



Catapult

3Q FY17 Update and Capital Raising Presentation

2 May 2017

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SUMMARY

3Q FY17 and business update	<ul style="list-style-type: none">❑ Catapult reiterates FY17 revenue guidance of between \$61.0m and \$65.5m, expected to generate positive group underlying EBITDA❑ 24% pcg growth in elite unit sales to 2,583 vs 2,085 in Q3 FY16❑ In the financial YTD, subscription orders account for 69% of all elite orders, for a total subscription fleet base of over 12,500 units
Acquisitions delivering on elite strategy	<ul style="list-style-type: none">❑ Catapult is targeting two acquisitions of strategically complementary businesses❑ The acquisition targets are of high strategic importance to Catapult as we continue to build out our integrated technology stack servicing elite sports❑ Catapult expects to generate significant additional lines of revenue per client across its elite client base (currently ~1500 teams) in the form of long term SaaS contracts, delivering high gross margin returns to the group, from FY18
Capital raising	<ul style="list-style-type: none">❑ To fund the acquisitions, Catapult is raising approximately A\$14 million via an Institutional Placement to professional and sophisticated investors❑ Catapult is also extending the offer to Eligible Shareholders via a Share Purchase Plan (SPP), to raise up to a maximum of \$3 million❑ Both the Institutional Placement and SPP are priced at \$2 per share

BUSINESS UPDATE

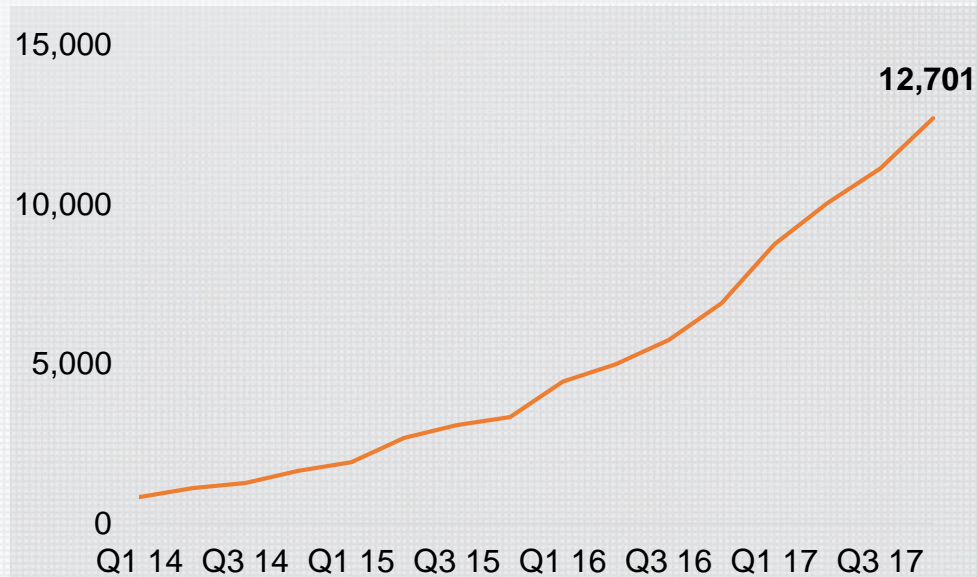


CATAPULT REITERATES FY17 GUIDANCE

Driven by rapid penetration of wearables in elite sport

- ❑ Catapult reiterates revenue guidance of between \$61.0m and \$65.5m, representing 21%-30% pro-forma growth in FY17 (and 226-250% growth on a statutory basis)¹
- ❑ Group underlying EBITDA is expected to be positive in FY17

Elite wearables subscription base



Business update

- ❑ 24% pcg growth in elite unite sales to 2,583 vs 2,085 in Q3 FY16²
- ❑ In the financial year to date, subscription orders account for 69% of all elite orders
- ❑ Catapult's **product is very sticky** – contract churn is typically 1.0-1.5%
- ❑ Continuing **strong revenue growth** in the elite wearable business (51% in H1 FY17 vs 54% in pcg)
- ❑ 375% ARR growth to \$44.7m³ in 12 months to 31 December 2016

¹ Assumes a subscription mix of 62% of all elite wearable units ordered and AUD:USD exchange rate of 0.75

² Includes unit orders delivered by Elite Wearables sales team; excludes unit orders delivered by PLAYERTEK sales team

