



FY24 RESULTS

MAY 30, 2024

WILL LOPES

Chief Executive Officer
& Managing Director

BOB CRUICKSHANK

Chief Financial Officer



IMPORTANT NOTICE

Forward-looking statements

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.

Pro forma financial information

Catapult changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ending 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 acquisitions (including SBG) and these changes on certain historical financial results.

The financial information denoted as "Pro forma including acquisitions" in this document is pro forma, does not form part of Catapult's FY24 financial results and has not been independently audited or reviewed. The pro forma financial information which is "Pro forma including acquisitions" 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 all relevant acquired entities 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.

Defined terms and Calculation Methodologies

In this document, unless otherwise indicated:

- "1H" for April 1, 2021 onwards, is each period starting April 1 and ending September 30, with the first such period being 1H FY22;
- "2H" for October 1, 2021 onwards, is each period starting October 1 and ending March 31, with the first such period being 2H FY22;
- "FY" for April 1, 2021 onwards, is each period starting April 1 and ending March 31, with the first such period being FY22;
- "ACV" or "Annualized Contract Value" is the annualized value of all active subscription contracts in effect using an average exchange rate to US\$ over a 1-month period ending on the ACV Effective Calculation Date;
- "ACV (CC)" or "ACV constant currency" is ACV calculated on a "constant currency" basis, which is calculated using an average exchange rate to US\$ over a 1-month period ending on March 31, 2023;
- "ACV CAGR" is the cumulative annual growth rate in ACV (including on a "constant currency") over a period A to B, which is calculated as the annualized growth rate (expressed as a percentage) of (x) the ACV as at the Effective Calculation Date for B; divided by (y) the ACV as at the effective calculation date for A. Therefore, for example, the ACV CAGR for 1H FY22 to 1H FY24 is calculated as the annualized growth rate (expressed as a percentage) of (x) the ACV calculated as at September 30, 2023; divided by (y) the ACV calculated as at September 30, 2021;
- "ACV Churn" is the reduction in ACV from the loss of customers over a period, which is calculated as the quotient (expressed as a percentage) of (x) the reduction in ACV from the loss of customers over the 12-month period prior to the Effective Calculation Date; divided by (y) the total ACV calculated as at the date that is 12 months prior to that Effective Calculation Date;
- "ACV Effective Calculation Date" for ACV is, unless otherwise stated March 31, 2024. The ACV Effective Calculation Date for ACV denoted as "Opening ACV" or "Closing ACV" is ACV calculated as at, respectively, the start or end of the relevant period. Therefore, for example, the Opening ACV FY24 Effective Calculation Date is April 1, 2023 and the Closing ACV FY24 Effective Calculation Date is March 31, 2024. ACV denoted as "1H" is calculated as at the end of the relevant period. Therefore, for example, the ACV 1H23 Effective Calculation Date is September 30, 2022, and the ACV 1H24 Effective Calculation Date is September 30, 2023;
- "ACV Growth" or "ACV YoY" is the growth in ACV (including on a "constant currency" basis), which is calculated as the quotient (expressed as a percentage) of (x) the ACV calculated as at the Effective Calculation Date; divided by (y) the ACV calculated as at the date which is 12 months prior to that Effective Calculation Date;
- "ACV Retention" is the retained ACV from continuing customers over a period, which is calculated as (1 - ACV Churn), expressed as a percentage;
- "Fixed Costs" is the total of General & Administrative (G&A), and capitalized and non-capitalized Research & Development (R&D) costs;
- "Free Cash Flow" or "FCF" is cash flows from operating activities less cash flows used for investing activities, excluding cash used for acquisitions of, and investments into, businesses and strategic assets. FCF excludes AASB16 lease payments;
- "Incremental profit" over a period is calculated as the incremental Management EBITDA over that period;
- "Incremental profit margin" over a period is calculated as the quotient (expressed as a percentage) of (x) the incremental Management EBITDA over that period; divided by (y) the incremental revenue over that period;
- "Lifetime Duration" or "LTD" is the average length of time that customers have continuously subscribed for Catapult's products or services as at the effective calculation date, weighted by each customer's ACV as at that date;
- "Management EBITDA" is EBITDA excluding share-based payments, severance, and purchase consideration; and including capitalized development expense;
- "Multi-vertical customers" is the number of customers that, as at the effective calculation date, use a product from more than one of Catapult's verticals;
- "pp" means percentage point, which is the arithmetic difference between two percentages;
- "Recurring Revenue" is SaaS Revenue, plus Media, and plus other recurring revenue that is not attributable to ACV;
- "SaaS Revenue" or "SaaS (ACV) Revenue" is revenue attributable to ACV; and
- "Variable Costs" is Total non-capitalized COGS, Sales & Marketing (S&M), and Delivery Costs.

This document should be read in conjunction with the above definitions and calculation methodologies as they are integral to understanding the content.

Non-IFRS Information

While Catapult's results are reported under IFRS, this document may also include non-IFRS information (such as Management EBITDA, EBITDA, Gross Margin, Contribution Margin, free cash flow, annual recurring revenue (ARR), annualized contract value (ACV), lifetime duration (LTD), ACV Retention, and ACV Churn. These measures are provided to assist in understanding Catapult's financial performance given that it is a SaaS business. They have not been independently audited or reviewed, and should not be considered an indication of, or an alternative to, IFRS measures.

General

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. All financials are in US\$ unless otherwise indicated.

WE ARE THE STANDARD FOR PROFESSIONAL SPORTS

40+
SPORTS

100+
COUNTRIES

4,200+
TEAMS GLOBALLY



RUGBY
AU



NASCAR

OUR VISION

UNLEASH THE POTENTIAL
OF EVERY TEAM AND ATHLETE
ON EARTH

WILL LOPES

**CHIEF EXECUTIVE OFFICER
& MANAGING DIRECTOR**

> OVERVIEW

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STRATEGY & OUTLOOK

Q&A



FY24 WAS A YEAR OF STRONG PROFITABLE GROWTH

ACV

\$86.8M

(A\$132M)

↑ 20% YoY (CC)

REVENUE

\$100.0M

(A\$152M)

↑ 20% YoY (CC)

FREE CASH FLOW

\$4.6M

(A\$7M)

↑ \$26.2M YoY

DRIVEN BY AN INCREDIBLY HEALTHY SAAS GROWTH ENGINE

ACV RETENTION

96.5%

ACV PER PRO TEAM

↑7.2%

MULTI VERTICAL PRO TEAMS

↑32%

AND WITH OUR OPERATIONAL LEVERAGE IS ACCELERATING OUR PROFIT MARGIN

GROSS MARGIN

81%

↑ from 76% YoY

CONTRIBUTION MARGIN

46%

↑ from 34% YoY

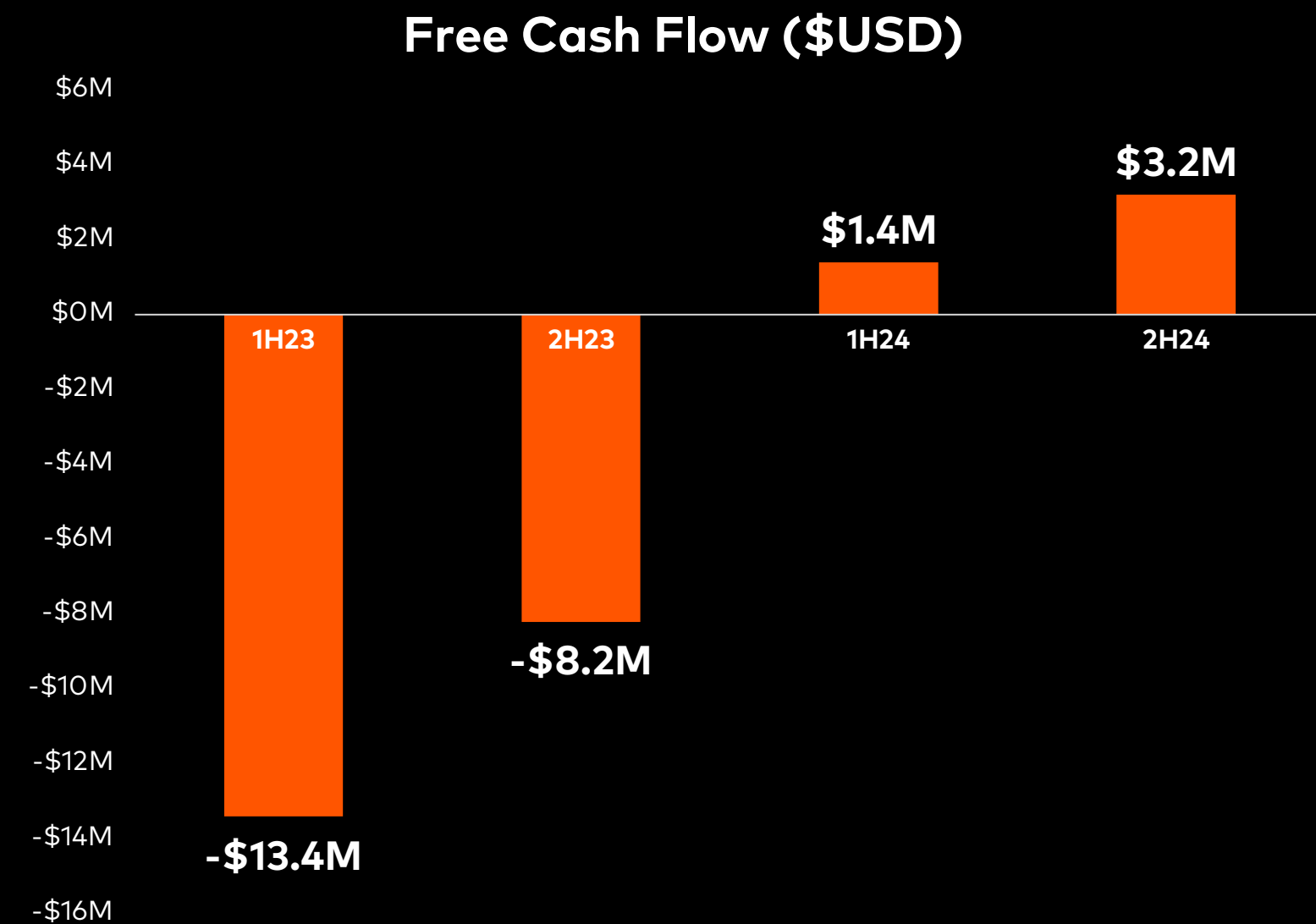
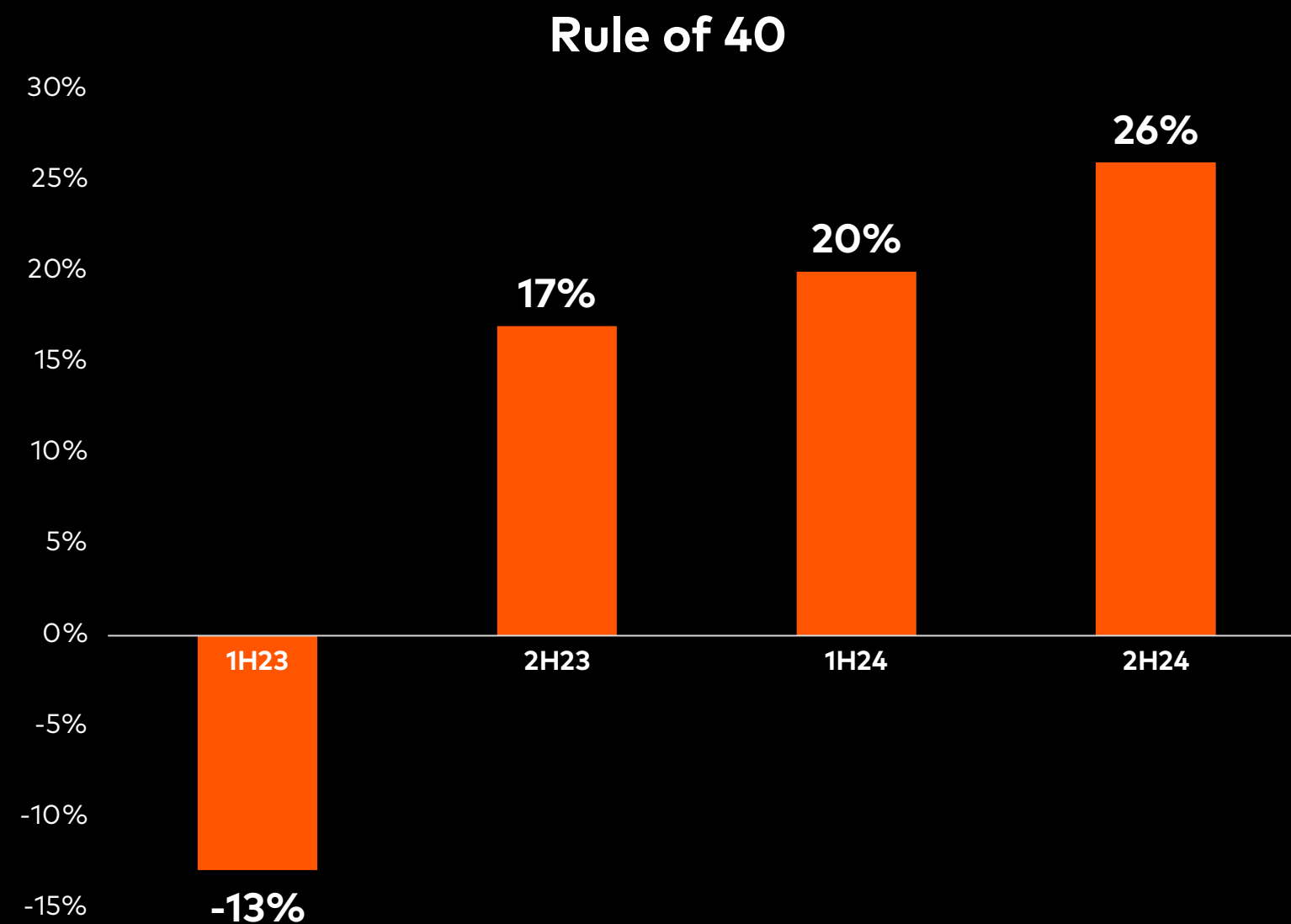
MANAGEMENT EBITDA

