



CATAPULT NOW WORKS WITH EVERY TEAM IN THE NFL, THE WORLD'S RICHEST SPORTS LEAGUE

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Catapult Group International Limited (ASX:CAT, 'Catapult', or 'the Company') is pleased to announce it has signed the Atlanta Falcons as a customer in the National Football League (NFL), taking the Company's customer penetration in the world's richest sports league to 100%.

Catapult has innovated and built a series of leading SaaS technologies that are now established into the daily work flows of every team at the highest professional level of American football, providing invaluable insights and solutions to its customers.

Catapult's technology has a long history with NFL teams, with 18 of the 32 teams being customers for over 15 years. Presently, 44% of NFL teams are multi-solution customers with Catapult compared with 8% across Catapult's customer base. The NFL serves as a lighthouse for the growth potential of multi-solutions customers that use the Company's technology in American Football.

The NFL's feeder system, the National Collegiate Athletic Association (NCAA), has three divisions with a total of 545 teams that have up to 105 players per team. With over 46% of the Company's customers, and over 65% of its ACV coming from the Americas region, the NFL is a very important market for its volume of athletes, multi-solution needs, and the inspirational role it plays to other leagues and collegiate sports.

Catapult's Chief Commercial Officer, Matt Bairos, has personally worked with some of the Company's NFL customers for almost two decades.

"Catapult has a long and rich history with NFL teams, with many of our staff either joining the company after working on the team side, or leaving the company to be coaches and performance practitioners for teams. Our SaaS solutions have been engineered for American football athletes and coaches and we're very proud to be individually working with every team in the league".

Catapult released two customer-facing solutions to support NFL teams as they returned to play with COVID-19 restrictions, which enhanced workplace flexibility and efficiency during the 2020-21 season.

The solutions provide teams with cloud-based high-resolution video analysis and a seamless indoor-outdoor experience, allowing teams to transition between global positioning system (GPS) and local positioning system (LPS) tracking in a single training session; a first for team sport anywhere in the world.

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

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