



INVESTOR  
PRESENTATION  
GOLDMAN SACHS  
TECH DAY

25 October, 2018



WE EXIST TO BUILD AND  
IMPROVE THE PERFORMANCE  
OF ATHLETES AND TEAMS.

PLAY SMART. DEFY LIMITS.



# CATAPULT TIMELINE

Working with over 1,800 organizations



# OUR STRATEGY

LEVERAGE ELITE  
INTO PROSUMER



OWN THE  
PERFORMANCE  
TECHNOLOGY  
STACK FOR  
ELITE SPORT



COMMERCIALISE ELITE  
WEARABLE & VIDEO DATA

# OWN THE PERFORMANCE TECHNOLOGY STACK



## ATHLETE MONITORING

Our athlete monitoring solutions enable you to prepare your players for competition, keep up with the demands of elite sport, and support robust injury rehabilitation.



## VIDEO TECHNOLOGY

Our video solutions provide detailed insights that are used to inform tactical decisions, player feedback and talent identification.



## ATHLETE MANAGEMENT SYSTEM

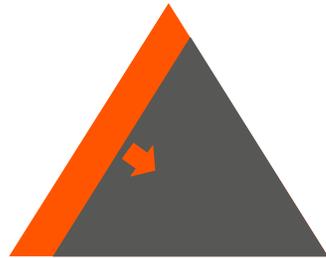
Catapult AMS is a platform that helps to build, manage and improve the performance of athletes and sports teams.

# LARGE AND GROWING ADDRESSABLE MARKET

## UNDERPENETRATED MARKET

**c. 10,000 teams<sup>1</sup>**

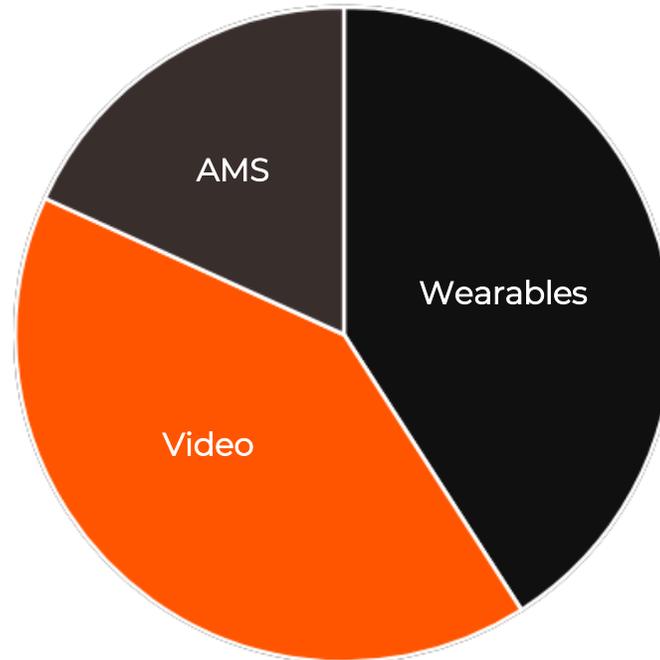
Plus, we think an additional 10,000 teams will push up into this market over time



