



# OPPENHEIMER GROWTH CONFERENCE

12 MAY 2020

Attached for release to the market is the presentation to be used later today in the US by Catapult CEO Mr Will Lopes at the Oppenheimer Growth Conference.

Authorised for release to ASX by the Board.

For investor enquiries, please contact:

**ANDREW KEYS**

*Investor Relations Manager*

investor.relations@catapultsports.com | +61 400 400 380





# OPPENHEIMER GROWTH CONFERENCE

12 MAY 2020

Will Lopes  
Chief Executive Officer



PLAY SMART





# WE EXIST TO IMPROVE THE PERFORMANCE OF ATHLETES AND TEAMS







THE VISION

TO CREATE THE PLATFORM  
OF SOLUTIONS FOR  
**TEAMS AND ATHLETES**



# GROWTH PHILOSOPHY

## SUBSCRIPTION FOCUS

1. Customer obsession
2. Capital investment with a long-term focus
3. Deeply analytical decision making

**FINANCIAL GOAL**  
Long-term free cash flow







# HUGE GLOBAL **SPORTS TECHNOLOGY** MARKET

- Catapult is a clear market leader providing the platform of solutions for teams and athletes into the pro and prosumer segments
- The markets we participate in are highly fragmented
- North America is our largest market while professional soccer clubs, NFL teams, and US universities represent significant customer segments

