



2018 RESULTS

16 AUGUST 2018

PRESENTERS:

Joe Powell, CEO
Mark Hall, CFO





EXECUTING **OUR** STRATEGY

LEVERAGE ELITE INTO PROSUMER



Innovative product PLAYR released in June 2018 and available throughout UK, Ireland, Europe and USA



OWN THE PERFORMANCE TECHNOLOGY STACK FOR ELITE SPORT

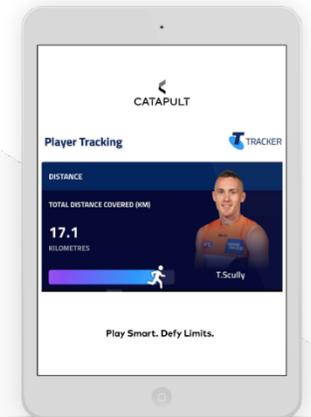


- AMS acquired, integrated and delivering new business
- Our first integrated 3 product solution sold into US market
- Video solutions internationalized by Catapult Vision
- Continued market leadership with > 1,800 clients

COMMERCIALISE ELITE WEARABLE & VIDEO DATA



Early adoption in the Australian market





FY18 HIGHLIGHTS



STRONG RESULTS

- Pro-forma revenue growth +19% to \$76.8m
- ARR \$53.4m (+16%) driven by Elite wearable ARR +29%
- First year of positive operating cash flow, \$6.4m
- Improving operating momentum in H2 with accelerating rev. growth and slowing expense growth

PROFITABLE CORE

- Core* business is EBITDA and cash flow positive
 - UEBITDA[^] \$8.0m
 - Free cash flow \$2.8m
- APRU stable and Churn improving
- Increasing leverage from ELITE Wearables & ELITE Video core

INNOVATION CONTINUES

- \$9.1m invested in R&D
- Launched PLAYR prosumer product in June 2018
- Launched Catapult Vision ahead of schedule
- Tactical analytics and more new products on the way
- Prosumer revenue \$3.4m up from \$1m in FY17

* Core = Underlying business excl. Prosumer ^ UEBITDA = Underlying EBITDA

STRONG RESULTS

CORE BUSINESS GROWTH IS BEING POWERED BY ELITE WEARABLES, ELITE VIDEO AND AMS:

- Elite wearable revenue +29%, Elite video revenue +6% and +17% in H2 up from -5% in H1
- More than 200 new clients signed in FY18
- AMS has already delivered 20 new clients and has a large cross sell opportunity
- League/association wide deals signed in FY18 (see logos below)
- Operating with clients in 82 countries, 11 new countries during 2018
- Proven cross sell capability – signed first 3 product client
- Subscription install base up 27% 17,098 devices