>1,800  
Current Catapult  
Clients

## GROWING ADDRESSABLE MARKET

\$450m-\$550m<sup>2</sup>



▶ Industry growth ~40% CAGR through to 2022<sup>3</sup>

<sup>1</sup> Based on bottom-up management analysis

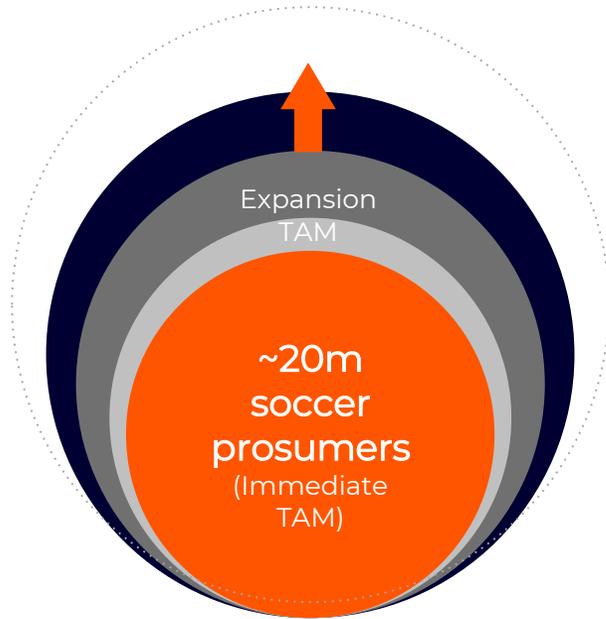
<sup>2</sup> Current addressable market based on management estimates

<sup>3</sup> HTF Market Report September 2018

# LARGE ADDRESSABLE MARKET IDENTIFIED IN SOCCER

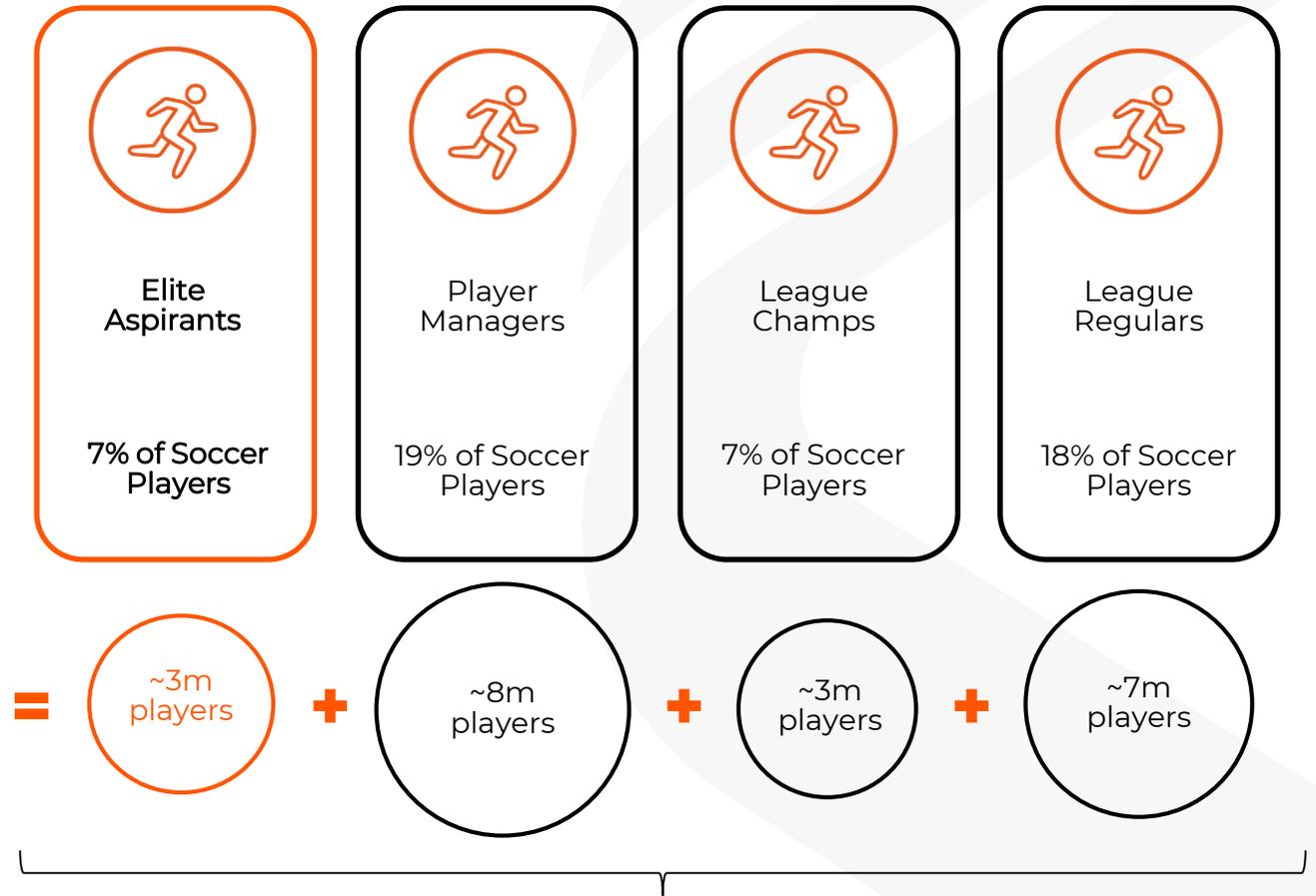
There is a large, unaddressed market for wearable devices focused on team-based sports across multiple sports and multiple geographies