\$4.2M

↑ from -\$14.2M YoY

POSITIONING US AS A WORLD CLASS VERTICAL SAAS LEADER IN SPORTS

Exiting our investment phase in 1H23, our focus on Rule of 40* has significantly improved Free Cash Flow



* Rule of 40 is defined as the sum of annual ACV growth percentage on a constant currency basis and Management EBITDA margin (Management EBITDA as a % of Revenue)

ALL WHILE INNOVATING ON BEHALF OF OUR CUSTOMERS

VECTOR CORE

Athlete Monitoring system solution that is designed to extend usage beyond the First Team

AI FOR F1

AI solution to help F1 manage track limit violations, with race reviews now completed in seconds versus several hours

NEXT GEN VEST

Latest generation of vest w/ integrated heart rate monitoring with improved comfort and wearability

RACE CONTROL FOR US MOTORSPORTS

Expansion of our world class race control solution into American motorsports including exclusive support of NASCAR, INDY, and IMSA

SIDELINE VIDEO FOR NCAA

Live video analysis to be used in real-time for the first time in American football with a major deal with SEC

REMOTE ATHLETE 2.0

Next generation of remote athlete solution designed to enable athletes to collect data away from their team's training facility

BOB CRUICKSHANK

CHIEF FINANCIAL OFFICER

OVERVIEW

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STRONG RESULTS ACROSS ALL SAAS KEY PERFORMANCE INDICATORS

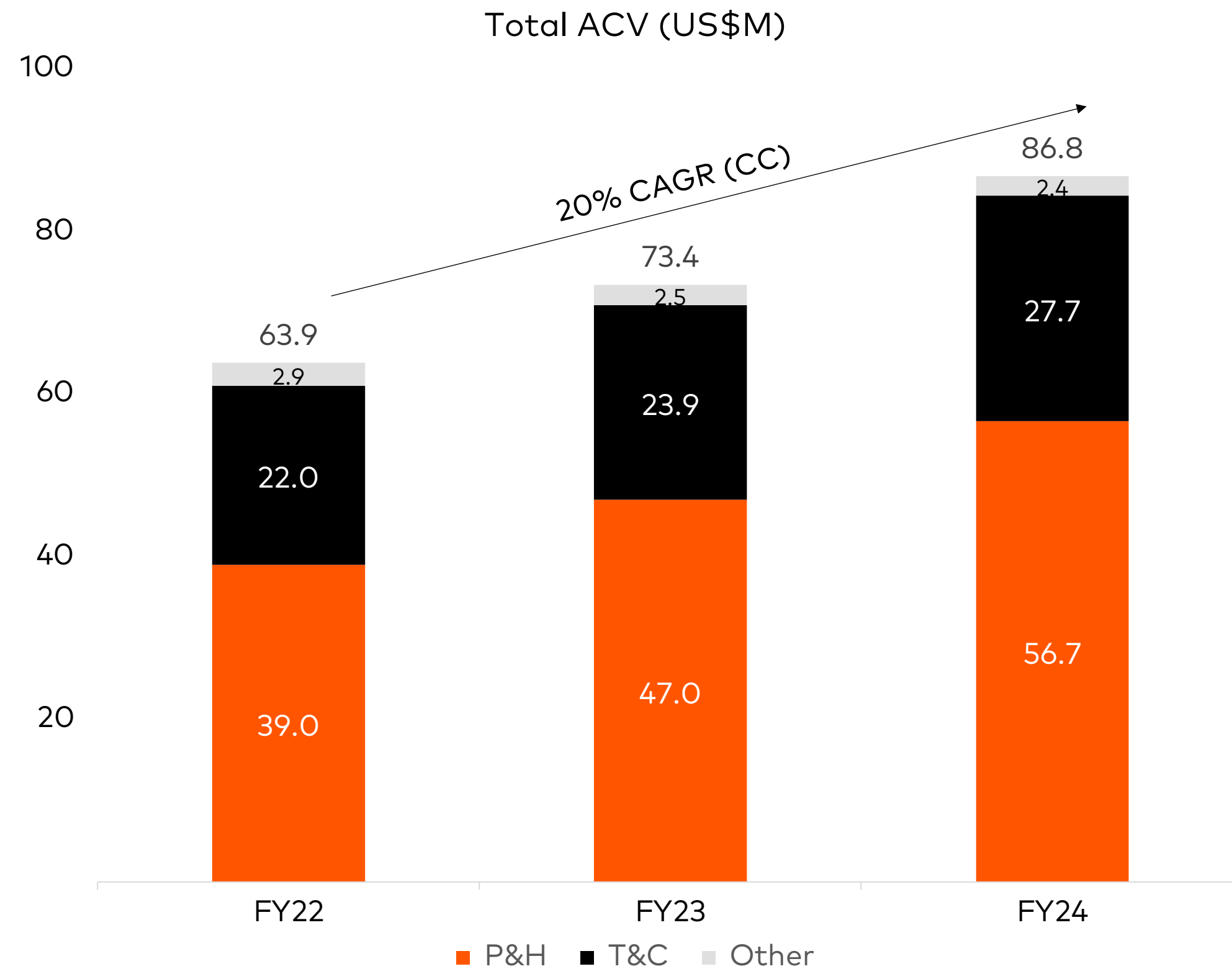
	FY24	FY23	% CHANGE
OPENING ACV (US\$M)	73.4	63.9	
NET INCREMENTAL ACV	14.4	12.9	11.7%
FX IMPACT	-1.1	-3.4	nm
CLOSING ACV (US\$M)	86.8	73.4	19.7% *
ACV RETENTION	96.5%	96.2%	0.3%
PRO TEAMS	3,317	3,031	9.4%
MULTI VERTICAL PRO TEAMS	483	366	32.0%
AVERAGE PRO TEAM ACV	24,147	22,764	7.2% *
LIFETIME DURATION (YEARS)	7.0	6.0	15.9%
CONTRIBUTION MARGIN	45.8%	33.7%	35.8%

- Strong ACV growth while improving contribution margin
- Cross selling accelerated, as more customers access Catapult's New Video Solutions
- Driving significant improvement on ACV per team and lifetime duration

* (CC)

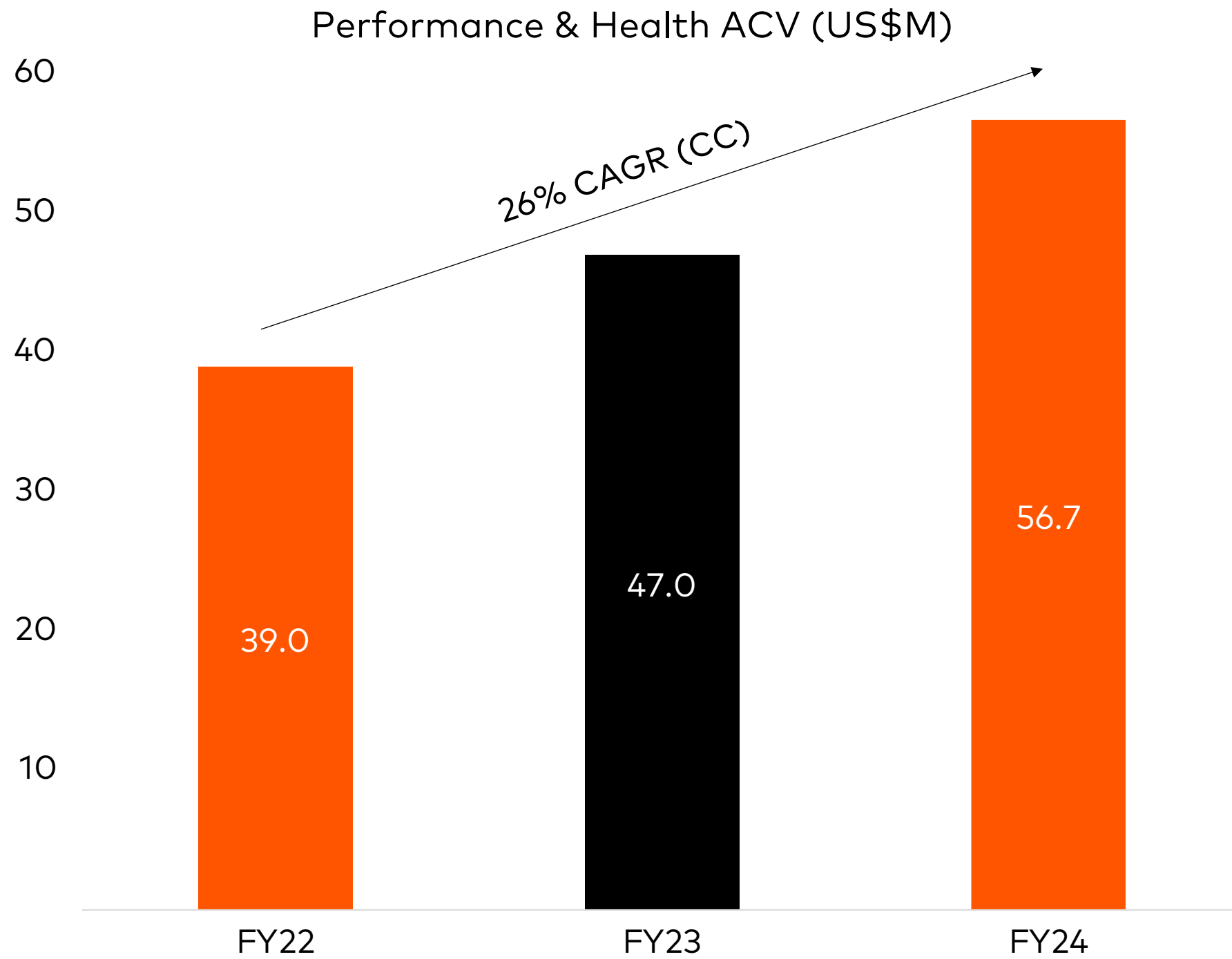
Important Note: ACV, Average ACV, ACV Growth (CC, constant currency), ACV Retention, Lifetime Duration, and Contribution Margin financial information in this slide has not been independently audited or reviewed, and does not form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