PROSUMER POWERED BY THE SALE OF 14K DEVICES IN FY18





STRONG RESULTS - NEW CLIENTS

>1,800

CLIENTS

82

COUNTRIES

35

SPORTS

PURDUE
UNIVERSITY

UNIVERSITY OF
GEORGIA

CRICKET
IRELAND



CRICKET
SCOTLAND



CRICKET
VICTORIA



MICHIGAN
STATE

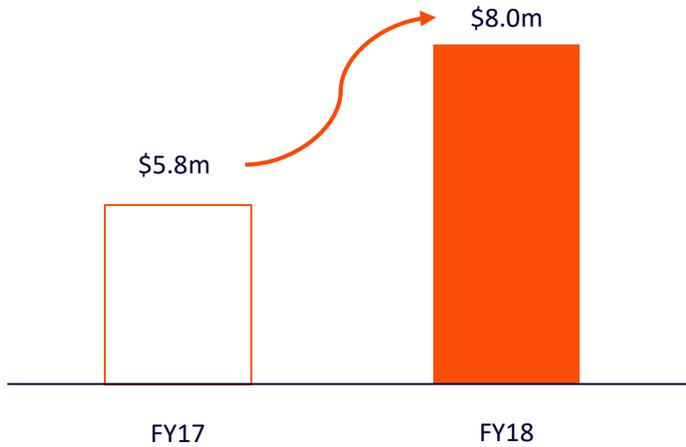


UNIVERSITY of
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AUSTRALIA

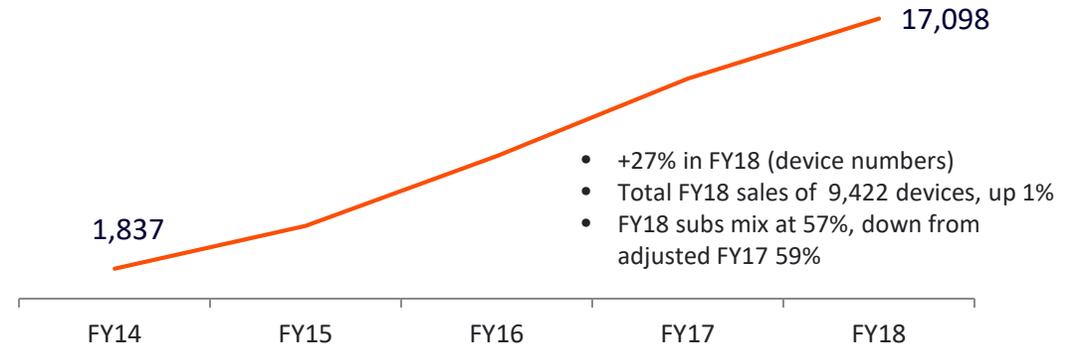
PROFITABLE CORE



- CORE EBITDA GROWTH +38%



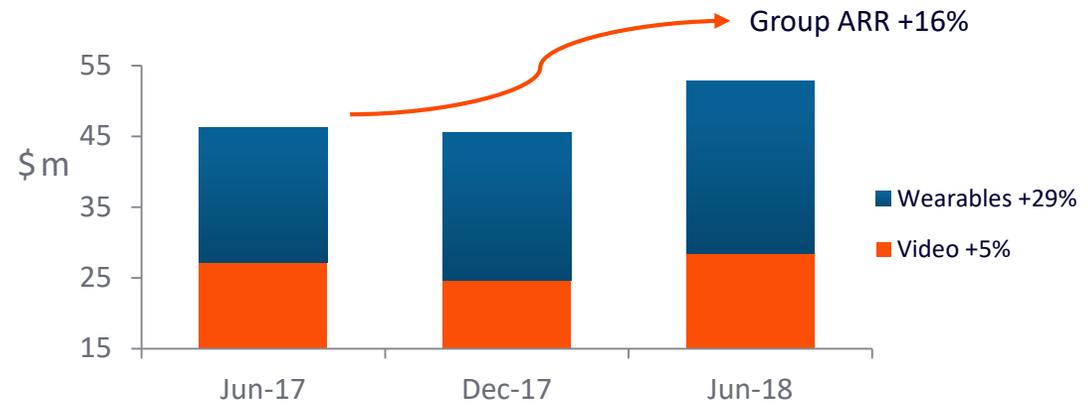
- ELITE WEARABLES SUBSCRIPTION GROWTH CONTINUES



- ARPU STABLE*



- ARR IS GROWING STRONGLY



* Excludes AMS

INNOVATION CONTINUES

ENHANCING THE CORE;

- 25 new analytic metrics deployed to >250 teams
- Expanding into new markets with Catapult Vison and increasing revenue per client
- Developing innovative new products eg. tactical analytics

IN PROSUMER;

- Launched PLAYR on 6 June 2018
- Addressable market of 20 MILLION in Soccer
- FY18 sales continue to validate prosumer demand
- PLAYR is now available throughout the UK, Ireland , America, Europe and Australia.





INNOVATION CONTINUES - CATAPULT VISION

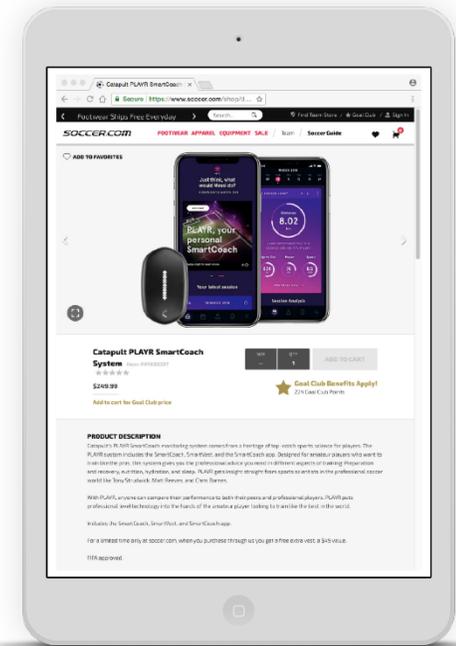
Catapult Vision was launched ahead of schedule and provides easy-to-use video tagging and analytical tools that were built with input from coaches around the world.

A key feature is the inherent integrations with Catapult's performance data.





INNOVATION CONTINUES - SUCCESSFUL PLAYR LAUNCH





FY18 FINANCIALS





PROFIT AND LOSS STATEMENT

	FY18 \$m Reported	FY17 \$m Reported	FY17 \$m Pro-forma*	% change YoY vs Pro-forma
Capital revenue	24.0	17.2	18.3	31%
Subscription revenue	51.5	43.0	45.5	13%
Other revenue	1.3	0.6	0.6	117%
Total revenue	76.8	60.8	64.4	19%
Cost of Goods Sold	(18.6)	(14.2)	(15.6)	(19%)
Gross margin	76%	77%	76%	
Employee expenses	(39.5)	(31.7)	(31.8)	(24%)
Travel, marketing and promotion expenses	(7.7)	(6.1)	(6.5)	(18%)
Other operating expenses	(13.3)	(12.7)	(14.6)	9%
Statutory EBITDA	(1.9)	(3.7)	(3.9)	(51%)
Underlying EBITDA	1.0	2.9	2.8	(64%)
Elite Wearables ARR	24.4	18.9	18.9	29%
Elite Video ARR	28.4	27.2	27.2	4%
Prosumer Wearables ARR	0.6	-	-	nm
Group ARR	53.4	46.1	46.1	16%