- American Football 1.5m prosumers
- Rugby 1.5m prosumers
- AFL/Gaelic Football 0.5m prosumers



Our initial prosumer target persona

Expansion prosumer customer personas



Prosumers make up ~51% of the registered Soccer playing market

Sources: CAT AudienceNET survey, (2,000+ respondents); FIFA 'Big Count' Member Survey (2006); Management estimates. Numbers may not add due to rounding.

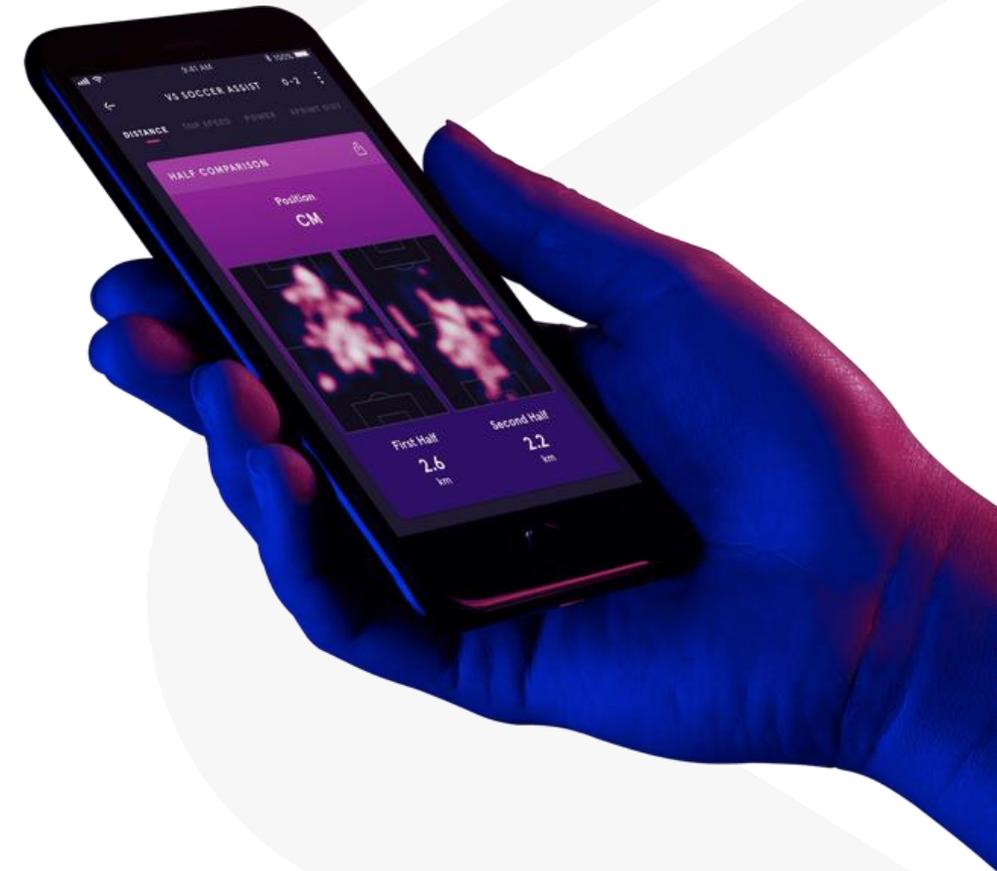
# INNOVATION CONTINUES

## ENHANCING THE CORE;

- 25 new analytic metrics deployed to >250 teams
- Expanding into new markets with Catapult Vision 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
- Early sales continue to validate prosumer demand
- PLAYR is now available throughout the UK, Ireland, America, Europe and Australia.

