



ANNUAL GENERAL MEETING



27 NOVEMBER 2019





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



Cover image: This photo was taken during the semi-finals of the Série A: Campeonato Carioca state championship between Clube de Regatas do Flamengo and Fluminense FC. The game was 1-0 in favour of Fluminense when in the 23rd minute of the second half, Flamengo forward Gabriel Barbosa Almeida scored a goal to level the game, securing Flamengo's place for the Championship Final.



AGENDA



- FORMAL BUSINESS
- CEO'S ADDRESS
- CHAIRMAN'S ADDRESS
- Q&A



INTRODUCTION OF DIRECTORS AND EXECUTIVES



Mr Shaun Holthouse
Co-founder and
Non-Executive Director



Mr Igor van de Griendt
Co-Founder and
Non-Executive Director



Mr Calvin Ng
Retiring Non-Executive Director and
Chair of Audit and Risk Committee



Mr Brent Scrimshaw
Non-Executive Director, Chair of
Nominations and Remuneration
Committee



Dr Adir Shiffman
Executive Chairman



Mr Jim Orlando
Executive Director



Michelle Guthrie
Independent Non-Executive
Director
(from December 1st 2019)



Mr Will Lopes
CEO



Mr Markus Ziemer
Company Secretary



RESOLUTION 1: **ADOPTION OF REMUNERATION REPORT**



To consider and, if thought fit, to pass, with, or without amendment, the following resolution as an ordinary resolution:

"That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the remuneration report as contained in the Company's Annual Financial Report for the financial year ended 30 June 2019."

PROXY VOTES RECEIVED:

FOR	OPEN	AGAINST	ABSTAIN
48,253,198	167,747	1,683,113	110,281

Note: The vote on this Resolution is advisory only and does not bind the Directors or the Company



RESOLUTION 2: RE-ELECTION OF DR ADIR SHIFFMAN AS DIRECTOR



To consider and, if thought fit, to pass, with or without amendment, the following resolution as an ordinary resolution:

"That Adir Shiffman, a Director who retires by rotation in accordance with the Company's Constitution and ASX Listing Rule 14.4 and being eligible offers himself for re-election, be re-elected as a Director of the Company."

PROXY VOTES RECEIVED:

FOR	OPEN	AGAINST	ABSTAIN
67,323,914	167,747	3,968,218	29,510



RESOLUTION 3: RE-ELECTION OF MR IGOR VAN DE GRIENDT AS DIRECTOR



To consider and, if thought fit, to pass, with, or without amendment, the following resolution as an ordinary resolution:

"That Mr Igor van de Griendt, a Director who voluntarily offers himself for re-election and being eligible for re-election, be re-elected as a Director of the Company."

PROXY VOTES RECEIVED:

FOR	OPEN	AGAINST	ABSTAIN
70,886,946	174,889	315,882	111,622



RESOLUTION 4: **WITHDRAWN**





RESOLUTION 5: ISSUE OF DIRECTOR'S OPTIONS AND PERFORMANCE RIGHTS TO MR JAMES ORLANDO



To consider and, if thought fit, to pass, with, or without amendment, the following resolution as an ordinary resolution:

"For the purposes of Chapter 2E of the Corporations Act, Listing Rule, 10.14 and for all other purposes, the Shareholders of the Company approve the issue of 611,612 Director Options and 154,412 Performance Rights and the issue of Ordinary Shares on exercise of these Options and Performance Rights under the Catapult Employee Incentive Plan to Mr James Orlando on the terms set out in the Explanatory Memorandum."

PROXY VOTES RECEIVED:

FOR	OPEN	AGAINST	ABSTAIN
49,327,467	182,176	559,822	21,419,874



CEO ADDRESS WILL LOPES





CHAIRMAN'S ADDRESS DR ADIR SHIFFMAN





CATAPULT'S GLOBAL SCALE AND EMERGING **OPERATING LEVERAGE**

A high-growth recurring revenue business generating high gross margins and low churn

- **24% ARR Growth**
- **73% gross margin**
- **5.2% subscription churn in FY19**

