



INVESTOR PRESENTATION



IMPORTANT NOTICE

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.

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 1H FY25 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 September 30, 2023;
- "ACV CAGR" is the cumulative annual growth rate in ACV on a "constant currency" basis 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 (using currency rates as at the effective calculation date for A); divided by (y) the ACV as at, and using the currency rates as at, the effective calculation date for A. Therefore, for example, the ACV CAGR for 1H FY23 to 1H FY25 is calculated as the annualized growth rate (expressed as a percentage) of (x) the ACV calculated as at September 30, 2024 (using currency rates as at September 30, 2022); divided by (y) the ACV calculated as at, and using the currency rates as at, September 30, 2022;
- "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, September 30, 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 1H FY24 Effective Calculation Date is September 30, 2023, and the ACV 1H FY25 Effective Calculation Date is September 30, 2024;
- "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, purchase consideration, and severance; 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;
- "nm" means not meaningful;
- "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 also includes non-IFRS information, such as Management EBITDA, EBITDA, Gross Margin, Contribution Margin, Free Cash Flow (FCF), 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.

OUR VISION

UNLEASH THE POTENTIAL
OF EVERY TEAM AND ATHLETE
ON EARTH

OUR MISSION

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

Catapult is uniquely positioned to lead a US\$72bn market in the delivery of enterprise level software solutions for professional sports.

Our innovation has enabled Catapult to establish a clear market leadership position, with revenues growing beyond US\$140m powered by our SaaS solutions.

In the last five years, we have invested almost US\$100M on R&D initiatives to expand our offerings into multiple solutions within a unified platform that delivers unparalleled and differentiated insights.

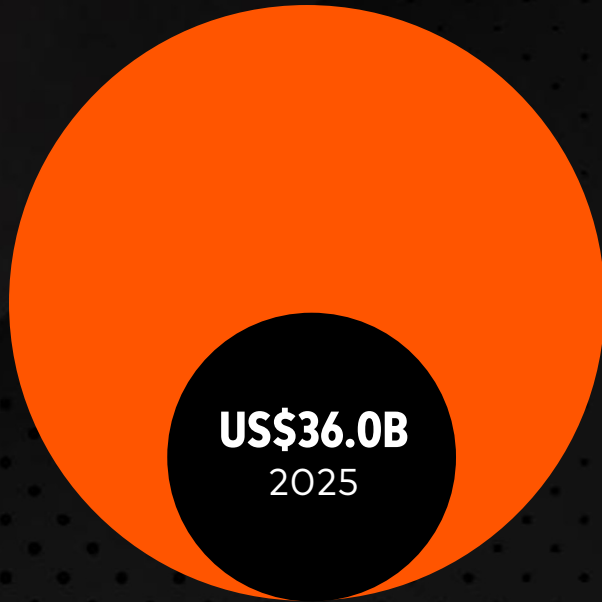
Our scalable subscription business model drives product adoption and our content becomes deeply embedded in teams' workflows, delivering powerful unit economics with best-in-class retention rates.

