

Catapult Fact Sheet

Last Updated: March 5, 2024

Company Name: Catapult Group International Ltd (Catapult) (ASX: CAT)

Market Capitalization: A\$320 million (at XX March 2024)

Annual Revenue: US\$84.4 million (at 31 March 2023 (FY23), ~A\$130 million)

Annualized Contract Value (ACV): US\$79.7 million (~A\$123 million for 1H FY24)

Customer Retention: >96% (1H FY24)

Key Offices: Boston (Head), Melbourne, London, Leeds

Financial Year: 1 April - 31 March

Company Overview: Operating at the intersection of sports science and analytics, Catapult's products and solutions are designed to optimize performance, avoid injury, and improve return to play.

Catapult works with the most iconic sports teams in the world, including those in the EPL, MLB, Formula 1, AFL, NRL, NCAA, and NFL, and is committed to making performance technology available to athletes at all levels. This fuels the company's ambitious vision to unleash the potential of every athlete and team on Earth.

Mission: Catapult helps teams make better decisions through a comprehensive all-in-one technology.

Market Opportunity: The Pro Sports technology market is expected to reach more than US\$40B in size in the next three years, with over 20,000 Elite teams using different types of sports technology. Despite Catapult's global leadership, current penetration of the 20,000 Elite teams is just 16%.

Company Strategy: Through Catapult's Land and Expand strategy, the Company is targeting signing 5k Elite teams in Performance & Health (P&H) and cross-selling to 2.5k teams in Tactics & Coaching (T&C) over the medium term.

Key Company Data Points:

- Catapult works with more than 4,000 teams (3,200+ Elite teams) in over 40 sports across more than 100 countries globally.
- Catapult has grown through a combination of organic growth and strategic acquisitions, including XOS in the U.S. and SBG in the United Kingdom.
- Founded in Melbourne in 2006, Catapult became a publicly listed company on the Australian Securities Exchange (ASX) in 2014 (ASX: CAT).
- Catapult has 400+ employees across 28 countries.

Executive Leadership:

- Will Lopes, Chief Executive Officer & Managing Director
- Bob Cruichshank, Chief Financial Officer
- Zoe Rumford, Chief People Officer
- Matt Bairos, Chief Product Officer
- Chris Cooper, Chief Operating Officer (will remove on April 1, 2024)
- Gareth Griffith, Chief Technology Officer

Board of Directors:

- Adir Shiffman, Executive Chairman
- Will Lopes, Chief Executive Officer and Managing Director
- Shaun Holthouse, Non-Executive Director and Co-Founder
- Igor van de Griendt, Non-Executive Director and Co-Founder
- James Orlando, Independent Non-Executive, Director, and Chair of the Audit and Risk Committee
- Michelle Guthrie, Independent Non-Executive, Director, and Chair of the Nomination and Remuneration Committee
- Tom Bogan, Independent Non-Executive, Director, and Chair of the SaaS Scaling Committee

Key Business Units:

Performance & Health: Catapult Vector is the leading Athlete Monitoring solution for teams and leagues worldwide. Using Vector, teams monitor and analyze every aspect of player performance to optimize performance, avoid injury, and improve return to play.

Tactics & Coaching: The Catapult Pro Video Platform is a premier video analysis solution for professional teams worldwide. The video platform streamlines the capture, analysis and distribution of performance insights, both in live time and for post game analysis.

Media: With nearly 150 partners, Catapult has the largest library of NCAA sports stock footage and sports photos in the world. If broadcasters, advertisers and promoters need content for editorial, commercial, or film projects, they source this content from Catapult.