance technology stack
- Superior service and value proposition for clients
- Deep sports science heritage



Disclaimer and legal

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.