



ANALYST PRESENTATION

MARCH 31, 2023

WILL LOPES

Chief Executive Officer

HAYDEN STOCKDALE

Chief Financial Officer



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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.

ACV is calculated using an average exchange rate to US\$ over a 1-month period ending on the effective calculation date. ACV calculated on a "constant currency" or "(CC)" basis is calculated using an average exchange rate to US\$ over a 1-month period ending on March 31, 2022. A reference to ACV growth and ACV (YoY) growth (including on a constant currency basis) for a relevant year is, unless otherwise specified, a reference to, respectively: (i) ACV calculated as at September 30 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.

The financial information set out in slide 9 is provided solely to illustrate the impact of a reaching a SaaS inflection point under various assumptions and models. 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.

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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.

AGENDA

1. Company Vision
2. Company Strategy
3. Company Objectives
4. Market Observations
5. Margin Review
6. SaaS Inflection Point Explained
7. FY24 Priorities

OUR VISION



UNLEASH THE POTENTIAL
OF EVERY TEAM AND ATHLETE
ON EARTH

COMPANY STRATEGY

DELIVER THE MOST COMPREHENSIVE AND INSIGHTFUL SET OF PERFORMANCE METRICS FOR SPORTS

CONTEXTUALIZE DATA

Contextualize data within coaching solutions (where decisions-makers spend time)



APPLY DATA SCIENCE

Apply data science to create unique differentiating insights to drive market expansion

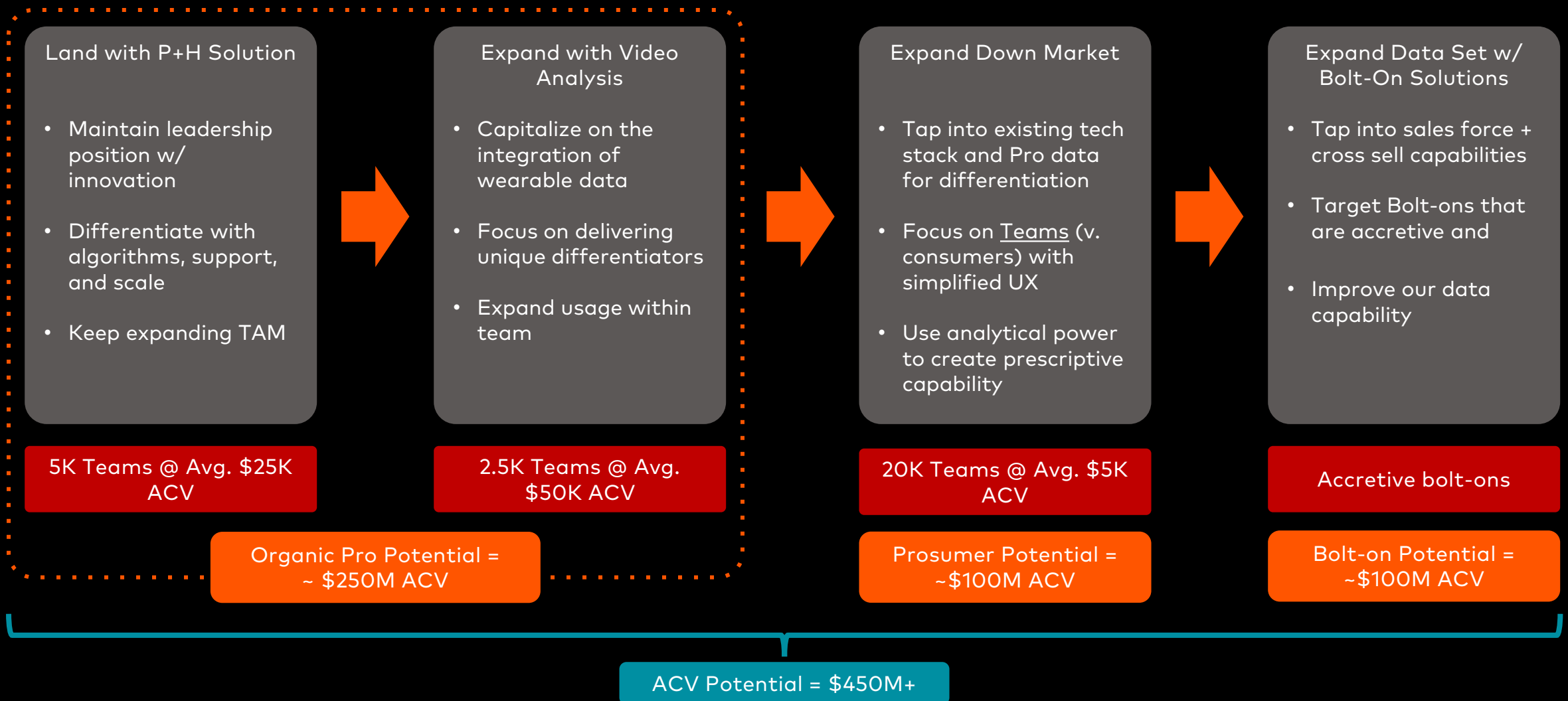


FOUNDATION FOR SCALE

Provide the foundation to take these insights into the Prosumer segment



COMPANY OBJECTIVES



MARKET OBSERVATIONS

- Strong pipeline
- Strong renewal rates
- No macroeconomic effects
- Greenfield opportunities
- Cost restructure did not impact Pro opportunities