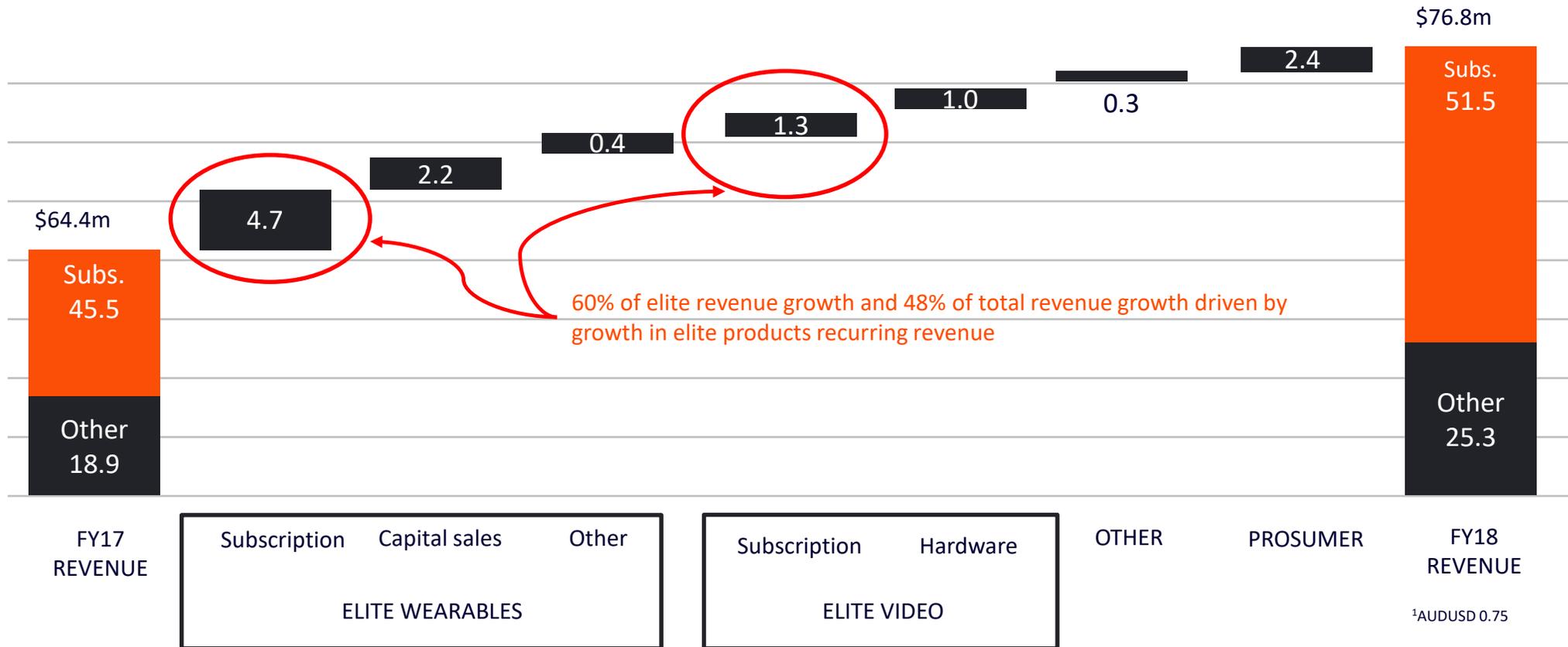
- Revenue growth driven by strong result in elite wearables (up 29%)
- Higher capital revenue contribution impacted by \$2.4m increase in Prosumer sales
- Elite subscription revenue as a % of total elite revenue 70%
- Total opex grew 14% on pro-forma basis down from 26% in H1
- Employee expenses grew 24% down from 39% in H1. Increased employee expenses largely driven by investment in sales and marketing

* Pro-forma takes into account impact of XOS financials prior to acquisition (12 August 2016)



