



21 November 2018
ASX Market Release

Catapult's new soccer and American football partnerships

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Group') today announced two exciting partnerships in world football and a video coaching solutions deal with a new American Football league. The three partnerships further showcase Catapult's global leadership in sports science innovation and technology.

1. PLAYR and New York City FC partnership

New York City FC (NYCFC) today announced a new partnership with PLAYR, the world's first soccer SmartCoach system designed by leading elite sports tech brand, Catapult Sports. The agreement will see PLAYR become an Official Partner of NYCFC, enabling two NYCFC Academy teams to use the latest GPS technology, combined with personalized sports science advice, to improve on-pitch performance.

The PLAYR SmartPod records more than 1,000 movements per second, combining distance, power and speed data with GPS heat maps so players can compare their performance to their peers in the PLAYR community – as well as top professional players from all around the world. It also helps analyze overall schedules including effort levels and recovery, providing advice from experienced coaches, who have worked across the globe, to optimize rest, recovery and nutrition.

This holistic approach aligns with the objectives of the NYCFC Academy – to constantly monitor the welfare and wellbeing both on and off the field of players in the NYCFC Academy system.

In addition to providing the wearable tracking system to NYCFC's U14 Boys' and U16 Girls' Academy teams starting in 2019, through the partnership, PLAYR will expand its market-leading technology to NYCFC City Development League events, NYCFC-led youth tournaments, the NYCFC summer camp series and NYCFC youth talent centers. Together, NYCFC and PLAYR will reach tens of thousands of aspiring soccer players and young NYCFC fans throughout the New York Metropolitan area and empower them to use technology and the PLAYR products to improve their game.

The partnership will also see PLAYR expand its footprint to enable even more youth soccer players throughout the country to use technology to track performance and improvements. PLAYR will become the official GPS player tracking technology partner of the annual Nexen Manchester City Cup – the elite youth tournament operated by Surf Cup Sports and NYCFC's sister club and 2018 Premier League Champions, Manchester City FC – as well as GOALS soccer centers in the United States.

Commenting on the partnership with NYCFC Benoit Simeray, CEO of PLAYR, said "Our mission at PLAYR is to revolutionize match day preparation for every soccer player around the world. Based on over 10 years of experience in the elite market with Catapult Sports, PLAYR now gives aspiring players exclusive stats, insights and advice that have previously only been available to professional coaches in order to improve their performances on and off the pitch. By partnering with NYCFC, GOALS and the Nexen Manchester City Cup, we're excited by the opportunity to put PLAYR at the heart of the next generation of US soccer stars and give them the tools to empower their journey to the next level."

Catapult's technology, previously only available to professionals at elite teams, is now available to soccer players at every level.

2. CAF deal for 2,650 Catapult PLAYERTEK devices

In a landmark deal for Catapult, 54 countries under the jurisdiction of the Confédération Africaine de Football (CAF) and CAF itself will be supplied with Catapult's world-leading athlete monitoring technology to advance team and player performance.

The partnership will see 2,650 of Catapult's PLAYERTEK units supplied to CAF teams to help optimise

performance, reduce injury risk and qualify return to play processes. Used by all senior international and Olympic teams, the deal marks a significant investment into elite performance technology.

The PLAYERTEK system is the latest in a series of wearable athlete tracking products. Featuring a device worn in a vest between the shoulder blades, the system measures over 1,000 data points per second to build up a detailed picture of performance. The devices track key metrics such as distance covered, speed, PlayerLoad, impacts, work ratio and heart rate in real-time, enabling coaches to reach a more detailed understanding of team and player performance.

Joe Powell, CEO of Catapult Sports, said: “We’re delighted with this opportunity to help with the development of world class athletes. We’re seeing more and more talent emerge from this region, and to be a part of this journey with CAF is a huge step for us. We know that player tracking and data acquisition are critical to every element of players’ health and performance, and we are proud to be supporting the African nations in their mission to be the best.”

3. Elite video solutions deal with the Alliance of American Football (AAF)

Catapult’s US business, XOS Digital, was selected by the AAF to provide its eight teams with a coaching video solution. The AAF is a new American Football league set to commence in February 2019, one week following the NFL Super Bowl.

The AAF will consist of eight 50-man teams representing Arizona, Atlanta, Birmingham, Memphis, Orlando, Salt Lake City, San Antonio and San Diego. Games will be broadcast on CBS Sports.

Commenting on the deal with the AAF Joe Powell said: “It is very positive to leverage video coaching solutions Catapult already provides into the NFL. This deal reinforces Catapult as a market leader. We are helping the coaches and this new league from day one, to optimise the performance of players and teams”.

The financial impact of the above contracts is within our existing FY19 guidance considerations.

- ENDS -

For media and investor enquiries please contact:

Andrew Keys
Investor Relations
Catapult Group International
E: investor.relations@catapultsports.com
M: +61 400 400 380