BOTH KEY VERTICALS NOW DRIVERS OF SAAS GROWTH

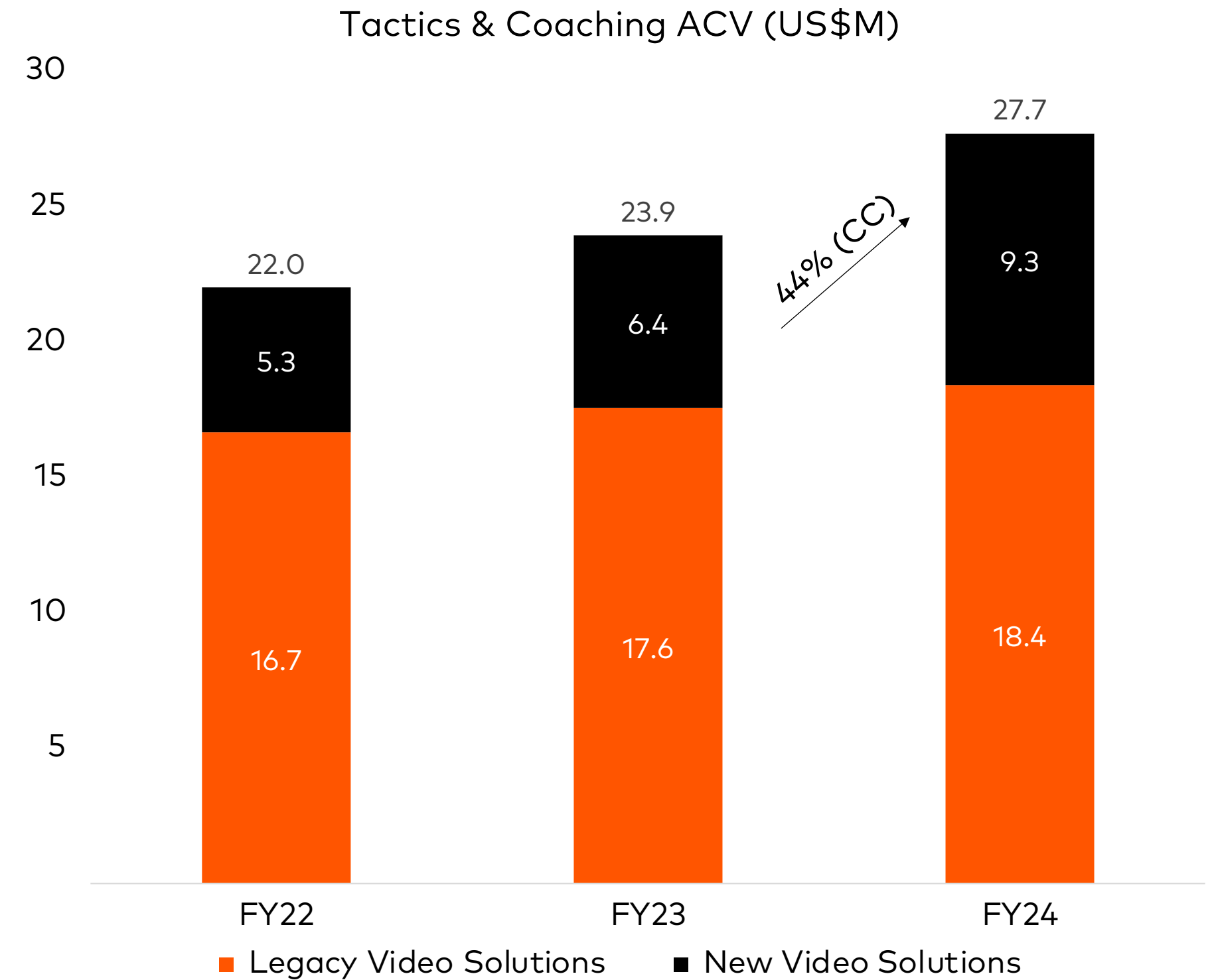


- ACV, our leading indicator of future SaaS revenue, grew 20% YoY (CC), impacted -US\$1.1M by foreign currency movements
- Growth was driven by P&H vertical and the expansion of New Video Solutions within T&C vertical

NEW VIDEO SOLUTIONS ACCELERATING T&C GROWTH

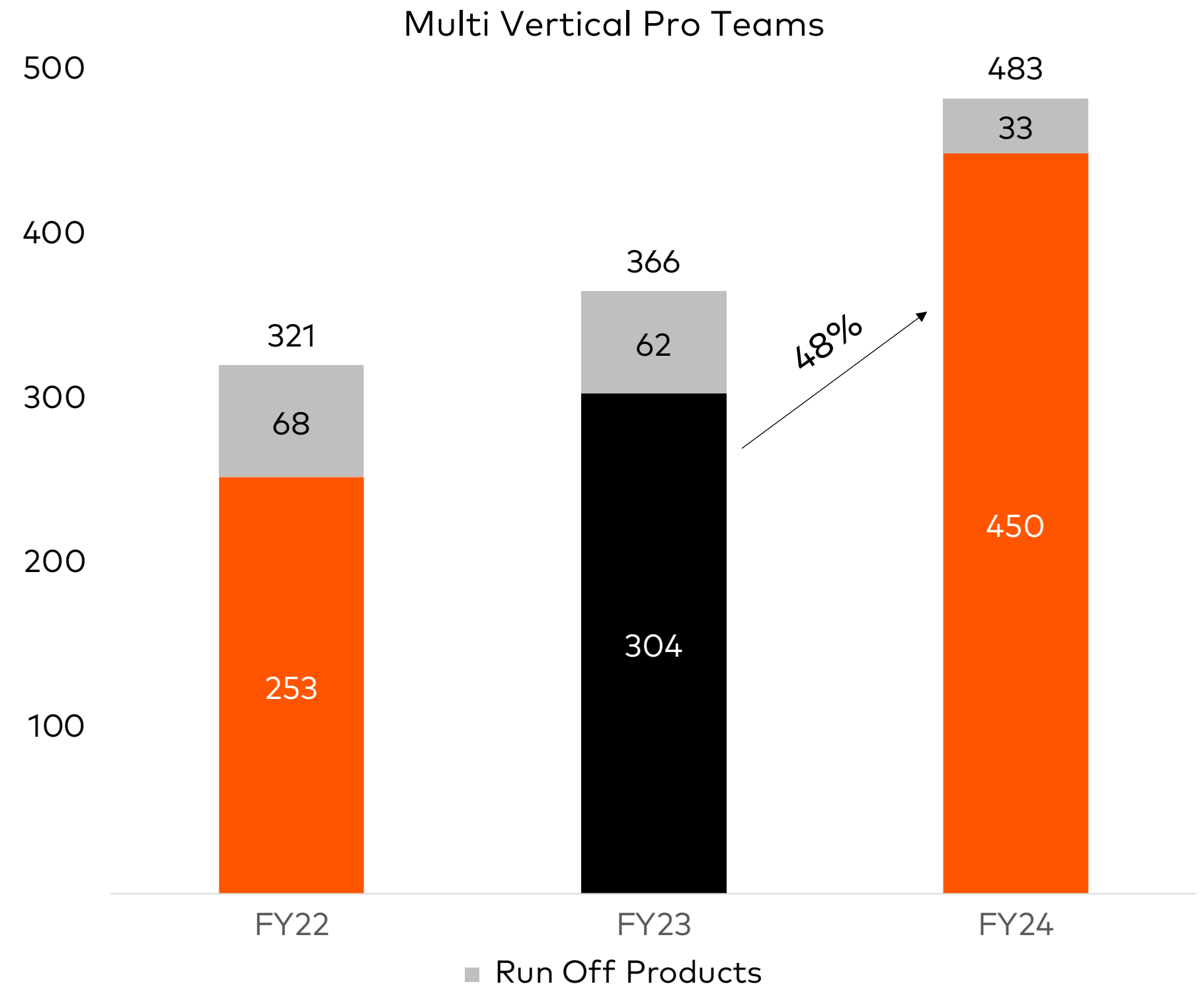
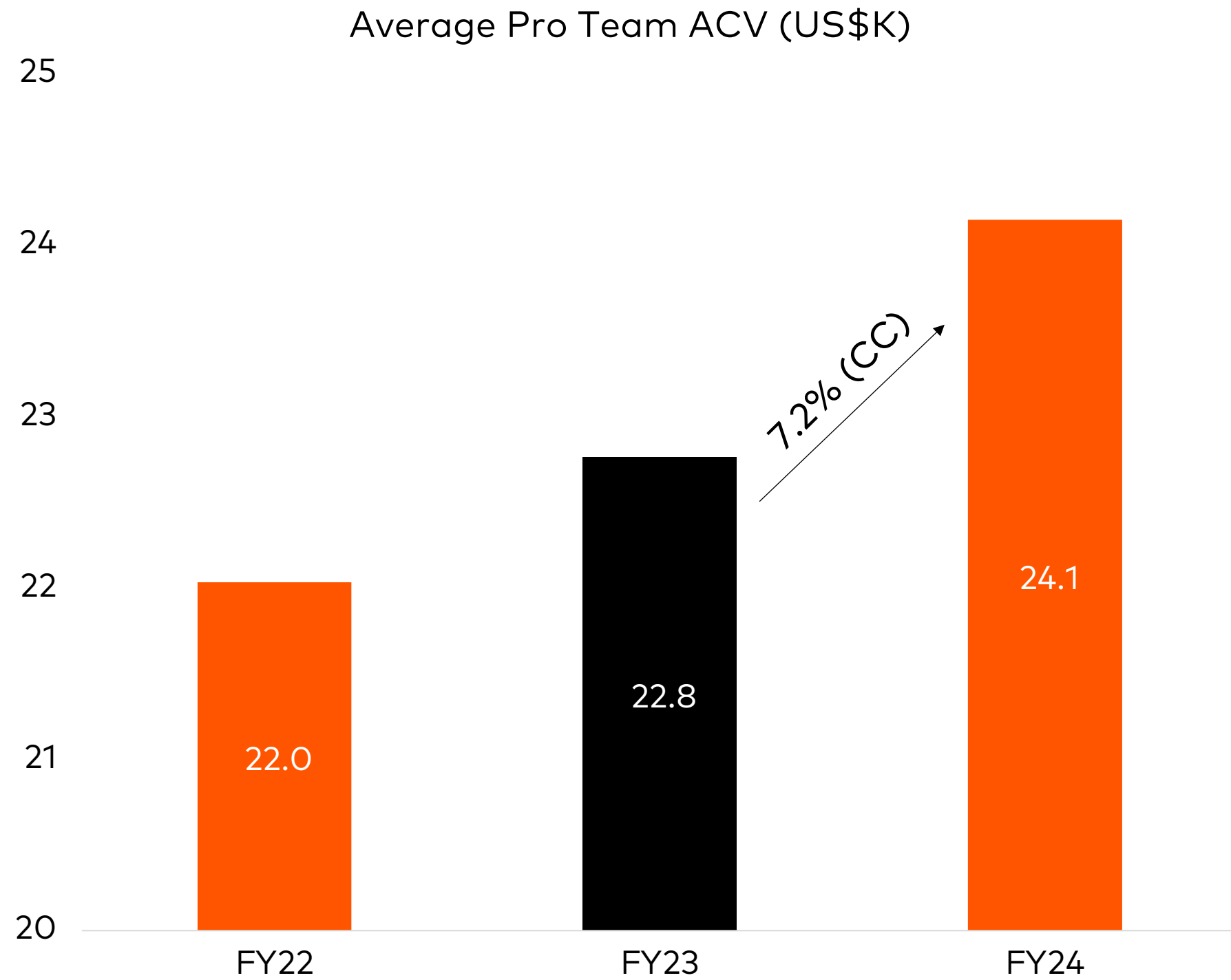