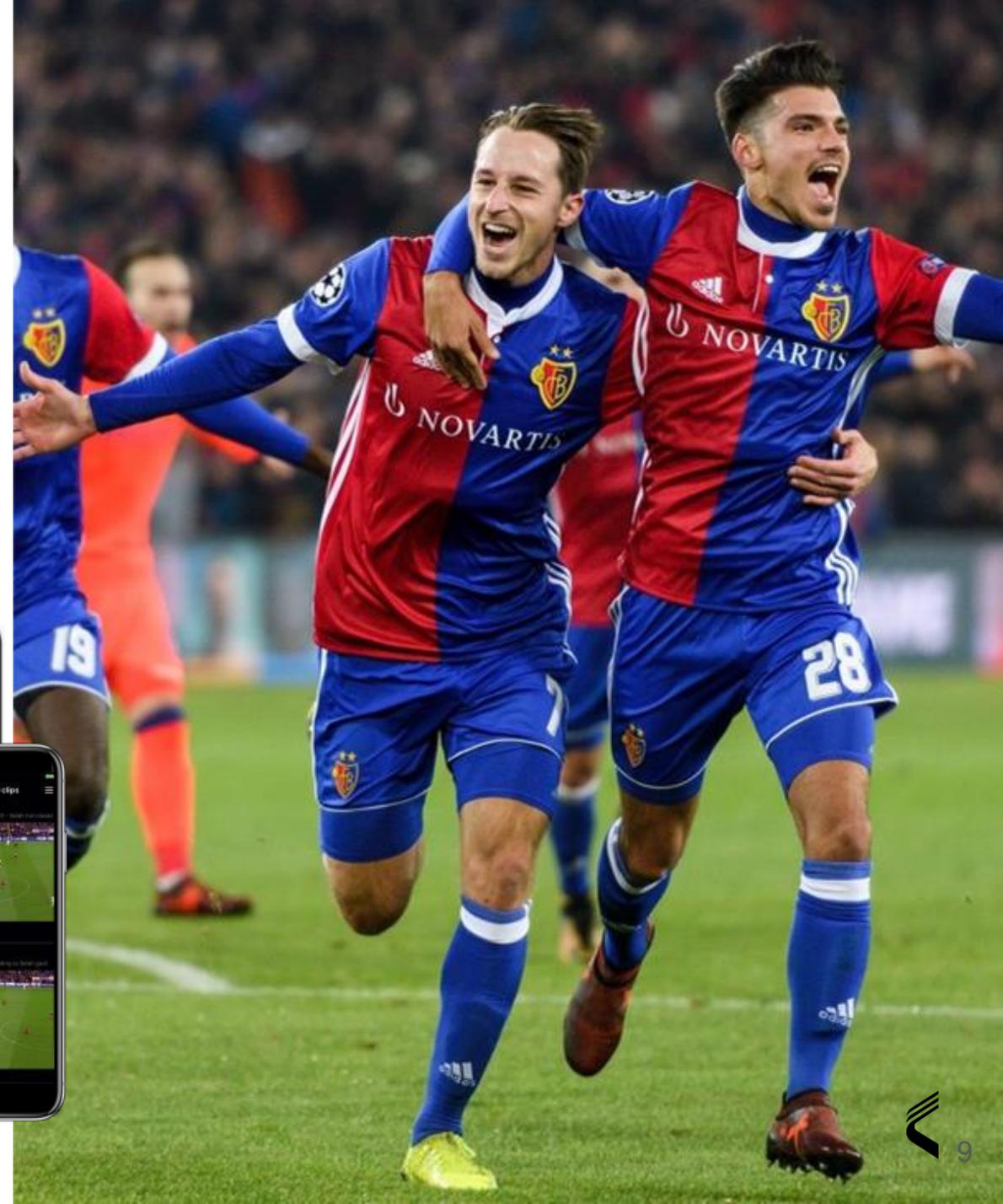


# INNOVATION CONTINUES

## 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.



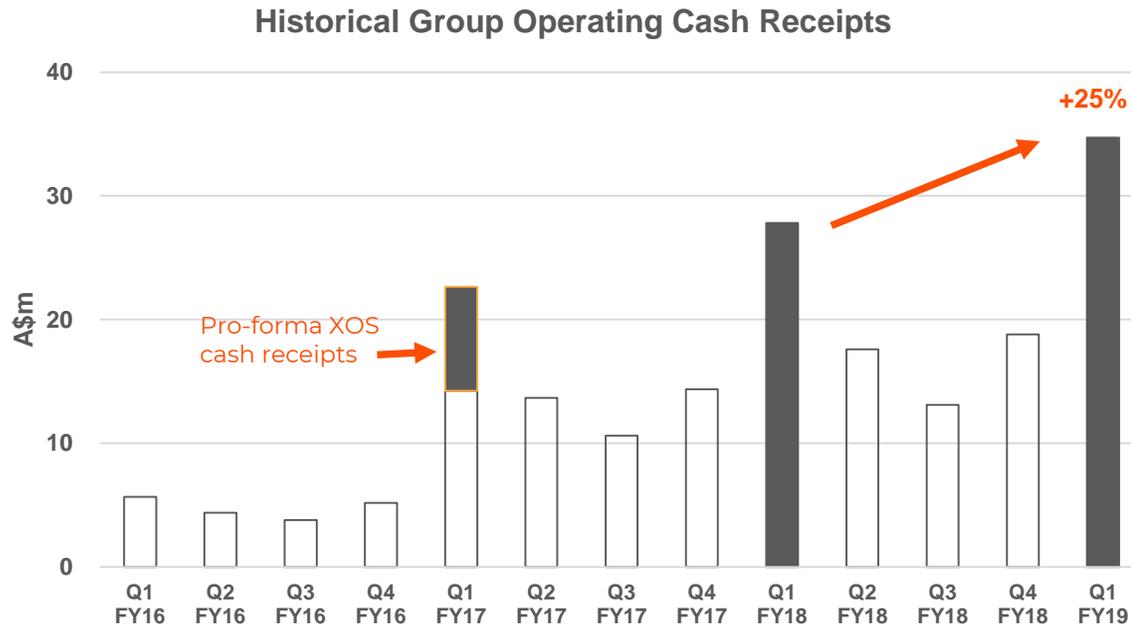


# Q1 FY19 UPDATE



# FY19

## Q1 FINANCIAL UPDATE: STRONG START TO THE YEAR



- Group revenue of \$20.6m, growth of 39% (30% USD constant currency)
- Group Underlying EBITDA loss of (\$0.1m) a \$3.7m improvement from Q1 FY18
- Core Underlying EBITDA of \$1.4m a \$3.2m improvement from Q1 FY18
- Core revenue growth of 34% or 24% on a USD constant currency basis
  - Elite Wearables
    - Revenue growth of 51% or 46% on a USD constant currency basis
    - Unit sales of 1,729 with 70% subscription mix
  - Playertek+ revenue \$0.5m (\$nil pcip)
  - Elite Video
    - Revenue growth of 18% or 9% on a USD constant currency basis.
- New business (Prosumer)
  - New Product revenue \$1.4m up from \$0.5m in FY18.

# MOMENTUM CONTINUES FOR ELITE CORE BUSINESS

World-class teams and associations continue to join market leader Catapult

More clients are seeing the value of Catapult's integrated performance technology stack. The company continues to empower performance across different markets, leagues, and sports, including the following notable renewals/new signings:

**French Football Federation** which includes 2018 FIFA World Cup Champions, the French men's national football team. The marquee signing meant that 15 of the 32 teams competing at this year's World Cup were using Catapult products.