OUR INDUSTRY

SUBSTANTIAL MARKET FOR CATAPULT

PRO SPORTS TECHNOLOGY

US\$71.7B



market size by 2030

20K
Pro Teams

Men &
Women
NCAA
Athletics

Major Sporting Leagues

Feeder Divisions

Pro Team Academies

National Teams

Olympic Teams

ADJACENT MARKETS

High School & Youth
Sport Teams

First Responders

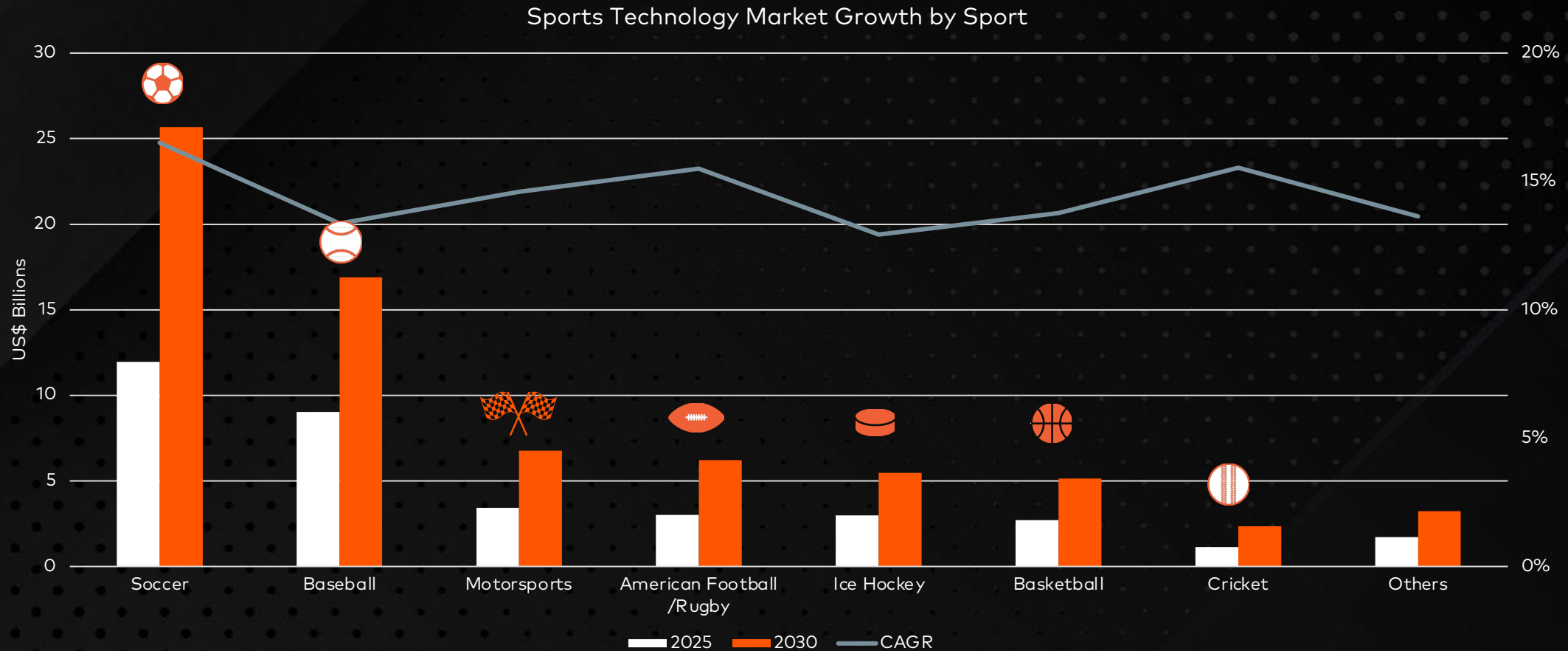
Military

Medical

OUR INDUSTRY

WITH GREATEST OPPORTUNITY CENTERED ON TEAM SPORTS

The six largest sports are expected to contribute the large majority of market growth



Source: Marketsandmarkets, Sports Technology Market Size & Share Forecast 2030, March 2025.

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.

OUR INDUSTRY

MULTIPLE STAKEHOLDERS NEED INSIGHTS TO MAKE RAPID DECISIONS



OUR VALUE PROPOSITION

ONE-STOP PLATFORM FOR PRO SPORTS

SAVE TIME

Help teams make better use of time with improved workflows



DISCOVER INSIGHTS

Contextualize data to increase access to meaningful insights



OUR PLATFORM

WITH A GROWING SOLUTION PORTFOLIO BUILT FOR ACV EXPANSION

SOLUTIONS

PERFORMANCE & HEALTH

ATHLETE MONITORING

- Vector Pro (LPS/GPS)
- Vector Core & Core+ (GPS)
- Catapult One (GPS)
- ClearSky Infrastructure

GYM MONITORING (NEW)

- Perch Pro
- Perch Core & Core+

TACTICS & COACHING

PRO VIDEO ANALYSIS SUITE

- MatchTracker
- Focus & Hub
- Thunder > Hub Pro **(Transitioning)**
- Focus Live For Gameday
- Focus Live For Practice

SCOUTING (NEW)

- IMPECT Analysis
- IMPECT Scout Advanced Data

MOTORSPORT

- RaceWatch
- Hub

MEDIA & OTHER

MEDIA SERVICES

- Content Licensing
- Asset Management
- Broadcast Enhancement

OTHER

- Professional Services
- Science for Sport

CATAPULT PLATFORM

Unique Algorithms • Real-Time Collaboration • Cloud-Based • Shared Data • Tightly Integrated • Scalable

OUR PLATFORM

AND IS DIFFERENTIATED BY BEING PURPOSE-BUILT FOR SPORTS

PERFORMANCE & HEALTH

SOCCER

Multi directional or steady state, different intensities, goalie dive load, dive count and time to feet