Growth remained strong with ACV up 23.1% (CC) YoY



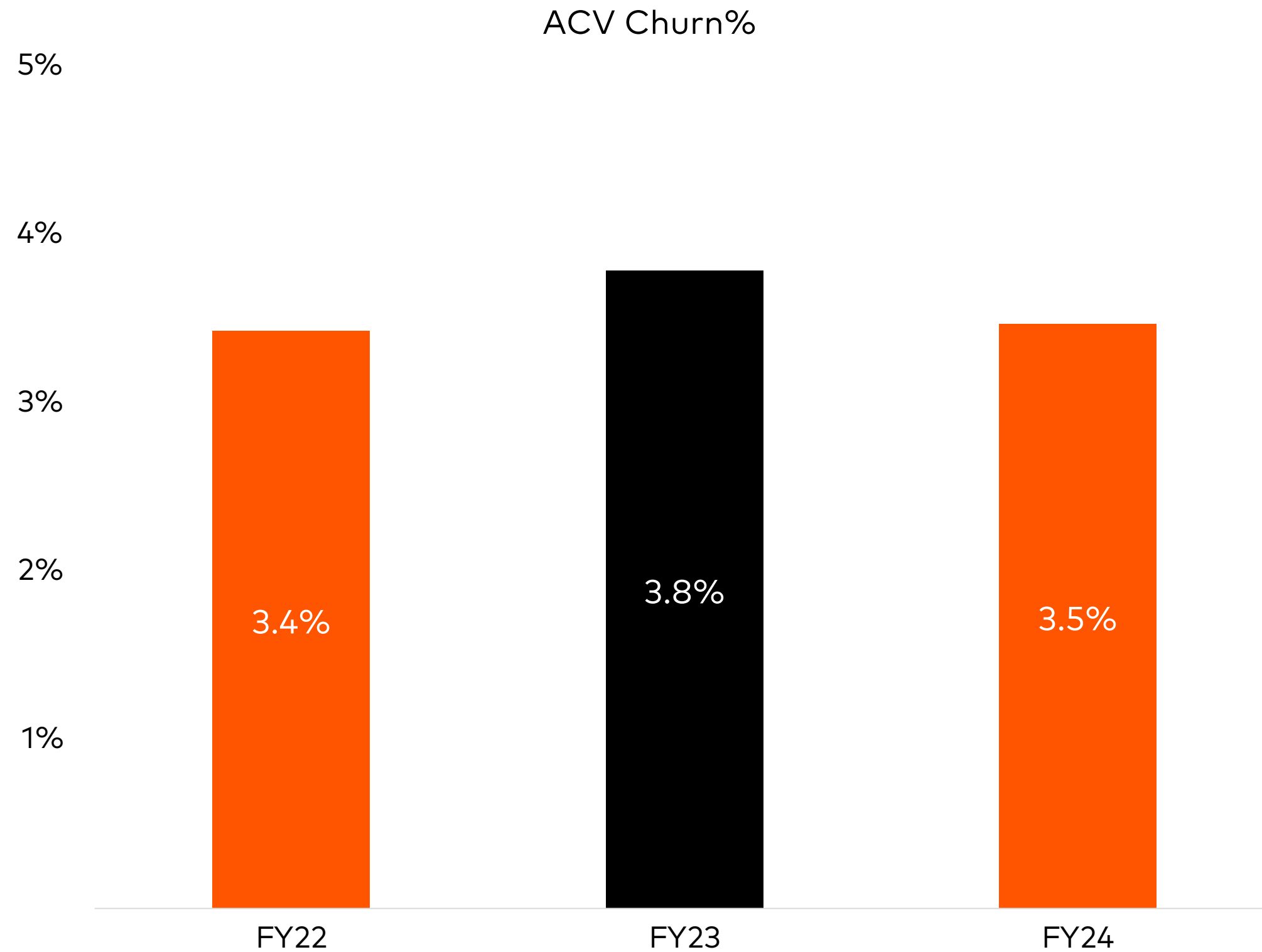
New Video Solutions accelerated T&C ACV growth to 15% from 11% (CC)

ACV PER TEAM EXPANDING W/ CROSS SELLING ACCELERATING



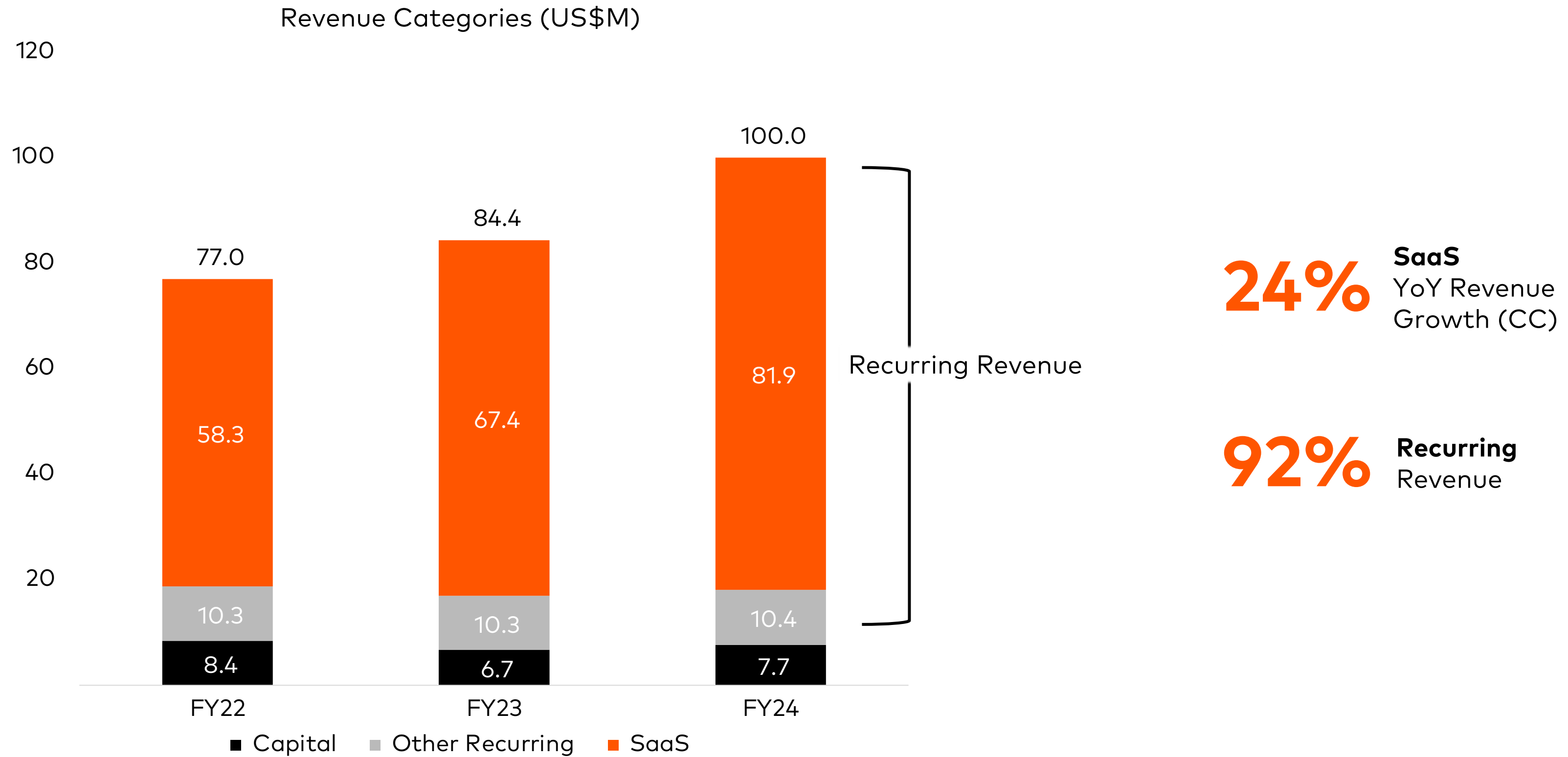
Important Note: "Run Off Products" are products no longer supported by Catapult that are at end-of-life (includes AMS and Vision solutions). ACV financial information in this slide has not been independently audited or reviewed, and does not form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

