



# BELL POTTER DECODED CONFERENCE

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SEPTEMBER 8, 2022



# IMPORTANT NOTICE

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This document may contain forward looking statements including plans and objectives. Do not place undue reliance on them as actual results may differ, and may do so materially. They reflect Catapult's views as at the time made, are not guarantees of future performance and are subject to uncertainties and risks, such as those described in Catapult's most recent financial report. Subject to law, Catapult assumes no obligation to update, review or revise any information in this document.

Catapult changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ended December 31, 2020 and a final period ended March 31, 2021. Catapult also changed its presentation currency from A\$ to US\$, which commenced with reporting in US\$ for the six-month period ended December 31, 2020. Catapult also acquired SBG on July 1, 2021. This document sets out pro forma information solely for the purpose of illustrating the effects of the SBG acquisition and these two changes on certain historical financial results.

The financial information denoted as, or in columns headed, "2019" (or "FY19"), "2020" (or "FY20"), "2021" (or "FY21"), "1H21", "2H21", or "Pro forma including SBG" in this document is pro forma and does not form part of Catapult's FY22 financial results. The pro forma financial information which is (i) "2019", "2020", "2021" (or the "FY" variants) is for the 12-month period ended, respectively, March 31, 2019, March 31, 2020, and March 31, 2021; (ii) "1H21" or "2H21" is for the 6-month period ended, respectively, September 30, 2020 and March 31, 2021; and (iii) "Pro forma including SBG" is, as applicable, either a 6-month period ended September 30, or a 12-month period ended March 31, on the basis that the Company acquired SBG on April 1, 2018. All pro forma financial information has been compiled from management accounts. Because of its hypothetical nature the pro forma information may not give a true picture of a relevant comparison. Subject to law, Catapult assumes no obligation to update, review or revise the pro forma information.

The financial information denoted as, or in columns headed, "2019", "2020", "2021" (or the "FY" variants), or "Pro forma including SBG" has not been independently audited or reviewed. Financial information denoted as, or in columns headed, "Mar 19", "Mar 20", "Mar 21", "Mar 22", "Sep 19", "Sep 20", or "Sep 21" is for each respective month, unless otherwise specified, point in time information which is calculated as at the last day of that month. Such point in time financial information, except for the "Mar 21", "Mar 22", and "Sep 21" balance sheets, has not been independently audited or reviewed. A reference to ACV and ACV (YoY) growth for a relevant year is, unless otherwise specified, a reference to, respectively: (i) ACV calculated as at March 31 of that year, or any other specified date; and (ii) the quotient of (x) the ACV calculated as at the relevant date for that year, divided by (y) the ACV calculated as at the date which is 12-months earlier than the date in (x), expressed as a percentage.

While Catapult's results are reported under IFRS, this document also includes non-IFRS information such as the pro forma information referred to above, 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.

Financial information attributed to a segment in the Appendix 4E dated May 26, 2022 and the Annual Report dated June 30, 2022 may be presented in a different classification, or split between one or more classifications, in this document.

The information in this document is for general information purposes only, and does not purport to be complete. It should be read in conjunction with Catapult's other market announcements. Readers should make their own assessment and take professional independent advice prior to taking any action based on the information.

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.

## OUR VISION

**UNLEASH THE POTENTIAL  
OF EVERY LEAGUE, ATHLETE,  
AND TEAM ON EARTH**

## OUR MISSION

**BUILD THE LEADING  
DATA & ANALYTICS PLATFORM  
FOR SPORTS PERFORMANCE**

# PLATFORM DRIVEN BY CUTTING-EDGE TECHNOLOGY

## SOFTWARE & ANALYTICS

### VIDEO ANALYSIS (T&C) & ATHLETE MANAGEMENT

- End-to-end platform designed for efficient analysis and communication of key insights
- Video analysis solution to capture, collect, present data live and post match
- Cloud-based platform that connects teams and their workflows in one place



## PERFORMANCE WEARABLE

### ATHLETE MONITORING SYSTEM (P&H)

- Elite wearable solutions that track athlete performance to optimize development, manage injury risk, expedite return-to-play
- Validated by 100+ external institutions
- Combined Global and Local positioning systems