³ Based on a AUD:USD exchange rate of 0.75

CATAPULT APPOINTS JOE POWELL AS CEO



(Left to right) Adir Shiffman (Executive Chairman); Joe Powell (Chief Executive Officer); Shaun Holthouse (Global Head of Strategy)

- ❑ Announced 7 April, Joe Powell commenced as Chief Executive Officer on 1 May
- ❑ Powell joins Catapult from ASX-listed SEEK Limited, having held several senior leadership roles, most recently as Managing Director of SEEK Education
- ❑ Powell is already closely familiar with Catapult, having served the Board and CEO as an adviser since September 2016. He also led Catapult's Global Leadership Strategy forum in January 2017
- ❑ Powell will serve as co-CEO with Holthouse during a three-month handover period
- ❑ Co-founder Holthouse will create a formal strategic function within the Group in the newly created role of Global Head of Strategy

The decision to add a professional CEO further bolsters our highly experienced executive team, while allowing Holthouse to focus exclusively on what he does best – delivering long term strategy across the group

CATAPULT'S FIRST VIDEO-BASED LEAGUE-WIDE DEAL

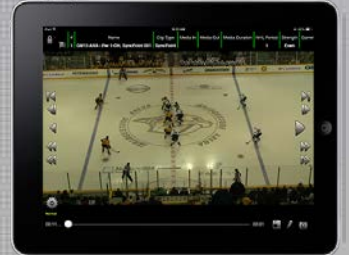


31 teams

Catapult's first
video-based
league-wide deal

- ❑ The NHL is a professional ice hockey league composed of 31 teams – 24 in the United States and 7 in Canada
- ❑ Considered the premier professional ice hockey league and the 5th largest professional sporting league (by revenue) in the world
- ❑ The Stanley Cup, the oldest professional sports trophy in North America, is awarded annually to the league playoff champion at the end of each season

- ✓ In-game video and data will be streamed live to each NHL teams' bench via multiple tablet displays supplied by Apple Inc.
- ✓ Minimum 2.5 year term, commencing in time for this years' Stanley Cup playoff series
- ✓ All clips and associated data, notes and on-screen annotations will also automatically sync with the teams' XOS ThunderCloud coaching system, for use in training and post-game analysis



XOS
DIGITAL

catapult.

LEAGUE-WIDE DEALS ANNOUNCED IN H2 FY17



240 units

Argentina's
Liga Nacional de
Básquetbol
20 teams



318 units

Welsh Rugby Union
9 teams, including
international and
regional sides



Video analytics

North America's
National Hockey League
31 teams
*Catapult's first
video-based
league-wide deal*

Catapult.

PROSUMER OFFERING UPGRADED

Aug 2016

Apr 2017

FY17

FY18

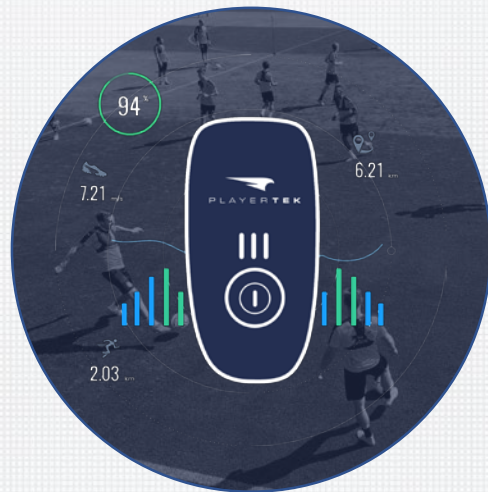
1. Acquisition of PLAYERTEK

2. PLAYERTEK by Catapult launched

- ❑ Proven hardware wearable and extensively re-engineered and enhanced web and app-based software analytics
- ❑ New sales channels, including e-commerce and inside sales, creating step-change in sales leads
- ❑ Transition to new manufacturing supply chain and established third party logistics partnership to support sales of hundreds of thousands of units

3. Full prosumer product release

- ❑ Targeting FY18
- ❑ Catapult branded products
- ❑ Co-ordinated, global rollout