REVENUE GROWTH

UNDERPINNED BY GROWTH IN RECURRING REVENUE



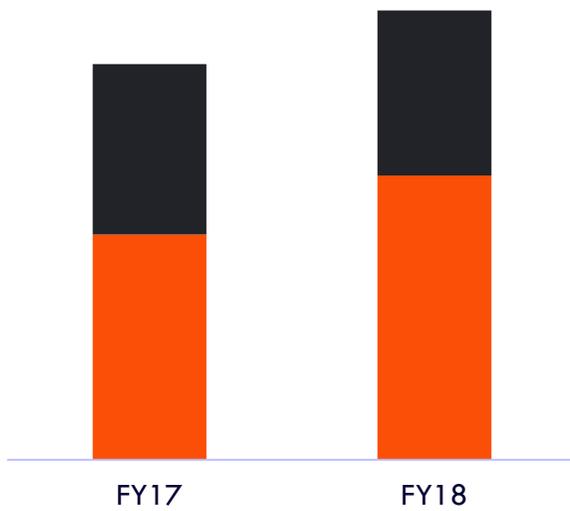


EXPENSES

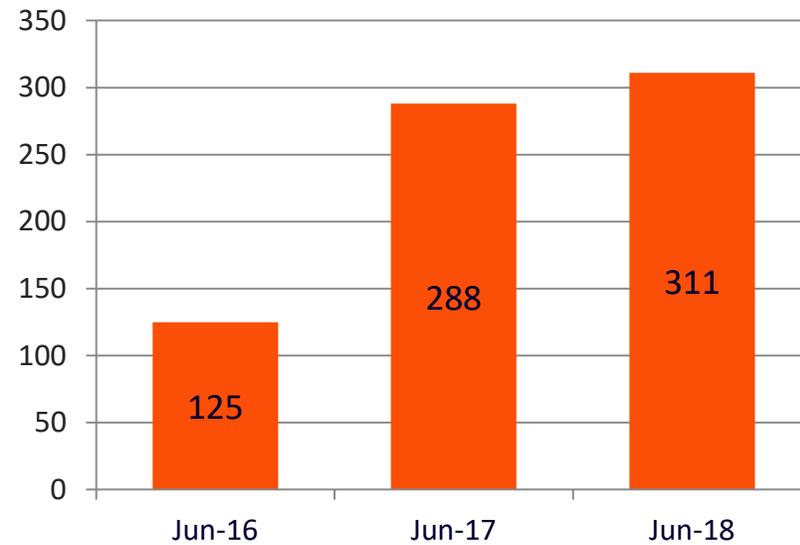
EXPENSE GROWTH BELOW REVENUE GROWTH

OPEX +14% (PRO-FORMA)

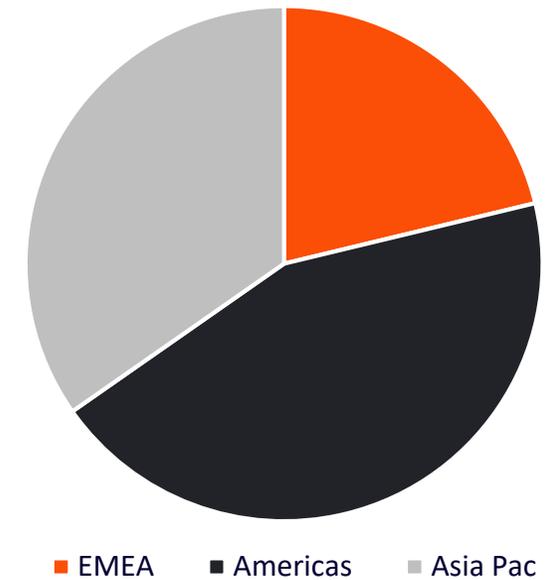
Labour Non-labour



SCALED FOR GROWTH (STAFF NUMBERS)



STAFF BY REGION





SEGMENTS

POSITIVE EBITDA CONTRIBUTION FROM ELITE WEARABLES AND ELITE VIDEO

- Core underlying EBITDA* \$8.0m entirely attributable to H2FY18
- New products revenue \$3.4m comprises PLAYERTEK and PLAYR

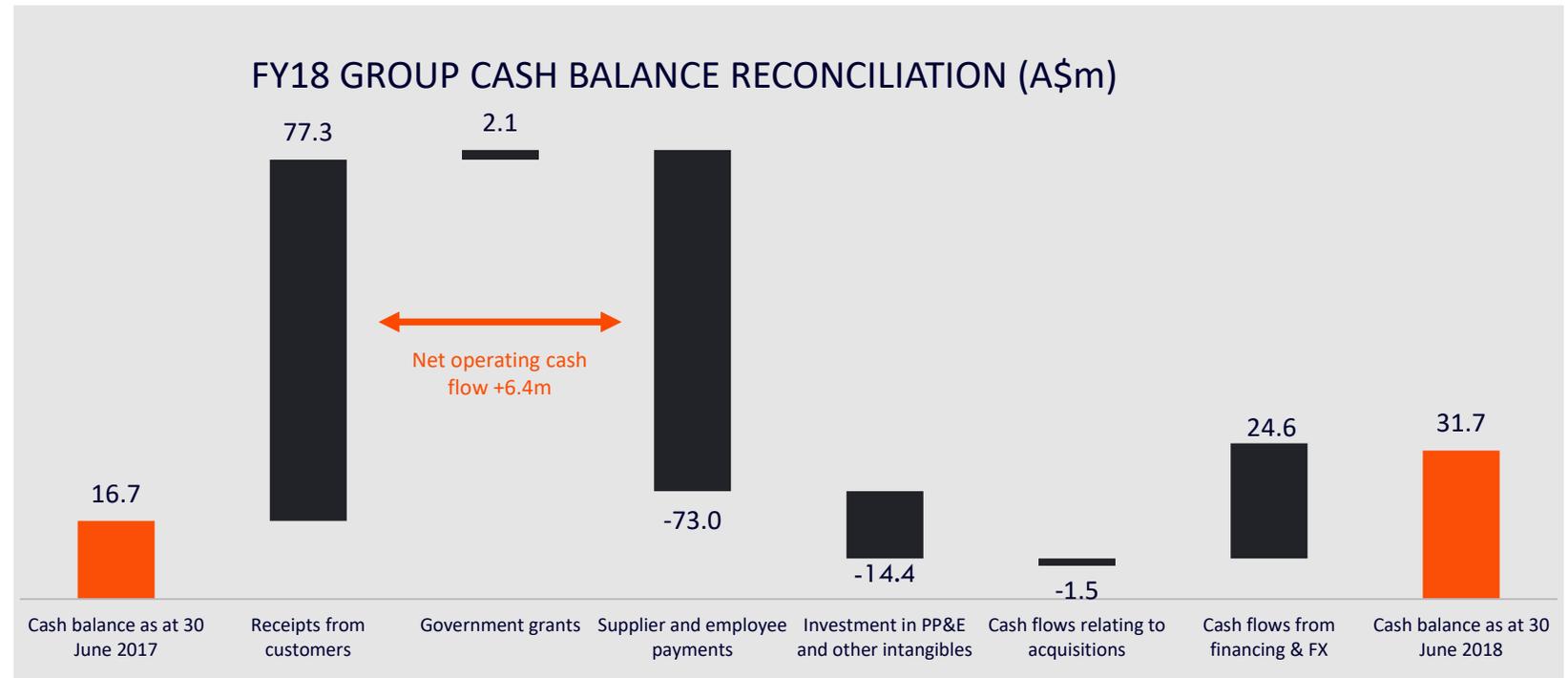
FY18 (\$m)	Wearables	Elite Video	New Products	Corporate Costs	Total
Revenue – external customers	34.0	39.4	3.4	-	76.8
Segment EBITDA	7.3	10.6	(6.0)	(13.9)	(1.9)
FY17 (\$m)					
Revenue – external customers	26.4	33.4	1.0	-	60.8
Segment EBITDA	5.3	9.0	(2.4)	(14.4)	(2.5)

