



# FY20 RESULTS

19 AUGUST 2020

Will Lopes  
**Chief Executive Officer**

Hayden Stockdale  
**Chief Financial Officer**

CATAPULTSPORTS.COM



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# IMPORTANT NOTICE

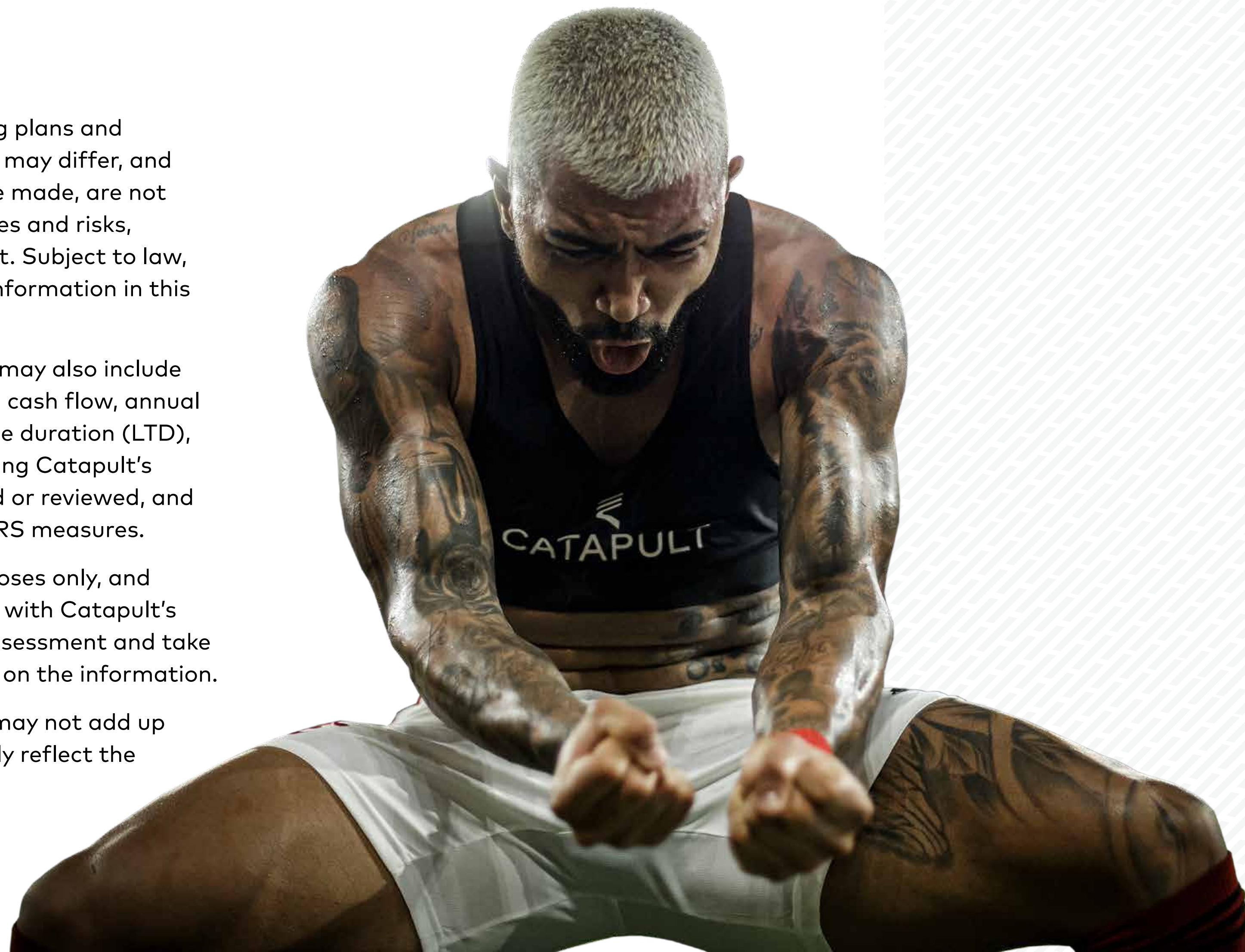


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Due to rounding, numbers presented throughout this document may not add up precisely to the totals provided and percentages may not precisely reflect the presented figures.





# 2019/20 CHAMPIONS USE CATAPULT



KANSAS CITY CHIEFS  
NFL



LOUISIANA STATE  
UNIVERSITY  
NCAA FOOTBALL



REAL MADRID  
LA LIGA



FC PORTO  
PRIMEIRA LIGA



ROYAL ANTWERP FC  
CROKY CUP



BEERSCHOT WILRIJK  
PROXIMUS  
LEAGUE



DINAMO ZAGREB  
PRVA LIGA



SYDNEY ROOSTERS  
NRL



RICHMOND TIGERS  
AFL



CANTERBURY  
CRUSADERS  
SUPER RUGBY



RED STAR BELGRADE  
SERBIAN  
SUPERLIGA



FK VOJVODINA  
SERBIAN CUP



KAWASAKI FRONTALE  
J.LEAGUE YBC



FK SARAJEVO  
NATIONAL CUP



LEGIA WARSAW  
EKSTRAKLASA



STAL MIELEC  
I LIGA



SLAVIA PRAGUE  
FORTUNA LIGA



FK PARDUBICE  
FNL



FERENCVAROS  
NEMZETI  
BAJNOKSAG I



MTK BUDAPEST  
NEMZETI  
BAJNOKSAG II



FC SHAKHTAR  
DONETSK  
UKRAINIAN  
PREMIER LEAGUE



FC DYNAMO KYIV  
UKRAINIAN CUP



FK SUDUVA  
NATIONAL LEAGUE



FK QARABAG  
AZERBAIJANI  
PREMIER LEAGUE



SYDNEY FC  
A- LEAGUE



PERTH WILDCATS  
NBL



SUWON SAMSUNG  
KOREAN FA CUP



KASHIWA REYSOL  
J-2 LEAGUE



NIPPON TV TOKYO  
VERDY BELEZA  
NADESHIKO  
LEAGUE DIV1



KFA  
EAFF E-1  
CHAMPIONSHIP

# FY20 ACHIEVEMENTS

- DELIVERED \$9M OF POSITIVE FREE CASH FLOW, A YEAR EARLIER THAN EXPECTED
- FIFTH CONSECUTIVE HALF OF CONSISTENT EBITDA GROWTH, UP \$9.2M TO \$13.3M
- 26 CUSTOMER-FACING SOLUTIONS/UPGRADES
- MANAGEMENT OF COVID-19 CRISIS





# FINANCIAL HIGHLIGHTS

## CATAPULT'S GLOBAL SCALE AND OPERATING LEVERAGE

		FY20 (AUD \$M)	FY19 (AUD \$M)	% CHANGE
RECURRING REVENUE	ARR <sup>1</sup>	72.6	66.2	10%
	SUBSCRIPTION REVENUE	77.6	64.0	21%
	REVENUE	100.7	95.4	6%
OPERATING LEVERAGE	EBITDA <sup>2</sup>	13.3	4.1	225%
	FREE CASH FLOW <sup>3</sup>	9.0	(17.1)	153%
GROWTH INVESTMENT	R&D AS A % OF REVENUE	9%	11%	(18%)

<sup>1</sup> ARR will be retired as a reporting metric in FY21.

<sup>2</sup> Includes AASB16 changes in FY20 of \$1.9m

<sup>3</sup> Includes AASB16 changes in FY20 of \$2.0m and COVID-19 mitigations and government grants of \$4.9m



# OPERATIONAL HIGHLIGHTS

## SALES

- Major marquee team signings
- Another successful year with league-wide deals
- Growth in multi-solution customer up 39%

## TECHNOLOGY

- Delivered 26 customer-led innovative solutions
- Vector take up rate of 17.4% across all customers
- COVID-19 solutions
- \$9m invested in R&D to drive future growth

## CORPORATE

- US appointments including CEO, COO and SVP of Product
- Moving to USD currency
- New Independent Board Member with the appointment of Michelle Guthrie





# WE ARE WEATHERING COVID-19 WELL

- COVID-19 INNOVATIONS NOW USED BY OVER 2,000 ATHLETES
- CUSTOMER UTILISATION OF OUR SOLUTIONS IS NOW HIGHER THAN A YEAR AGO
- CASH COLLECTIONS WERE STRONG THROUGH H2
- COST MEASURES WERE SWIFTLY IMPOSED AND LIFTED
- THE IMPACTS AREN'T AS SEVERE AS EXPECTED



# JUST SOME OF OUR FY20 MAJOR SIGNINGS



REAL MADRID  
CF



MAJOR LEAGUE  
RUGBY  
(LEAGUE-WIDE)



CAROLINA  
PANTHERS



UNIVERSITY  
OF NORTH  
CAROLINA



UNIVERSITY  
OF SOUTH  
CAROLINA



ENGLAND AND  
WALES CRICKET  
BOARD



CHICAGO  
BEARS



FC RIGA



ANAHEIM  
DUCKS



UNIVERSITY  
OF MISSISSIPPI



UNIVERSITY  
OF IOWA



STANFORD  
UNIVERSITY



FC BASEL



DIMAYOR  
(LEAGUE-WIDE)



ZHEJIANG  
GREENTOWN FC



SK SLAVIA  
PRAGUE



LAWN TENNIS  
ASSOCIATION



UNIVERSITY OF  
NEVADA LAS  
VEGAS

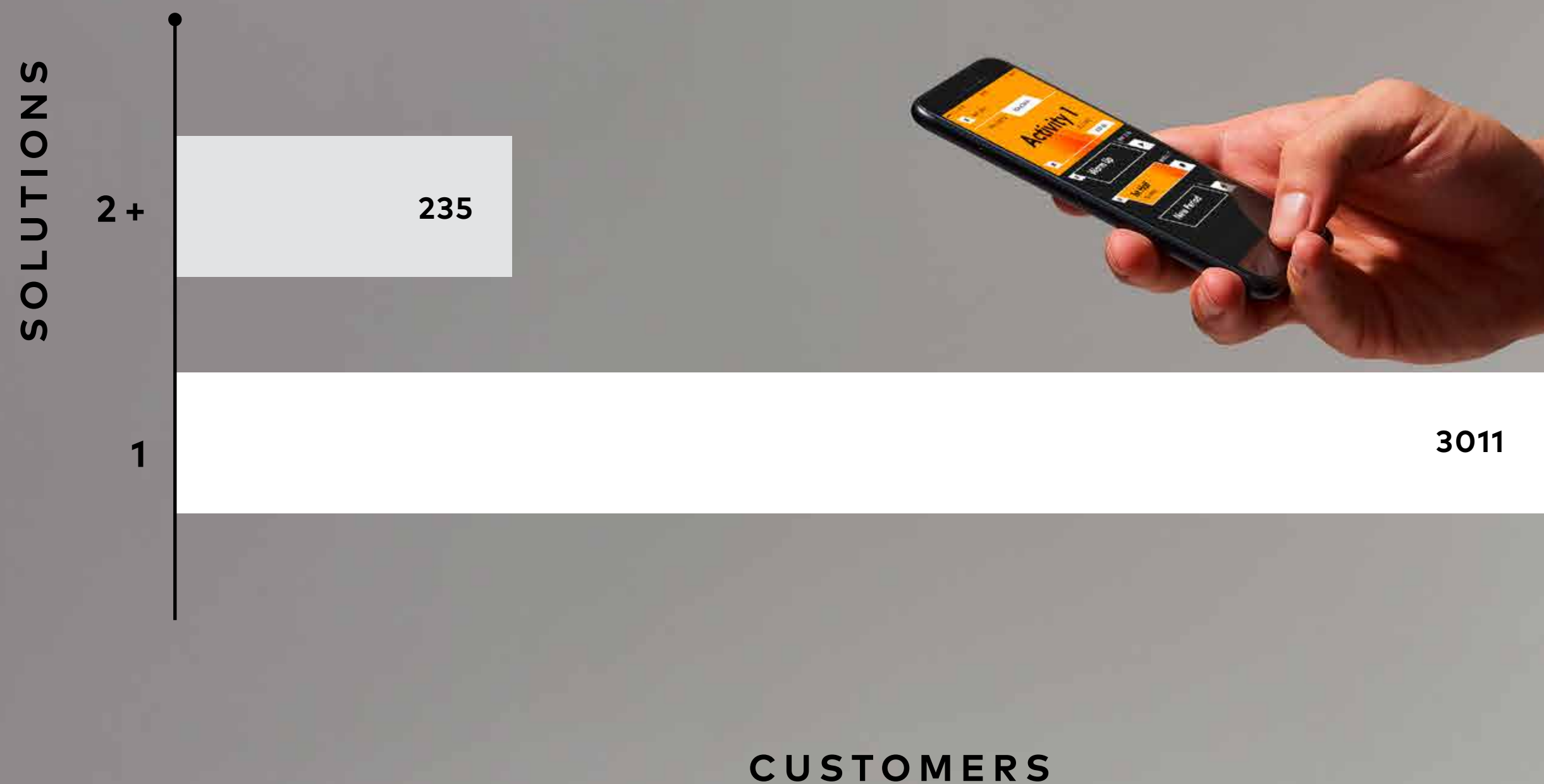






# GROWTH IN CUSTOMERS WITH 2+ SOLUTIONS OF 39%

GROWTH IN TOTAL CUSTOMERS OF OVER 20% SINCE JUNE 2019



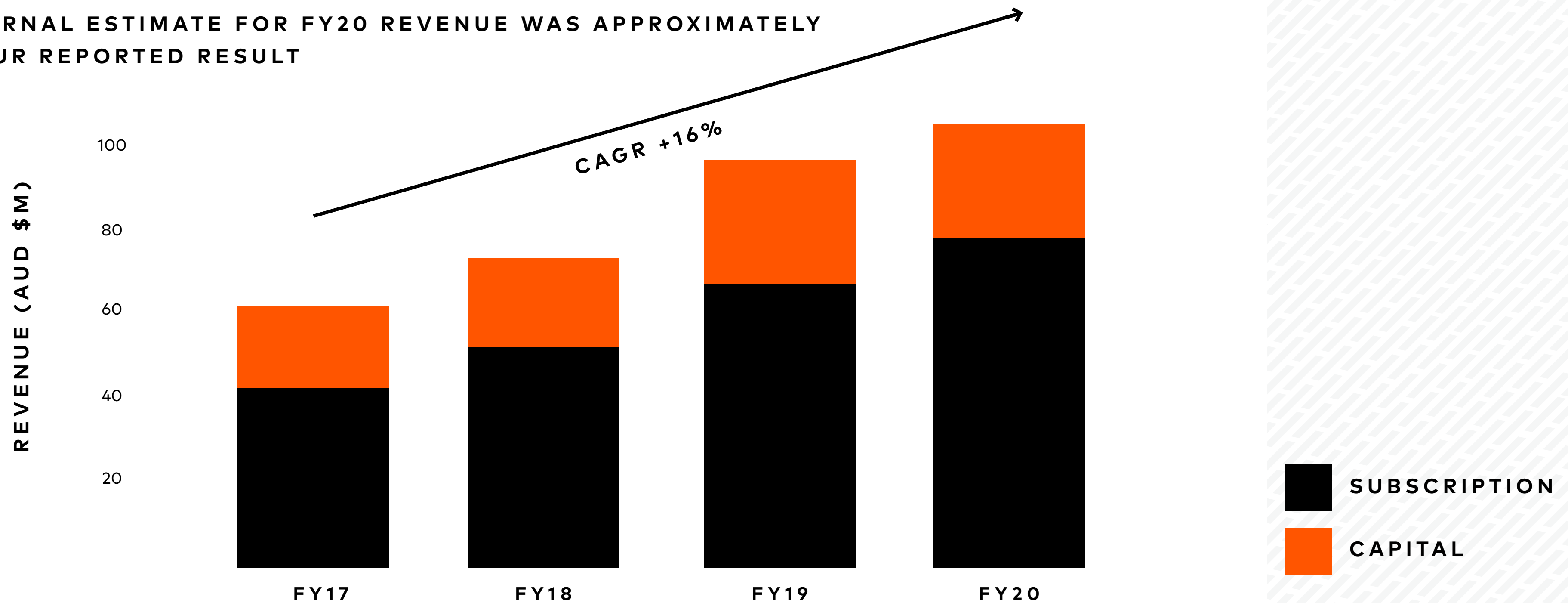


# REVENUE GROWTH DRIVEN BY **SUBSCRIPTION REVENUE**

SUBSCRIPTION REVENUE +21%

OUR MAJOR Q4 SELLING SEASON WAS DISRUPTED BY COVID-19, LIKELY, PUSHING SALES INTO H1 FY21. CAPITAL SALES (-27.6%) WERE MOST AFFECTED.