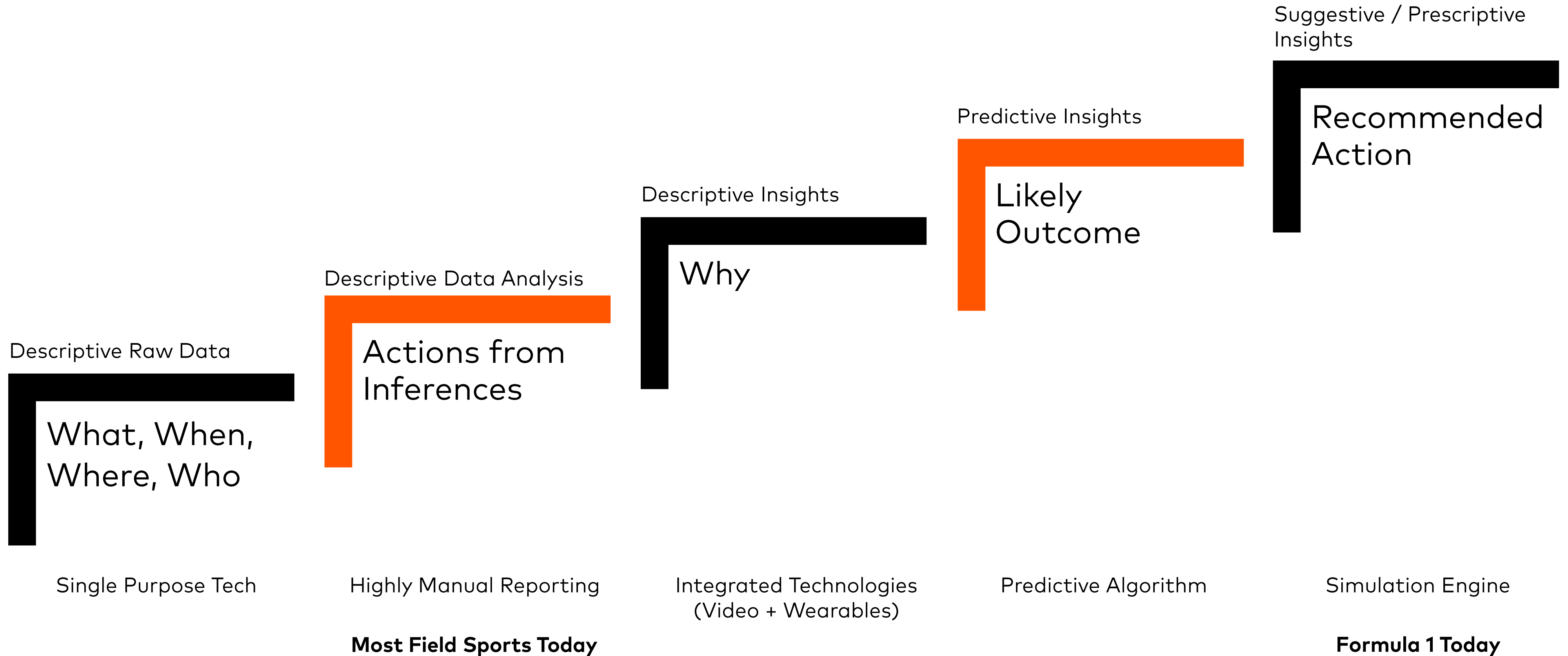
## MEDIA & SERVICES

- Content Licensing
- Asset Management
- Broadcast Enhancement Services
- Professional Services
- Science for Sport