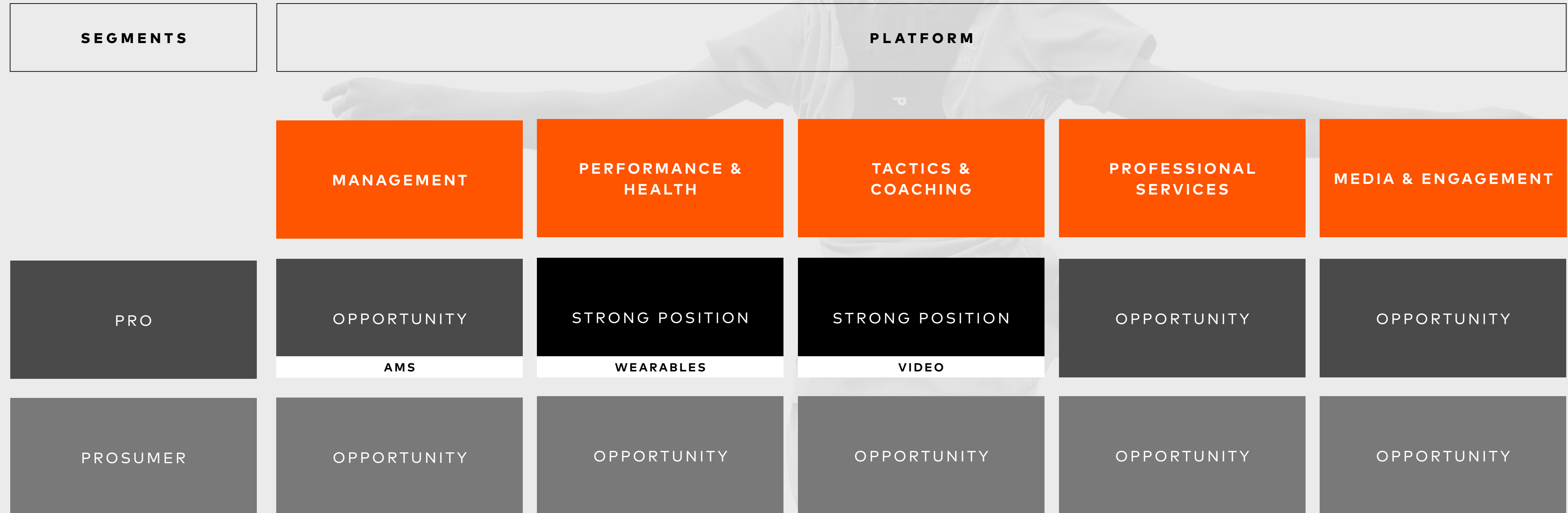


PLAY SMART





# OUR CUSTOMER SOLUTION-BASED STRATEGY



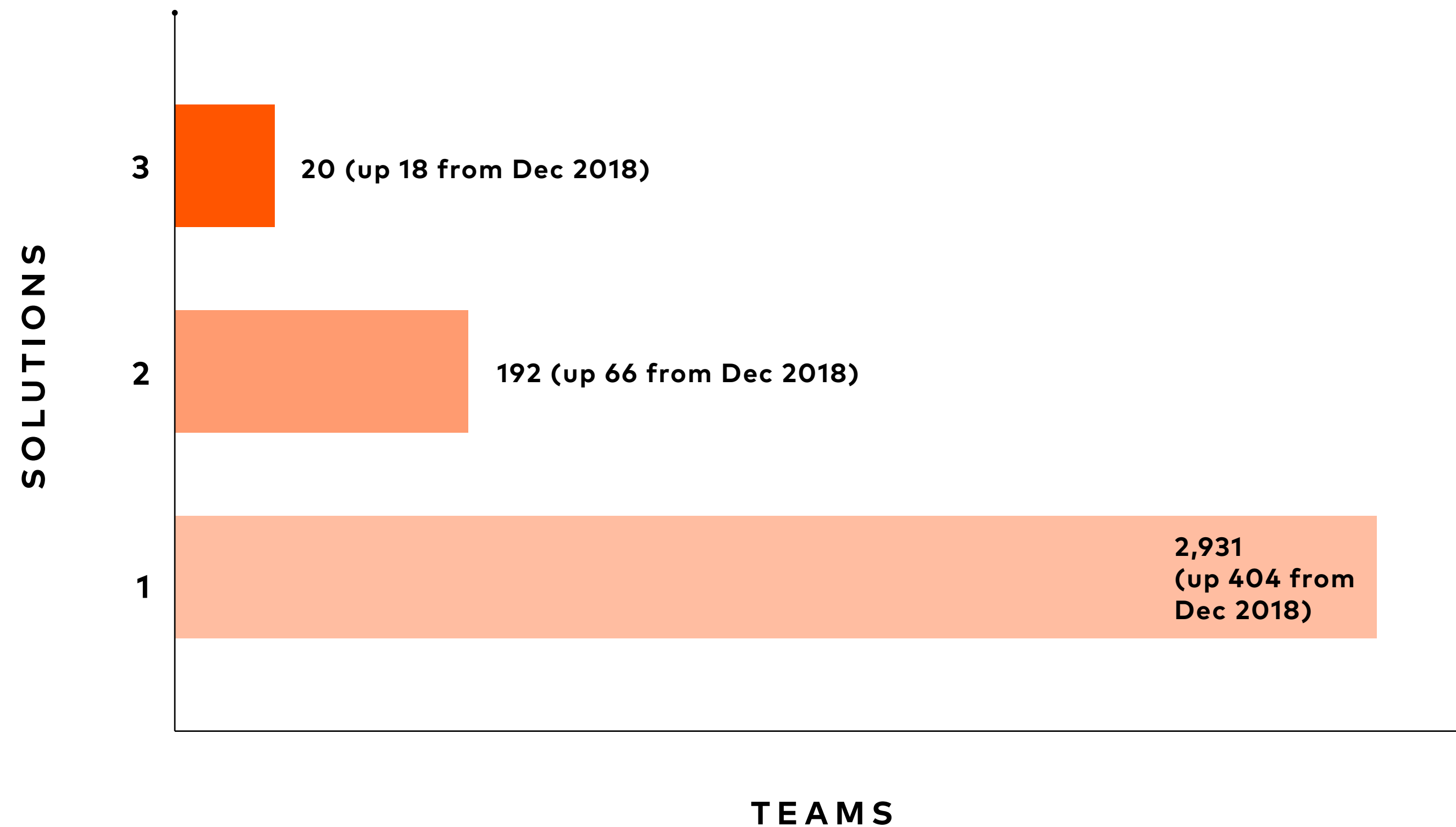




# GROWTH IN CUSTOMERS WITH MORE THAN