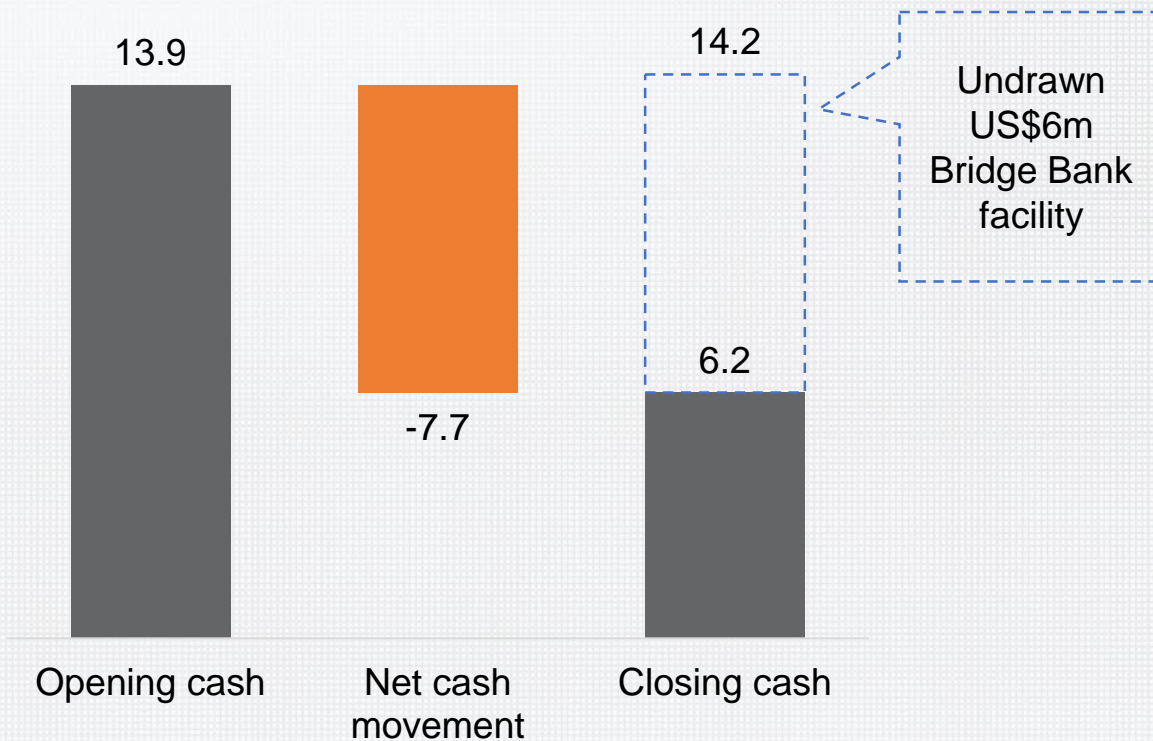


“There is a huge, unpenetrated market for wearable devices in prosumer team sports. *PLAYERTEK by Catapult* is a significant upgrade that marks the beginning of our push into this market. The potential for this product, which leverages Catapult’s leadership and dominance in elite sports, is very exciting.”

Benoit Simeray – CEO of Consumer, Catapult Sports

3Q CASH MOVEMENT AND CASH POSITION

3Q FY17 cash flow waterfall



- ❑ Catapult has total \$14.2m¹ available capital headroom via current cash balance and undrawn Bridge Bank facility
- ❑ Bridge Bank facility is a USD denominated, \$6 million working capital facility established April 2017
- ❑ Replaces original Bridge Bank under XOS (terminated when XOS was acquired in July 2017)
- ❑ Low cost debt facility
 - Prime Rate + 1.25% = 5.25% pa
- ❑ Q3 is typically the quietest period for cash collections ahead of invoicing cycle ramp-up (peak invoicing occurs Q1 & Q2)

¹ Assumes AUD:USD exchange rate of 0.75

STRATEGY UPDATE AND CAPITAL RAISING



DELIVERING ON OUR STRATEGY

1 Own the performance technology stack for elite sport

- ❑ Drives current P&L
- ❑ Subscription fleet of 12,701 and growing
- ❑ XOS acquisition now fully integrated
- ❑ **2 new acquisition targets continuing to strengthen our technology stack**
- ❑ Compelling opportunities to combine data
- ❑ New analytics to deliver ARPU growth

2 Commercialise elite wearable and video data

- ❑ Unique and predictive data from wearable platform:
 - ❑ Broadcast overlays
 - ❑ 2nd screen apps
 - ❑ Fan engagement
 - ❑ Shoulder programming
 - ❑ Sports betting
- ❑ XOS licensing business provides existing data monetisation business