MARGIN REVIEW

	METRIC	INDICATIVE EXISTING	KEY ITEMS	IMPROVEMENT OPPORTUNITIES	INDICATIVE LONG TERM
Variable Cost	Revenue	100%			100%
	<i>COGS</i>	25%	<ul style="list-style-type: none"> Wearables Inventory Video Hardware Data & Hosting License Royalty 	<ul style="list-style-type: none"> Mix (Video 5% COGS & Wearable 20%) Supply chain efficiencies Hardware stability 	20%
	<i>Delivery</i>	15%	<ul style="list-style-type: none"> Support Customer Success Supply Chain & Logistics 	<ul style="list-style-type: none"> Self-service Tech stability Removal of consumer 	10%
	<i>Sales & Marketing</i>	20%	<ul style="list-style-type: none"> Sales & Marketing HC Marketing Rev. Ops 	<ul style="list-style-type: none"> X-Sell Efficiencies Lead gen mechanics Sales Process (systems integration) 	15%
	Fixed Cost	<i>G&A</i>	25%	<ul style="list-style-type: none"> G&A 	<ul style="list-style-type: none"> Finance and P&C systems efficiency Investment to scale (complete)
<i>R&D</i>		20%	<ul style="list-style-type: none"> R&D 	<ul style="list-style-type: none"> Multi-stack moving into single stacks 2 video solutions being supported Still operating in a multi-version environment 	15%
	Cash Margin	(5)%			30%

Note:

#s do not include Non-Cash Employment Costs

Delivery is externally recorded roughly 1:2 between S&M (customer success) and G&A (support; supply chain). Rev Ops is externally recorded in G&A not S&M. R&D includes non-capitalized component (externally in G&A)

EXPLAINER: SAAS INFLECTION POINTS

- Hypothetical modelling analysis of revenue and variable cost growth from a \$100M inflection point

Model 1

Growth @ 15% + No improvement on Variable Cost

	Inflection Point	+15%	+15%	+15%	+15%
Revenue (US\$m)	100	115	132	152	175
Variable Costs (COGS, S&M, Delivery)	55	63	73	84	96
Variable Costs %	55%	55%	55%	55%	55%
Total Fixed Cost (+5% each period)	45	47	50	52	55
Fixed Costs %	45%	41%	38%	34%	31%
Incremental Revenue		15	17	20	23
Incremental Profit		5	5	6	8
Incremental Profit Margin		30%	31%	32%	34%

Model 2

Growth @ 20% + No improvement on Variable Cost

	Inflection Point	+20%	+20%	+20%	+20%
Revenue (US\$m)	100	120	144	173	207
Variable Costs (COGS, S&M, Delivery)	55	63	73	84	96
Variable Costs %	55%	55%	55%	55%	55%
Total Fixed Cost (+5% each period)	45	47	50	52	55
Fixed Costs %	45%	39%	34%	30%	26%
Incremental Revenue		20	24	29	35
Incremental Profit		7	8	10	13
Incremental Profit Margin		34%	35%	36%	37%

Model 3

Growth @ 20% + Variable Cost Reduction (straight line to "Indicative L/T")

	Inflection Point	+20%	+20%	+20%	+20%
Revenue (US\$m)	100	120	144	173	207
Variable Costs (COGS, S&M, Delivery)	55	64	73	83	93
Variable Costs %	55%	53%	51%	48%	45%
Total Fixed Cost (+5% each period)	45	47	50	52	55
Fixed Costs %	45%	39%	34%	30%	26%
Incremental Revenue		20	24	29	35
Incremental Profit		9	12	17	22
Incremental Profit Margin		46%	49%	58%	62%

- We are at an inflection point
- Every \$1 of revenue added generates 30%+ of cash profit margin

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RECAP OF FY24 PRIORITIES

Objective: To deliver on our strategic priorities with a focus on cash generation while preserving growth opportunities in the medium/long term.
Areas of focus include:

- Generate positive free cash
- Continued ACV growth through greenfield , upsell, and cross sell
- Create efficiencies within variable and fixed cost margins moving closer to long term margins
- Ensure we stay competitive with P&H while moving tech stack to be cloud-first
- Ensure we have a competitive T&C solutions across multiple sports

Investment Priorities:

- P&H: Continue to invest in Vector and Clearsky platforms to support growth, upsell, and reduce churn
- P&H: Continue to invest to eliminate dependency on console software
- T&C: Invest in product features to continue gaining traction in new sports
- T&C: Maintain Thunder ecosystem while developing future replacement; Prioritize areas that can generate short-term upsell opportunities



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QUESTIONS?



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UNLEASH POTENTIAL