ONE SOLUTION



→ +66% to 212 customers



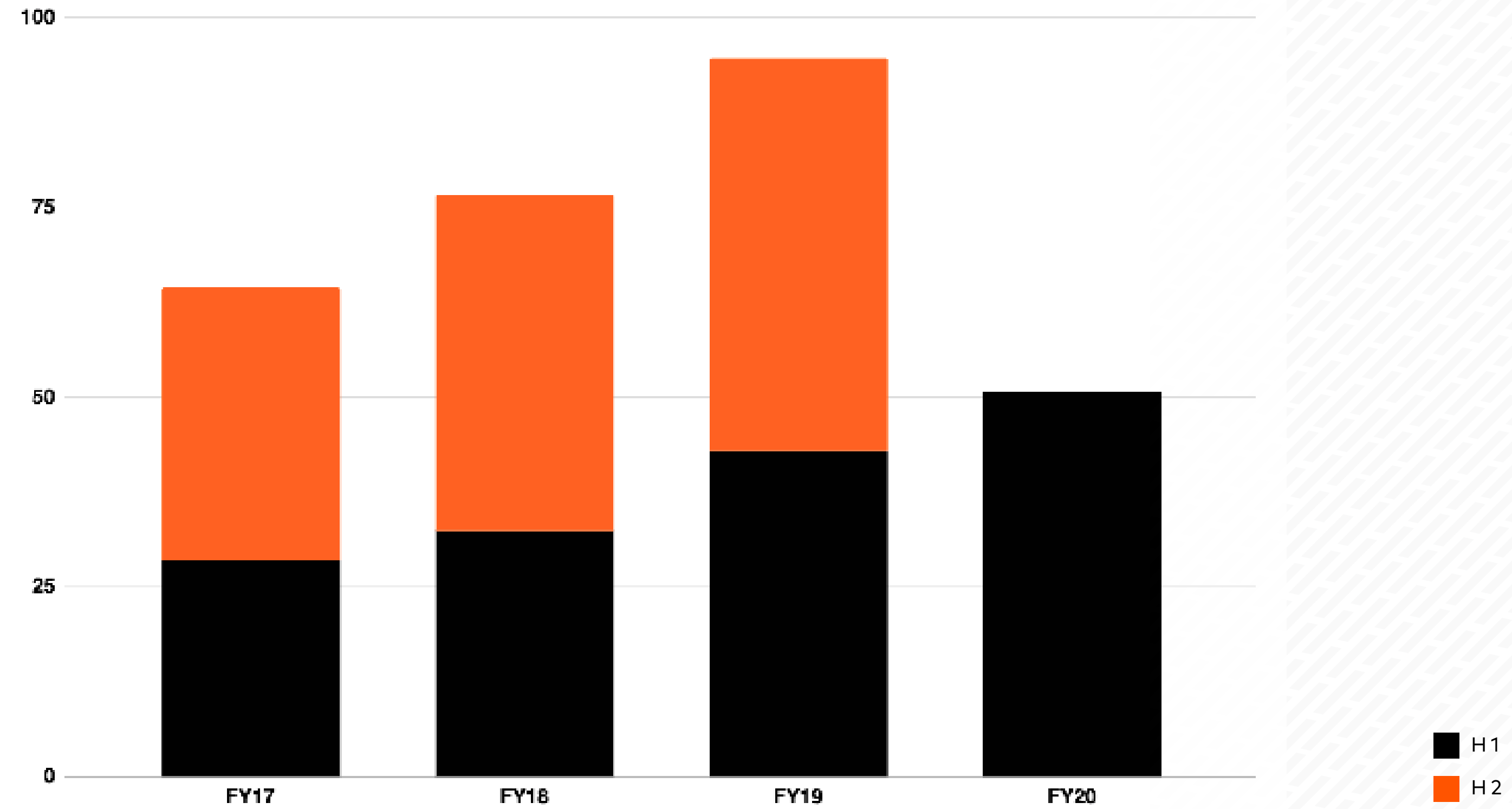
PLAY SMART





# REVENUE GROWTH DRIVEN BY RECURRING REVENUE FROM THE PRO SEGMENT

REVENUE (\$M)