STRONG VALUE PROPOSITION DRIVEN BY BEST-IN-CLASS RETENTION



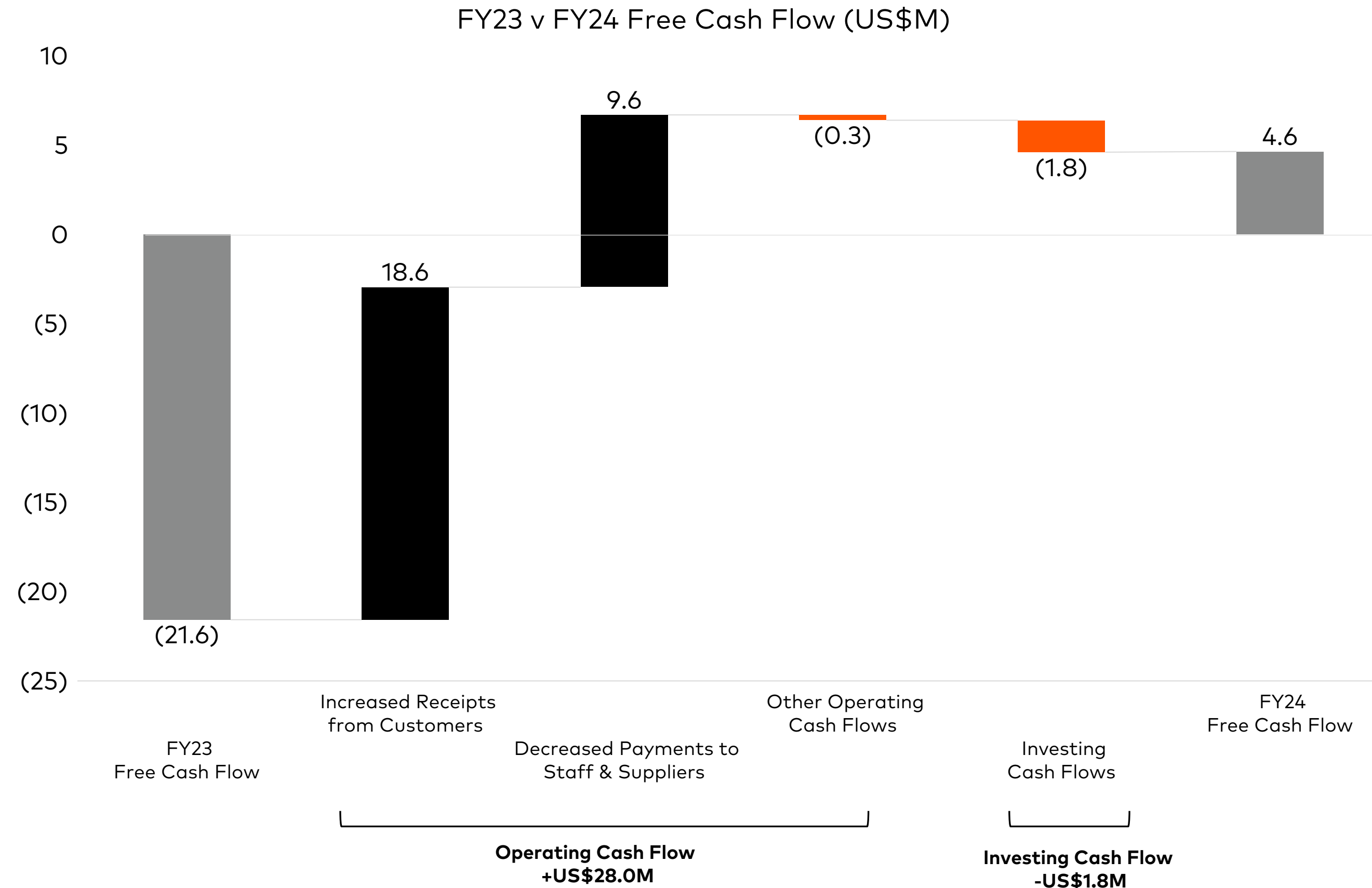
- Catapult's embeddedness and value proposition in team workflows continue to drive record level ACV retention rates above 96%
- ACV Churn well below best-in-class SaaS targets

REVENUE FROM SAAS IS NOW ACCELERATING TOTAL REVENUE GROWTH



Important Note: SaaS (ACV) Revenue, SaaS (ACV) Revenue Growth, and Recurring Revenue financial information in this slide has not been independently audited or reviewed, and does not form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

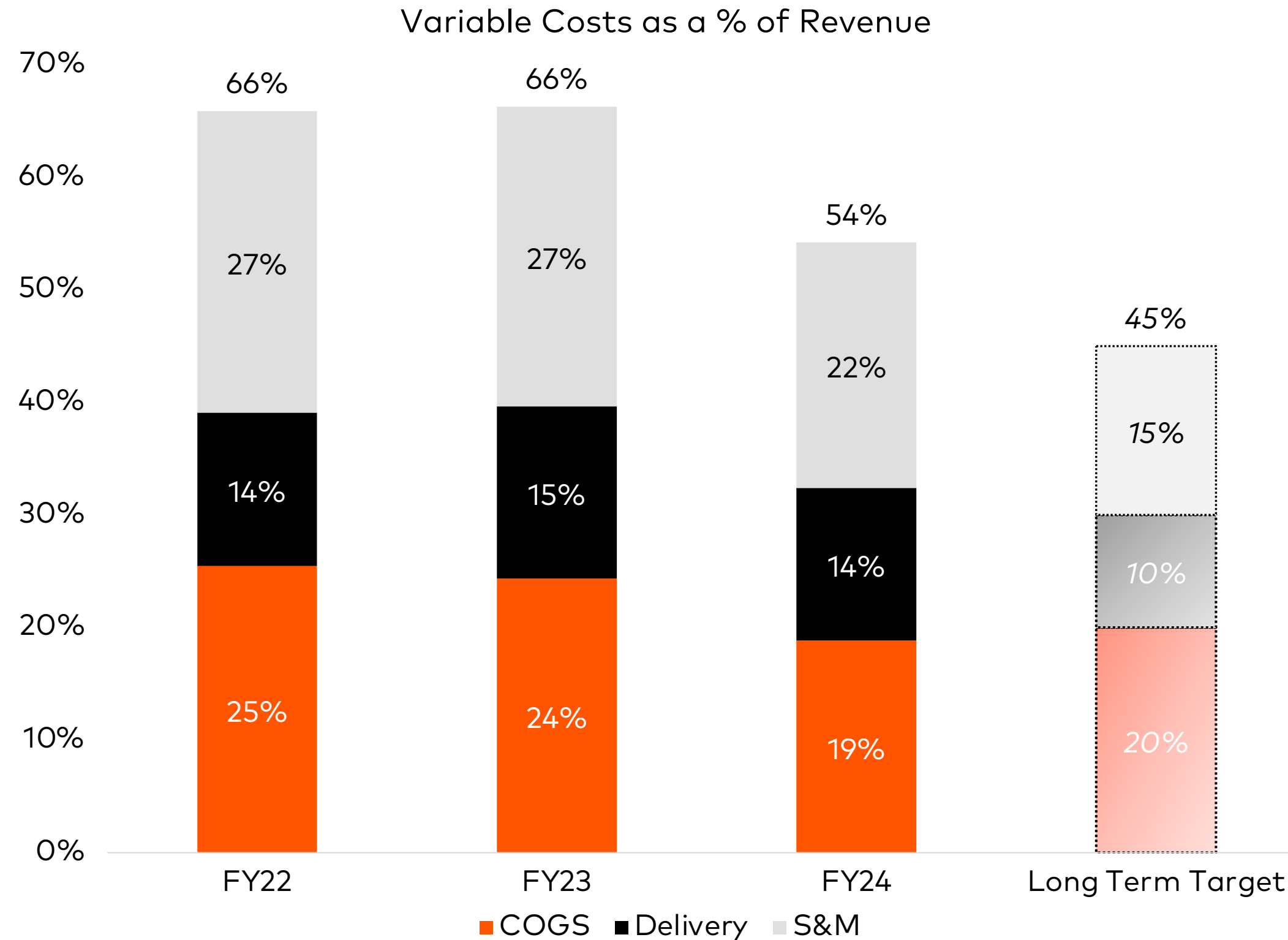
...AND DRIVING BETTER THAN EXPECTED FREE CASH FLOW GROWTH



- Free Cash Flow improved by US\$26.2M YoY, driven by revenue growth and improved efficiencies

Important Note: While elements of the above FCF bridge have been audited, the bridge and the FCF calculations have not been separately independently audited or reviewed, and do not independently form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

COST OF GROWTH DECLINED DRAMATICALLY AS A % OF REVENUE

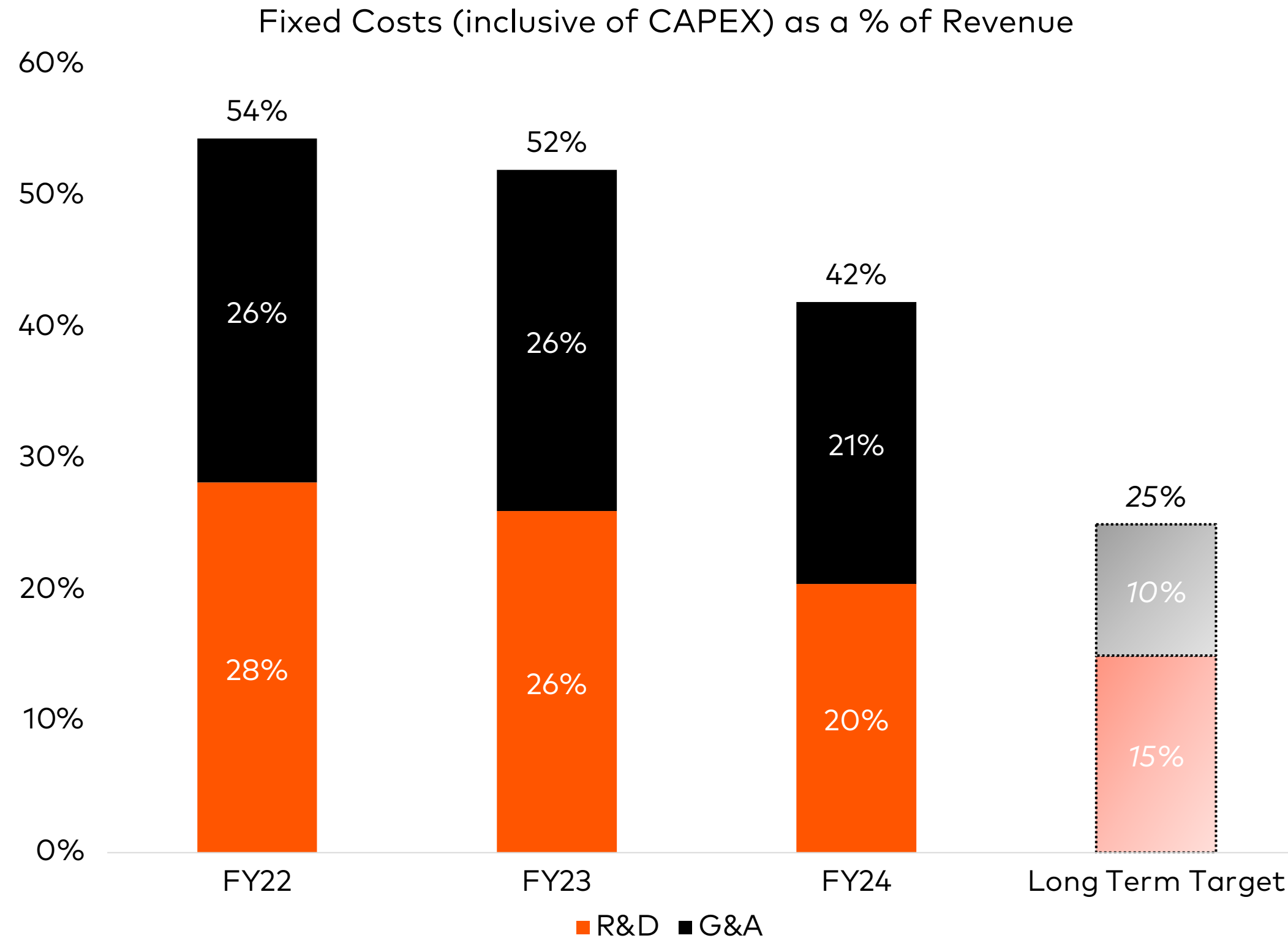


- Variable costs associated with growing revenue reduced dramatically- led by improved efficiencies in sales and marketing
- Cost to grow revenue lowered by 12pp in one year and is now only 9pp from our long-term target

Percentages do not include Non-Cash Employment Costs.