OUR PRE-COVID-19 INTERNAL ESTIMATE FOR FY20 REVENUE WAS APPROXIMATELY \$14.5M HIGHER THAN OUR REPORTED RESULT



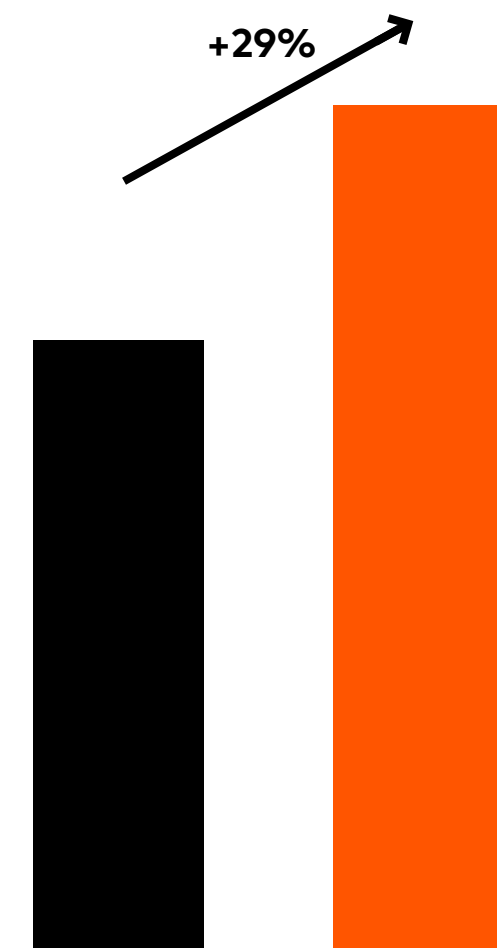


# STRONG SUBSCRIPTION REVENUE GROWTH ACROSS ALL SOLUTIONS

DESPITE COVID-19, SUBSCRIPTION REVENUE GREW STRONGLY IN 4Q FY20 WITH PERFORMANCE & HEALTH UP 25% AND TACTICS & COACHING UP 11% ON 4Q FY19.

(AUD \$M)

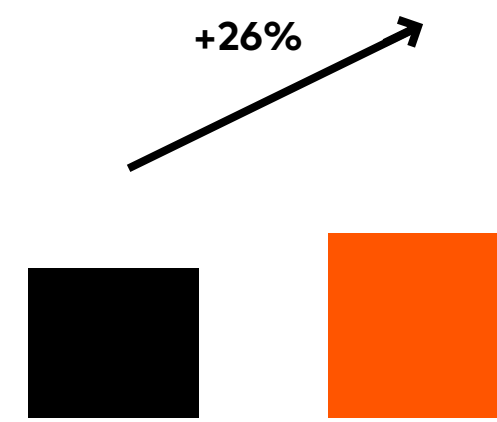
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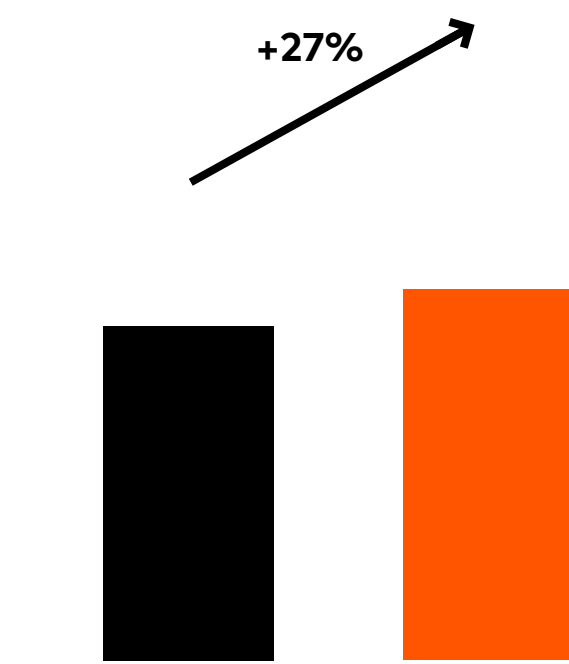
PERFORMANCE & HEALTH (WEARABLES)



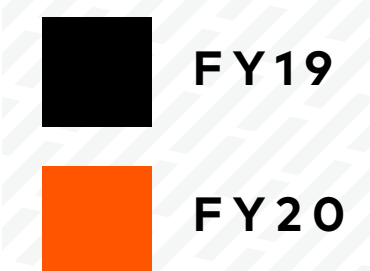
TACTICS & COACHING (VIDEO SOLUTIONS)



MANAGEMENT (AMS)



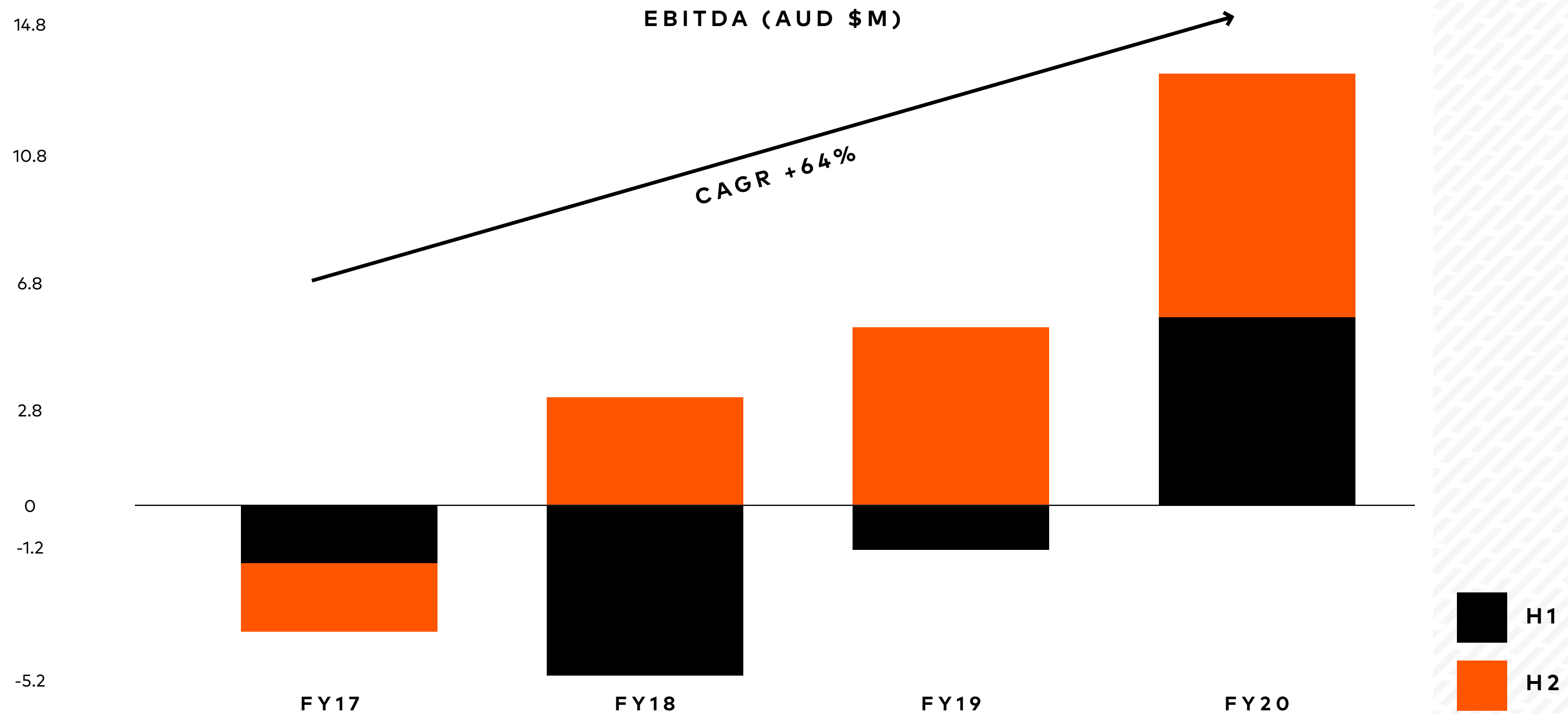
MEDIA & ENGAGEMENT (CONTENT LICENSING)





# EBITDA GROWTH MOMENTUM

DELIVERED FIVE CONSECUTIVE HALVES OF CONSISTENT EBITDA GROWTH





# INTRODUCING FOUR **NEW SAAS METRICS**

## 1. ANNUALISED CONTRACT VALUE (ACV)

ACV is the annualised value of contracted subscription revenue in effect at a particular date. ACV differs to ARR by excluding revenue that's recurring but not contracted (e.g. content licensing)

## 2. LIFETIME DURATION (LTD)

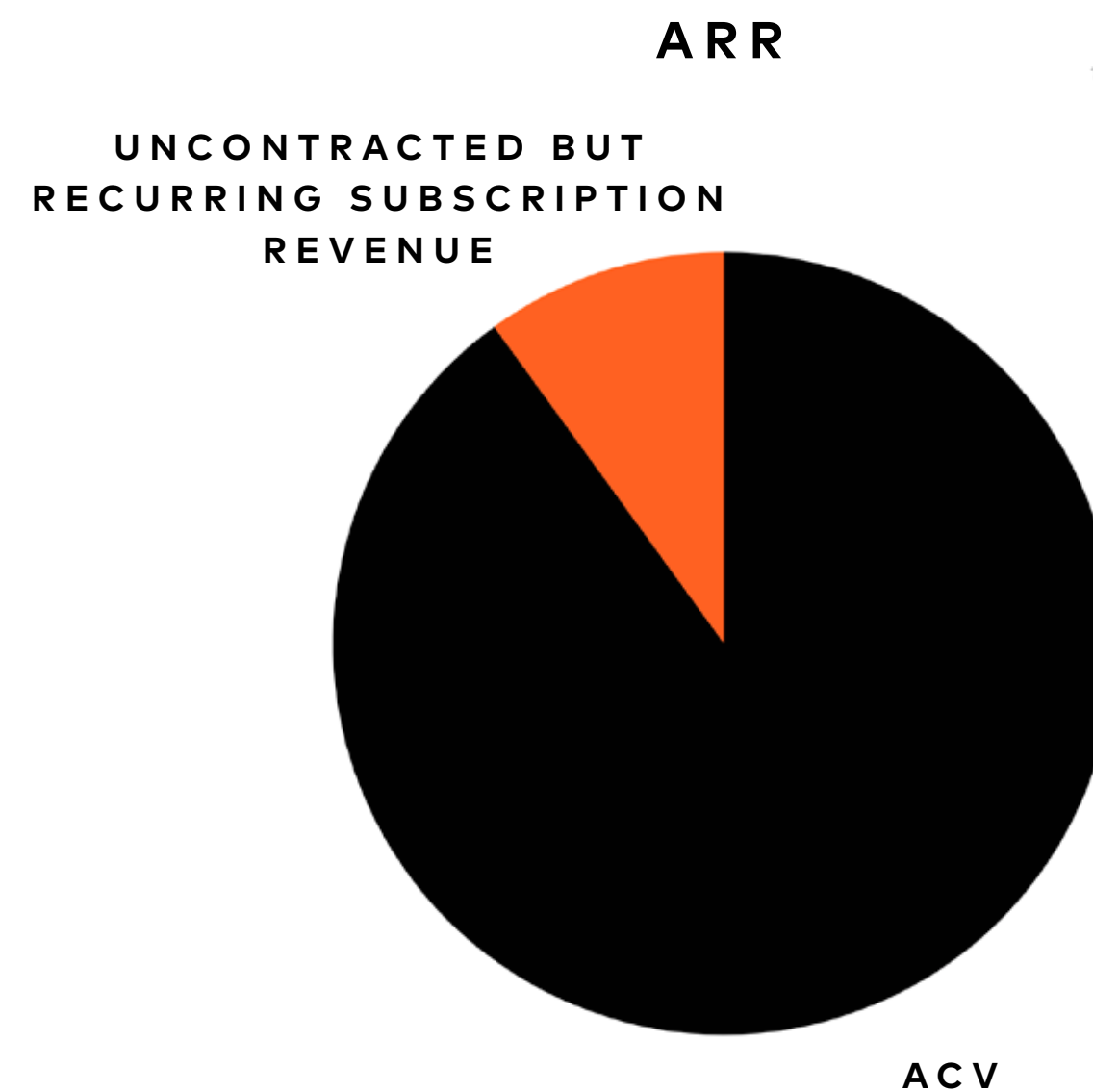
LTD is the weighted average length of time a customer has been (continuously) with the Company, weighted by customers' current ACVs

## 3. ACV CHURN

ACV Churn is the net reduction in the ACV of a customer between the start and end of a period, totalled across all customers, and expressed as an annualized percentage of opening ACV