AMERICAN FOOTBALL

Lineman contacts, quarterback throws and impacts, contact load, throw load, and impact load

ICE HOCKEY

Skating symmetry, total work bouts, skating load, work:rest ratio, goalie load, down count and asymmetry

BASKETBALL

Jumps, changes of direction, accelerations and decelerations, jump count and explosiveness

BASEBALL

Directional acceleration, separate swing/pitch/throw load, intensity per event and base runner explosiveness

RUGBY

Scrum duration, contact involvements, kicks, player load, collisions, kick counter, maximum speed, acceleration and deceleration, and back in game time

TACTICS & COACHING

MOTORSPORT

RaceWatch combines and synchronizes data including timing feeds, GPS, telemetry, race control messages, weather data, team radios and live video

SOCCER, RUGBY & BASKETBALL

MatchTracker synchronizes athlete wearable data with video and analysis across a variety of views including 2D pitch, tables and charts.

AMERICAN FOOTBALL & ICE HOCKEY

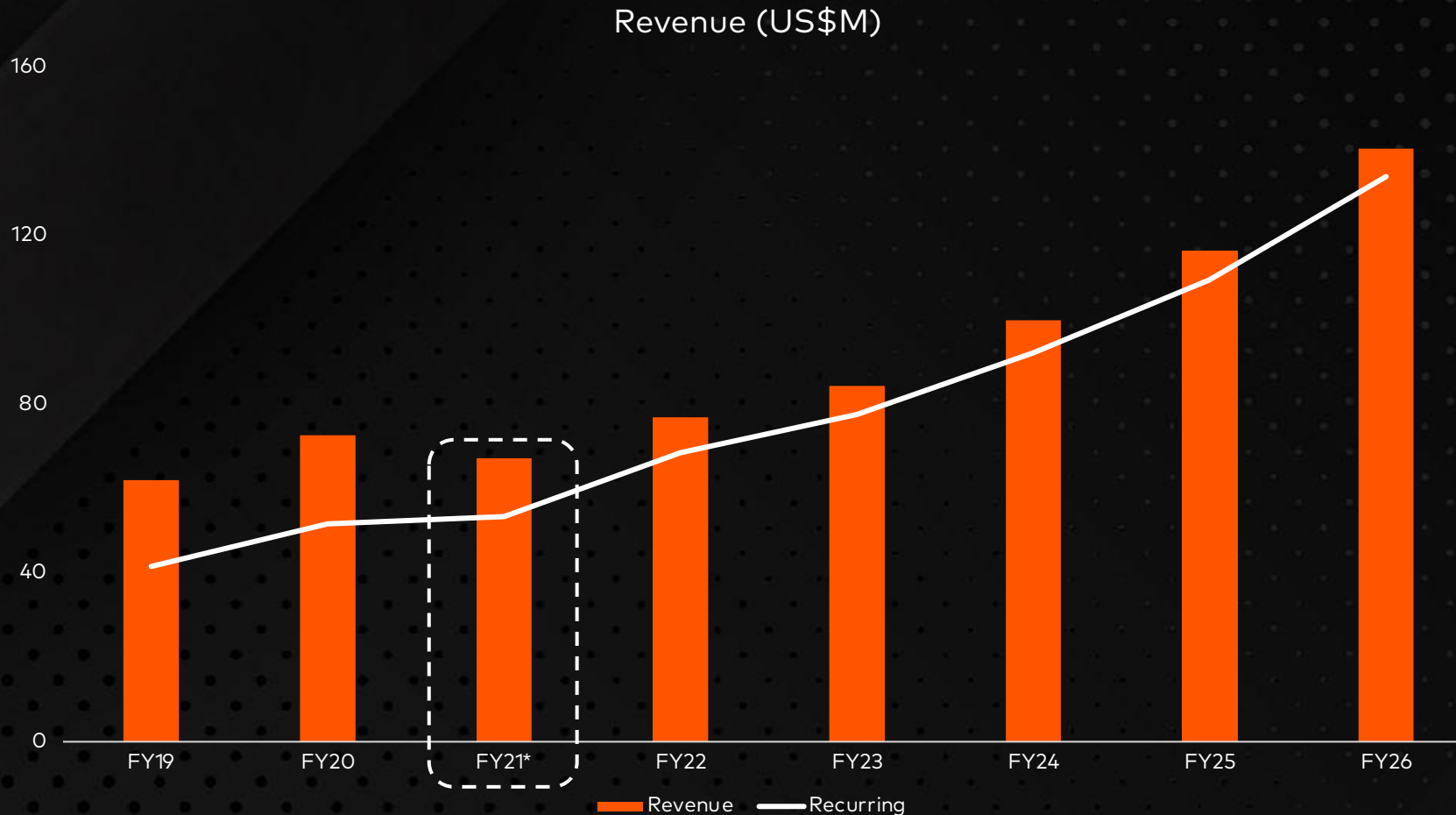
Thunder improves the speed, efficiency and impact of video analysis, enabling teams to add, edit and organize clips alongside performance data.