* Core underlying EBITDA (EW + EV + 90% allocation of corp. costs less underlying adjustments)



CASH FLOW

STRONG CASH FLOW
GROWTH AND
IMPROVED CASH
POSITION



- Group cash receipts from customers up 46% to \$77.3m
- Net operating cash flow positive for the first time at \$6.4m
- Higher cash at bank balance following improved cash generation and \$25m capital raise in march 2018 to fund growth
- Group negative free cash flow \$9.5m; core underlying free cash flow \$2.8m



STRONGER BALANCE SHEET PROVIDES PLATFORM FOR GROWTH

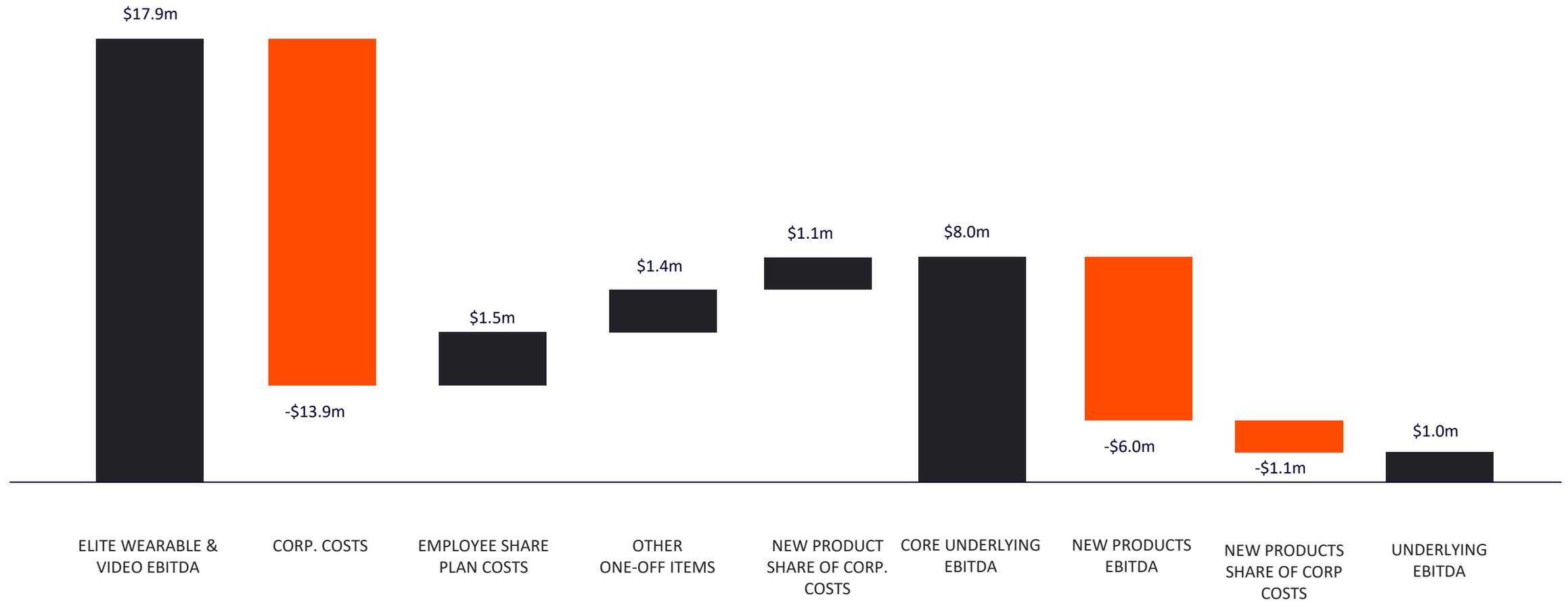
	30-Jun-18 \$m	30-Jun-17 \$m
Assets		
Cash and cash equivalents	31.7	16.7
Trade and other receivables	31.1	27.1
Inventory	3.8	3.3
PP&E	8.7	7.7
Goodwill	56.7	53.1
Other intangibles	42.1	41.2
Other assets	10.3	13.2
Total Assets	184.4	161.3
Liabilities		
Trade and other payables	11.2	8.5
Employee benefits	8.9	6.1
Deferred revenue	26.2	23.1
Other liabilities	11.0	8.8
Total liabilities	57.3	46.5
Total Equity	127.1	114.8