Important Note: The financial information in this slide, particularly the Long Term Target stacked bar, is provided solely to illustrate how operating margin improves with scale. The information is not, and must not be relied upon as, a statement or estimate of Catapult's current financial performance; a forecast of or guidance as to Catapult's future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. The information in this slide has not been separately independently audited or reviewed, and does not independently form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

AND FIXED COST AS % OF REVENUE CONTINUES TO DROP W/ SCALE

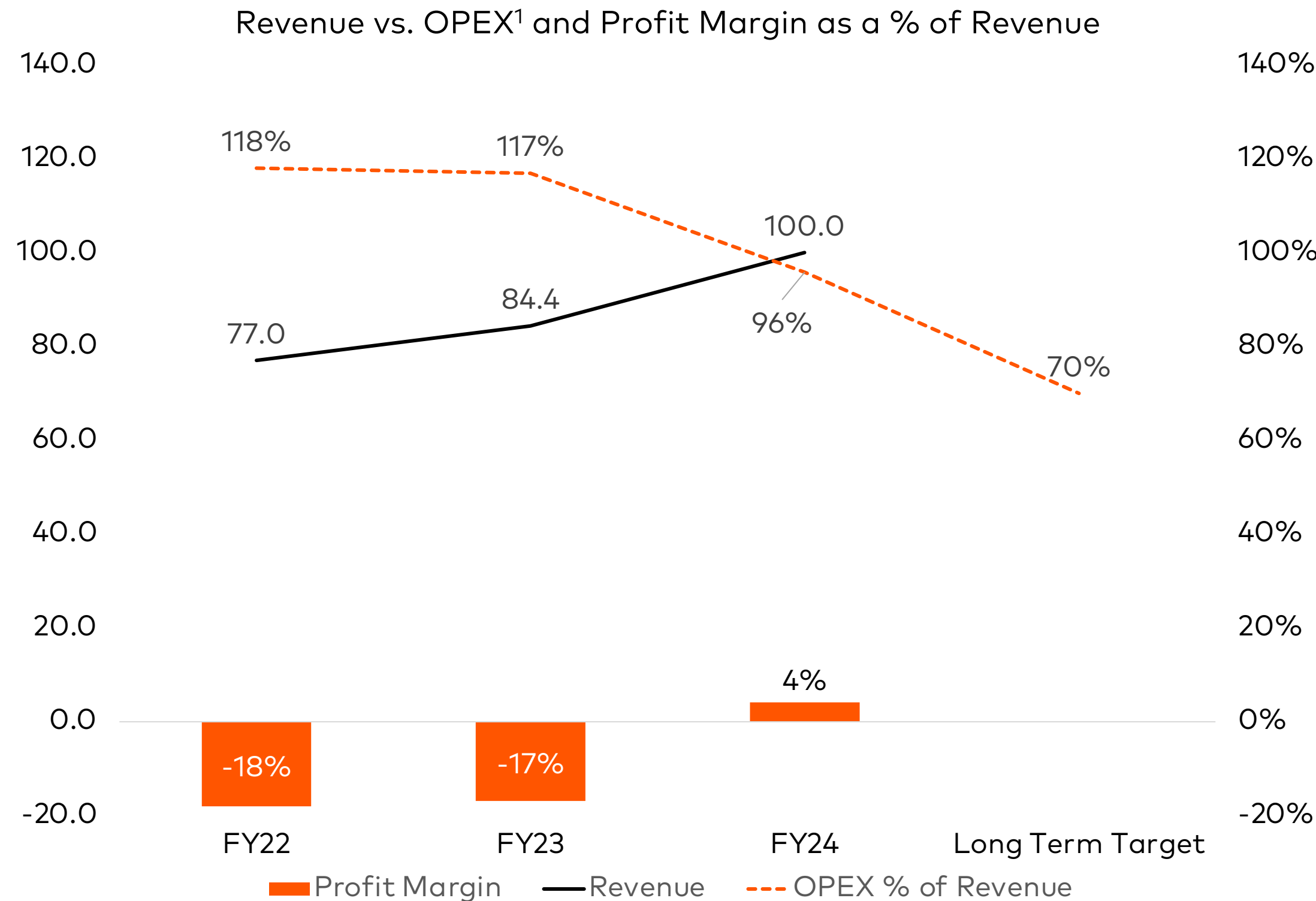


- Fixed costs not associated with driving growth continues to improve as the business scales
- Absolute expenses decreased 4% YoY (US\$1.9M), down to US\$41.9M and, along with revenue growth, improved our fixed cost as a % of revenue by 10pp
- Absolute fixed costs now support the business at scale and are expected to rise modestly*

Percentages do not include Non-Cash Employment Costs. R&D includes non-capitalized component

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HIGHLIGHTING KEY INFLECTION POINT TOWARDS ACCELERATING PROFIT MARGIN



- Critical inflection point towards profitability crossed
- OPEX (Variable + Fixed costs) as a % of revenue is now below 100% and corresponding with a positive operating profit margin (Management EBITDA) in FY24
- As revenue grows, operating profit margin is expected to increase and OPEX as a % of revenue continues to decrease*

¹ Variable, Fixed and Other operating cost percentages do not include Non-Cash Employment Costs. R&D includes non-capitalized component

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PROFIT & LOSS SUMMARY

FOR THE 12 MONTHS ENDED MARCH 31 (US\$M)	FY24	FY23	Change	% Change
REVENUE	100.0	84.4	15.6	18.5%
COGS	18.9	20.5	-1.7	-8.2%
GROSS PROFIT	81.1	63.8	17.3	27.1%
GROSS MARGIN	81%	76%	5%	7.2%
VARIABLE COSTS (EXC COGS)	35.3	35.4	0.0	-0.1%
CONTRIBUTION PROFIT	45.8	28.5	17.3	60.9%
CONTRIBUTION MARGIN	46%	34%	12%	35.8%
FIXED COSTS	41.9	43.9	-1.9	-4.4%
OPERATING PROFIT	3.9	-15.4	19.3	125.1%
OTHER INCOME	0.3	1.2	-0.9	-76.3%
MANAGEMENT EBITDA	4.2	-14.2	18.4	129.2%
MANAGEMENT EBITDA MARGIN %	4%	-17%	21%	124.6%
CAPITALIZED DEVELOPMENT	16.3	16.2	0.1	0.4%
SHARE BASED PAYMENTS & PURCHASE CONSIDERATION	-10.2	-12.1	1.9	15.9%
SEVERANCE	-0.9	-0.9	0.0	2.1%
EBITDA	9.4	-11.0	20.4	185.1%
EBITDA Margin %	9%	-13%	22%	171.8%
D&A	-24.2	-20.6	-3.6	-17.6%
INTEREST, TAXES AND OTHER	-1.9	0.1	-2.0	nm
NPAT	-16.7	-31.5	14.8	47.0%

- Management EBITDA, our measure of profitability, which is inclusive of capitalized development, improved by \$18.4M, driven by a slightly reduced cost base while maintaining strong revenue growth
- The D&A increase reflects the increase in capitalized COGS and growth in Catapult's P&H business
- Share based payments decline is primarily related to SBG purchase consideration
- Overall, a \$14.8M improvement in NPAT
- And our balance sheet was strengthened with an extension of our US\$20M debt facility to May 2027

WILL LOPES

**CHIEF EXECUTIVE OFFICER
& MANAGING DIRECTOR**

OVERVIEW

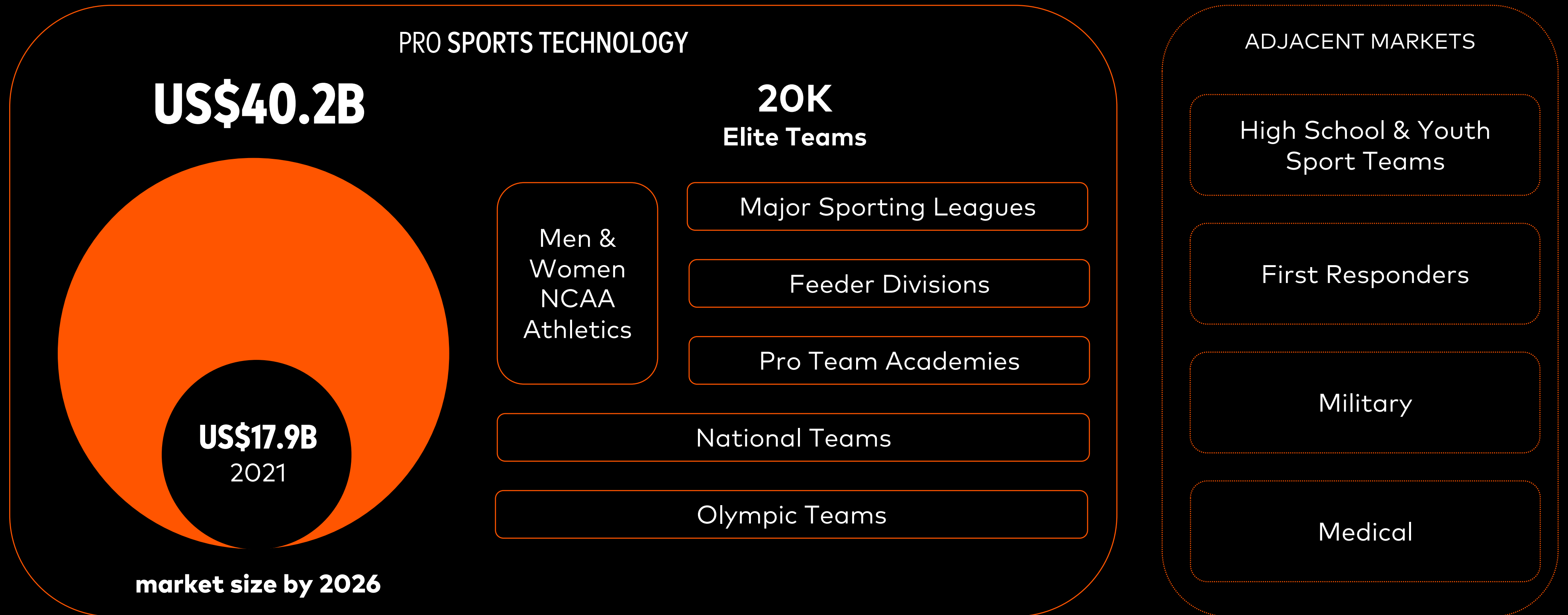
FINANCIAL REVIEW

➤ STRATEGY & OUTLOOK

Q&A



SUBSTANTIAL MARKET FOR CATAPULT



Source: Marketsandmarkets, Sports Technology Market with COVID-19 Impact - Global Forecast to 2026, April 2021; Grand View Research, Fitness Tracker Market Analysis and Segment Forecast to 2028, October 2021. The information is not, and must not be relied upon as, a statement or estimate of Catapult's current financial performance; a forecast of or guidance as to Catapult's future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. The information in this slide has not been independently audited or reviewed, and does not form part of Catapult's FY24 financial results.