**Real Madrid CF** an agreement with another of the biggest and most successful football clubs in the world. This agreement sees Catapult's elite wearables technology used by Real Madrid's prestigious football and basketball teams. Real Madrid will also use Catapult's ClearSky technology and have the integrated services of a Catapult performance consultant.

**Football Association of Wales (FAW)** Catapult's elite wearables technology will be used by the Wales senior men's national team, as well as the U21, U19, and U17 age group squads. In addition to wearable technologies, the FAW will be implementing the Catapult AMS system to assess and share performance, medical, and wellness data internally from a centralised software platform.



## Momentum continues - more elite renewals / signings from Q1 FY19

- **National Hockey League (US)** - extended the league wide deal to provide in-game video analysis services to all NHL teams until the end of 2020-2021 season.
- **Milwaukee Bucks and San Antonio Spurs (US)** - renewed NBA clients using elite wearables technology
- **DePaul University & University of South Carolina (US)** – new signing for the Catapult Vision video product
- **Chelsea FC (UK)** - renewed marquee Premier League client for 2 years using elite wearables technology
- **S.L. Benfica (EMEA)** – the largest and most successful football club in Portugal, introduced elite wearables technology ClearSky, Catapult Connect, and Catapult Vision
- **FC Copenhagen (EMEA)** - first Danish football team, adopting both elite wearables and Athlete Management System (AMS)
- **Argentinos Juniors (LATAM)** – 11<sup>th</sup> client in the 26 club Superliga Argentina de Futbol using our elite wearables technology
- **Sportivo Luqueño and Sol de America (LATAM)** - taking Catapult to eight of the 12 teams in the Paraguayan Primera Football División using our elite wearables technology
- **Colchester United (UK)** - the largest performance technology investment for an English Football League Two team (the fourth tier of football in England) using elite wearables technology.



# IMPRESSIVE FIRST 100 DAYS FOR PLAYR

Following **positive reviews of PLAYR** in Planet Football, Football365, Soccer365, Absolute Gadget, Gadget Head and Goal.com, PLAYR also announced a partnership with Fuse Soccer, where the technology will be used by footballers at Universal Orlando Resorts in association with Celtic FC and New Balance.

PLAYR is rated 'excellent' on Trustpilot, demonstrating the very high quality customer focused products that we deliver.

PLAYR is now **selling through established channels** in the UK, Scandinavia, Europe, US and Singapore including ProDirectSoccer, Unisport, XXL, LovellSoccer, Greaves, soccer.com, b8ta, amazon.co.uk, amazon.com and Weston Corp.

PLAYR **social and digital engagement is growing week to week** following a focused program of content marketing. Since launching in June 2018 PLAYR already has more than 7,000 Instagram followers and is delivering positive **sales growth in line with the company's ambitious expectations.**





# FY19 GUIDANCE



# FY19 GUIDANCE

Measure	FY18 base	FY19 Guidance	Comment
Elite Core Revenue**	\$73.4m	Between \$86m and \$88m	Implies growth between 17% and 20%
Underlying Core EBITDA***	\$8.0m	Between \$11m and \$13m	Implies growth between 37% and 63%
Annualised recurring revenue (ARR)	\$53.4m	Growth above 20%	Accelerating growth

All guidance assumes AUD to USD of 75 cents across all USD denominated transactions and no material impacts arising from the adoption of AASB15

\*\* Excludes Prosumer

\*\*\* Excludes Prosumer, investment in analytics software and employee share plan expense

In regards to the Prosumer business Catapult's objective is sales volume growth of 3.5x to 4x in FY19 (FY18 volume 14k). Supporting this sales growth is incremental investment in marketing and additional resources of \$6m. The Prosumer expense run rate coming into FY19 was \$6m.

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.