## 4. CONTRIBUTION MARGIN

Contribution Margin is a common SaaS metric calculated as the percentage of revenue retained after all variable costs, and measures the operating leverage of the Company to revenue growth





# FINANCIAL HIGHLIGHTS

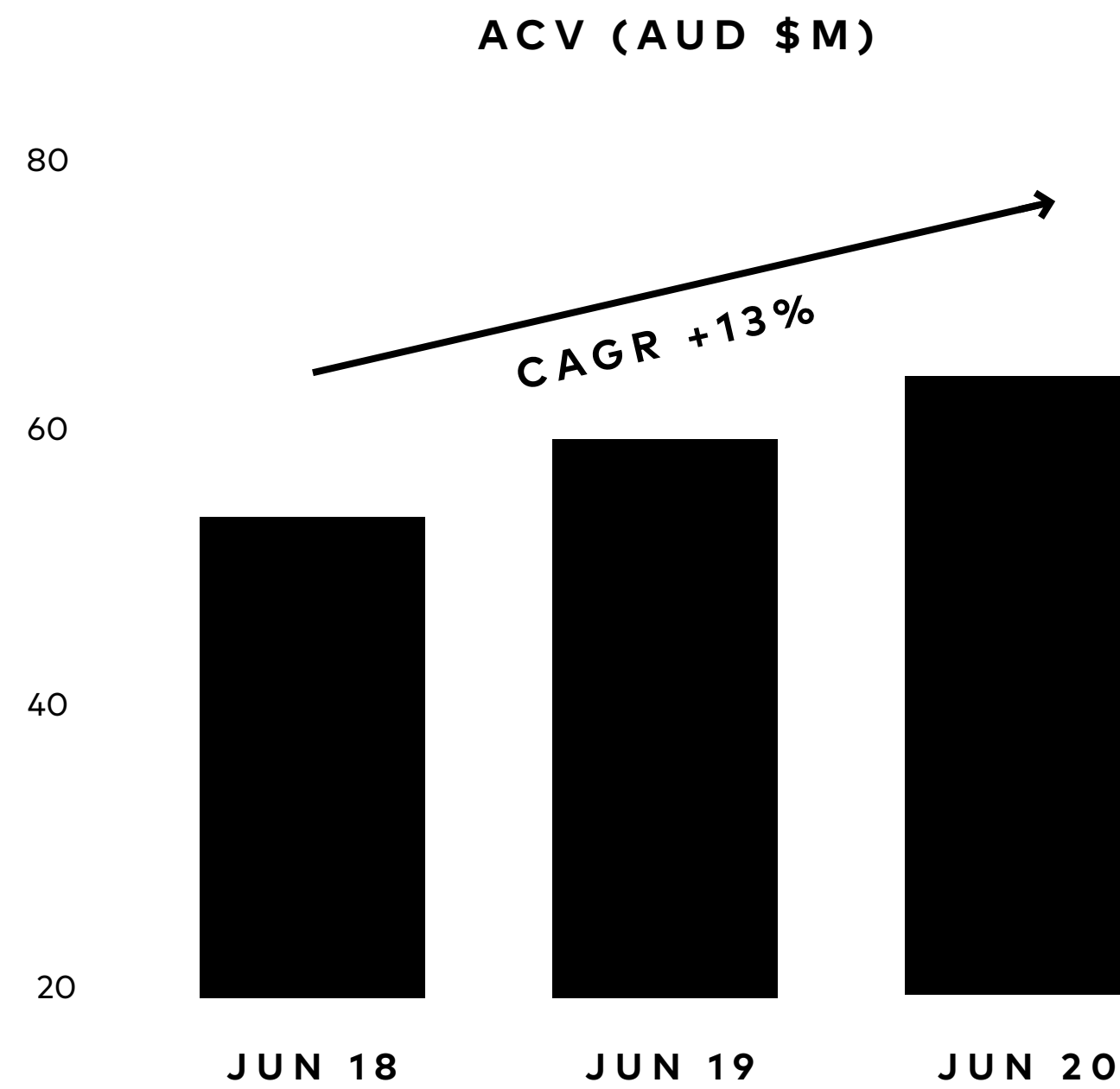
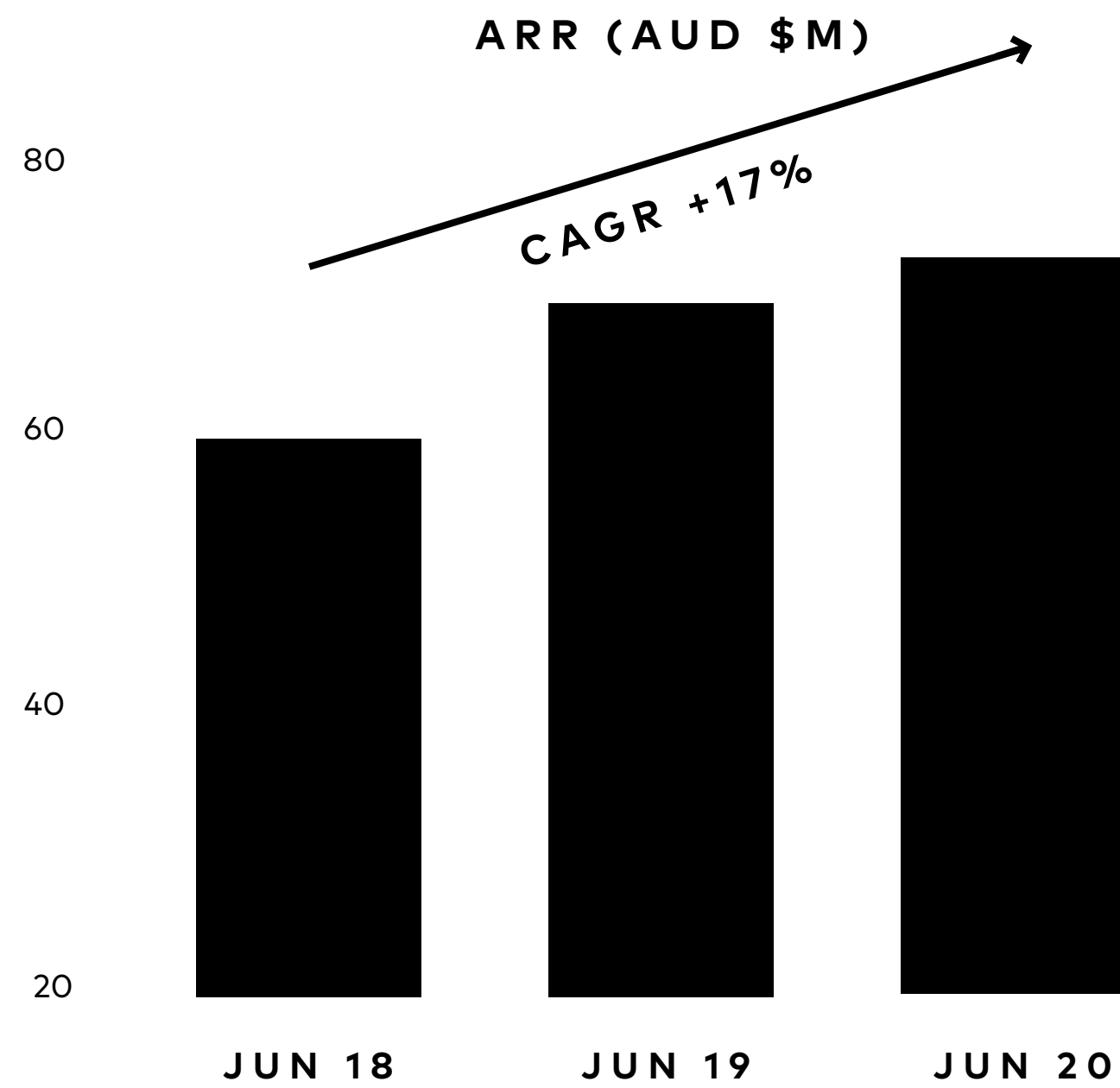
## WITH NEW METRICS

		FY20 (AUD \$M)	FY19 (AUD \$M)	% CHANGE
RECURRING REVENUE	ARR	72.6	66.2	10%
	ACV	62.5	55.6	12%
	ACV CHURN (%)	6.7%	6.3%	6%
	SUBSCRIPTION REVENUE	77.6	64.0	21%
	LIFETIME DURATION (YEARS)	6.5	6.7	(3%)
	REVENUE	100.7	95.4	6%
EFFICIENCY AND SCALABILITY	CONTRIBUTION MARGIN (%)	48.6	40.3	21%
OPERATING LEVERAGE	EBITDA	13.3	4.1	225%
	FREE CASH FLOW	9.0	(17.1)	153%
GROWTH INVESTMENT	R&D AS A % OF REVENUE	9%	11%	18%



# LARGE AND GROWING STREAM OF SUBSCRIPTION REVENUE

CATAPULT IS ACTIVELY SWITCHING NON-SUBSCRIPTION REVENUE TO SUBSCRIPTION REVENUE AND FOCUSED ON DRIVING CONTINUED GROWTH IN SUBSCRIPTIONS REVENUE

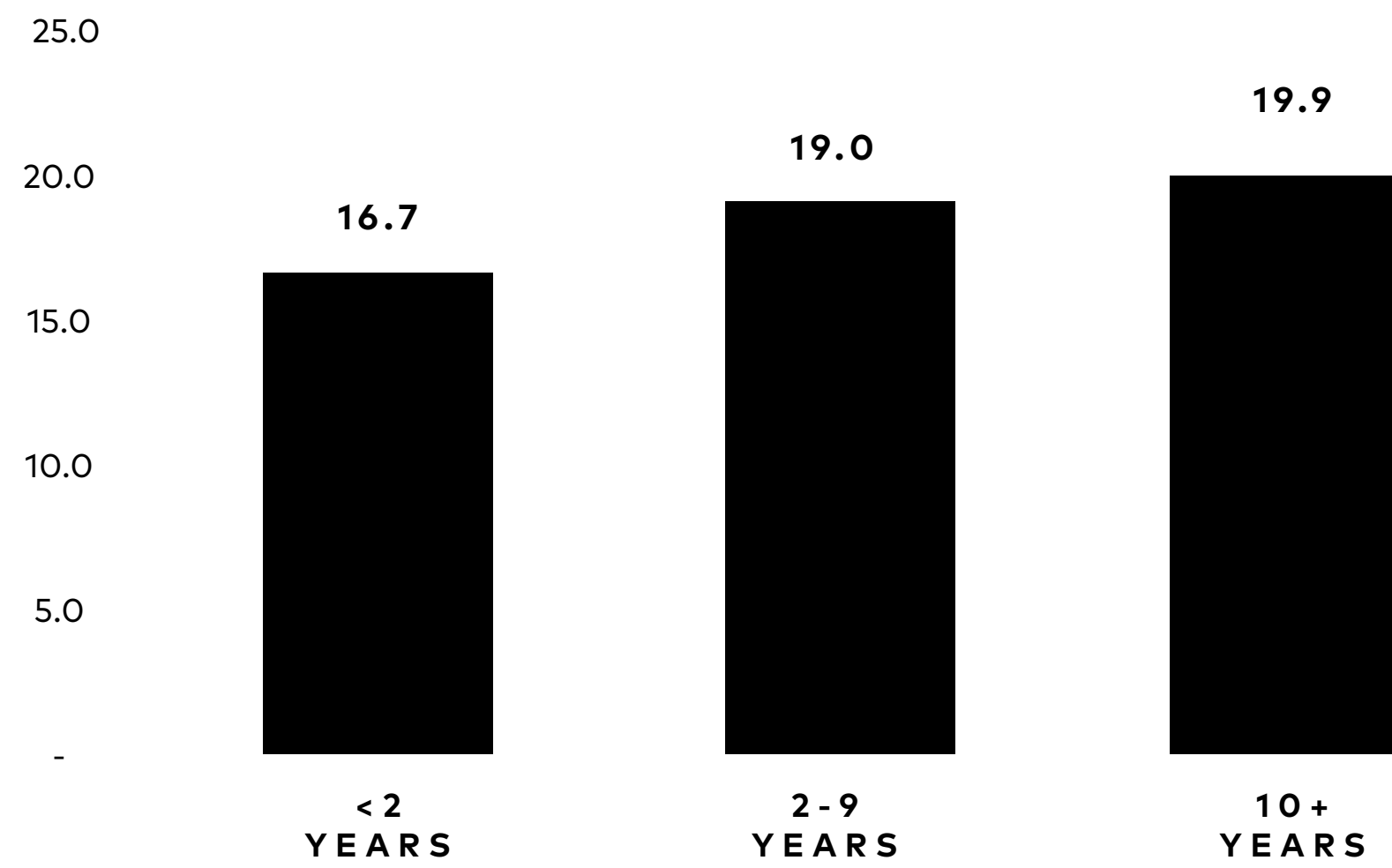




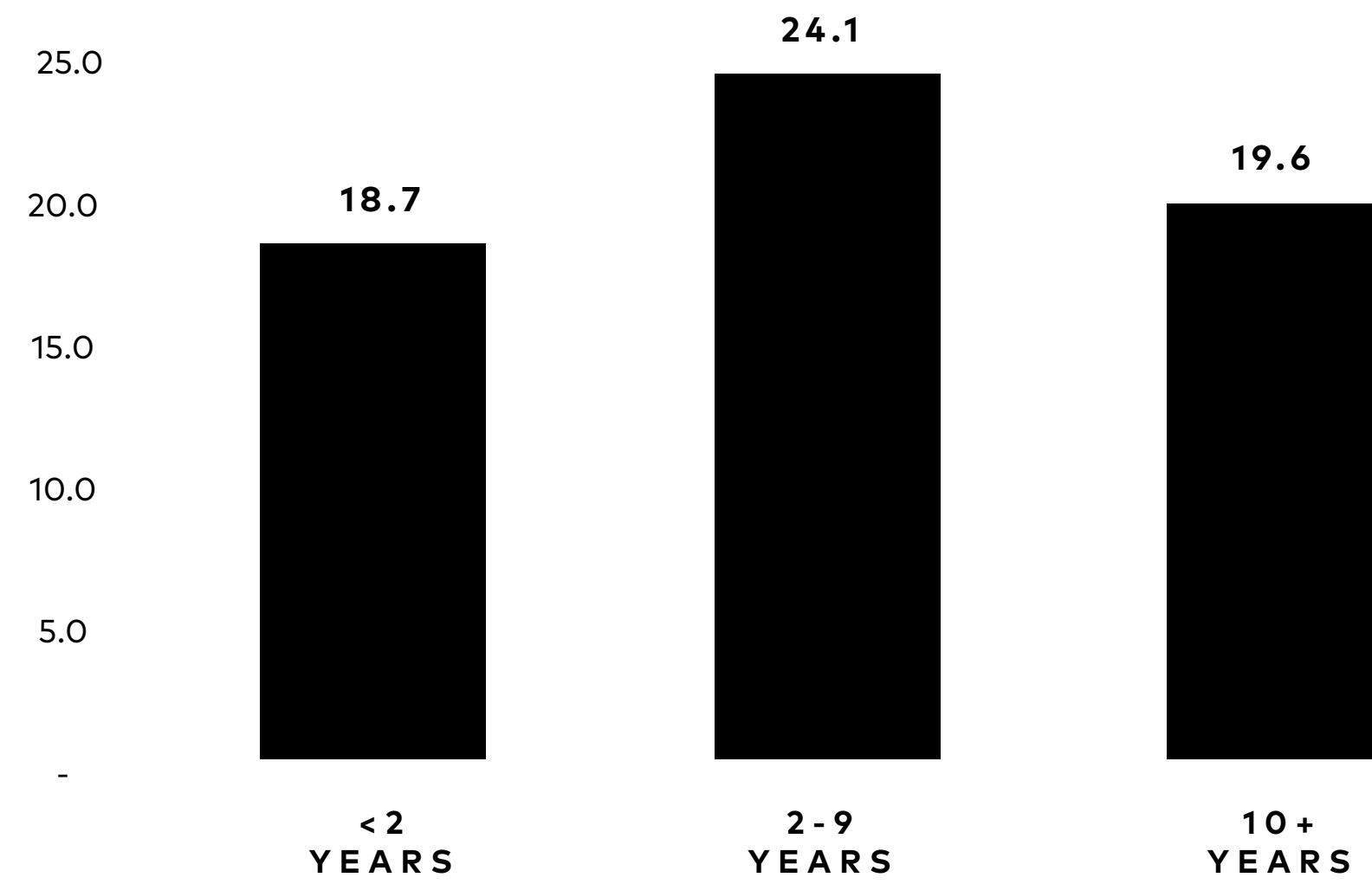
# LONG-TERM DURATION TO ACV

SUCCESS IN NEW-SELL, UP-SELL AND CROSS-SELL.  
NET CHURN MODEST.