STRONG VALUE PROPOSITION

HELP TEAMS MAKE BETTER DECISIONS THROUGH A COMPREHENSIVE ALL-IN-ONE TECHNOLOGY

SAVE TIME

Help teams make better use of time with improved workflows



DISCOVER INSIGHTS

Contextualize data to increase access to meaningful insights



DIFFERENTIATED TECHNOLOGY THAT IS PURPOSE-BUILT FOR SPORTS

PERFORMANCE & HEALTH

ATHLETE MONITORING

- Vector Pro (LPS/GPS)
- Vector Core (GPS)
- Catapult One (GPS)

TACTICS & COACHING

PRO VIDEO SUITE (NEW VIDEO SOLUTION)

- MatchTracker
- Focus
- Hub
- RaceWatch

THUNDER (LEGACY VIDEO SOLUTION)

MEDIA & OTHERS

MEDIA SERVICES

- Content Licensing
- Asset Management
- Broadcast Enhancement

OTHER

- Professional Services
- Science for Sport



CATAPULT PLATFORM

Unique Algorithms Analytics Cloud Access Data Portability Solution Integration

FOCUSED GO-TO-MARKET APPROACH

MID-TERM TARGET

MARKET OPPORTUNITY

LAND

5K PRO TEAMS

- Uniquely differentiated in P&H (Wearables)
- Largest player in market & 5x nearest competitor

EXPAND

50% MULTI-VERTICAL

- Cross sell integrated solutions
- Attractive economics in T&C

RETAIN

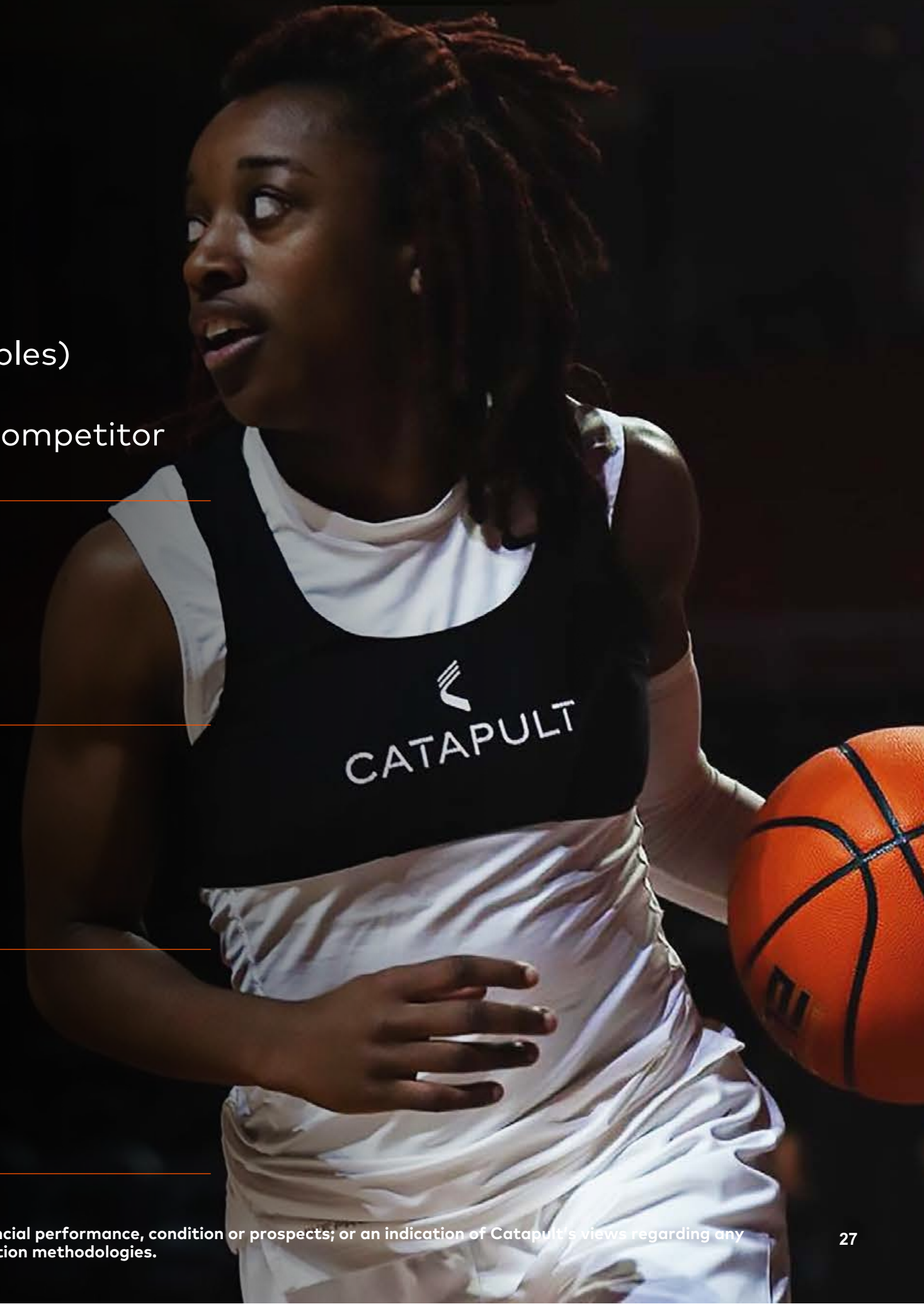
95% RETENTION RATE

- Product innovation
- Exceptional service

SCALE

30% PROFIT MARGIN

- Sales & delivery productivity
- Expand integrated solutions



AND OUR APPROACH IS WORKING AS WE CONTINUE TO WELCOME GLOBAL ICONS



DESIGNED FOR PROFITABLE GROWTH AT SCALE

	METRIC	KEY ITEMS	LONG-TERM TARGET	
Variable Cost	Revenue		100%	<ul style="list-style-type: none"> Focus on SaaS creates predictable revenue w/ ACV being the leading indicator
	COGS	<ul style="list-style-type: none"> Wearables Inventory Video Hardware Data & Hosting License Royalty 	20%	
	Delivery	<ul style="list-style-type: none"> Support Customer Success Supply Chain & Logistics 	10%	<ul style="list-style-type: none"> Focus on cross-selling and product innovation lowers variable costs (cost of growth) as go-to-market productivity increases
	Sales & Marketing	<ul style="list-style-type: none"> Sales & Marketing HC Marketing Rev. Ops 	15%	
Fixed Cost	Management Contribution Margin		55%	<ul style="list-style-type: none"> Having established a base for scale, incremental fixed costs to support growth is minimized increasing profit margin
	G&A	<ul style="list-style-type: none"> G&A 	10%	
	R&D (inclusive of CAPEX)	<ul style="list-style-type: none"> R&D 	15%	
	Management EBITDA		30%	

Percentages do not include Non-Cash Employment Costs. R&D includes non-capitalized component.
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AND OUR STRATEGY IS DELIVERING ON OUR PROMISE

US\$M	2H FY23 (Annualized)	FY24	Incremental
Revenue	85.6	100.0	14.4
Variable Costs (COGS, S&M, Delivery)	47.6	54.2	6.6
<i>Variable Costs %</i>	56%	54%	46%
Fixed Cost (G&A, R&D, Other)	40.3	41.9	1.7
<i>Fixed Costs %</i>	47%	42%	12%
Incremental Profit			6.2
Incremental Profit Margin			43%

- Exiting our growth investment phase in FY23, our target was to generate about 30% of incremental profit margin for every additional US\$1 of revenue
- In FY24 we exceeded our target, keeping 43% of each additional US\$1 of revenue we incremented from the previous FY

FY25 OUTLOOK

Our objective is to deliver on our strategic priorities with a focus on profitable growth. In FY25, we expect:

- ACV growth to remain strong with low churn
- Continued improvement in cost margins towards long-term targets
- Higher Free Cash Flow as our business scales

TODAY'S KEY TAKE-AWAYS



**STRONG & PROFITABLE
GROWTH YEAR**



**CROSSED A KEY
INFLECTION POINT**



**DELIVERING ON
EXPECTATIONS**

UNIQUELY POSITIONED FOR A GLOBAL OPPORTUNITY

SIGNIFICANT MARKET OPPORTUNITY

US\$40bn+ Market (2026) opportunity in delivering industry leading solutions for Pro sports teams

GLOBAL LEADERSHIP POSITION

SaaS revenue is 5x the nearest P&H competitor globally with a newly developed, best in class T&C solution

PROVEN BUSINESS MODEL

Scalable, subscription business model driving adoption with powerful unit economics

UNPARALLELED & DIFFERENTIATE DATA

Historical datasets delivering unparalleled, unique, and differentiated insights in Pro sports and beyond

RESILIENT & RELIABLE CUSTOMERS

Deeply embedded in teams' workflows delivering best in class retention rates across all major sports leagues

WORLD CLASS CATAPULT TEAM

Dedicated and passionate team with extensive industry and technology expertise

Q&A



APPENDIX



APPENDIX – BALANCE SHEET

FOR THE 12 MONTHS ENDED MARCH 31 (US\$M)	FY24	FY23
CASH	11.59	16.23
TRADE AND OTHER RECEIVABLES	16.62	16.61
INVENTORY	0.99	2.24
PPE	27.84	21.21
GOODWILL	51.31	51.37
OTHER INTANGIBLE ASSETS	49.00	48.76
DEFERRED TAX ASSETS	7.39	6.62
TOTAL ASSETS	164.74	163.05
TRADE AND OTHER PAYABLES	9.82	9.24
CONTRACT LIABILITIES	37.55	31.45
OTHER LIABILITIES	5.05	2.84
EMPLOYEE BENEFITS	7.73	6.14
BORROWINGS AND OTHER FINANCIAL LIABILITIES	18.44	19.58
DEFERRED TAX LIABILITIES	7.73	7.73
TOTAL LIABILITIES	86.32	76.97
TOTAL EQUITY	78.42	86.08

APPENDIX – PROFIT & LOSS

FOR THE 12 MONTHS ENDED MARCH 31 (US\$M)	FY24	FY23
REVENUE	100.00	84.36
OTHER INCOME	0.28	1.19
COST OF GOODS SOLD	(18.86)	(20.53)
EMPLOYEE BENEFITS EXPENSE	(44.51)	(44.17)
EMPLOYEE SHARE-BASED PAYMENT EXPENSE *	(9.71)	(12.10)
CAPITAL RAISING AND LISTING EXPENSES	(0.11)	(0.12)
TRAVEL, MARKETING AND PROMOTION	(4.53)	(6.13)
OCCUPANCY	(0.94)	(1.09)
PROFESSIONAL FEES	(3.56)	(4.47)
OTHER EXPENSES	(8.70)	(7.94)
OPERATING PROFIT (LOSS) BEFORE DEPRECIATION AND AMORTIZATION	9.37	(11.02)
DEPRECIATION AND AMORTIZATION	(24.21)	(20.60)
OPERATING LOSS	(14.84)	(31.61)
FINANCE COSTS	(3.04)	(0.89)
FINANCE INCOME	0.06	0.05
OTHER FINANCIAL ITEMS	1.81	0.98
LOSS BEFORE INCOME TAX EXPENSE	(16.01)	(31.46)
INCOME TAX EXPENSE	(0.69)	(0.02)
LOSS AFTER INCOME TAX EXPENSE FOR THE PERIOD ATTRIBUTABLE TO OWNERS OF CATAPULT GROUP INTERNATIONAL LTD	(16.70)	(31.48)

* Includes SBG deferred purchase consideration of \$2.3M (FY24), \$6.9M (FY23)