3 Leverage our growing elite brand into consumer

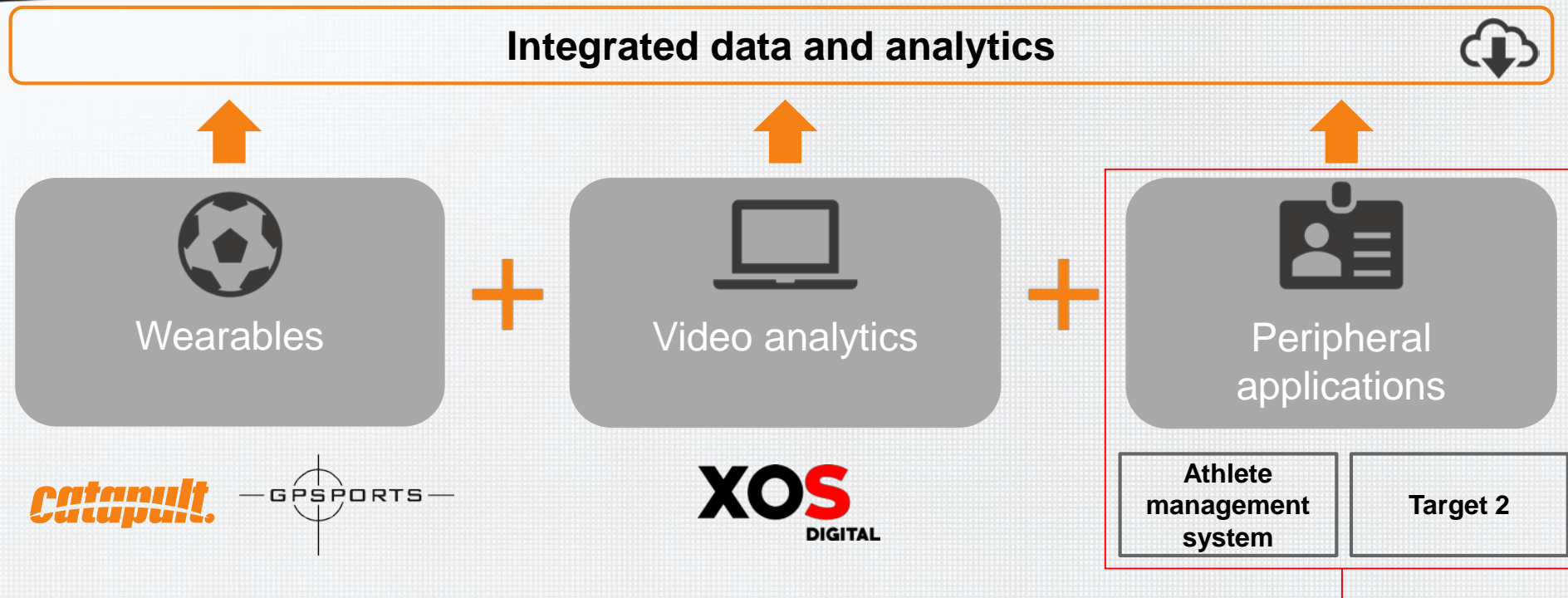
- ❑ PLAYERTEK by Catapult provides platform on which we will continue to test our prosumer offering and go-to-market strategy
- ❑ Investment will continue to be measured and rely on business meeting strategic hurdles
- ❑ Prosumer market is a key focus for Catapult, estimated to be c.10-20x larger than the elite market¹

Catapult has been consistent in executing its strategy through organic growth and strategic acquisitions

¹ Management estimate

INTEGRATED TECHNOLOGY STACK

Owning the athlete analytics ecosystem in elite sports...



- ❑ The proposed acquisitions are of high strategic value to Catapult:
 - ✓ Continue the build-out of our integrated technology stack for elite sports
 - ✓ Products are high gross margin, sold as SaaS, and complementary to our existing product suite
 - ✓ Distribution via our existing global sales platform and existing client base of ~1500 teams in FY18

ACQUISITIONS

What is the opportunity?

- ❑ Catapult is seeking to raise capital to fund **two acquisitions** of strategically complementary businesses
- ❑ The products will enable Catapult to build additional lines of revenue for each client across its elite client base (currently ~1500 teams) in the form of long term SaaS contracts and are expected to deliver high gross margin returns for the Group

Target 1

Athlete management system

- ❑ **Expected to generate significant revenue in FY18**
- ❑ Final stages of completing the acquisition of what the Group considers to be the leading player in this space
- ❑ Parent application layer allowing the Group to expand its analytics offering across multiple data sources beyond wearables data and video
- ❑ Existing market is highly fragmented with a number of small players – Catapult is well positioned to mature the market
- ❑ Software that ingests multiple data sources so clubs can have a single view of their athlete aggregating medical history, injury status, wearable data (from Catapult), wellness data, calendar, and more
- ❑ Lower price point enabling teams without a relationship with Catapult to start interacting with our family of products
- ❑ Rollout to Catapult's large elite client base offers data synergies to our customers and marketing synergies to Catapult