MULTISPORT

Focus captures multi-angle video & performance data into playlists for review and presentations. Hub then enables teams to share, edit, and view video, presentations, and insights.

OUR BUSINESS MODEL

WE TRANSITIONED TO SAAS TO OPTIMIZE GROWTH THROUGH SUBSCRIPTIONS



- Catapult began transition to a full SaaS business in FY21, with reduction of up-front capital sales in favor of longer-term subscription contracts
- SaaS and Other Recurring revenues now account for 95% of total revenues

* 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. FY20 and FY21 financial information is pro forma and includes acquisitions.

** FY25 is calculated by annualizing 1H FY25.

Important Note: The annualized 1H FY25 revenue (used to calculate FY25 revenue) is provided solely to illustrate the historical increase in FY revenue from FY19 to present. That annualized financial 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 FY25 revenue or other future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. See slide 2 for defined terms and calculation methodologies.

OUR BUSINESS MODEL

DELIVERING INDUSTRY LEADING SAAS RESULTS**GROWTH****22%** 3-YEAR ACV CAGR**QUALITY****96%** ACV RETENTION**LEVERAGE****80%** GROSS MARGINS**CERTAINTY****95%** RECURRING REVENUE**STABILITY****7.5 YEARS** LIFETIME DURATION

Important Note: ACV Growth (which is CC, constant currency), ACV Retention, Recurring Revenue, and Lifetime Duration financial information in this slide has not been independently audited or reviewed, and does not form part of Catapult's 1H FY25 financial results. See slide 2 for defined terms and calculation methodologies.

OUR BUSINESS MODEL

DESIGNED FOR PROFITABLE GROWTH AT SCALE

	METRIC	KEY ITEMS	TARGET
Cost of Growth (Variable Cost)	Revenue		100%
	COGS	- Video Hardware - Data & Hosting - License Royalty	20%
	Delivery	- Support - Customer Success - Supply Chain & Logistics	10%
	Sales & Marketing	- Sales - Marketing - Revenue Operations	15%
Fixed Costs	Management Contribution Margin		55%
	G&A		10%
	R&D (inclusive of CAPEX)		15%
	Management EBITDA		30%

- While we have ambitious top-line growth goals, our commitment to growing profitably post Perch and IMPECT acquisitions is unchanged
- Our focus on SaaS creates predictable revenue w/ ACV being the leading indicator
- Through cross-selling and product innovation we lower our Variable Costs (cost of growth) as go-to-market productivity increases
- We have established a base for scale, minimizing the need to increment Fixed Costs to support growth, increasing our profit margin

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

Important Note: The financial information in this slide 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 independently audited or reviewed. See slide 2 for defined terms and calculation methodologies.

OUR GROWTH

WE HAVE A 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

OUR GROWTH

WITH OPERATING LEVERAGE DELIVERING STRONG INCREMENTAL PROFIT

US\$M	FY25	FY26	Incremental
Revenue	116.5	140.7	24.2
Variable Costs (COGS, S&M, Delivery)	58.9	66.2	7.3
<i>Variable Costs %</i>	<i>50%</i>	<i>47%</i>	<i>30%</i>
Fixed Cost (G&A, R&D, Other)	43.0	49.8	6.8
<i>Fixed Costs %</i>	<i>37%</i>	<i>35%</i>	<i>28%</i>
Incremental Profit			10.0
Incremental Profit Margin			41%

- Our target is to keep at least 30% of every new dollar of revenue we generate as profit
- Variable cost efficiencies continued to improve, meaning each new dollar costs less to generate
- Excluding the impact from acquisitions the FY26 incremental profit margin would have been 48%

OUR INVESTMENT CASE

WE ALREADY WORK WITH THE BEST TEAMS AND LEAGUES GLOBALLY

5,500+TEAMS
GLOBALLY**40+**SPORTS
GLOBALLY**100+**

COUNTRIES

Premier
League

OUR INVESTMENT CASE

EMPOWERING THEM TO MAKE BETTER DECISIONS

"This partnership is very important for CBF and for all professionals involved with our football. We need to have experienced companies by our side that value excellence to keep our national teams competitive and always at the top of world football. We see these characteristics in Catapult, a brand that offers state-of-the-art materials for accurate and reliable analysis of our athletes."

