



CATAPULT'S ACV GROWS 43% YEAR ON YEAR WHILE ACV CHURN IS DOWN 40%

OCTOBER 21, 2021

ALL FINANCIALS ARE IN USD UNLESS OTHERWISE INDICATED

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company') is pleased to provide an update on its SaaS metrics in advance of its H1 FY22 results announcement.

The highlight of the SaaS metrics is a \$17.6 million increase in Annual Contract Value (ACV) over the preceding 12-month period to \$58.8 million, equating to an uplift of 43%. For the same period ACV churn was near all-time lows at 4.1%.

Continuing the trend from 2H FY21, ACV growth in 1H FY22 was driven largely by the Company's software solutions in its largest vertical of Performance & Health, which grew at 33% annualized for the half to \$34.4 million, and the additional ACV from the recent acquisition of SBG. Excluding the SBG acquisition, Catapult's ACV growth was 30% year on year.

Within the Company's largest market, the Americas region, Performance & Health ACV grew at 62% annualized for the half, following a significant strengthening in the operating environment for pro sports in that region.

Year on year growth in the Tactics & Coaching vertical was 20% (inclusive of SBG and on a pro forma basis). Catapult is confident in its ability to accelerate this growth over the coming years following the acquisition of SBG, and with the addition of further product feature sets resulting from the Company's accelerated investment program.

Supporting the strong growth result, Catapult's ACV Churn continued to improve from its already world-class SaaS levels. ACV Churn fell 40% for the year from 6.8% to now stand at 4.1%, with the usage of Catapult's software products continuing to prove critical to its customers' daily workflows.

A very strong improvement in cross-selling was also achieved in the September half, with the number of multi-solution customers increasing at an annualized rate of 49% since March 31, 2021. Continuing the previous pattern of cross-selling, almost three-quarters of cross-sold customers in the half were generated by Performance & Health customers adopting Tactics & Coaching solutions. Lifetime Duration fell modestly during the half, reflecting the relatively younger customer base of SBG, and increased ACV from recently signed new customers.

Commenting on the quarterly growth, Catapult's CEO Will Lopes said:

"I am very pleased with the results of the last six and 12 months and our ACV growth trajectory. It's extremely pleasing to see our core Performance & Health vertical continue to grow so strongly, coupled with our continued ability to cross-sell video solutions to those customers. With the addition of SBG to our product mix, we are confident in our ability to



expand ACV significantly in the long term. We're also very pleased to see the large North American market return to strength following the challenges presented by the pandemic."

A summary of Catapult's performance against its key SaaS metrics is shown below:

| | AS AT/FOR 12 MONTHS ENDED | | | Change | |
|--------------------------------|---------------------------|----------|----------|--------|------|
| | SEP 2021 | MAR 2021 | SEP 2020 | YoY | HoH* |
| ACV (\$M) | 58.8 | 48.4 | 41.2 | 43% | 43% |
| ACV (PRO FORMA WITH SBG) (\$M) | 58.8 | 53.4 | 45.5 | 29% | 20% |
| ACV (EX SBG ACQUIRED) (\$M) | 53.6 | 48.4 | 41.2 | 30% | 22% |
| ACV CHURN (%) | 4.1% | 5.5% | 6.8% | -40% | -51% |
| LIFETIME DURATION (YEARS) | 5.5 | 5.8 | 6.3 | -11% | -7% |
| MULTI-SOLUTION CUSTOMERS | 314 | 252 | 209 | 50% | 49% |
| CONTRIBUTION MARGIN (%) | 44.9% | 48.2% | 50.6% | -11% | -13% |

* Annualized percentages.

The numbers in this table are preliminary and unaudited.

STRONG FINANCIAL POSITION

In addition to the strong performance against its key SaaS metrics, the Company is well-positioned financially with \$42.1 million** of cash at bank as at September 30, 2021, an increase of \$19.9 million over the previous six months.

** Subject to final audit

INVESTOR DAY NOVEMBER 9, 2021

Catapult is pleased to confirm its first-ever Investor Day will be held on November 9, 2021, starting at 8.00am (Melbourne time) (US, ET November 8 at 4.00pm). The event will conclude by 11.00am (Melbourne time).

Pre-registration through the following link is essential:

catapultsports.zoom.us/webinar/register/WN_5kNcP8pRR2Gat8iZxPQOTQ

1H FY22 RESULTS ANNOUNCEMENT

Catapult is pleased to advise that its 1H FY22 results will be released after market close on November 17, 2021 (Melbourne time). The accompanying investor conference call will be held the following morning, on November 18, 2021 (Melbourne time).

A pre-recorded video of Management's presentation of the results will be available on the Company's website once the results have been released. It is strongly recommended that participants view this video before the investor conference call.

Pre-registration details for the result conference call will be provided closer to the event.

Authorized for release to ASX by the Catapult Executive Chairman, Dr Adir Shiffman.

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While Catapult's results are reported under IFRS, this document may also include non-IFRS information such as pro forma information, EBITDA, contribution margin, free cash flow, annualized contract value (ACV), lifetime duration (LTD), and ACV Churn. These measures are provided to assist in understanding Catapult's financial performance. They have not been independently audited or reviewed, and should not be considered an indication of, or an alternative to, IFRS measures.

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