ACV BY CUSTOMER DURATION (AUD \$M)  
30 June 2019



ACV BY CUSTOMER DURATION (AUD \$M)  
30 June 2020



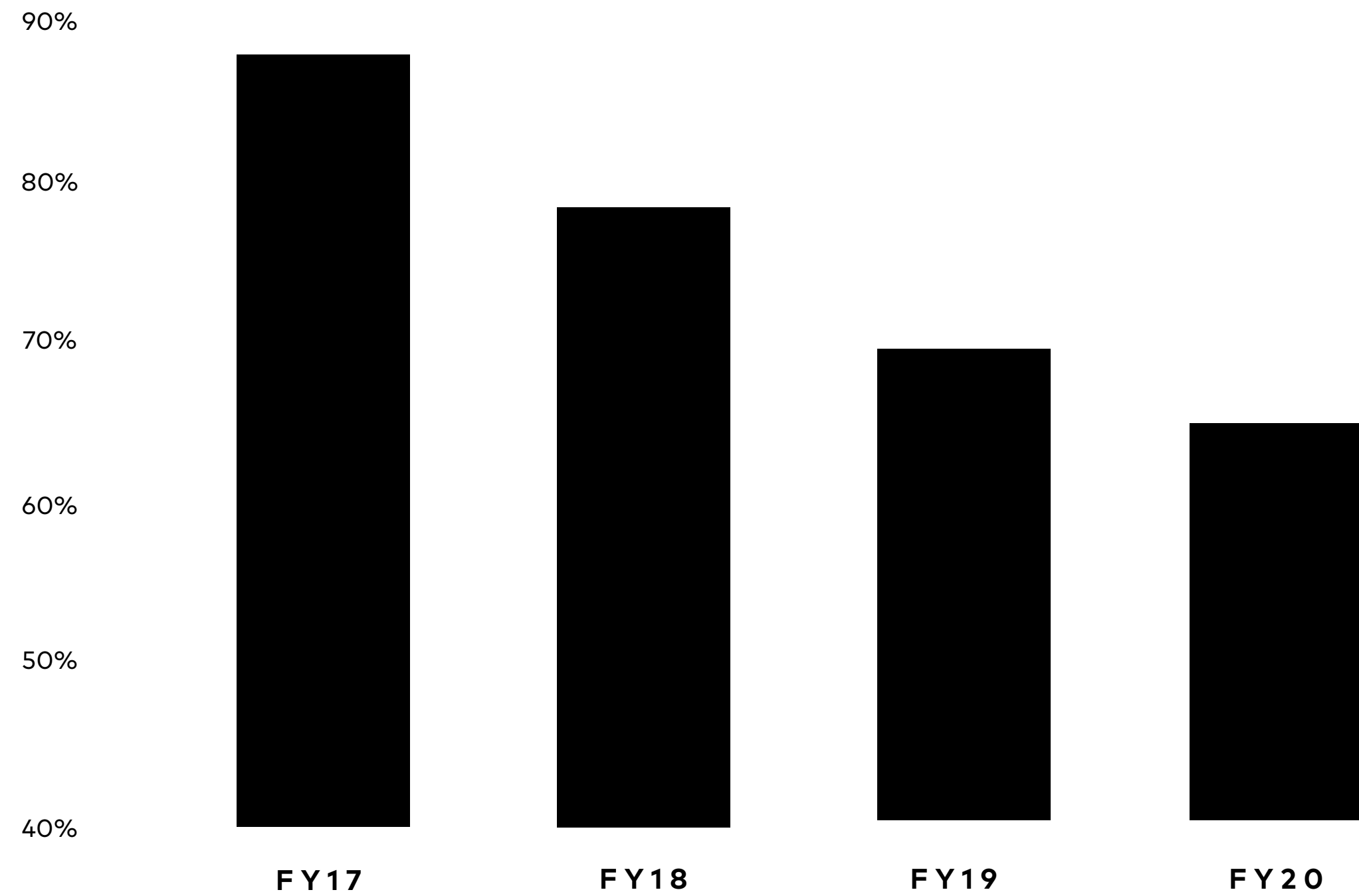




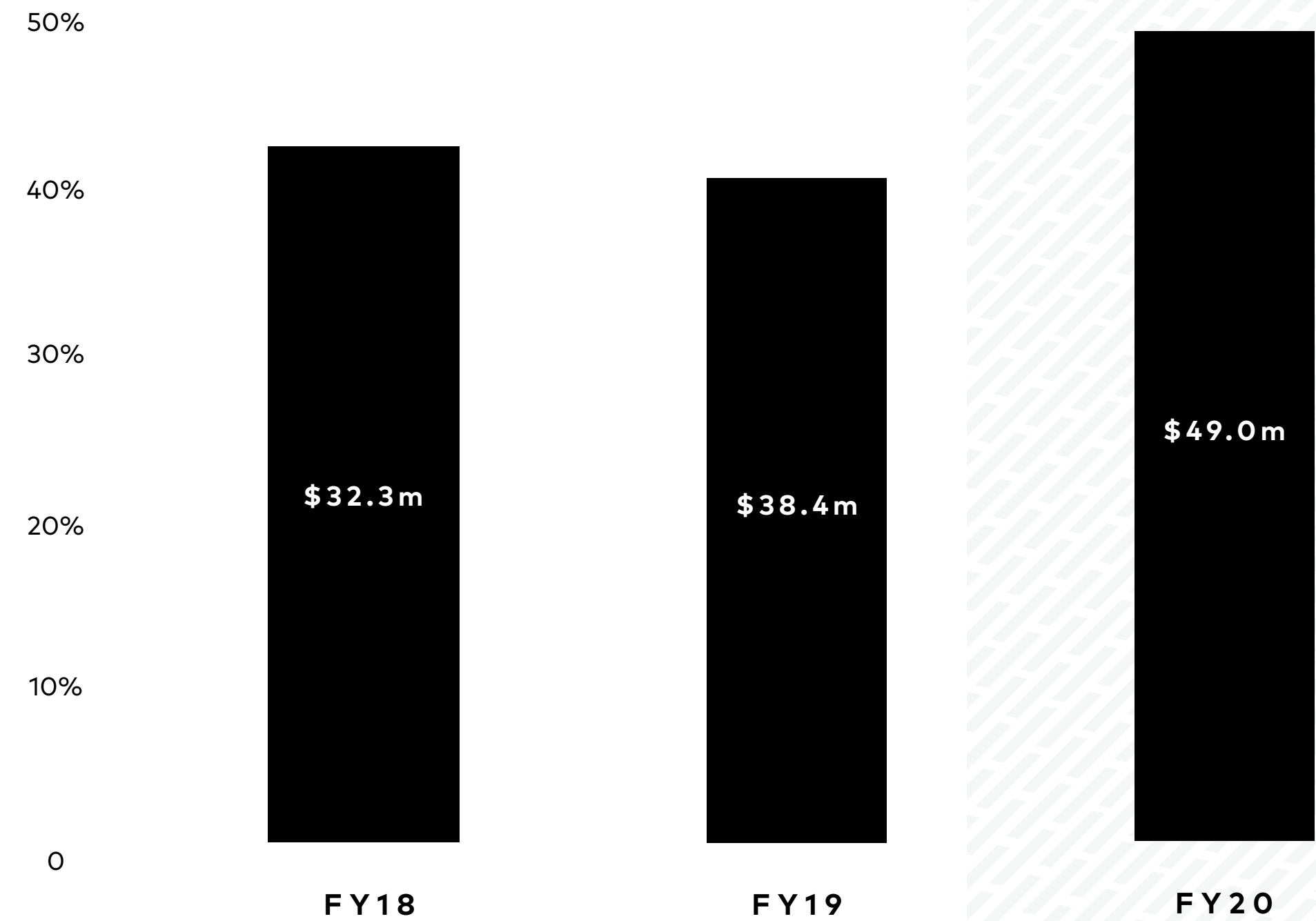
# OPERATING EXPENSE CONTINUES TO DECLINE WITH SCALE



OPERATING EXPENSES TO REVENUE RATIO (%)



CONTRIBUTION MARGIN (%)

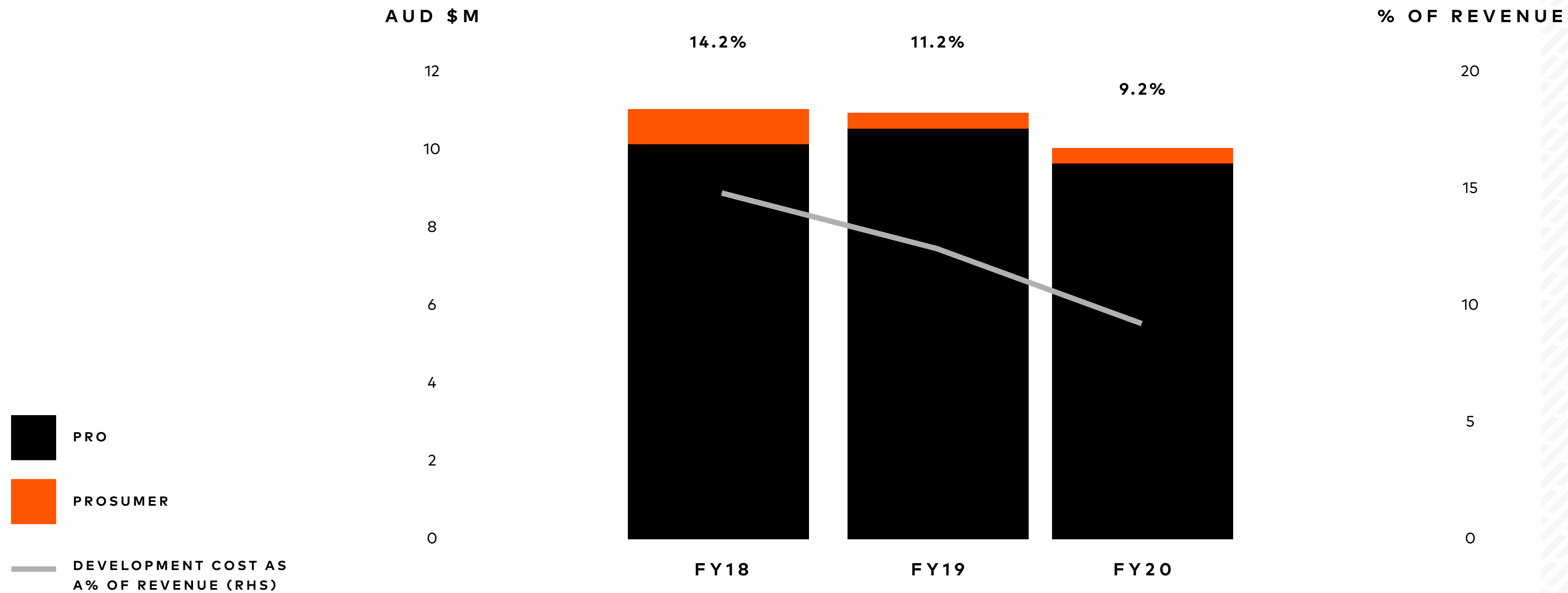


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# SOLUTION DEVELOPMENT COSTS