The global market leader with the best products and service

- **2,970 teams**
- **Up 1,100+ in FY19**

Scalability: delivering profitability and transitioning to positive free cash

- **First positive EBITDA result**



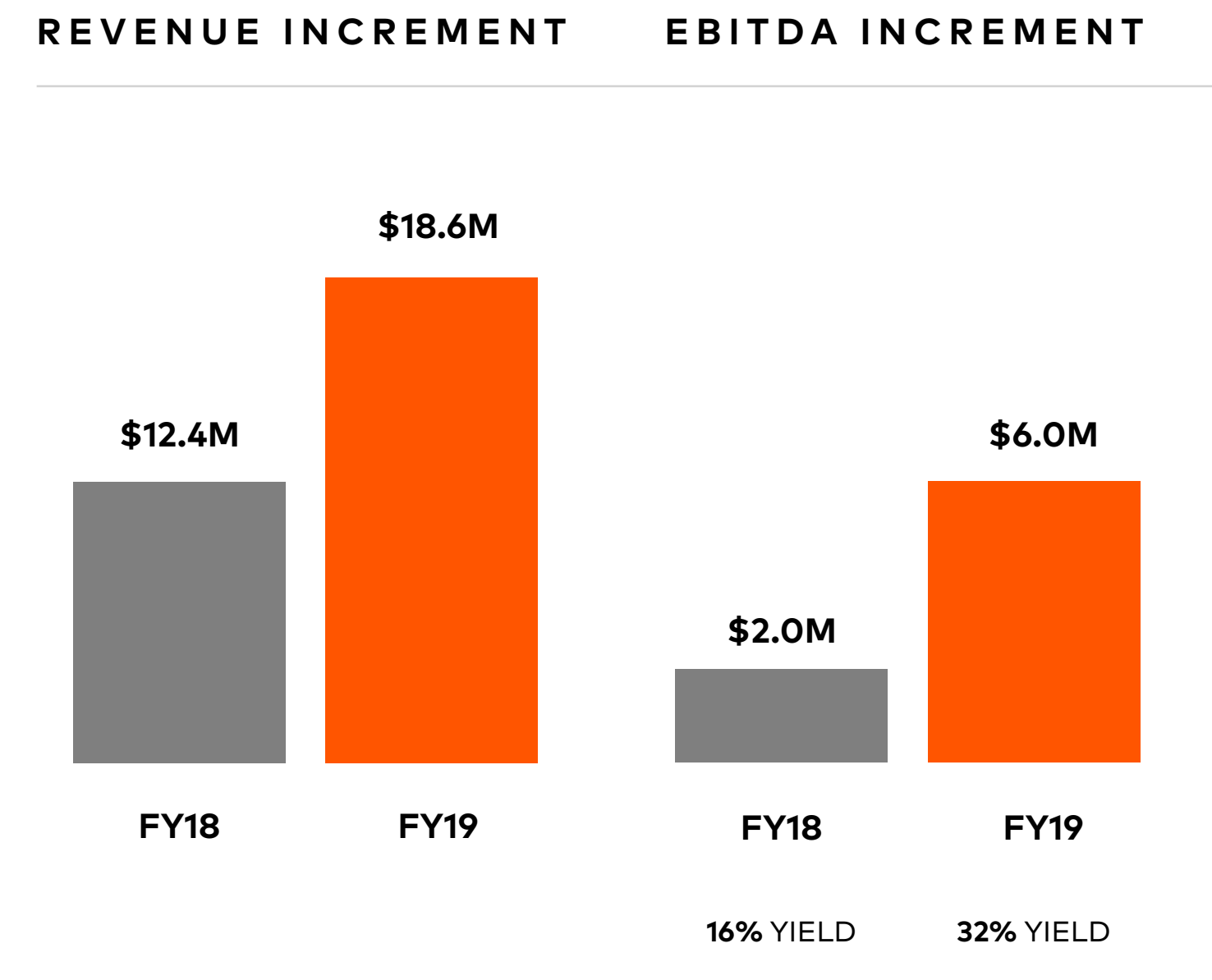
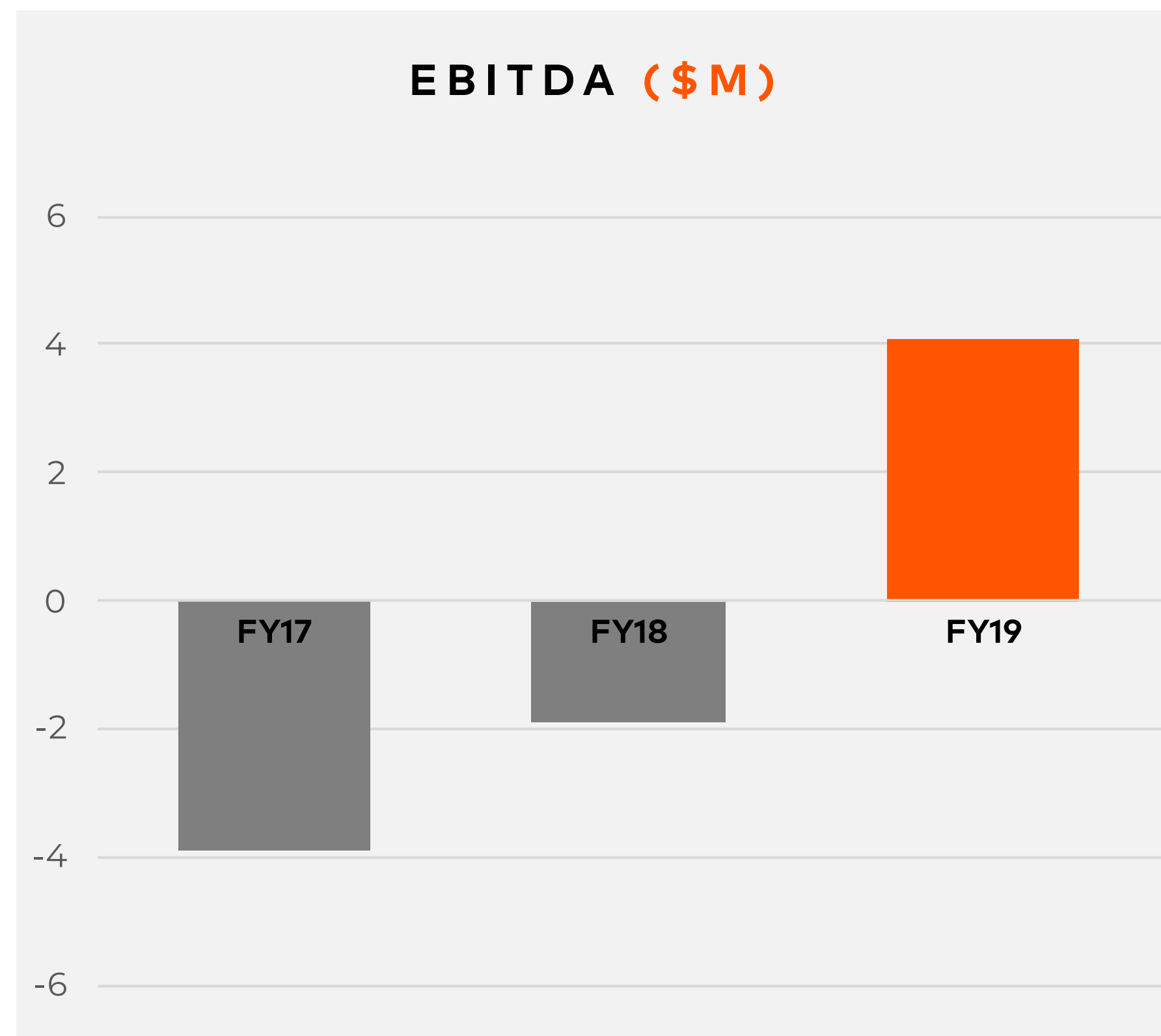
FY19 CONTINUED STRONG REVENUE GROWTH AND FIRST **POSITIVE EBITDA**

