



CATAPULT ADDS NEW SAAS PRODUCTS TO ITS OFFERING, WITH NEW PARTNERSHIPS FOR DIGITAL PLAYBOOK AND GYM TECHNOLOGY



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Catapult Group International Limited (ASX:CAT, 'Catapult') is pleased to update the market on two new partnerships that extend its SaaS sports technology products and enhance customer experience. The new partnerships are representative of Catapult's strategy to continue to add new SaaS solutions to its platform to increase customer usage, grow ACV, and increase customer lifetime duration.

The two new partnerships include PUSH, a Toronto-based sports technology company which helps coaches plan, track, assess, and improve athlete performance off the field, and Pro Quick Draw, a software plug-in that allows American football coaches to organize playbooks, scout cards, and presentations.

IMPROVING ON-FIELD AND OFF-FIELD ANALYSIS

With Catapult being the benchmark performance SaaS solution for on-field analysis, a partnership with PUSH supports delivering a cohesive view of an athlete's performance with off-field analysis. PUSH works with hundreds of professional and Olympic sports teams across the globe, creating strong athlete engagement by quantifying performance in the weight room.

The partnership product is offered alongside Catapult's SaaS-based solutions, helping customers discover further insights of athletes' performance in the gym and correlate it to their on-field analysis.

Catapult's Chief Operating Officer, Chris Cooper, is looking forward to seeing the companies join forces in key markets across the globe.

"We are thrilled to be working with PUSH and bringing to market a customer-led partnership that will drive continuous value for customers across both companies," Cooper said. "Catapult's partnership objectives always prioritise the needs of our customers and how we can offer the most comprehensive set of solutions for teams and athletes, and we feel PUSH are very well positioned to achieve this goal with us."

PUSH Chief Executive Officer, Paul Schiffner, who joined the company from WW (formerly Weight Watchers) where he was SVP, Global Strategy and Growth, is excited about the potential of extending the athlete's data-driven narrative from the time they arrive at their team's facilities to the time they leave.

"We are excited to partner with Catapult, the leader in sports tech", Schiffner said. "The potential for our joint clients is huge as they will now be able to access and optimise an athlete's performance data on and off the field".

Rami Alhamad, PUSH Founder and Chief Product Officer, added "the potential of this partnership is a game changer for all sport teams. Over the last eight years, I've consistently heard our clients ask if PUSH can be used on the field or if Catapult can be used in the gym; with this partnership, the goal of a unified and seamless sports technology experience is just around the corner."

A POWERFUL DIGITAL PLAYBOOK SOLUTION FOR AMERICAN FOOTBALL

Catapult is also pleased to partner with Pro Quick Draw, a software plug-in that allows American football coaches to organize playbooks, scout cards, and presentations. The partnership will pair Catapult Thunder (formerly XOS Digital) and Pro Quick Draw to introduce the most dynamic and efficient playbook and workflow SaaS solution in football.

Founded by Andy Bischoff, a nine-year NFL veteran coach and the current Tight Ends Coach with the Houston Texans, Pro Quick Draw allows coaches to create their own digital library of drawings for playbooks, accessible in Microsoft Visio or PowerPoint. Coaches can choose from over 25 pre-built templates and over 250 pre-built drawings for offense and defense tactics.

With the click of a button, coaches can now export their entire play library into Catapult Thunder, where it can be viewed alongside thousands of hours of video footage from practice and game day.

Pro Quick Draw's Owner, Britt Bischoff, is excited about partnering with Catapult, the leader in video analysis tools in professional and college sports.

"Our team at Pro Quick Draw is proud to partner with Catapult, who we view as one of the most credible names servicing the highest levels of American football. Catapult and Pro Quick Draw share a common vision for how together we can significantly increase productivity and expedite workflow. We view this as a unique opportunity to bring the innovation of Pro Quick Draw to the power and functionality of Catapult Thunder allowing us together to create a far greater overall experience for coaches and players all over America."

Authorised for release to ASX by the Catapult CEO, Will Lopes

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