## STABLE WITH SCALE

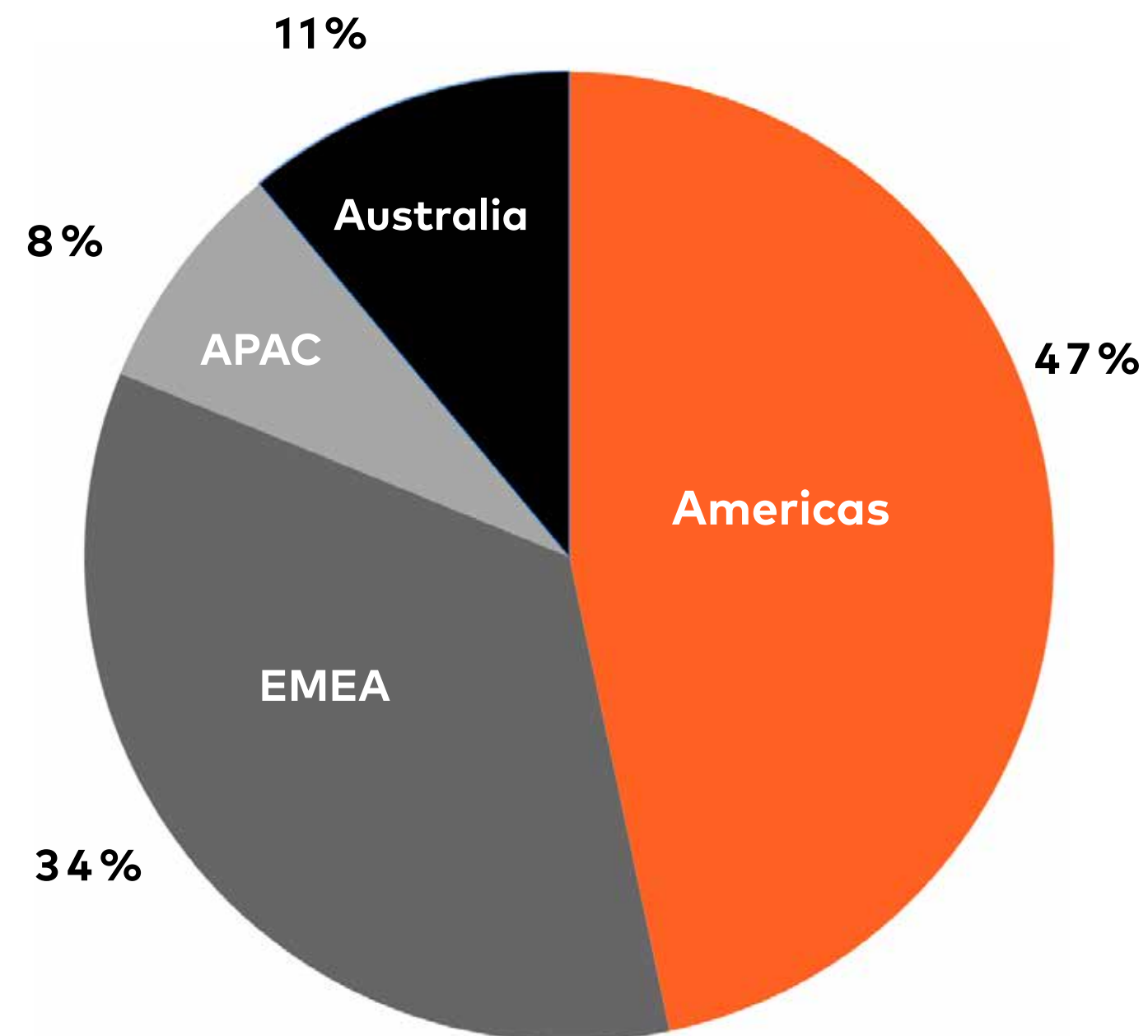




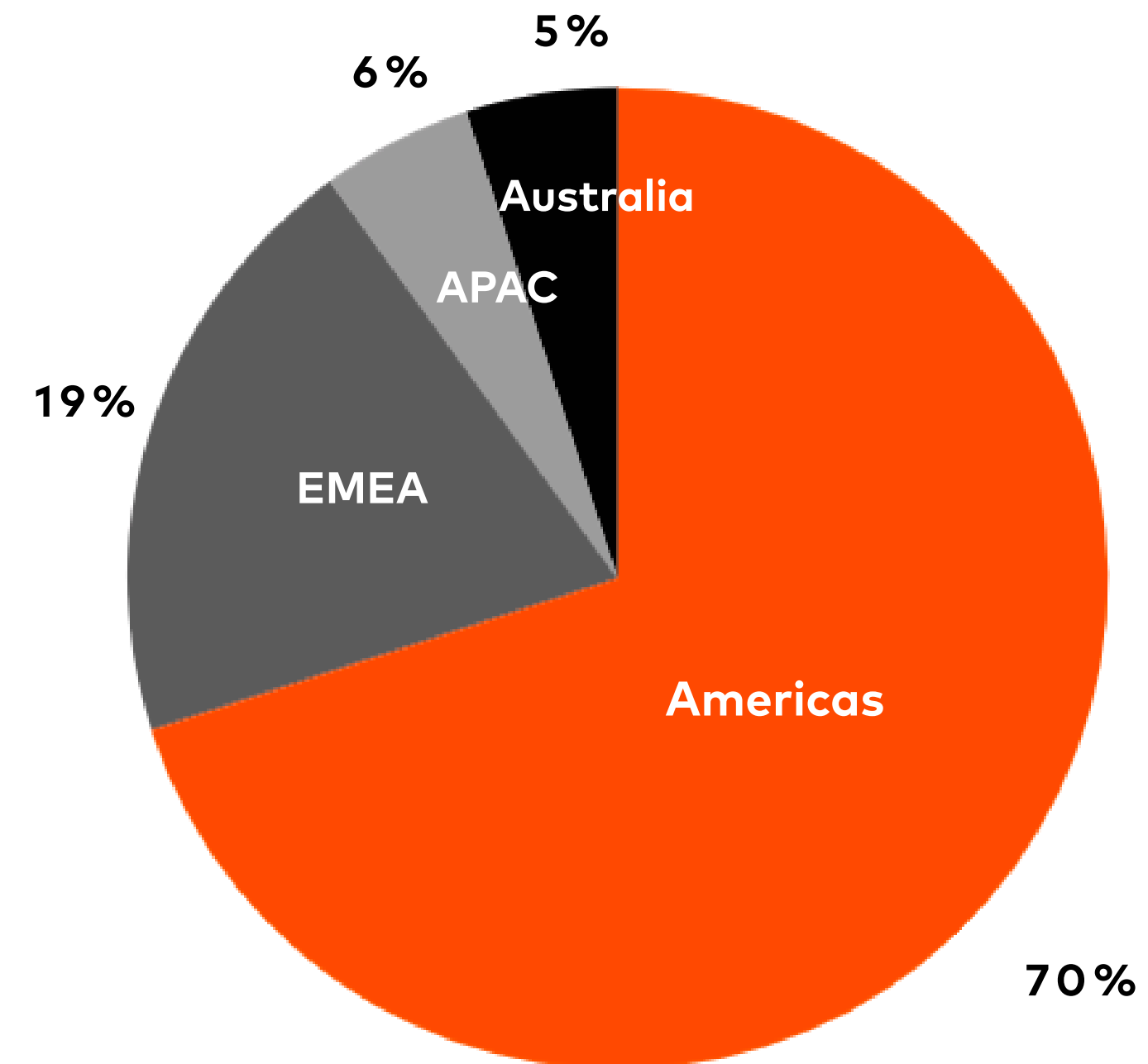
# GLOBAL FOOTPRINT CONTINUES TO SCALE

DELIVERING HIGH VALUE CUSTOMERS AND HIGH REVENUE

TEAMS BY REGION



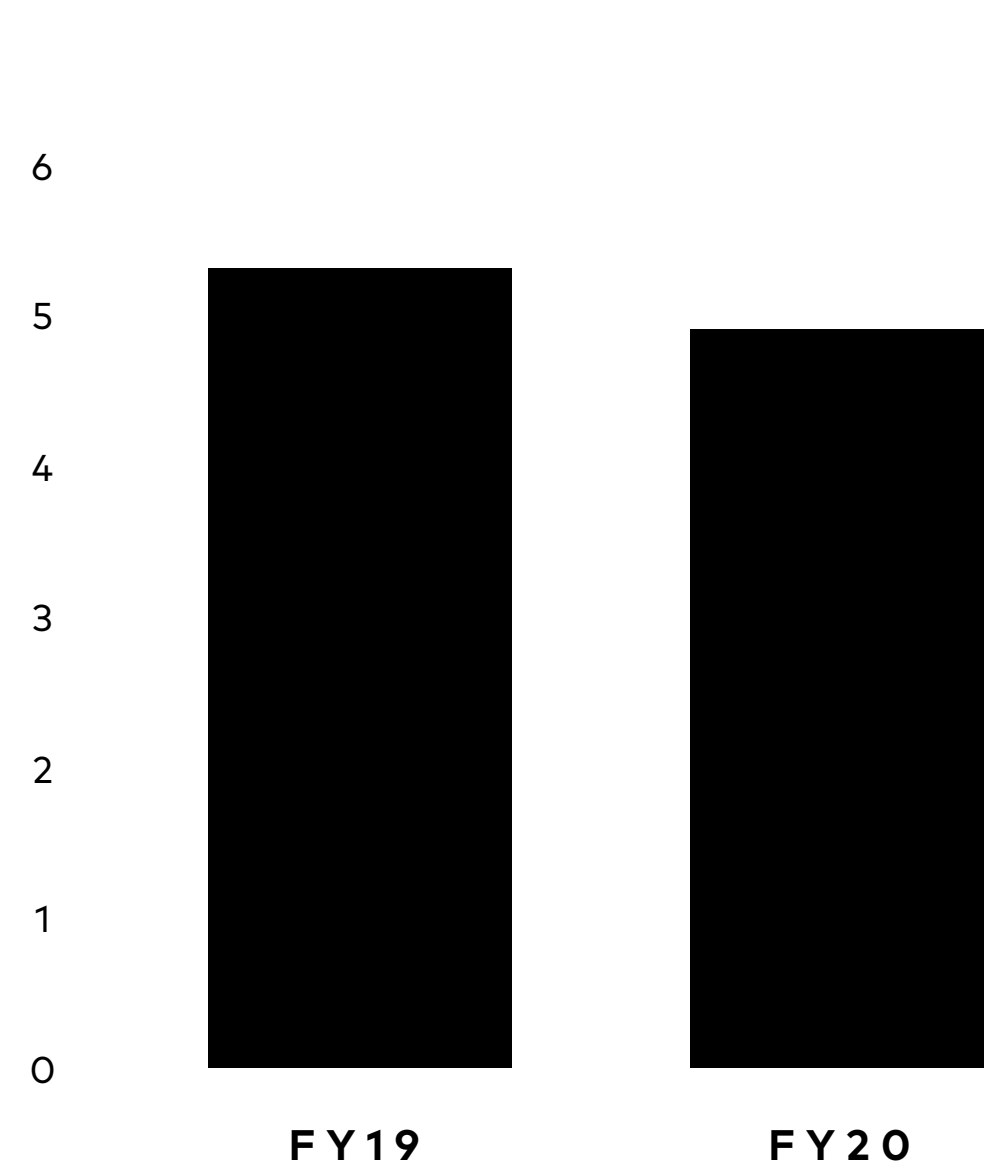
REVENUE BY REGION



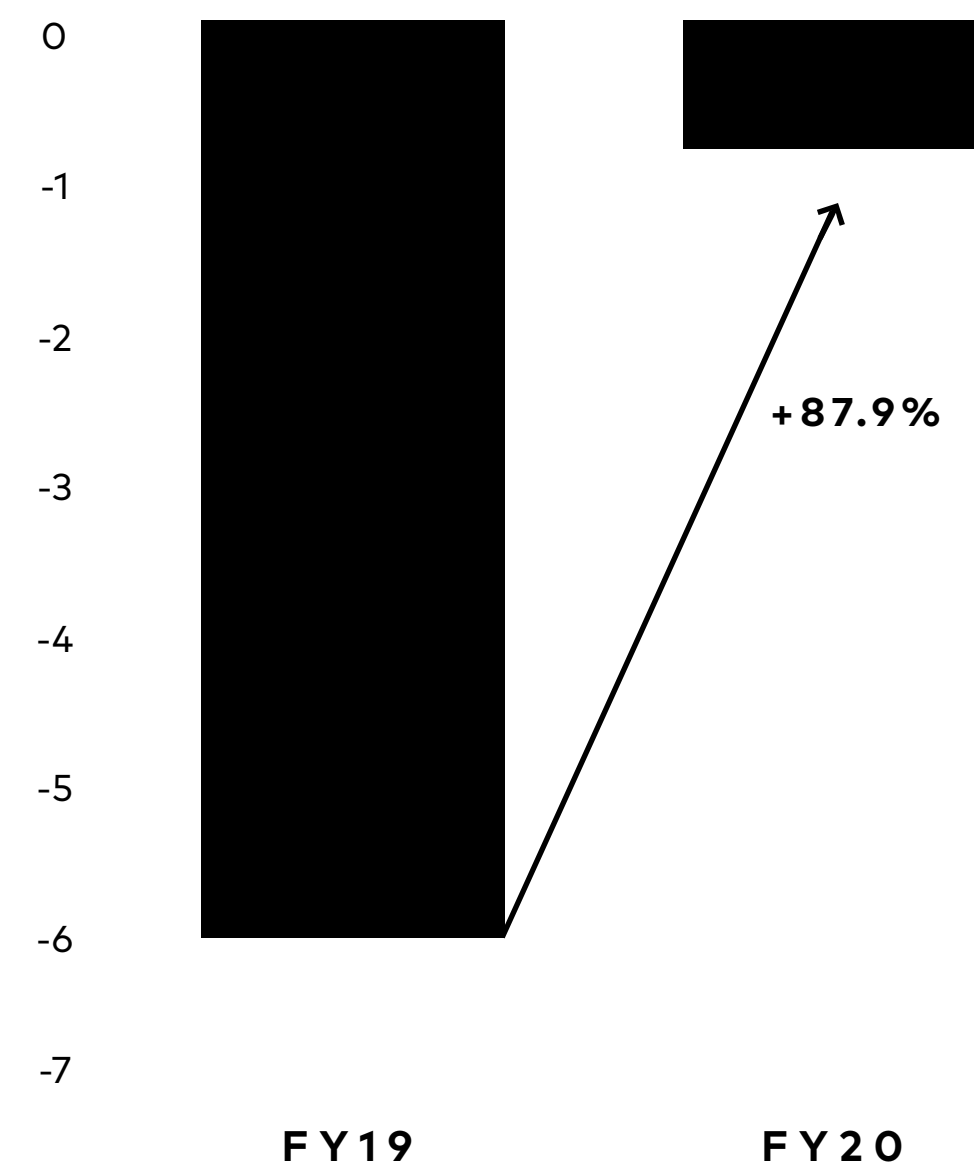
# PROSUMER BUSINESS: RESET PROGRESSING



REVENUE (AUD \$M)



EBITDA (AUD \$M)



- Prosumer sales impacted by COVID-19 lockdowns around the world (revenue -7.7%)
- Prosumer business reset continues
- Reduced cash burn from opex containment and lower marketing spend
- New Head of Consumer on board for FY21
- Integration of platform with pro segment commenced