	TOTAL GROUP		
	FY19 \$M	FY18 \$M	% CHANGE
ANNUALISED RECURRING REVENUE (ARR)	66.1	53.4	24%
REVENUE	95.4	76.8	24%
EBITDA	4.1	(1.9)	310% \$6M INCREASE



EBITDA GROWTH MOMENTUM

DELIVERED FIRST POSITIVE EBITDA DRIVEN BY RECURRING REVENUE AND NEW BUSINESS GROWTH





CATAPULT IS UNIQUE IN PROVIDING WORLD-CLASS SOLUTIONS **ACROSS THE STACK**



VIDEO ANALYSIS

Following the strategic acquisition of video market-leader XOS Digital, Catapult has invested in a scalable, needs-driven video platform, Vision, that is revolutionising how coaches edit, share, and communicate video highlights with their teams and athletes.



WEARABLE TECHNOLOGY

Catapult's performance pedigree started with the invention of wearable technology for elite team sports, and is reaching new heights with the release of Vector and PlayerTek+, which are driving accelerated adoption.

ATHLETE MANAGEMENT

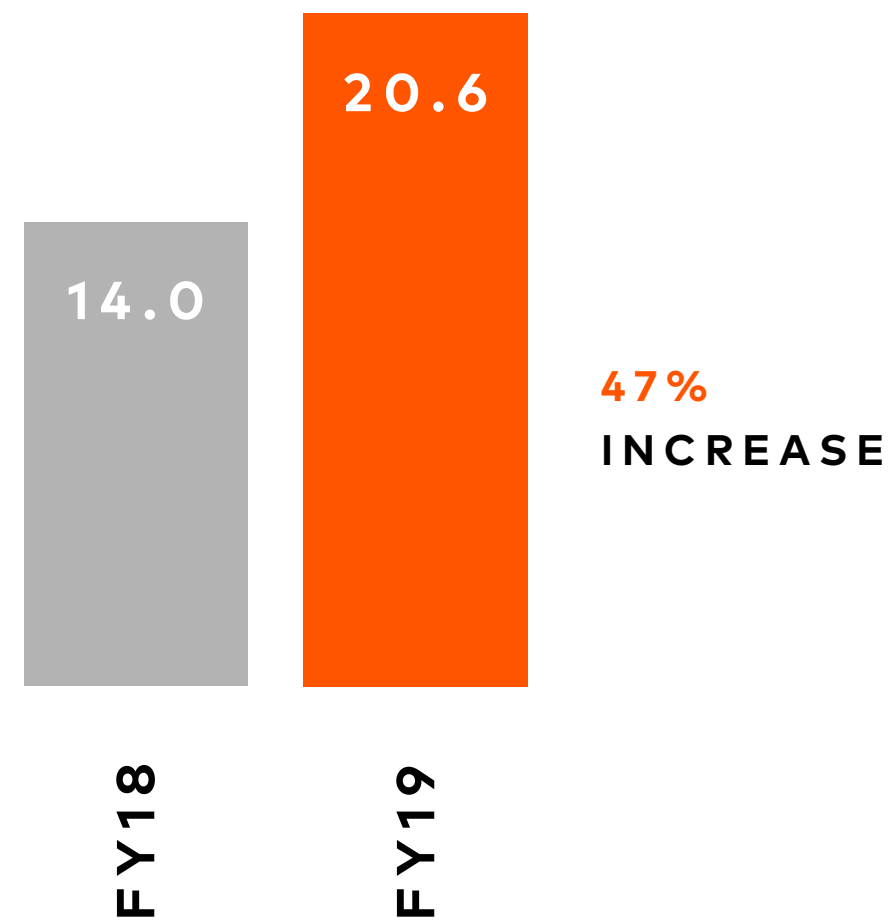
Data is the language of performance. Improve the collection, storage and communication of key information with Catapult's athlete management solutions.




PROSUMER RESIZED TO ACHIEVE POTENTIAL WHILE **MANAGING CASH FLOW**

- Revenue growth of **54%** to **\$5.3 million**
- Online channels delivering most of the FY19 sales.
- NPS score of **65.8**

PROSUMER UNITS
(000's)



TrustScore **9 / 10**
How we calculate a company's TrustScore.