EDNALDO RODRIGUES
President
Brazilian Football Confederation



"RaceWatch has been an essential part of racing operations at Williams for over 10 years. The combination of powerful data analysis, intelligent prediction, and clear visualisations, all fully synchronised with video and audio makes it an invaluable tool for engineers and stakeholders across the team. When every second matters it's key to have a tool that not just provides the important information at every stage, but also removes overhead, stress and guesswork out of managing qualifying and the race."

JAMES VOWLES
Team Principal
Williams Racing



"Catapult's solutions allow us to make objective decisions about how we train our athletes and how we establish our competitive advantage over opponents. It gives coaches and athletes confidence that they are seeing a full view of performance for everyone on the pitch."

CHRISTOFER CLEMENS
Head of Analysis
German Football Association



"The bowling algorithm is something we look at to measure the intensity of bowling and has been a way that we can change the way players look at their training by getting a measure of intensity. It enables us to manage our fast bowlers' preparedness for the various formats looking at the relationship between intensity and volume."

ANDREW WELLER
Physical Performance Manager
Cricket Australia



"The Vector T7 has improved the comfort for our players. Often the players don't realize they are wearing the new device. The easier we can make the Catapult data accessible to coaches and provide insight on increasing and decreasing player load, the better we are going to be as a team and organization."

NICK POTTER
High Performance & Sports Science Director
Duke University Men's Basketball

RUGBY AU

"At Rugby AU, we take pride in providing our athletes with the most innovative technology. Our long-standing relationship with Catapult has yielded critical insights, helping us prepare players for the physical demands of the game, adjusting training to prevent injuries, and tailor rehabilitation protocols for accelerated recovery."

CATHAL GARVEY
Head of Analytics
Rugby Australia

OUR INVESTMENT CASE

POSITIONING US WELL TO EXPAND & MAINTAIN OUR LEADERSHIP POSITION



VAST AND INVALUABLE DATA RESOURCE

5 petabytes of elite athlete performance data processed (and growing) since first 5 Hz GPS device was developed in 2005



GENERATING UNPARALLELED INSIGHTS

Utilizing the largest multi-sport data sets globally we can develop algorithms that generate unparalleled insights



CREATING SUPERIOR EXPERIENCE

Clients access the best insights and benchmarks in the market, enabling us to create a superior user experience



FURTHER ENHANCING LEADERSHIP

Our extensive global network of sports teams expands with superior products, further scaling our data sets and strengthening our leadership position

OUR INVESTMENT CASE

LED BY AN EXPERIENCED WORLD CLASS EXECUTIVE TEAM

Catapult has assembled a world-class executive team with the **skills, passion, and common vision to grow value**



WILL LOPES

CHIEF EXECUTIVE OFFICER &
MANAGING DIRECTOR

As the former Chief Revenue Officer of Audible, an Amazon subsidiary, Will brings world-class technology and growth experience from one of the world's most successful technology businesses. Will was responsible for revenue growth and was a key leader on the executive management team responsible for overall business performance.



MATT BAIROS

CHIEF PRODUCT
OFFICER

Matt is an accomplished industry and technology leader leveraging 15+ years of sales, product marketing, and client service experience at various organisations, both public and private. Matt joined Catapult through the acquisition of XOS Digital, where he was President and Chief Executive Officer, and has dedicated his professional life to the sports technology industry.



ZOE RUMFORD

CHIEF PEOPLE
OFFICER

Zoe has extensive global experience in driving growth and development across technology companies, and delivering high performance cultures, including international senior leadership positions managing people and culture teams at both Spotify and Amazon. Her most recent notable roles were as Chief People Officer for Sofar Sounds and Acast podcasting platform.



GARETH GRIFFITH

CHIEF TECHNOLOGY
OFFICER

Gareth has founded several successful software companies, most recently SBG Sports Software, which Catapult acquired in 2021. SBG's solutions are widely used by teams and officials in Formula One as well as by football and rugby leagues in Europe. His companies have twice won the UK Queen's Award for Enterprise and Innovation.