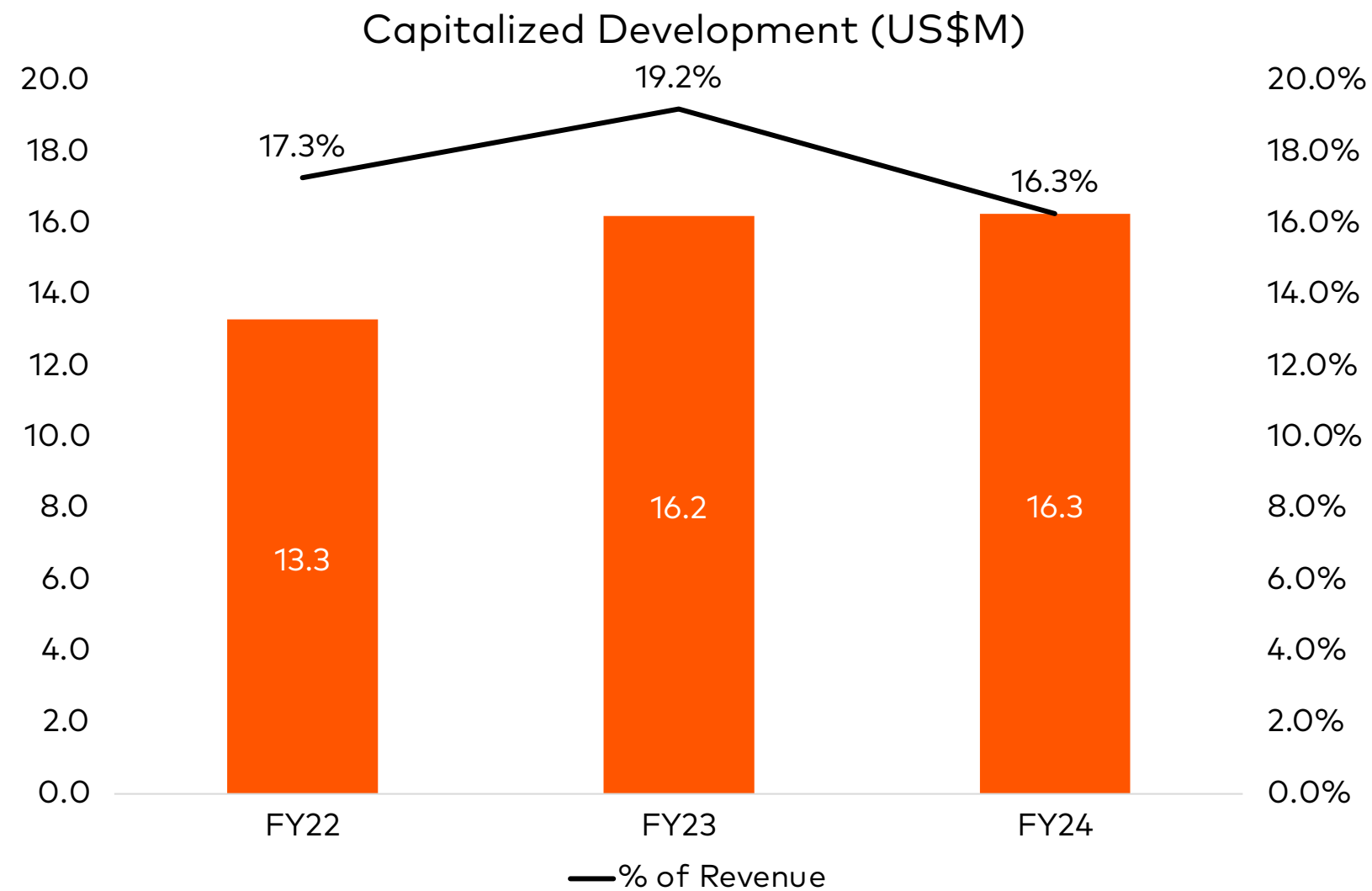
APPENDIX – CASH FLOW

FOR THE 12 MONTHS ENDED MARCH 31 (US\$M)	FY24	FY23
OPERATING CASH FLOW		
RECEIPTS FROM CUSTOMERS	110.42	91.79
PAYMENTS TO STAFF AND SUPPLIERS	(78.93)	(88.58)
OTHER OPERATING CASH FLOW	0.22	0.53
NET CASH FLOW FROM OPERATING ACTIVITIES	31.70	3.73
INVESTING CASH FLOW		
ACQUISITION OF SUBSIDIARIES	-	(0.03)
PAYMENTS FOR PPE & OTHER	(10.49)	(8.95)
CAPITALIZED DEVELOPMENT	(16.57)	(16.30)
NET CASH USED IN INVESTING ACTIVITIES	(27.06)	(25.28)
FINANCING CASH FLOW		
PROCEEDS FROM EXERCISE OF SHARE/OPTION ISSUE	0.35	-
OTHER FINANCING CASH	(1.83)	(0.48)
NET (REPAYMENT)/RECEIPT OF FINANCING LOANS	(7.13)	13.66
NET CASH (USED IN)/FROM FINANCING ACTIVITIES	(8.61)	13.19
NET DECREASE IN CASH	(3.96)	(8.36)

APPENDIX – SEGMENT NOTE P&L

FOR THE 12 MONTHS ENDED MARCH 31 (US\$'000)	FY24	FY23
OPERATING SEGMENT - PERFORMANCE & HEALTH		
REVENUE - EXTERNAL CUSTOMERS	54,679	42,646
EBITDA	6,739	(6,522)
OPERATING PROFIT (LOSS)	(5,483)	(15,147)
OPERATING SEGMENT - TACTICS & COACHING		
REVENUE - EXTERNAL CUSTOMERS	31,757	28,183
EBITDA	954	(5,582)
OPERATING PROFIT (LOSS)	(11,366)	(16,392)
OPERATING SEGMENT - MEDIA & OTHER		
REVENUE - EXTERNAL CUSTOMERS	13,568	13,531
EBITDA	1,681	1,089
OPERATING PROFIT (LOSS)	149	55
TOTAL		
REVENUE - EXTERNAL CUSTOMERS	100,004	84,360
EBITDA	9,374	(11,015)
OPERATING PROFIT (LOSS)	(16,700)	(31,484)

CAPEX TABLE



FOR THE 12 MONTHS ENDED MARCH 31 (US\$M)	FY24	FY23	Change	% Change
CAPITALIZED DEVELOPMENT	16.3	16.2	0.1	0.4%
PERFORMANCE & HEALTH	7.1	8.4	(1.3)	-15.3%
TACTICS & COACHING	8.8	6.7	2.1	31.5%
OTHER	0.4	1.1	(0.7)	-66.4%
OTHER CAPEX	10.4	9.2	1.3	14.1%
PP&E & OTHER	1.4	1.7	(0.3)	-20.2%
CAPITALIZED COGS	9.0	7.4	1.6	22.1%
TOTAL CAPEX	26.7	25.4	1.4	5.4%

Note: Capitalized COGS in FY24 was impacted by a change to the "hotswap" COGS capitalization policy, announced in 2H23

- The impact of the policy change increased Capitalized COGS by US\$2.9M in FY24
- Without this impact, Capitalized COGS would have been US\$6.2M in FY24, a reduction of 17%

AN ESTABLISHED TRACK RECORD OF STRONG AND CONSISTENT GROWTH

		FY20**	FY21**	1H22	2H22	FY22	1H23	2H23	FY23	1H24	2H24	FY24
ACV	ACV (US\$M)	45.5	53.4	58.8	63.9	63.9	66.2	73.4	73.4	79.7	86.7	86.7
	ACV GROWTH (CC)*	11.2%	14.1%	20.3%	21.7%	23.1%	19.1%	19.5%	20.2%	20.0%	17.8%	19.7%
	ACV CHURN	6.4%	5.5%	4.1%	3.4%	3.4%	4.0%	3.8%	3.8%	3.6%	3.5%	3.5%
CUSTOMERS	LIFETIME DURATION (YEARS)	6.5	5.8	5.5	5.8	5.8	6.0	6.0	6.0	7.1	7.0	7.0
	MULTI-VERTICAL CUSTOMER BASE PENETRATION (EX RUN-OFF)		6.6%			7.4%			9.5%			10.4%
EARNINGS	REVENUE (US\$M)	72.7	67.3	37.5	39.5	77.0	41.6	42.8	84.4	49.8	50.2	100.0
	SUBSCRIPTION REVENUE (US\$M)	51.7	53.4	32.3	36.4	68.6	36.9	40.8	77.7	44.7	47.7	92.3
	SUBSCRIPTION REVENUE GROWTH (CC)						19.7%	17.2%	18.4%	21.1%	20.0%	20.8%
	SUBS REV AS % OF TOTAL REV	71.1%	79.3%	86.1%	92.0%	89.1%	88.8%	95.3%	92.1%	89.7%	94.9%	92.3%
	MANAGEMENT EBITDA (US\$M)	4.4	2.9	(3.7)	(10.1)	(13.9)	(13.3)	(0.9)	(14.2)	0.2	4.0	4.2
	EBITDA (US\$M)	10.1	6.5	(2.4)	(11.8)	(14.3)	(13.2)	2.2	(11.0)	4.3	5.1	9.4
MANAGEMENT MARGINS	GROSS MARGIN %	72.8%	73.8%	73.5%	75.6%	74.5%	70.6%	80.6%	75.7%	79.8%	82.4%	81.1%
	VARIABLE COSTS (EX COGS) %	33.1%	32.1%	36.9%	43.8%	40.4%	47.8%	36.2%	41.9%	36.1%	34.6%	35.3%
	CONTRIBUTION MARGIN %	39.7%	41.7%	36.5%	31.8%	34.1%	22.8%	44.4%	33.7%	43.7%	47.8%	45.8%
	FIXED COSTS %	34.4%	39.0%	51.0%	57.6%	54.4%	57.1%	47.0%	52.0%	43.4%	40.5%	41.9%
	OPERATING MARGIN %	5.3%	2.8%	-14.5%	-25.8%	-20.3%	-34.3%	-2.7%	-18.3%	0.4%	7.4%	3.9%
CASH	OPERATING CASH FLOW (US\$M)	13.1	14.2	6.6	(3.9)	2.7	0.0	3.7	3.7	15.4	16.3	31.7
	FREE CASH FLOW (EX ACQUISITIONS) (US\$M)	2.9	4.9	(2.9)	(15.0)	(17.9)	(13.4)	(8.2)	(21.6)	1.4	3.2	4.6
P&H	P&H ACV (US\$M)	22.6	29.5	34.2	39.0	39.0	41.2	47.0	47.0	51.7	56.7	56.7
	P&H ACV GROWTH (CC)*	19.1%	21.4%	35.4%	33.3%	37.3%	26.5%	26.0%	28.0%	24.9%	19.9%	23.1%
T&C	T&C ACV (US\$M)	19.6	20.9	21.8	22.0	22.0	22.5	23.9	23.9	25.6	27.7	27.7
	T&C ACV GROWTH (CC)*	6.6%	6.4%	5.1%	5.4%	5.3%	11.3%	9.8%	10.8%	13.7%	14.9%	15.2%

Important Note: * ACV Growth calculated as at a FY is ACV YoY. Other ACV Growth calculations (i.e. for 1H or 2H periods) have been annualized. ** FY20 and FY21 financial information is pro forma including acquisitions.

While elements of the above table have been audited, the table and line items including ACV, EBITDA, Management EBITDA, Variable Costs, Fixed Costs, and Contribution Profit financial information (including growth rates and margins) have not been separately independently audited or reviewed, and do not independently form part of Catapult's FY24 financial results. See slide 2 for defined terms and calculation methodologies.

GLOSSARY OF TERMS

TERM	DEFINITION
ACV or Annualized Contract Value	the annualized value of all active subscription contracts in effect using an average exchange rate to US\$ over a 1-month period ending on the ACV Effective Calculation Date
ACV Churn	the reduction in ACV from the loss of customers over a period, which is calculated as the quotient (expressed as a percentage) of (x) the reduction in ACV from the loss of customers over the 12-month period prior to the Effective Calculation Date; divided by (y) the total ACV calculated as at the date that is 12 months prior to that Effective Calculation Date
COGS	cost of goods sold
Lifetime Duration (LTD)	the average length of time that customers have continuously subscribed for Catapult's products or services as at the effective calculation date, weighted by each customer's ACV as at that date
Management EBITDA	EBITDA excluding share based payments, severance, purchase consideration, and including capitalized development expense.
Multi-vertical customers	the number of customers that, as at the effective calculation date, use a product from more than one of Catapult's verticals



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