

CATAPULT REAFFIRMS FY26 GUIDANCE, CEO & MD ADDRESS

AUGUST 5, 2025

Catapult Group International Ltd (ASX:CAT, 'Catapult' or the 'Company'), the global leader in sports technology solutions for professional teams, is pleased to reaffirm its FY26 guidance ahead of the Company's Annual General Meeting (AGM) today.

Catapult's objective is to deliver on its strategic priorities, with a continued focus on profitable growth. In FY26, the Company continues to expect:

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

Attached is a copy of an address to be given at today's AGM by Chief Executive Officer & Managing Director, Mr Will Lopes.

AGM DETAILS

Shareholders are invited to join today's virtual AGM, which will be webcast from 10:00am (Melbourne time), at meetings.openbriefing.com/CAT25. Should shareholders require assistance, the Online Meeting Guide is available at catapult.com/investor/agm.

Authorized for release to ASX by the Catapult Board.

For further information, please contact:

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ABOUT CATAPULT

Catapult exists to unleash the potential of every athlete and team on earth. Operating at the intersection of sports science and analytics, Catapult products are designed to optimize performance, avoid injury, and improve return to play. Catapult works with more than 4,600 teams in over 40 sports across more than 100 countries globally. To learn more about Catapult and to inquire about accessing performance analytics for a team or athlete, visit us at catapult.com. Follow us at @CatapultSports on social media for daily updates.

FORWARD-LOOKING STATEMENTS

This document contains 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.

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.

Catapult Group International Ltd

2025 Annual General Meeting

Tuesday, August 5, 2025 at 10:00am

CEO & Managing Director's Address

Thank you, Adir, and good morning or good evening to everyone on today's call. I am very pleased to join you at Catapult's 2025 Annual General Meeting. Today, I will reflect on the year that was, the year and opportunity ahead, before handing back to Adir to conduct the formal business of the meeting.

FY25 was an exceptional year for Catapult, a year where we again extended our position in setting the global standard in performance technology for Pro sports. We now serve over 4,600 teams across 40 sports and more than 100 countries—an increase of nearly 400 teams year-over-year. In FY25, we welcomed elite organizations such as the Brazilian national soccer federation, the Saudi Pro League, and the English national rugby union, demonstrating the market's trust in Catapult's product leadership and long-term vision.

This year, we executed with discipline, and delivered profitable growth.

Key financial highlights were as follows:

- **Total Revenue:** Total revenue grew 19% year-over-year, reaching US\$116.5 million, reflecting significant scaling of the business.
- **Annualized Contract Value (ACV):** ACV grew 18% year-over-year to exceed US\$100m for the first time at US\$101.2 million.
- **Management EBITDA Margin:** Our key measure of operating performance was 13%, driven by an US\$11 million year-over-year improvement.
- **Rule of 40:** Combining our ACV growth percentage and our Management EBITDA Margin percentage, we achieved an all-time high of 31% on the Rule of 40, a significant 28-point gain from 3% two years prior, indicating a healthy balance between growth and profitability.
- **Free Cash Flow (FCF):** FCF nearly doubled, reaching US\$8.6 million, an increase of US\$4 million from FY24.
- **Incremental Profit Margins:** Our focus on retaining new revenue as profit resulted in a record incremental profit margin of 65%. This means 65 cents of every new revenue dollar was retained as profit, demonstrating sustainable operating leverage at scale.

Catapult's SaaS engine remains exceptionally strong:

- **ACV Retention Rate:** An impressive 96%, comparable to the most successful enterprise software companies, highlighting platform stickiness and value delivery.
- **ACV per Pro Team (ARPU):** Rose 12% year-over-year to almost US\$27,000, accelerating from 7% growth in FY24. This reflects the increased cross-sell of multi-vertical products and upsell to existing customers.

- **Multi-Vertical Teams:** The number of Pro teams using more than one Catapult solution grew 53% in FY25, with nearly 300 new multi-vertical teams added. This cross-sell success is driving the strong unit economics in our business.

Catapult delivered significant innovations for our customers, building on years of focused R&D. These innovations embed Catapult more deeply into the daily workflows of Pro teams, including:

- **Vector 8:** A "transformative leap" in athlete performance monitoring, featuring a next-generation wearable with advanced microprocessors and inertial sensors, paired with a powerful smart dock, new receiver, and relay network. This system supports up to 120 athletes across a 70% larger coverage area, delivering live data at unprecedented fidelity and speed. The initial rollout is focused on American football, with expansion planned over the next two financial years.
- **Hub Pro:** Catapult's next-generation coaching platform, designed to unify legacy and new video solutions into a single, powerful experience. It integrates seamlessly with MatchTracker to form an advanced video and data capture system.
- **Focus Live for Practice:** Following the successful launch of Focus Live for game day in partnership with the SEC, we introduced a new module for training environments. This module integrates sideline video technology directly with wearable tech, creating a unified system that links live video with real-time athlete data.
- **Performance & Health Leadership:** Beyond Vector 8, we continued to innovate in Performance & Health with new AI algorithms for advanced metabolic power measurement and sport-specific parameters for basketball, rugby, and tennis. We also collaborated with leagues and federations, such as UEFA for Euro 2024 and the French Rugby League, to deliver live insights and broadcast performance data, bringing fans closer to the action.
- **Vector Core Expansion:** The Vector Core product, commonly used by academy teams, was expanded into more sports and now includes new language support, broadening its accessibility and reach.

Now looking to the year ahead, I wanted to make a quick comment on the acquisition of Perch that we announced after our FY25 results. Whilst we are not providing ACV guidance on the acquisition, I'm pleased to report that the integration is going well and we are feeling pretty good about the acquisition, but we'll say more about that in November at the first half FY26 results.

At the time of our FY25 results, our outlook for FY26 was to continue to focus on profitable growth, consistent with the outcomes we delivered in FY25. For FY26, we guided to:

- ACV growth remaining strong with low churn;
- Continued improvement in cost margins towards targets; and
- Higher free cash flow as the business continues to scale.

I'm pleased to announce today that we are reaffirming that guidance.

In FY26 and beyond, Catapult's opportunity in Pro sports is significant. The professional sports technology market is projected to exceed US\$71 billion by 2030, doubling in the next five years.

This "unprecedented investment" in live sport as a bastion of live entertainment positions Catapult as a global category leader. The US\$6.1 billion sale of the Boston Celtics earlier this year underscores this thematic.

Catapult's unified SaaS platform helps teams make faster, smarter decisions by saving time, contextualizing data, and integrating seamlessly into team workflows, thus providing a competitive edge. Our comprehensive breadth of solutions, acting as an integrated partner across every major performance and coaching workflow, is unmatched in the industry.

This has meant that we have built a strong competitive moat, based on our one-stop platform, proprietary data stack, global scale, and multi-sport intelligence. We aim to continue widening this moat as the market expands.

As I said in the Annual Report, I would again like to take this opportunity to thank our Board and Executive team this year for their stewardship and partnership as we pursue this generational opportunity. And to thank you, our shareholders, for your support and belief in Catapult.

In closing, FY25 was an exceptional year for Catapult, characterized by strong performance and strong execution. The Company is powered by a disciplined focus on profitable growth and delivering significant operating leverage, indicative of a leading SaaS company. Our product engine is firing, unit economics are best-in-class, and the platform is compounding in value. Catapult is uniquely positioned to help Pro teams achieve peak performance through our all-in-one SaaS platform, data, science, and innovation, and we remain confident in our future trajectory and vital role we play in helping the best Pro sports teams in the world.

With that, I'll now hand back to Adir to conduct today's meeting.