BOB CRUICKSHANK

CHIEF FINANCIAL
OFFICER

Bob is a proven finance leader with more than 25 years' experience at public and private companies, high-growth startups, and mature-stage U.S.-based technology companies. Prior to Catapult, Bob served in executive roles at Astadia, ezCater, Amazon Robotics (formerly Kiva Systems), and Aspen Technology, after a successful public accounting career at Arthur Andersen.



NANCY MCNEILL

CHIEF REVENUE
OFFICER

Nancy is a seasoned commercial leader with two decades of experience building and scaling global revenue organizations within the technology and data sectors. Throughout her career, Nancy has held pivotal roles at Dow Jones, Thomson Reuters, and Signal AI where she built high-performing cultures and shaped outcomes across the full customer journey, from marketing engagement through long-term success and growth.



UNLEASH POTENTIAL

APPENDIX



ABOUT CATAPULT

Listing: Australian Securities Exchange (ASX)

ASX Ticker: CAT

GICS Classification: Software & Services

Head Office: Boston, MA, USA

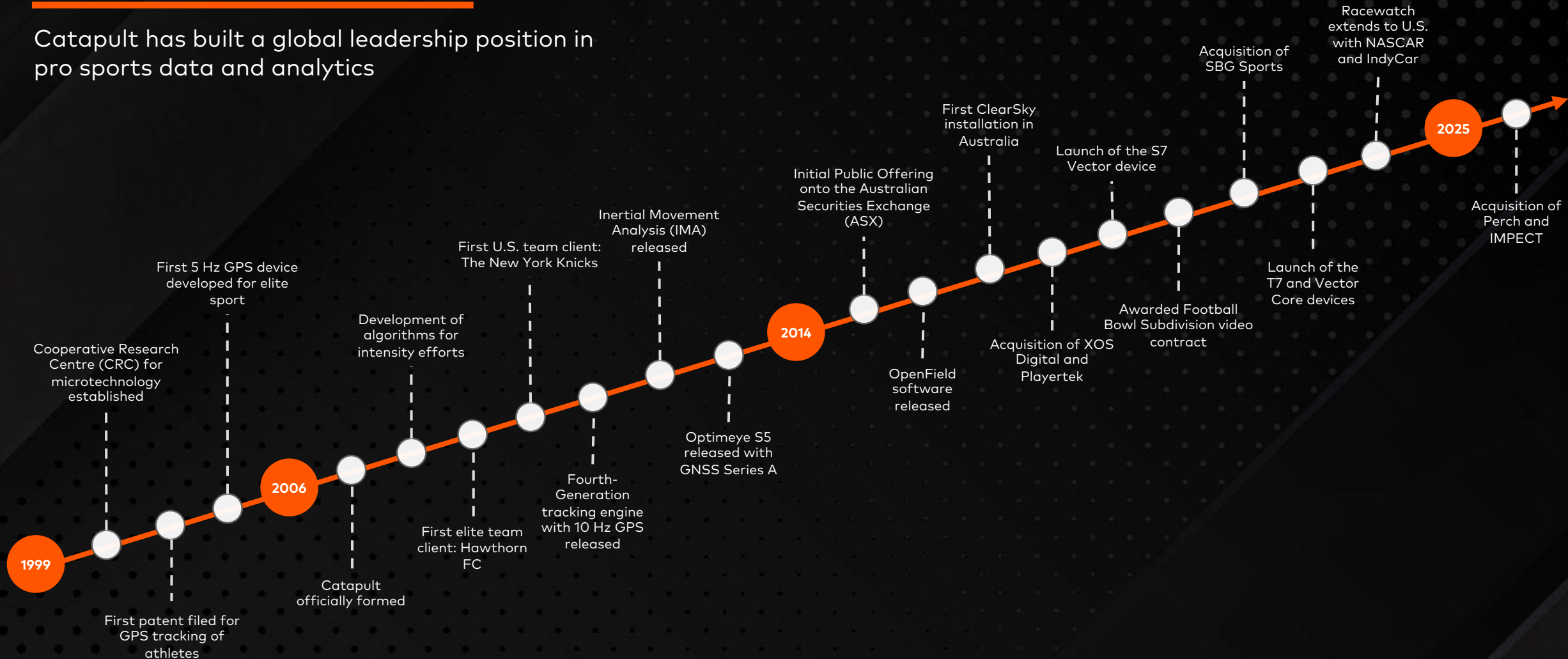
Fiscal Year-End: March 31

Reporting Currency: U.S. Dollars

Website: catapult.com

OUR JOURNEY: 1999 - 2026

Catapult has built a global leadership position in pro sports data and analytics



AN ESTABLISHED TRACK RECORD OF STRONG AND CONSISTENT GROWTH

		FY21**	FY22	FY23	FY24	1H25	2H25	FY25	1H26	2H26	FY26
ACV	ACV (\$M)	53.4	63.9	73.4	86.8	96.8	101.2	101.2	115.8	133.8	133.8
	ACV GROWTH (CC)	14%	23%	20%	20%	20%	18%	18%	19%	28%	28%
	ACV CHURN	5.5%	3.4%	3.8%	3.5%	3.8%	4.3%	4.3%	4.9%	3.9%	3.9%
CUSTOMERS	LIFETIME DURATION (YEARS)	5.8	5.8	6.0	7.0	7.6	7.8	7.8	8.1	7.5	7.5
	MULTI SOLUTION AS A % OF PRO TEAMS		14%	14%	17%		23%	23%	27%	32%	32%
	PRO TEAMS		2741	3031	3317	3470	3602	3602	3878	4178	4178
EARNINGS	REVENUE (\$M)	67.3	77.0	84.4	100.0	57.8	58.7	116.5	67.6	73.1	140.7
	RECURRING REVENUE (\$M)	53.4	68.6	77.7	92.3	53.3	56.4	109.7	63.8	70.3	134.1
	RECURRING REVENUE GROWTH (CC)			18%	21%	20%	19%	21%	19%	28%	20%
	RECURRING REV AS % OF TOTAL REV	79%	89%	92%	92%	92%	96%	94%	94%	96%	95%