- Working capital position¹ of \$13.5m up from +\$7.6m in FY17
- Trade and other receivables balance up 15% due to higher revenue
- Goodwill and other intangibles associated with transformational XOS and PLAYERTEK acquisitions
- Deferred revenue balance represents invoiced subscription contracts.

¹ Current assets less current liabilities

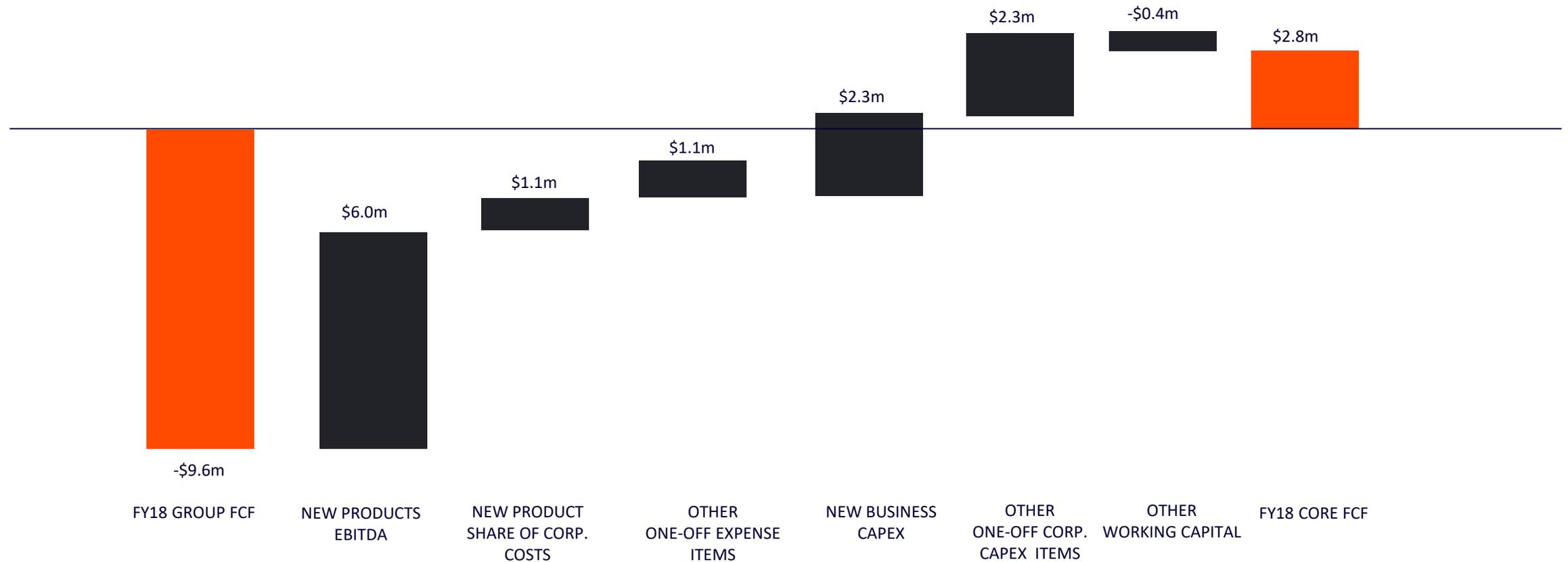


PROFITABLE CORE - EBITDA RECONCILIATION





CASHFLOW POSITIVE CORE

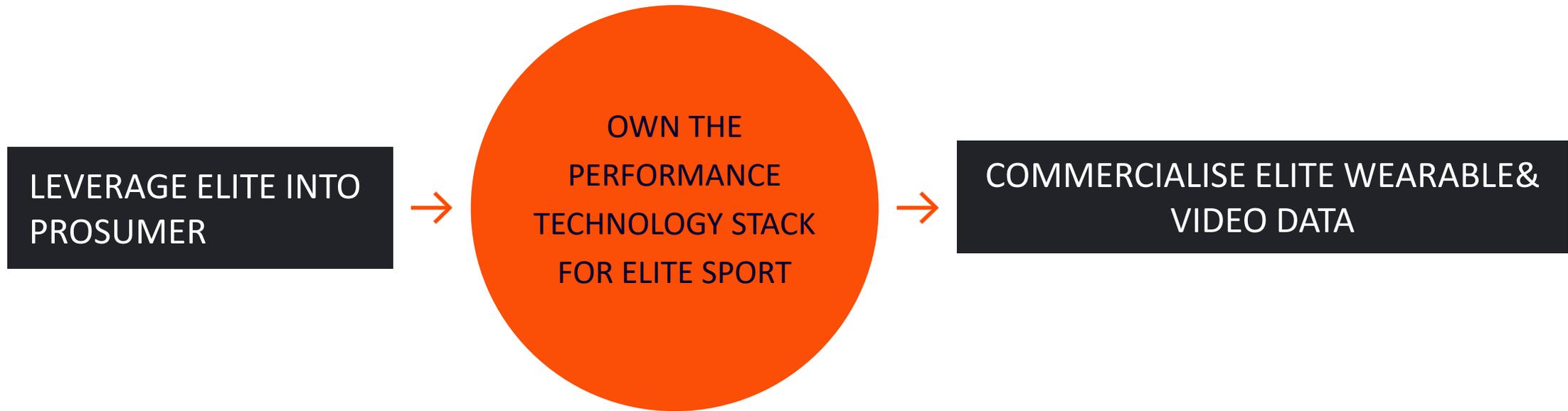




STRATEGY & OUTLOOK



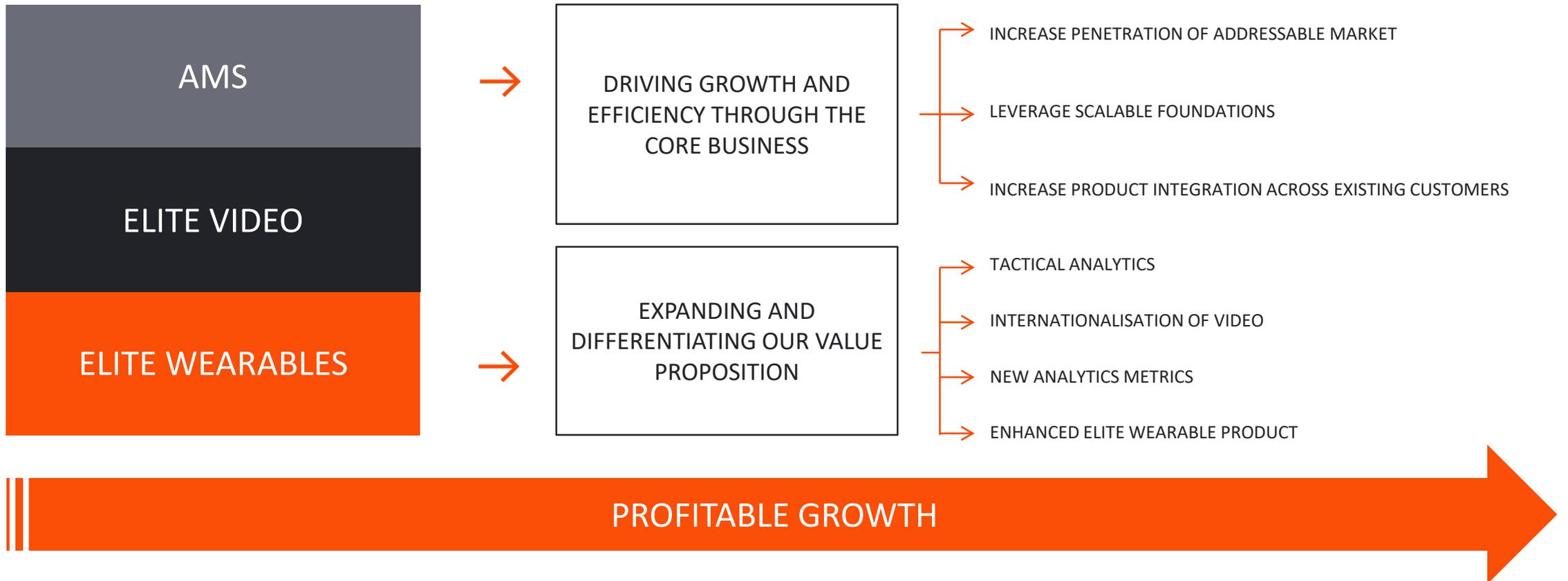
OUR STRATEGY





OWN THE PERFORMANCE TECHNOLOGY STACK FOR ELITE SPORT

CATAPULT'S STACK





LEVERAGE ELITE INTO PROSUMER



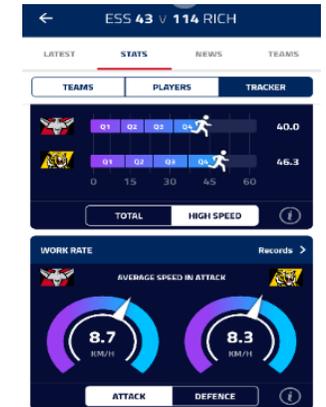
COMMERCIAL ELITE WEARABLE AND VIDEO DATA



PROVEN IN AUSTRALIAN MARKET



CONTINUE TO PROGRESS IN OTHER MARKETS





FY19 GUIDANCE

- CONTINUED STRONG GROWTH FROM THE CORE
- UPSIDE FROM PROSUMER

In-line with The Group's long term guidance provided in March 2018 Catapult is **on track to generate positive cash flow** at the Group level by FY21.

In FY19 Catapult sees **continued strong growth in the core business** and **upside from Prosumer**.