OUR UNIQUE POSITIONING

# THE JOURNEY OF IMPROVING SPORTS ANALYTICS INSIGHTS



OUR UNIQUE POSITIONING

# A PLATFORM ENCOMPASSING CORE WORKFLOWS AND MULTIPLE PERSONAS



## EXAMPLE: FORMULA 1

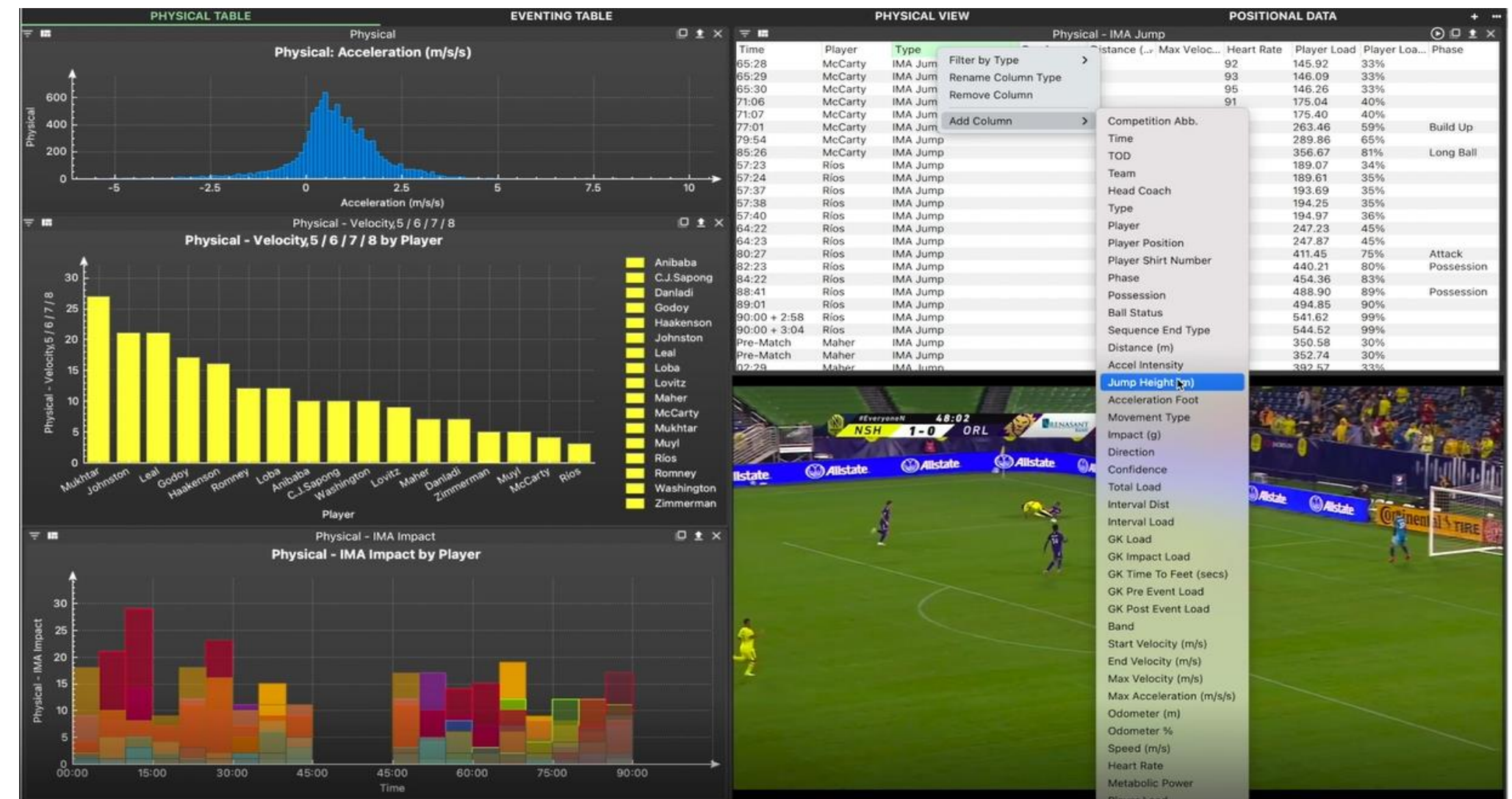
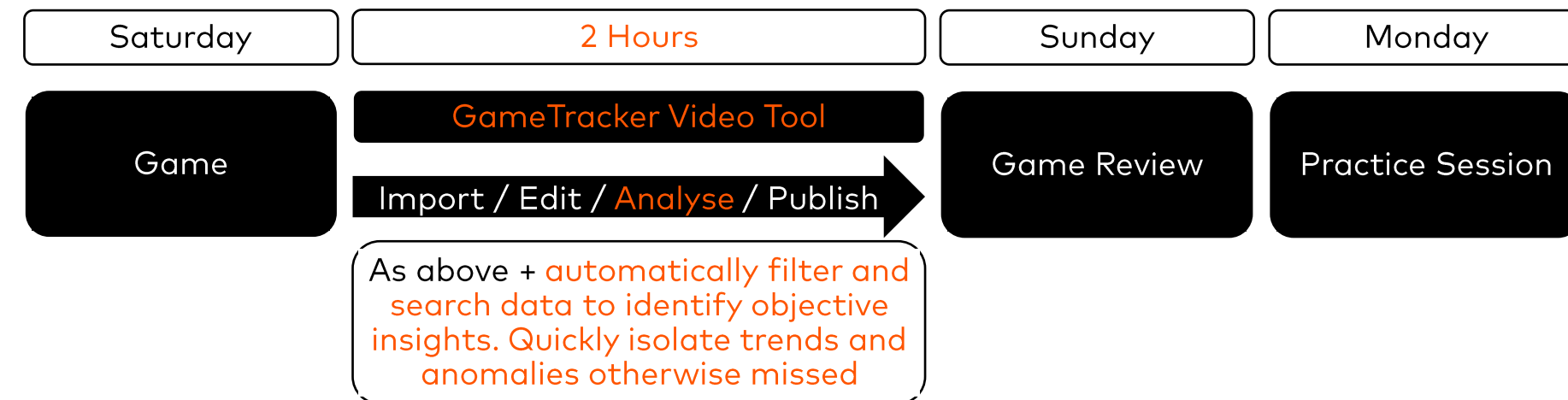
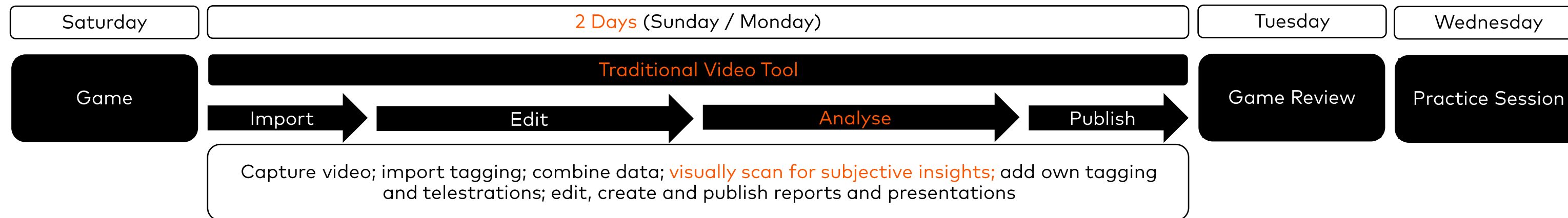
RaceWatch is the critical workflow technology that links:

- FIA
- Race Control
- Race Stewards
- Race Marshalls
- Safety cars
- Medical cars
- Database history
- Car systems
- All 10 Teams
  - Pitwall
  - Garages
  - Team HQ analysts

## OUR UNIQUE POSITIONING

# WORKFLOW AUTOMATION IMPROVES ACCURACY AND SAVES TIME

- GameTracker improves insights using objective data rather than the analysts' subjective inferences
- Automation functions save almost 2 days of work per week, increasing available coaching time by 66+%

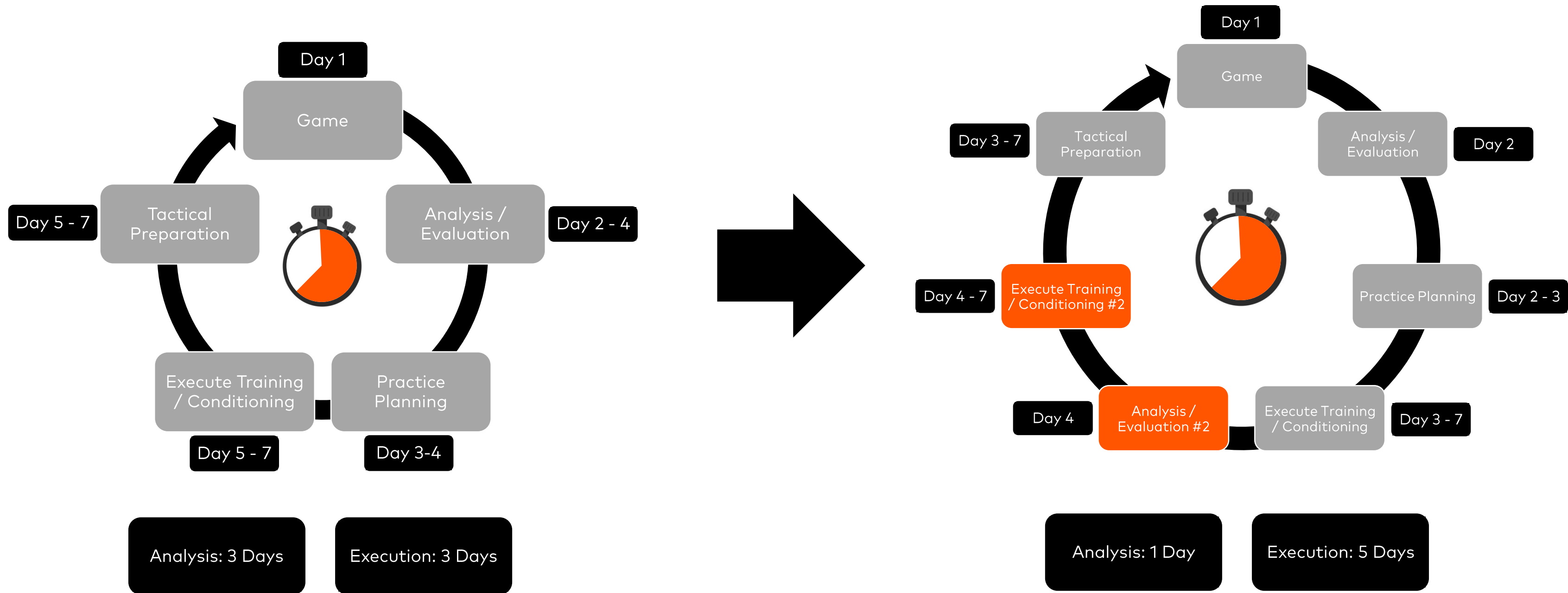




OUR UNIQUE POSITIONING

# TIME SAVINGS ENABLE ADDITIONAL FEEDBACK LOOPS

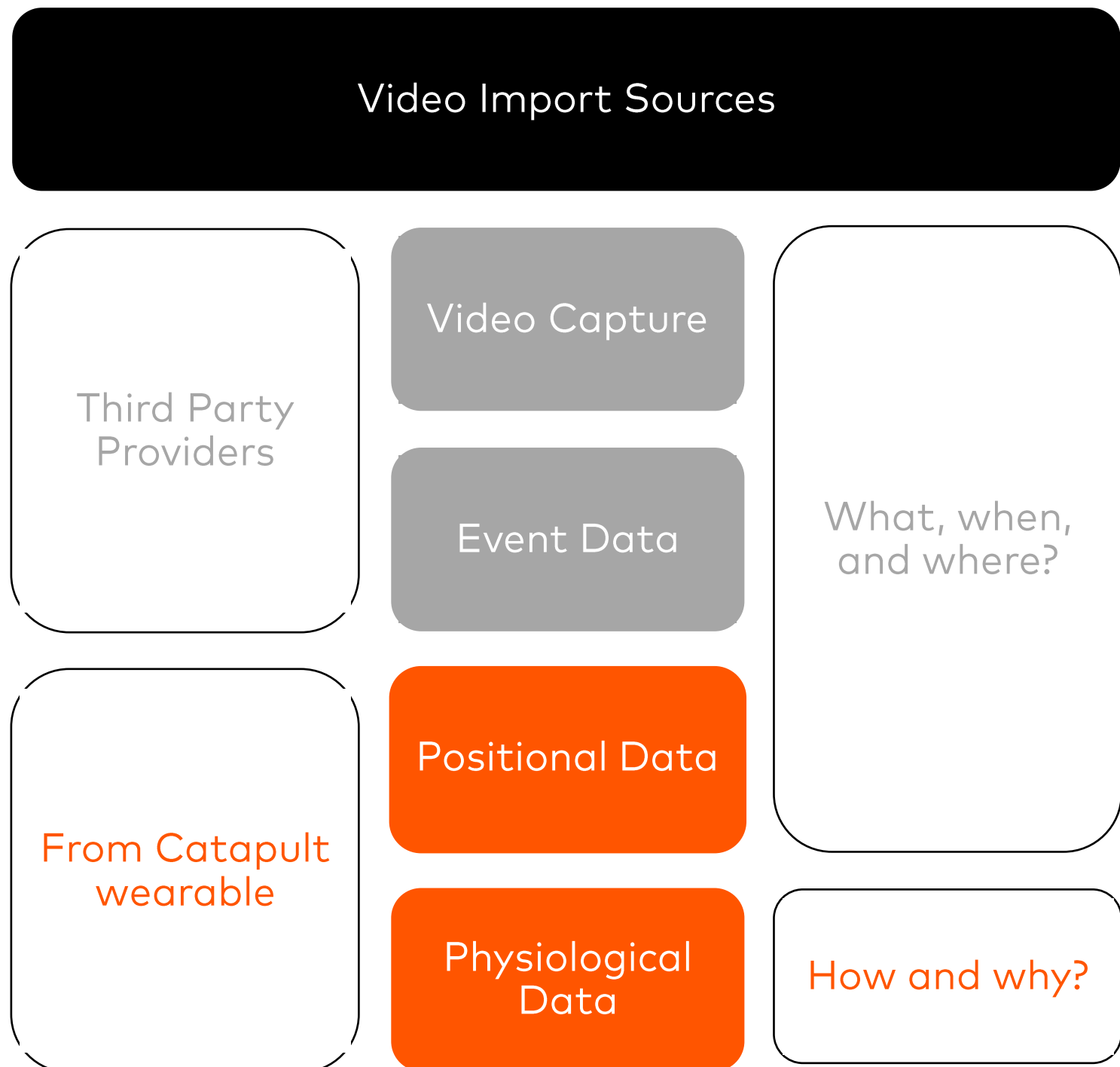
- Additional coaching feedback loops are a major step in improving athletic performance, with better tactical preparation and game day outcomes
- This additional intra-week training analysis is a further value pool as well as an additional embedded customer workflow for Catapult



OUR UNIQUE POSITIONING

# WEARABLES INTEGRATION PROVIDES CAUSAL INSIGHTS

- The addition of **physiological data** enables coaches to understand **why** certain events happened. This is a **revolutionary milestone** in sports technology



**PHYSICAL TABLE**

Player	Max Speed (m/s)	Work Rate (m/min)	Max Acceleration (m/s/s)	Max Deceleration (m/s/s)	Max Heart Rate
McCarty	6.6	261.7	2.6	-2.6	175
Willis (gk)	2.6	92.4	1.0	-1.0	
C.J. Sapong	5.7	142.5	2.2	-1.4	
Godoy	6.0	213.8	1.5	-1.2	
Mukhtar	6.5	204.9	2.3	-0.6	80
Zimmerman (c)	7.8	257.7	2.5	-2.0	
Lovitz	4.7	215.9	2.7	-1.0	166
Rios	3.6	165.5	1.7	-3.1	
Romney	7.7	234.8	3.9	-2.2	71
Maher	6.2	235.0	1.4	-0.7	76
Johnston	6.2	254.9	2.4	-2.6	129
<b>Team Average</b>	<b>5.8</b>	<b>207.2</b>	<b>2.2</b>	<b>-1.7</b>	<b>116</b>