	MANAGEMENT EBITDA	2.9	(13.9)	(14.2)	4.2	6.2	8.5	14.8	9.7	15.0	24.7
	EBITDA	6.5	(14.3)	(11.0)	9.4	8.3	9.8	18.1	9.0	8.4	17.5
MANAGEMENT MARGINS	GROSS MARGIN %	74%	75%	76%	81%	79%	83%	81%	79%	81%	80%
	VARIABLE COSTS (EX COGS) %	32%	40%	42%	35%	31%	32%	32%	28%	27%	27%
	CONTRIBUTION MARGIN %	42%	34%	34%	46%	48%	51%	49%	51%	54%	53%
	FIXED COSTS %	39%	54%	52%	42%	37%	37%	37%	37%	34%	35%
	MANAGEMENT EBITDA MARGIN %	3%	-18%	-17%	4%	11%	15%	13%	14%	20%	18%
\$	FREE CASH FLOW (EX ACQUISITIONS)	4.9	(17.9)	(21.6)	4.6	4.8	3.8	8.6	8.2	(1.7)	6.5
P&H	P&H ACV	29.5	39.0	47.0	56.7	63.6	66.1	66.1	77.5	84.5	84.5
	P&H ACV GROWTH (CC)	21%	37%	28%	23%	22%	18%	18%	21%	23%	23%
T&C	T&C ACV	20.9	22.0	23.9	27.7	30.7	32.6	32.6	35.7	46.5	46.5
	T&C ACV GROWTH (CC)	6%	5%	11%	15%	20%	18%	18%	16%	40%	40%

Important Note: *ACV Growth calculated is ACV YoY. ** FY21 financial information is pro forma including acquisitions.

While elements of the above table have been independently reviewed or 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. 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
Acquisition Related Charges	includes SBP acquisition contingent consideration, acquisition-related transaction costs, and adjustments to fair value of contingent and deferred acquisition consideration
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, payroll taxes relating to share-based payments, purchase consideration, acquisition related costs, adjustments to fair value of contingent and deferred acquisition consideration and severance; and including capitalized development expense
Multi Solution Pro Teams	the number of teams that, as at the effective calculation date, use more than one Catapult solution
Multi Vertical Pro Teams	the number of teams that, as at the effective calculation date, use a product from more than one of Catapult's verticals
Rule of 40	the sum of annual ACV growth percentage on a constant currency basis and Management EBITDA margin (Management EBITDA as a % of Revenue)



CATAPULT

UNLEASH POTENTIAL