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# PROFIT & LOSS STATEMENT

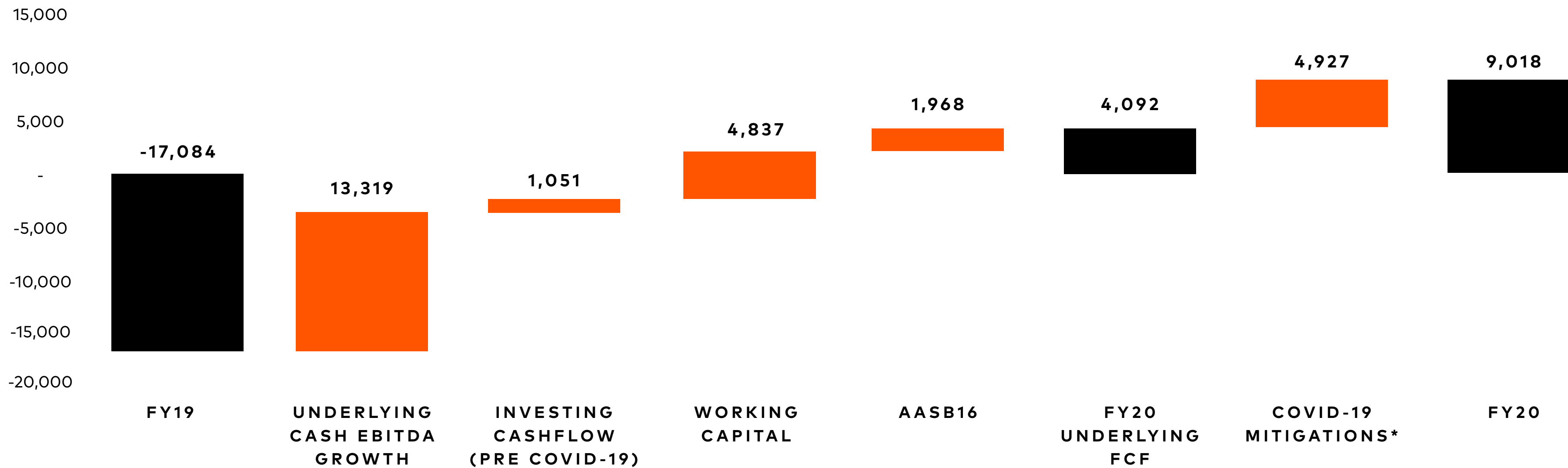
	FY20 (AUD \$M)	FY19 (AUD \$M)	% CHANGE
<b>REVENUE</b>	<b>100.7</b>	<b>95.4</b>	<b>6%</b>
<b>COGS</b>	<b>26.5</b>	<b>25.8</b>	<b>3%</b>
<b>VARIABLE COSTS</b>	<b>25.2</b>	<b>31.2</b>	<b>(19%)</b>
EMPLOYEE	19.7	22.3	(11%)
OTHER	5.5	8.9	(38%)
<b>CONTRIBUTION PROFIT</b>	<b>49.0</b>	<b>38.4</b>	<b>28%</b>
CONTRIBUTION MARGIN	49%	40%	21%
OTHER INCOME	1.3	0.3	321%
<b>FIXED COSTS</b>	<b>37.0</b>	<b>34.6</b>	<b>7%</b>
EMPLOYEE	25.3	22.0	15%
OTHER	11.7	12.6	(7%)
<b>EBITDA</b>	<b>13.3</b>	<b>4.1</b>	<b>221%</b>
<b>D&amp;A</b>	<b>21.5</b>	<b>17.0</b>	<b>26%</b>
<b>EBIT</b>	<b>(8.2)</b>	<b>(12.9)</b>	<b>36%</b>
<b>NPAT</b>	<b>(7.7)</b>	<b>(12.6)</b>	<b>39%</b>

- Revenue growth of 6% driven by growth in the Americas Pro Segment
- Major Q4 selling season was disrupted (capital sales 28% lower than pre-COVID-19 estimate)
- COGS grew less than revenue due to skew towards higher margin subscription
- Variable costs lower due to scale efficiencies, reduced investment in Consumer, and savings from COVID-19 measures
- Other income includes \$0.7M of COVID-19 assistance grants
- Fixed employee costs grew due to higher ESP costs, investment in labour to support growth, offset slightly by COVID-19 savings
- Other fixed costs decreased due to AASB 16, offset by higher doubtful debt charges in light of COVID-19
- D&A increased due to prior year R&D investment and AASB 16



# STRONG CASH FLOW POSITIVITY

FREE CASHFLOW FY19 TO FY20 \$000s (AUD)



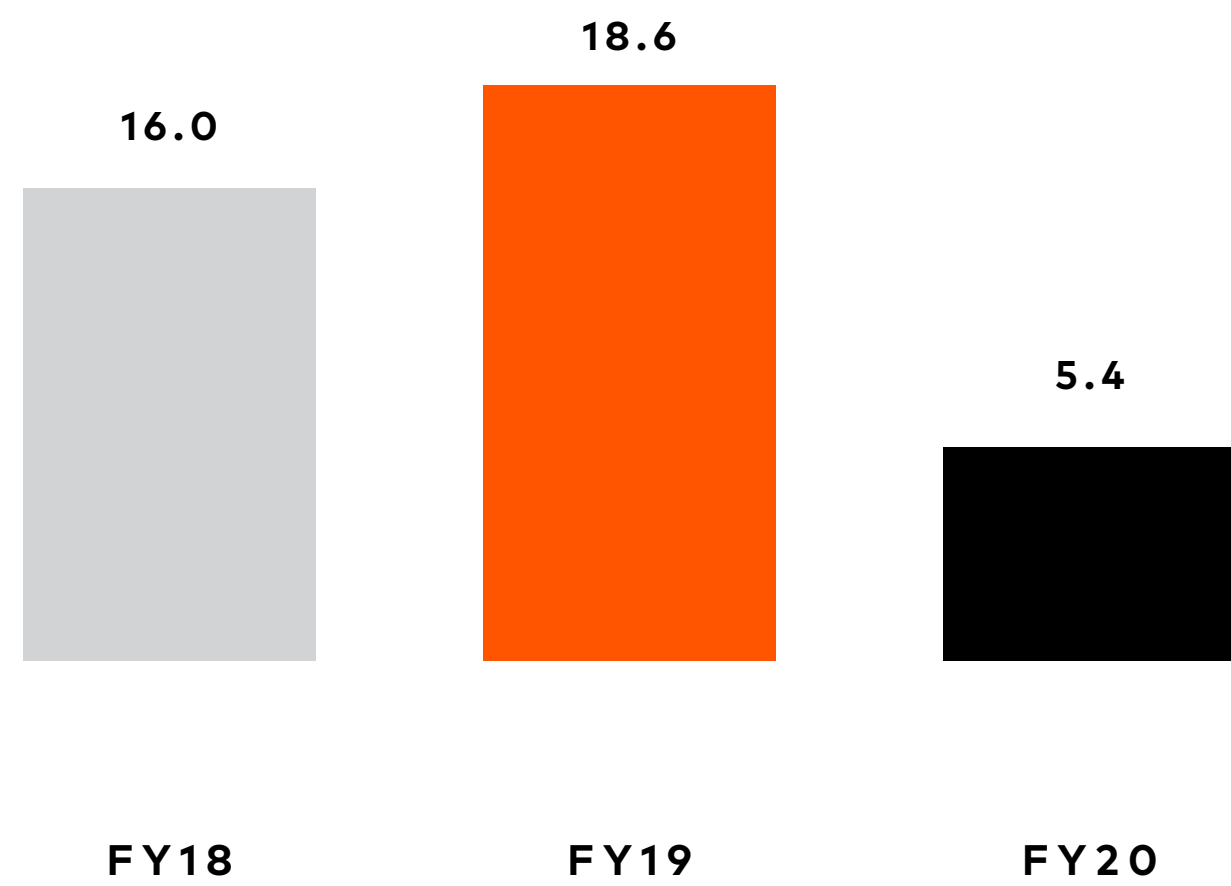
\* INCLUDES \$0.7M OF GOVERNMENT GRANTS



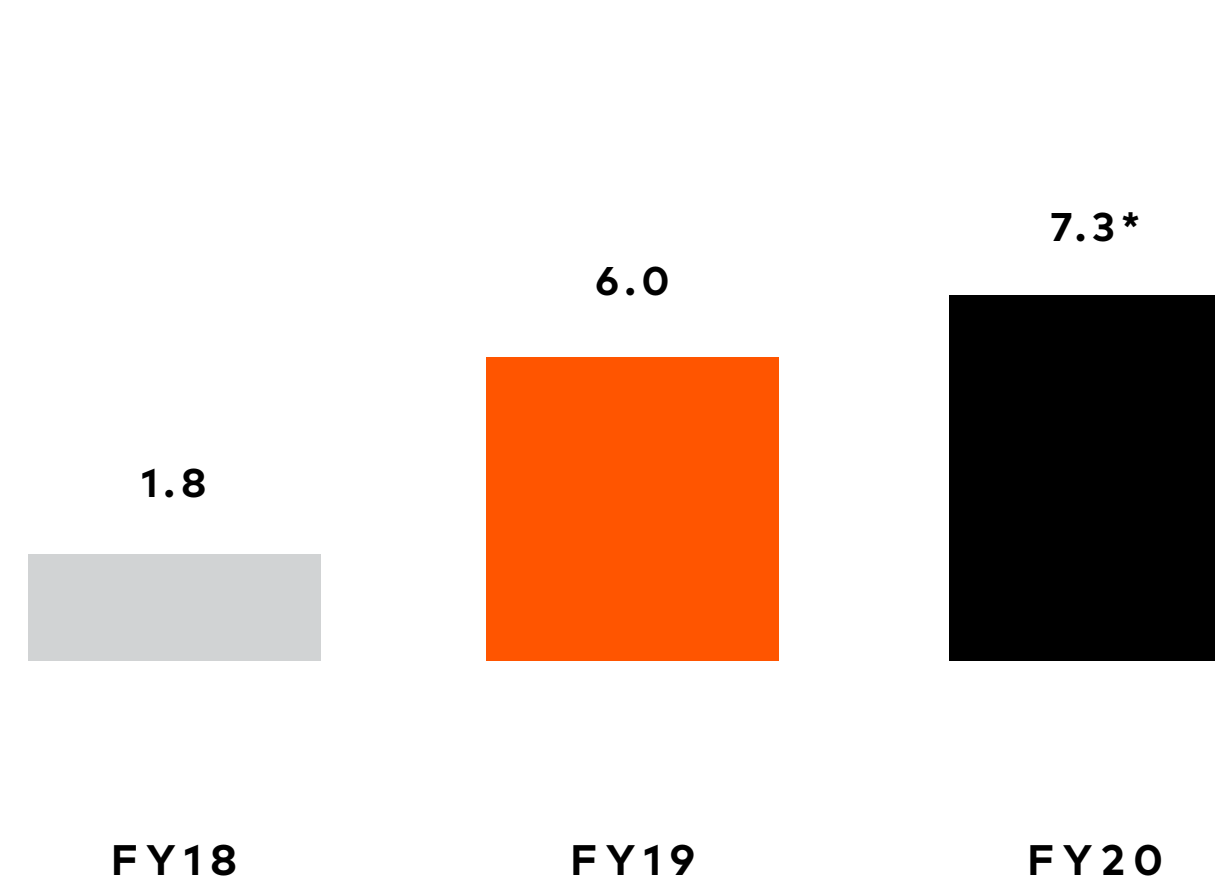
# EBITDA GROWTH MOMENTUM

OPERATING LEVERAGE IS POWERING EBITDA GROWTH

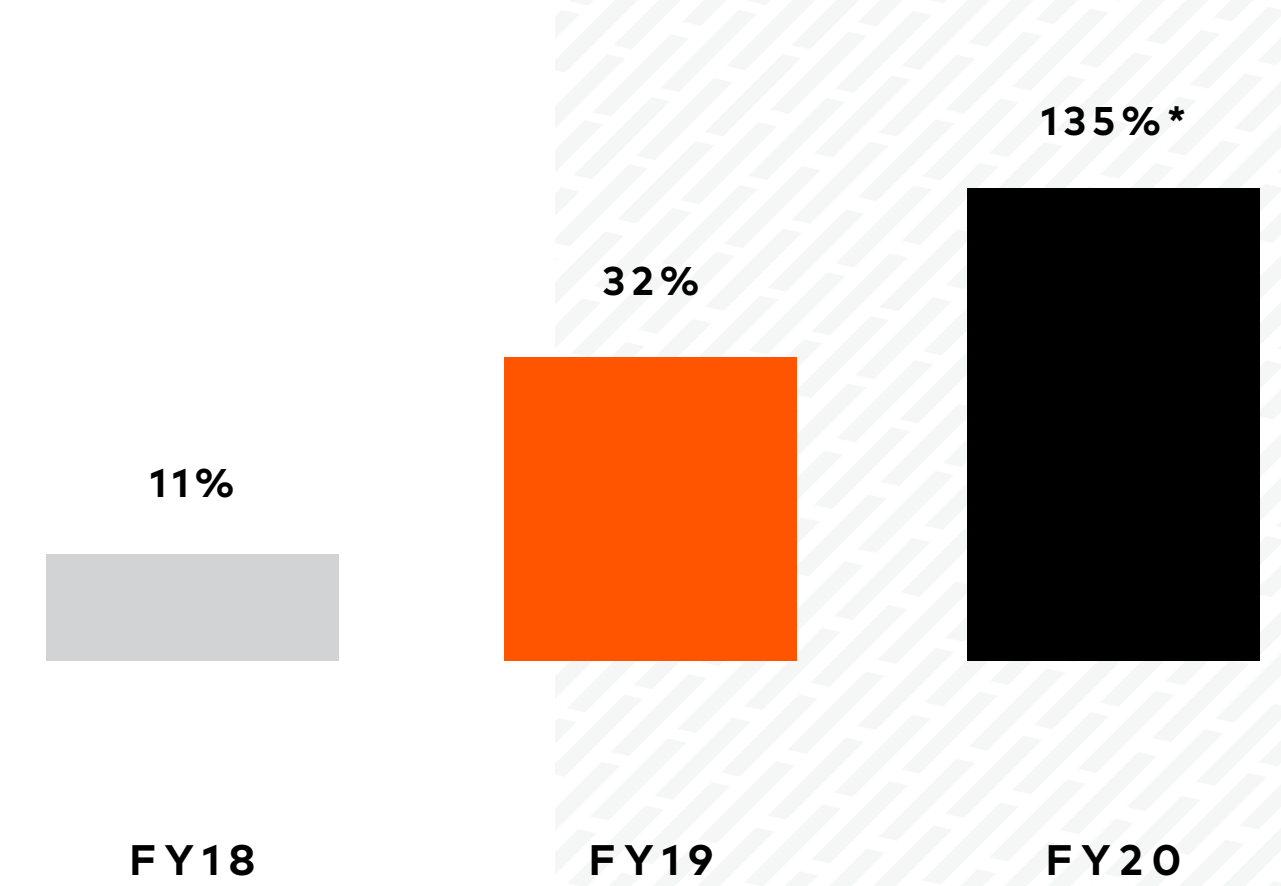
REVENUE INCREMENT (AUD \$M)



EBITDA INCREMENT (AUD \$M)