The drivers for growth in FY19 are:

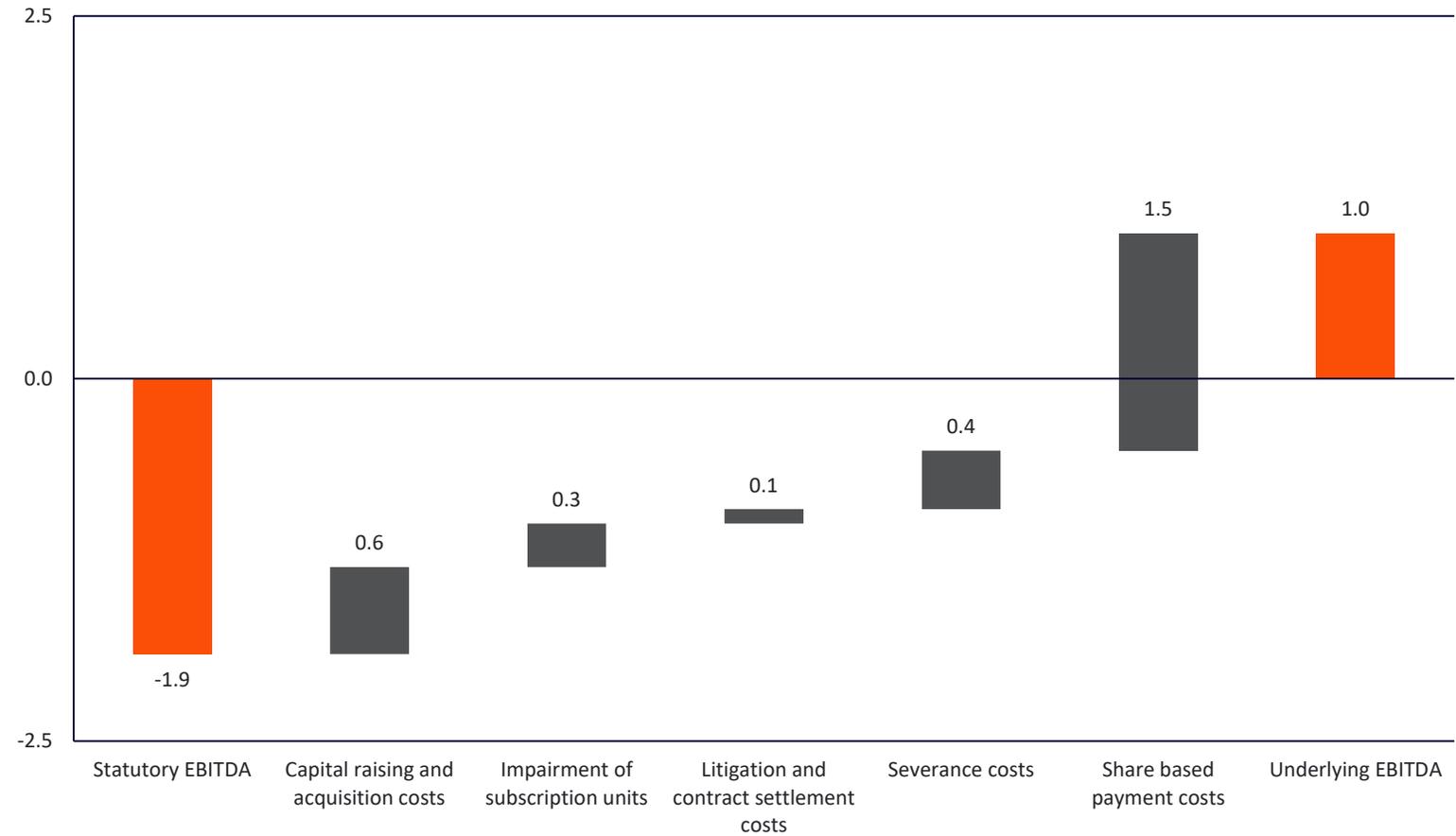
- double digit percentage growth in ARR;
- continued momentum in elite video revenue growth;
- increasing operating leverage in the core business; and
- strong momentum in Prosumer.

Catapult looks forward to providing quantitative FY19 guidance ahead of this year's AGM, which is scheduled for November 2018.



APPENDIX: STATUTORY TO UNDERLYING EBITDA

- Capital raising, acquisition and integration costs following transformational year supporting acquisitions and growth
- Share based payments costs associated with employee share plan and tranche of options awarded to directors as approved at AGM.





APPENDIX: ELITE WEARABLE SUBSCRIPTION BASE

	UNITS
ELITE SUBSCRIPTION FLEET (30 JUNE 2017)	13,437*
NEW SUBSCRIPTION UNITS SOLD	5,330
CHURN - SUBSCRIPTION CONTRACTS NOT RENEWED	(1,013)
TEAMS REDUCING NUMBER OF UNITS UNDER SUBSCRIPTION	(199)
TEAMS SWITCHING TO PLAYERTEK OR CAPITAL ARRANGEMENT	(457)
ELITE SUBSCRIPTION FLEET (30 JUNE 2017)	17,098

* 343 reduction following review of subscription base