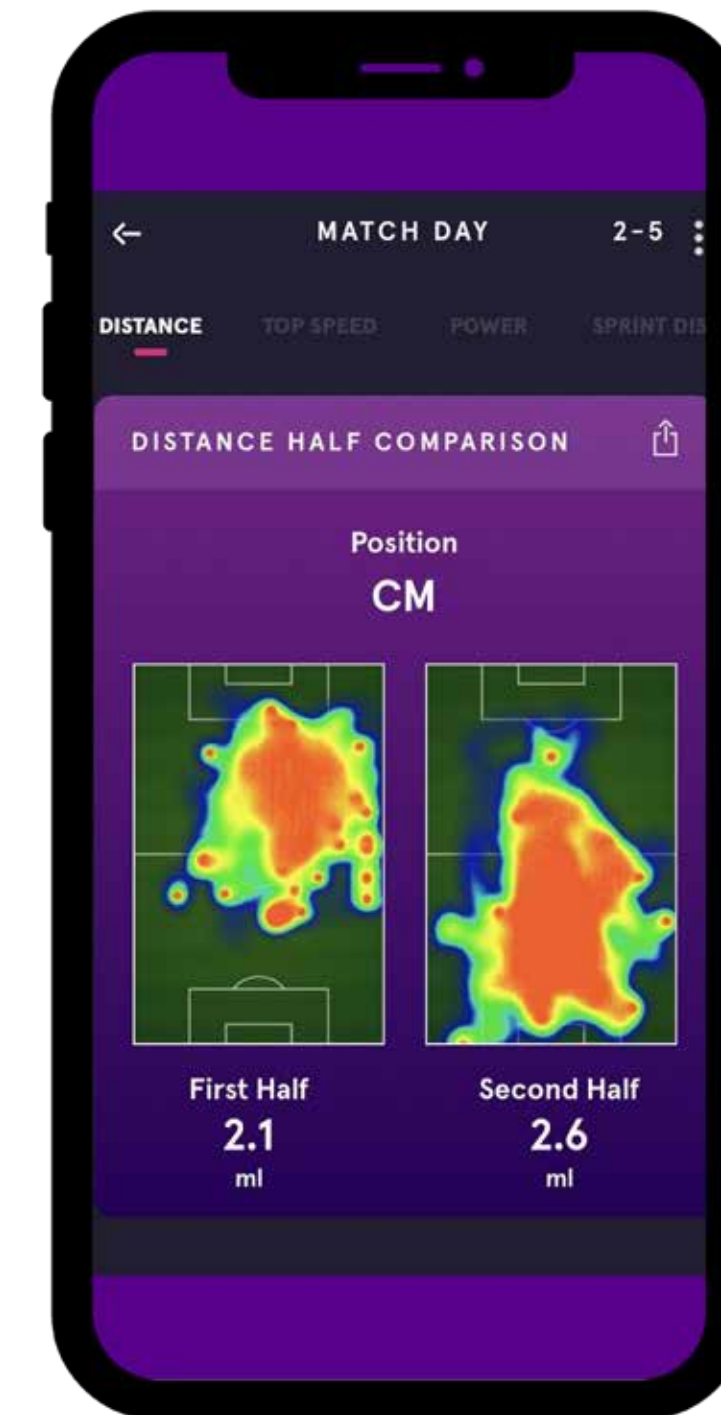


PLAYR SmartCoach
Reviews 240 • Excellent
★★★★★

Write a review ★★★★★

Reviews 240 Filter by: Rating English

Excellent	76%
Great	18%
Average	2%
Poor	2%
Bad	3%





FY19 RECAP



- First positive EBITDA of **\$4.1m**, a **\$6m** improvement
- **1,100** new teams to 2,970
- ARR growth 24% to **\$66.1m**
- Revenue growth 24% to **\$95.4m**
- Slowing OPEX growth, 14% to **9%**
- Lower EW subscription churn, **5.2%** from 8.4%
- New products in market: Vector, Vision, PlayerTek+, AMS and PLAYR enhancements





OUTLOOK



- The Board expects continued strong revenue growth, with a further reduction in operating expense growth
- Catapult is committed to subscription sales and ARR growth, with high quality, high margin, revenue
- 3 key drivers exist to support growth:
 - Greenfield sales to new teams
 - Upselling additional capacity to existing clients
 - Cross-selling additional products to more than 2,800 existing clients with only one Catapult product
- Catapult reiterates its commitment to positive free cash flow by FY21, and is focused on bringing forward positive free cash flow with executives aligned to this goal

With \$26.9m cash on hand at 30 September 2019, and growing operating leverage, we are well capitalised to take the Company through to positive cash flow





OTHER BUSINESS



OPPORTUNITY FOR ANY OTHER BUSINESS THAT CAN
LAWFULLY BE BROUGHT FORWARD BEFORE CLOSING
FORMAL PROCEEDINGS.



FORWARD-LOOKING STATEMENTS

Any forward-looking statements, opinions and estimates provided in this announcement rely on various contingencies and assumptions. Various factors and risks, both known and unknown, many of which are outside the control of Catapult, may impact upon the performance of Catapult and cause actual performance to vary significantly from expected results. There can be no guarantee that Catapult will achieve its stated objectives or that forward looking statements or forecasts will prove to be accurate.





PLAY SMART

CATAPULTSPORTS.COM