EBITDA GROWTH YIELD

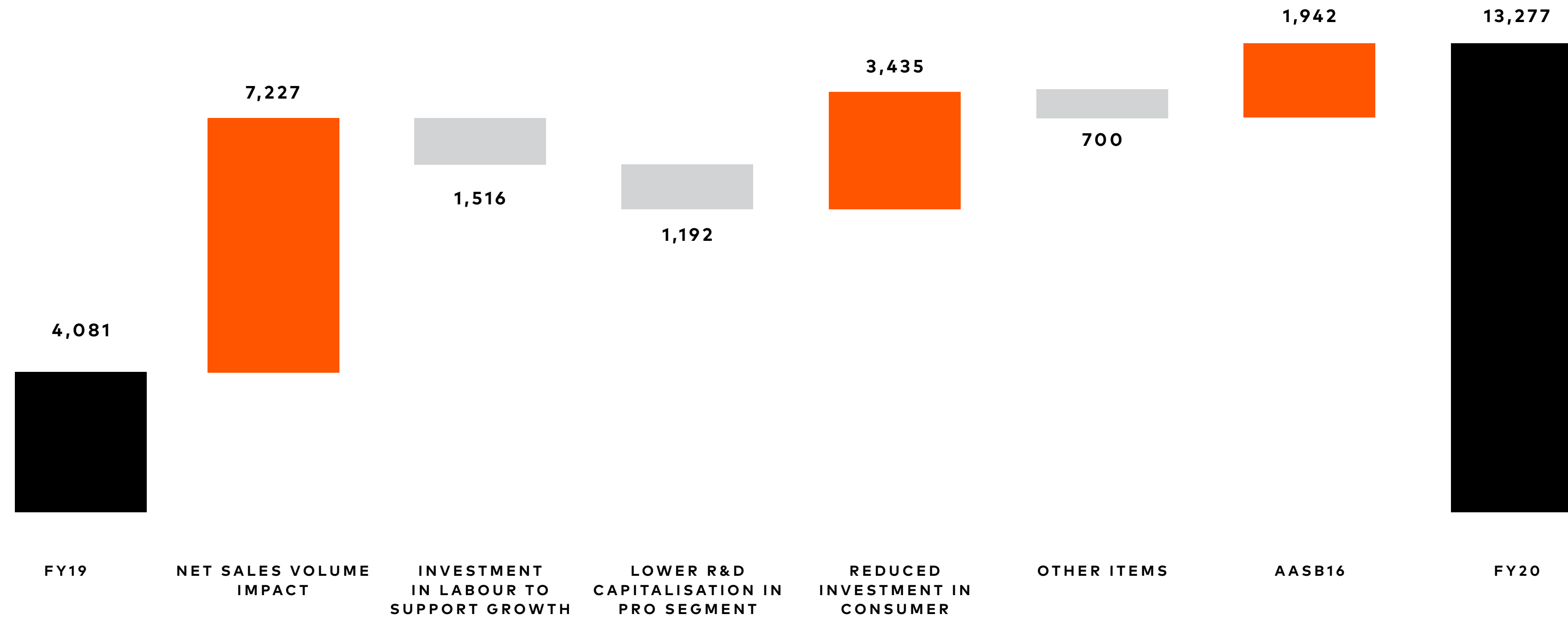


\* EXCLUDES THE IMPACTS OF AASB16



# EBITDA GROWTH DRIVERS

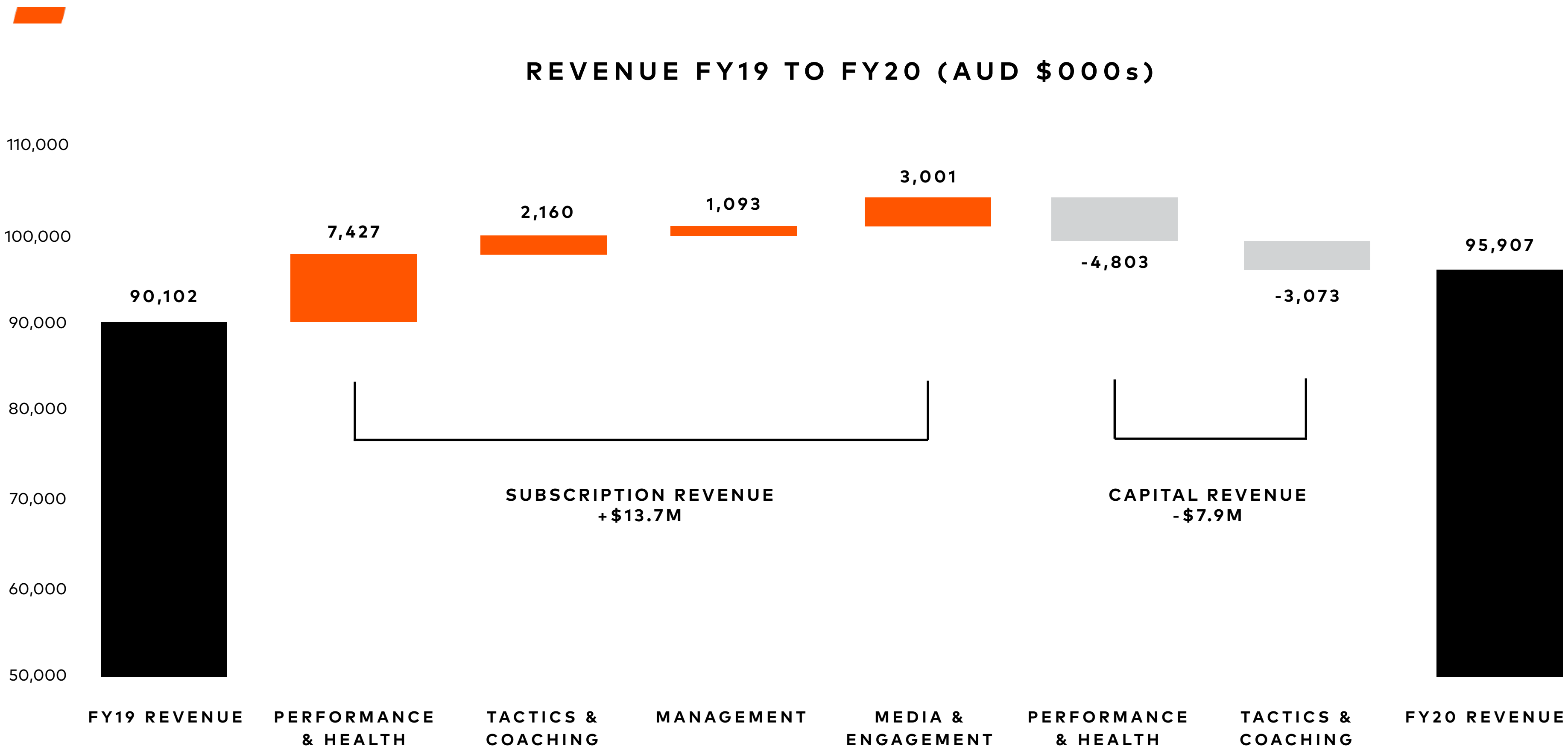
EBITDA FY19 to FY20 (AUD \$000s)







# PRO SEGMENT: STRONG SUBSCRIPTION REVENUE GROWTH DRIVING TOTAL REVENUE GROWTH



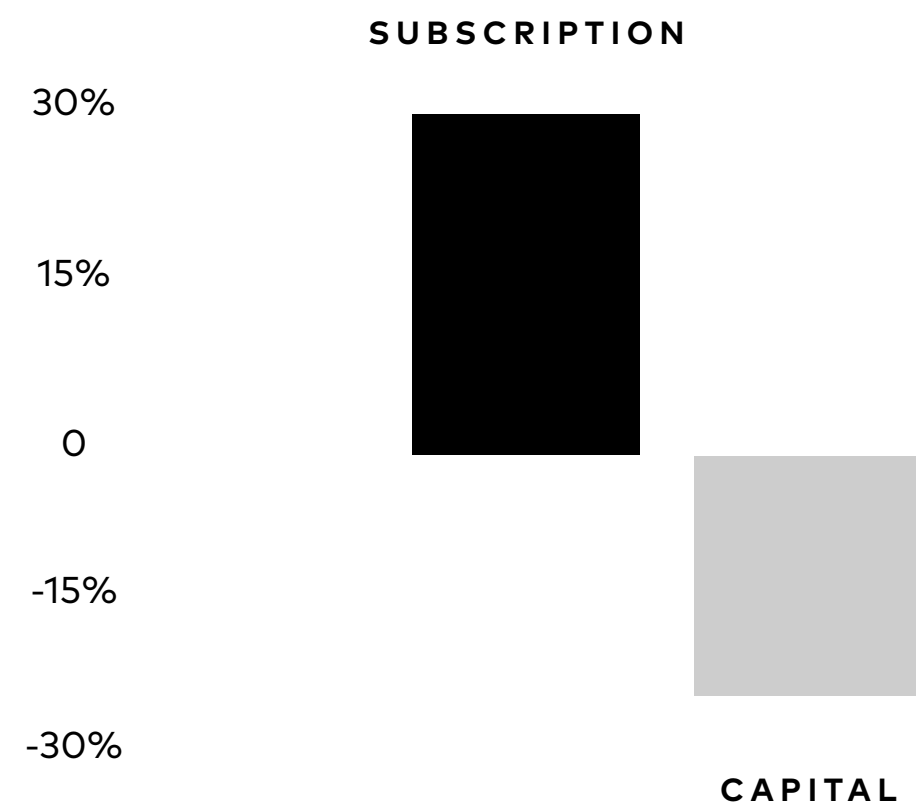


# PRO SEGMENT: PERFORMANCE AND HEALTH

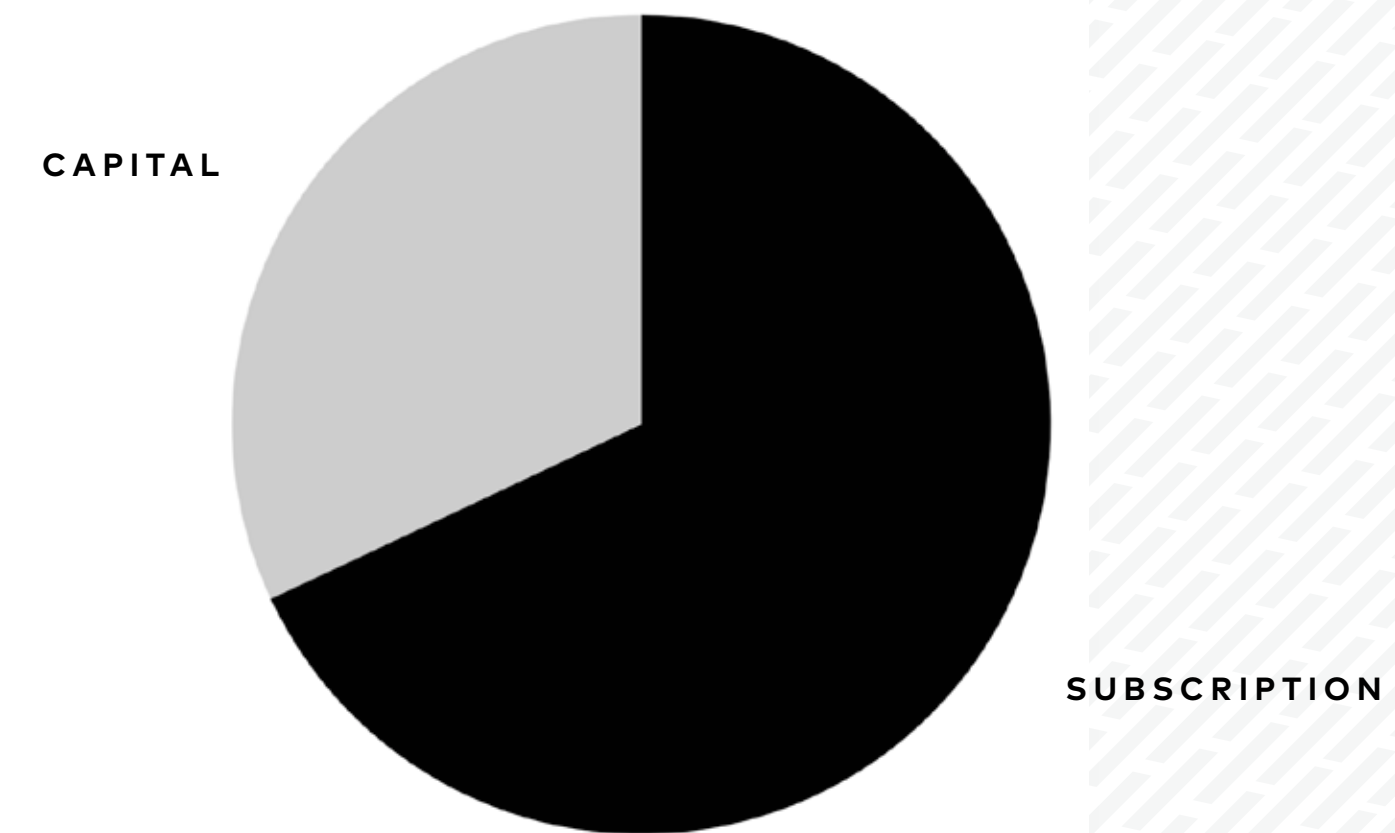


- Total Pro Performance & Health segment revenue up 6%
- Strong subscription revenue up 27% reflecting our focus on creating long-term value
- Subscription revenue 70% of revenue; capital revenue declined 22% due to expected deferment of sales into FY21 H1
- Continuing customer demand for Vector supporting high quality growth in subscription revenue
- 17% of our customer base has taken up Vector