Target 2

- ❑ Advanced stages of negotiations - anticipated closing in the next quarter
- ❑ Commercial-in-confidence for competitive reasons, small acquisition of a SaaS software business that compliments our existing technology stack in elite sport
- ❑ The acquisition leverages Catapult's existing wearable and video platforms and will equip coaches with a more data-science driven approach to key tactical considerations
- ❑ An emerging but likely soon to be essential part of technology stack

ACQUISITION STRATEGY AND EXECUTION

A strong track record of identifying and executing acquisitions

Our strategic acquisition checklist

- ✓ Ubiquitous (or nearly ubiquitous) offering
- ✓ 'For' performance
- ✓ Software based – sold or able to be sold as SaaS
- ✓ Able to be rolled out to Catapult's existing elite customer base of more than ~1500 teams
- ✓ Bonus: potential prosumer application



Market share

- ❑ Completed 1Q FY15
- ❑ Combination created the clear market leader in wearables for elite sport
- ❑ From no revenue growth when acquired to a CAGR of 47% through FY16¹
- ❑ Similar size acquisition to the two currently contemplated



Adjacent product

- ❑ Completed 1Q FY17
- ❑ Integration into Group has created significant cross-sell opportunities
- ❑ A financially accretive transaction from day-1 with enormous opportunity to grow internationally long-term



Related vertical

- ❑ Completed 1Q FY17
- ❑ April '17 relaunch delivering significant business improvements, including a new application layer, website, e-commerce platform, inside sales activity, and integrated supply chain



¹ 46% sales growth in FY16 backing up 48% growth in FY15

OFFER DETAILS

Offer size and structure	<ul style="list-style-type: none">❑ Catapult Group International Limited (Catapult) is offering approximately 7 million new shares at A\$2.00 per New Share to raise approximately A\$14 million via an Institutional Placement to professional and sophisticated investors
Offer price	<ul style="list-style-type: none">❑ Fixed offer price of A\$2.00 per New Share under the Offer❑ Offer price represents a discount of 3.0% to Catapult's closing price of A\$2.06 on 28 April 2017
Use of proceeds	<ul style="list-style-type: none">❑ Acquisitions, including total purchase price, integration and rollout (A\$11 million)❑ Working capital (A\$2.4 million)❑ Transaction costs (A\$0.6 million)
Ranking	<ul style="list-style-type: none">❑ New Shares issued will rank equally with existing Catapult shares on issue
Joint Lead Managers	<ul style="list-style-type: none">❑ Morgans Financial and Bell Potter Securities have been appointed as Joint Lead Managers to the Placement

OFFER DETAILS (cont.)

Share Purchase Plan (SPP)

- ❑ Catapult is pleased to invite all eligible Shareholders to participate in an SPP to be priced at the same price as the Placement price (\$A2.00 per share), to raise up to a maximum of A\$3 million,
- ❑ Each Shareholder may apply for up to \$15,000 of new shares at the SPP price, with allocations subject to scale-back based on total demand received
- ❑ The SPP is open to all Catapult shareholders with a registered address in Australia or New Zealand as at 7.00pm (Sydney time) on Friday, 28 April 2017 (Eligible Shareholders)
- ❑ Further information on the SPP is expected to be despatched on Monday 8 May 2017

OFFER TIMETABLE

EVENT	DATE
Record date for SPP	Friday, 28 April 2017
Trading Halt	Monday, 1 May 2017
Institutional placement offer opens	Monday, 1 May 2017
Institutional placement bookbuild closes	Monday, 1 May 2017
Trading halt lifted and Catapult shares resume trading	Tuesday, 2 May 2017
Settlement of placement offer	Thursday, 4 May 2017
Issue and commencement of trading of new shares under the offer	Friday, 5 May 2017
Despatch of SPP documentation	Monday, 8 May 2017
SPP offer open	Monday, 8 May 2017
SPP offer close	Monday, 29 May 2017
SPP allotment	Tuesday, 6 June 2017

This timetable is indicative only and subject to change. The Directors may vary these dates, in consultation with the Joint Lead Managers, subject to the Listing Rules. All references to dates and times are AEST.