**EVENTING TABLE**

Start Time	Team	Start Type	Phase Type	Length	Passes	Forward G...	Progression	Retain Pos	St
08:46	Orlando City SC	Recovery	Quick Break	10	3	67.4	No	No	Nc
45:28	Orlando City SC	Recovery	Quick Break	8	1	51.8	No	No	Nc
51:44	Orlando City SC	Recovery	Quick Break	2	3	73.8	No	No	Ye
77:32	Orlando City SC	Recovery	Quick Break	11	2	45.2	No	No	Nc
90:00 + 1:43	Orlando City SC	Recovery	Quick Break	5	1	60.2	Yes	Yes	Nc
90:00 + 1:51	Orlando City SC	Progression	Quick Break	2	1	-4.1	Yes	Yes	Nc
04:00	Nashville SC	Tackle	Quick Break	12	1	32.3	No	Yes	Nc
13:27	Nashville SC	Recovery	Quick Break	9	1	59.6	No	No	Nc
14:06	Nashville SC	Interception	Quick Break	12	3	50.9	Yes	Yes	Nc
16:35	Nashville SC	Recovery	Quick Break	6	1	58.0	No	No	Nc
22:01	Nashville SC	Interception	Quick Break	7	1	41.6	Yes	Yes	Nc
22:08	Nashville SC	Progression	Quick Break	3	1	22.2	No	No	Ye
26:15	Nashville SC	Recovery	Quick Break	9	3	49.8	Yes	Yes	Nc
27:32	Nashville SC	Interception	Quick Break	10	2	45.7	Yes	Yes	Ye
28:56	Nashville SC	Recovery	Quick Break	4	1	29.3	No	No	Ye
47:52	Nashville SC	Recovery	Quick Break	10	2	83.0	No	Yes	Nc

**PHYSICAL VIEW**

**POSITIONAL DATA**

**Video - Broadcast**

NSH 1-1 ORL

# OUR GROWTH FOCUS

	SOLUTION	FY22 ACV (\$M)	GROWTH	GROSS MARGIN*	MARKET DYNAMICS
<b>LAND</b>	PRO P&H (WEARABLES)	\$38	32%	>70%	<ul style="list-style-type: none"> <li>• Largest player in market &amp; 5x nearest competitor</li> <li>• 85% unpenetrated</li> </ul>
<b>EXPAND</b>	T&C (VIDEO)	\$22	6%	>90%	<ul style="list-style-type: none"> <li>• Catapult's penetration ~2.5%</li> <li>• Attractive economics - ACV per customer 2x P&amp;H</li> </ul>
<b>SEED</b>	PROSUMER P&H (WEARABLES)	\$3	303%	>50%	<ul style="list-style-type: none"> <li>• Massive scale opportunity</li> <li>• Additional growth long-term growth leg</li> </ul>
<b>PARTNER</b>	MEDIA	\$12**	20%	~50%	<ul style="list-style-type: none"> <li>• Dynamic changes within NCAA (NIL) customers to monetize data</li> </ul>

\* Indicative gross margin ranges.

\*\* Media value of \$12 million is subscription revenue but is not classified as ACV.

Important Note: ACV and ACV growth included in this slide have not been independently audited or reviewed, are proforma (except for Mar 22 ACV) and do not form part of Catapult's FY22 financial results. The pro forma financial information has been prepared on the basis that the Company acquired SBG on April 1, 2018. See the important notice in slide 2.

# WE WORK WITH THE VERY BEST TEAM AND LEAGUES GLOBALLY

**3,400+**

ELITE TEAMS  
GLOBALLY

**40+**

SPORTS  
GLOBALLY

**100+**

COUNTRIES



## HIGHLIGHTS



Premier  
League



# CATAPULT HAS REACHED A MAJOR INFLECTION POINT

## SAAS MOVE COMPLETE

- Subscriptions are 92% of total revenues
- For Pro P&H, subscriptions now account for 98% of all revenue
- The drag on total revenue growth (from the switch to subscription) is now behind us
- The move to full subscription has driven growth in our Pro customer base (by 16.3%), and average ACV/Pro customer (up 4.2% to \$24.2k)

## LEADERSHIP IN PRO ATHLETE MONITORING ACCELERATED

- ACV growth rate climbed from 16% in FY20 to 32% in FY22
- Americas ACV is up 51% in FY22
- Subscription revenue in Pro P&H grew 31%
- ACV Churn of Pro P&H Customers was 3.5%

## VIDEO INTEGRATION OPENS NEW GROWTH ENGINE

- Integration of MatchTracker and Vector completed ahead of time, within 7 months
- In APAC, during its key selling season, T&C ACV grew 29.7%
- New marquee deals already signed



CATAPULT

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**UNLEASH POTENTIAL**