REVENUE GROWTH



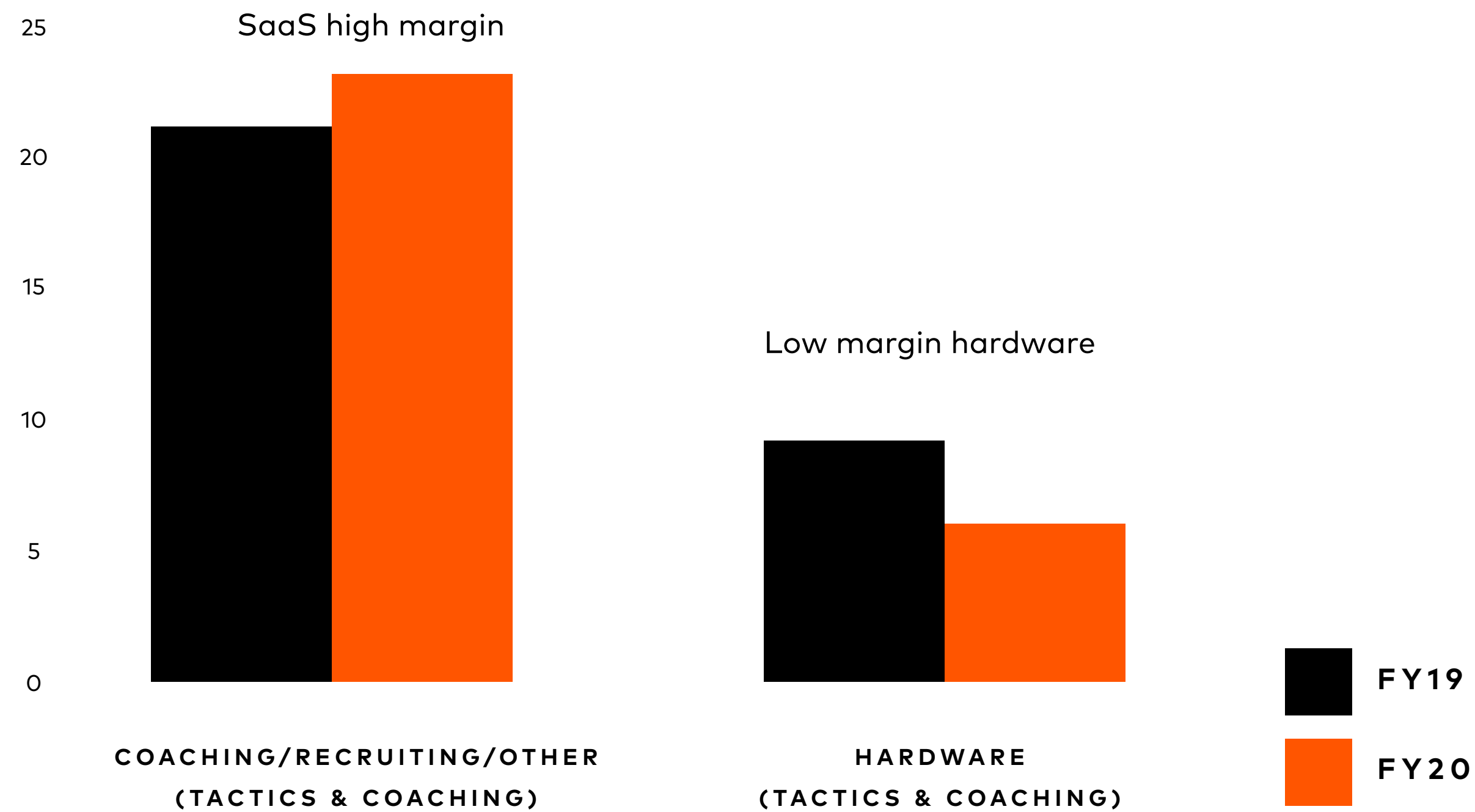
REVENUE MIX STRONGLY  
SKEWED TO SUBSCRIPTION



# PRO SEGMENT: TACTICS AND COACHING



VIDEO REVENUE FY19 TO FY20 (AUD \$M)



→ Revenue down 3% to \$29.8m, comprising strong subscription growth of 10% to \$23.5m and a decline in hardware (non recurring) revenue of 33% due to sales deferred into 1H FY21 by COVID-19.



# CAPITAL EXPENDITURE FOCUS ON DIFFERENTIATION OF PRO PRODUCTS

ASSET CATEGORY	FY20 (AUD \$000s)
<b>CAPITALISED DEVELOPMENT</b>	
PERFORMANCE & HEALTH	3,623
TACTICS & COACHING	4,781
MANAGEMENT	538
CONSUMER	332
	<b>9,274</b>
<b>OTHER</b>	
CAPITALISED COGS	2,987
PPE	718
	<b>3,705</b>
<b>CAPITAL INVESTMENT</b>	<b>12,979</b>

- Delivered 26 new solutions and enhancements to existing products (including Vector, Vision and Openfield)
- Reduced investment in Consumer in FY20
- Capitalised COGS associated with Vector upgrades and new subscription sales
- Invested \$9 million in R&D. 96% of this investment was focused on Pro segment innovation

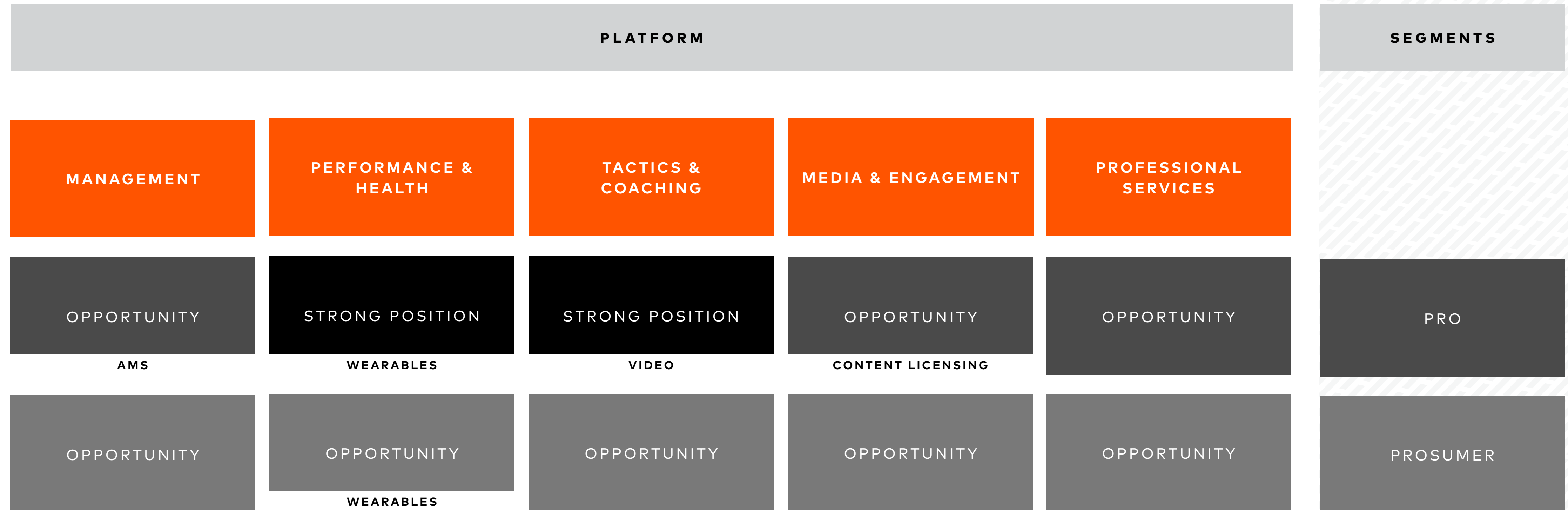


# OUTLOOK





# OUR CUSTOMER SOLUTION-BASED STRATEGY



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# FY21 OUTLOOK

- FY21 will be a shorter financial year comprising nine months with Catapult changing to a 31 March year end. The change of year end and switch to a USD currency will better reflect the Company's underlying successful operating and earnings profile driven by its growth in the northern hemisphere market.
- The Company expects to modestly elevate its R&D investment while maintaining positive free cash flow in FY21. Increased R&D investment comes off the low base reported in FY20 and will bring Catapult more into line with the R&D investment profiles of high growth global technology businesses.
- The delays and temporary closures of many sports over recent months have shifted the Company's sales cycle, and consequently a significant proportion of sales that would otherwise have been made in 4Q20 are now expected to be made in 1H21. We believe the long term underlying revenue growth rate of the Company has not been impacted by COVID-19. It is too early to comment on the short term (FY21) impact of COVID-19.
- There is further de-risking potential for Catapult's business should professional sport continue to adjust effectively to the operational requirements of a COVID-19 affected world.





# APPENDICES







# APPENDIX 1: KEY METRIC RESTATEMENTS FOR CHANGE OF YEAR END AND USD

USD \$M	MARCH 2020	MARCH 2019	% CHANGE
ARR	\$47.5	\$42.8	11%
ACV	\$41.5	\$38.0	9%
ACV CHURN (%)	6.4%	6.5%	(1%)
LIFETIME DURATION (YEARS)	6.5	6.2	5%
FREE CASH FLOW	\$2.8	(\$9.0)	131%



# APPENDIX 2: PROFIT AND LOSS RESTATEMENTS FOR CHANGE OF YEAR END AND USD

HALF YEAR ENDED

YEAR ENDED

USD \$M	MAR 2020	SEP 2019	MAR 2019	SEP 2018	MAR 2020	MAR 2019
REVENUE	33.9	38.8	30.6	35.6	72.7	66.2
COGS	9.0	10.8	7.7	9.8	19.8	17.5
GROSS MARGIN	73%	72%	75%	72%	73%	74%
VARIABLE COSTS	9.1	9.6	11.9	10.4	18.7	22.3
EMPLOYEE	6.8	7.2	8.3	8.2	14.0	16.5
OTHER	2.3	2.4	3.6	2.2	4.7	5.8
CONTRIBUTION PROFIT	15.8	18.4	11.0	15.4	34.2	26.4
CONTRIBUTION MARGIN	47%	47%	36%	43%	47%	40%
OTHER INCOME	0.0	0.3	0.0	0.3	0.3	0.3
FIXED COSTS	13.2	11.6	13.4	12.6	24.8	26.0
EMPLOYEE	9.6	7.7	8.6	6.8	17.3	15.4
OTHER	3.6	3.9	4.8	5.8	7.5	10.6
EBITDA	2.6	7.1	(2.4)	3.1	9.7	0.7
D&A	7.5	6.6	5.9	5.9	14.1	11.8
EBIT	(4.9)	0.5	(8.3)	(2.8)	(4.4)	(11.1)
NPAT	(4.3)	0.5	(8.0)	(1.4)	(3.8)	(9.4)



# APPENDIX 3: BALANCE SHEET RESTATEMENTS FOR CHANGE OF YEAR END AND USD

## HALF YEAR ENDED

USD \$M	MAR 2020	SEP 2019	MAR 2019	SEP 2018
CASH	19.5	18.2	13.9	24.2
TRADE & OTHER RECEIVABLES	13.4	17.3	11.4	12.7
INVENTORY	4.9	5.8	4.7	3.2
PPE	8.9	6.2	6.0	6.4
GOODWILL	41.4	41.6	41.7	41.8
OTHER INTANGIBLE ASSETS	24.5	27.3	29.5	30.8
DEFERRED TAX ASSETS	7.0	7.2	7.4	7.5
OTHER ASSETS	0.1	0.0	0.0	2.5
<b>TOTAL ASSETS</b>	<b>119.7</b>	<b>123.6</b>	<b>114.6</b>	<b>129.1</b>
TRADE & OTHER PAYABLES	6.7	8.5	6.6	6.8
CONTRACT LIABILITIES	15.7	22.4	13.7	20.8
OTHER LIABILITIES	5.0	1.3	1.6	1.5
EMPLOYEE BENEFITS	5.4	5.2	6.2	5.6
BORROWINGS	5.1	0.2	0.1	0.0
DEFERRED TAX LIABILITIES	3.7	3.8	3.7	3.8
<b>TOTAL LIABILITIES</b>	<b>41.6</b>	<b>41.4</b>	<b>31.9</b>	<b>38.5</b>
<b>TOTAL EQUITY</b>	<b>78.1</b>	<b>82.2</b>	<b>82.7</b>	<b>90.6</b>



# APPENDIX 4: CASH FLOW RESTATEMENTS FOR CHANGE OF YEAR END AND USD

HALF YEAR ENDED

YEAR ENDED

USD \$M	MAR 2020	SEP 2019	MAR 2019	SEP 2018	MAR 2020	MAR 2019
<b>OPERATING CASH FLOW</b>						
RECEIPTS FROM CUSTOMERS	31.3	42.6	28.2	39.7	73.9	67.8
PAYMENTS TO STAFF AND SUPPLIERS	(28.4)	(32.7)	(33.8)	(32.3)	(61.1)	(66.1)
OTHER OPERATING CASH FLOW	(0.2)	0.5	-	0.3	0.4	0.3
<b>NET CASH FROM OPERATING ACTIVITIES</b>	<b>2.7</b>	<b>10.4</b>	<b>5.7</b>	<b>7.7</b>	<b>13.1</b>	<b>2.0</b>
<b>INVESTING CASH FLOW</b>						
PAYMENTS FOR PPE	(1.4)	(1.7)	(1.1)	(2.0)	(3.1)	(3.0)
CAPITALISED DEVELOPMENT	(3.4)	(3.9)	(3.5)	(4.5)	(7.3)	(8.0)
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	<b>(4.8)</b>	<b>(5.5)</b>	<b>(4.6)</b>	<b>(6.5)</b>	<b>(10.4)</b>	<b>(11.0)</b>
<b>FINANCING CASH FLOW</b>						
PROCEEDS FROM EXERCISE OF SHARE OPTIONS	0.5	0.1	-	0.2	0.6	0.2
OTHER FINANCING CASH	0.4	-	0.2	0.2	0.4	0.4
NET RECEIPT/(REPAYMENT) OF FINANCING LOANS	4.2	0.1	-	(2.5)	4.3	(2.5)
<b>NET CASH FROM FINANCING ACTIVITIES</b>	<b>5.1</b>	<b>0.2</b>	<b>0.2</b>	<b>(2.2)</b>	<b>5.3</b>	<b>(2.0)</b>
<b>NET INCREASE IN CASH</b>	<b>3.0</b>	<b>5.1</b>	<b>(10.0)</b>	<b>(1.0)</b>	<b>8.1</b>	<b>(11.0)</b>



# APPENDIX 5: CONTINUING INNOVATION IS DELIVERING NEW SOLUTIONS FOR CUSTOMERS

→ ClearSky received 'FIFA quality' certification with best-performing wearable technology.

→ Streamlined heart rate data capture with new elite smart vest.

→ Launched rugby suite of parameters that quantify the contact and scrummaging aspects of rugby.

→ Apple Watch Companion App for PLAYR launched with subscription option.

→ Introduced suite of live baseball metrics to deliver pitch, swing and throw counts in real time.

→ Enabled athletes to share data with coaches remotely in response to COVID-19 training restrictions.

→ New video exchange platform engineered for Division 1 college football teams in response to a strategic product partnership.

→ Released an on-demand player report visualising time spent in close proximity for teams and leagues to mitigate COVID-19 spread upon returning to training.

→ Released a remote tagging app for coaches to quickly log important video-based moments on the go.

→ New ability to import four video angles, toggle between them in, and pick which to publish.

→ New Maximum Intensity Intervals show peak periods of play to inform training.

→ Vision can now import or export third-party XML files, making customer transition from other video solutions seamless.

→ New feature for baseball and softball customers allowing seamless switching to view full at-bats.

→ Embedded baseball specific visualizations, powered by MLB Statcast, to provide overview of opponent players and teams.

→ A COVID-19 specific wellness questionnaire that enables users to quickly adapt their athlete monitoring to capture and report symptoms.

→ Facilitated roster management across the XFL league office and individual teams.





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