# APPENDIX FY18 RECAP



## 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<sup>^</sup> \$8.0m +38%
  - Free cash flow \$2.8m
- APRU stable and Churn improving
- Increasing leverage from ELITE Wearables & ELITE Video core
- LTV / CAC 7x

## 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

# NEW CLIENTS FY18



>1,800  
CLIENTS

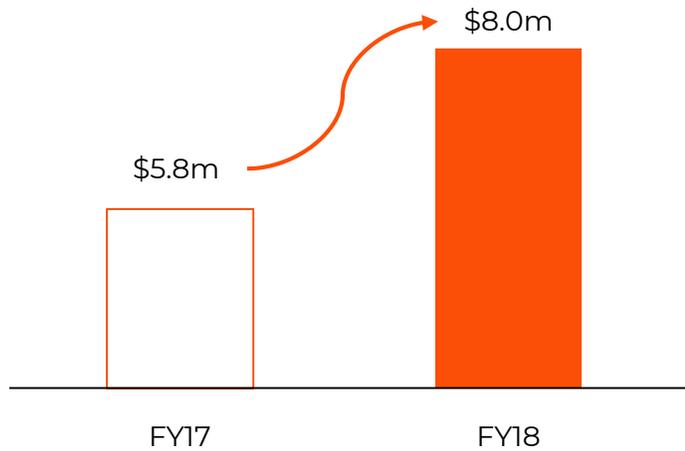
128\*  
COUNTRIES

35  
SPORTS

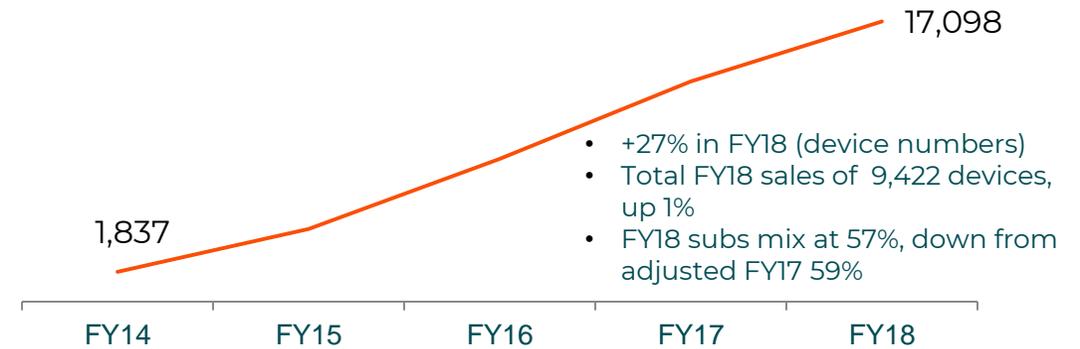
\* Includes full effect of the deal signed with Confederation of African Football (CAF)

# PROFITABLE CORE

## CORE EBITDA GROWTH +38%

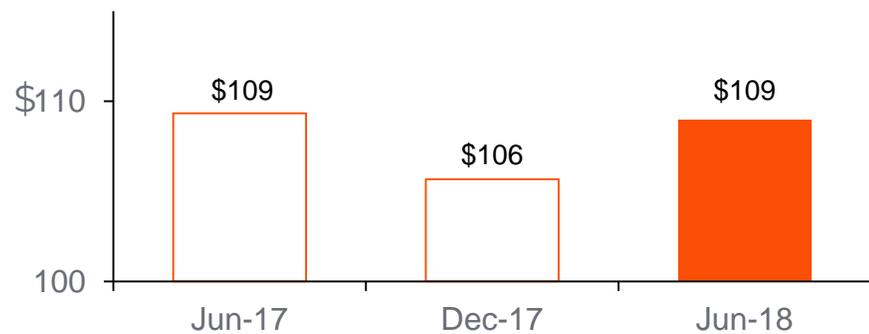


## ELITE WEARABLES SUBSCRIPTION GROWTH CONTINUES



## ARPU STABLE\*

\* Excludes AMS



## ARR IS GROWING STRONGLY