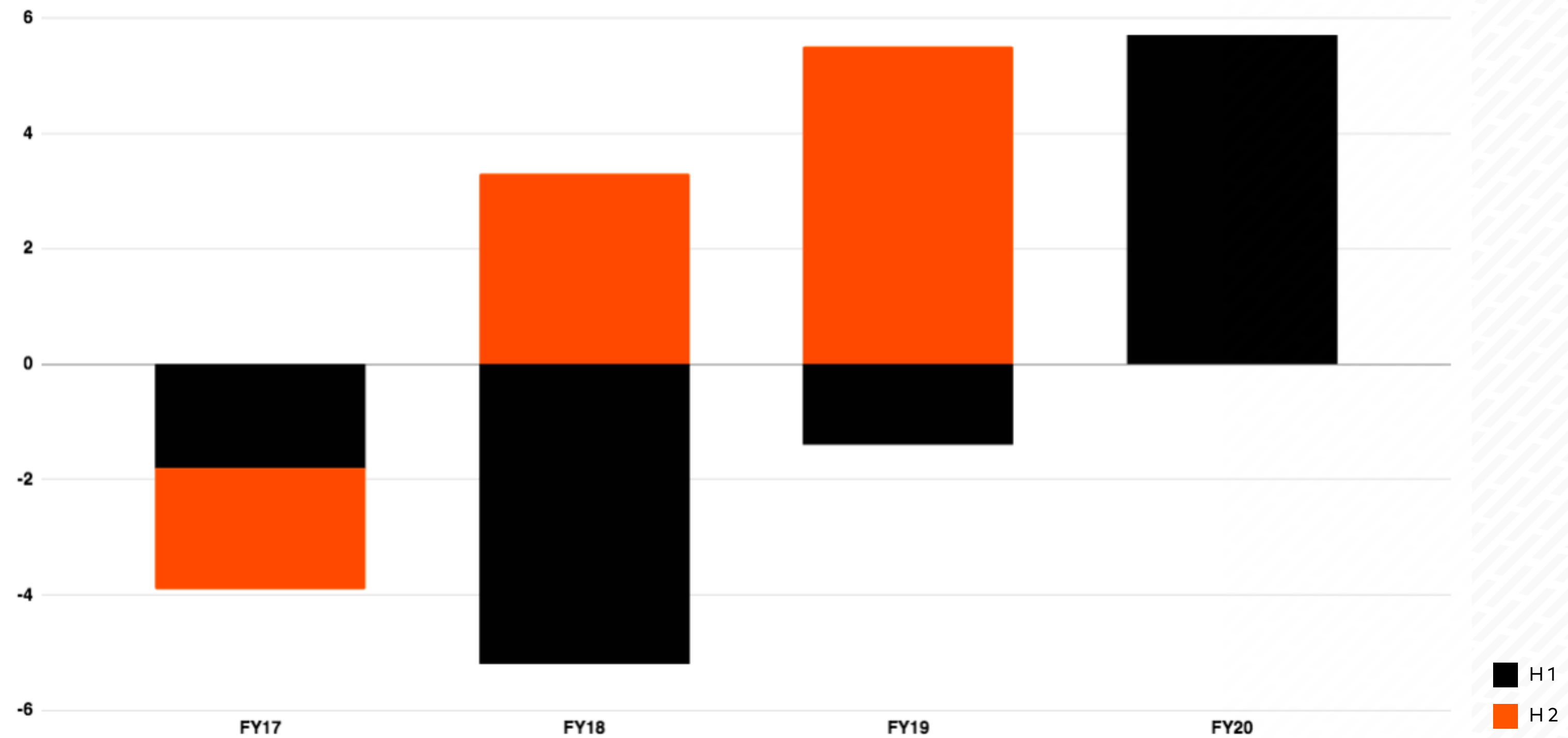




# EBITDA GROWTH MOMENTUM



EBITDA (\$M)

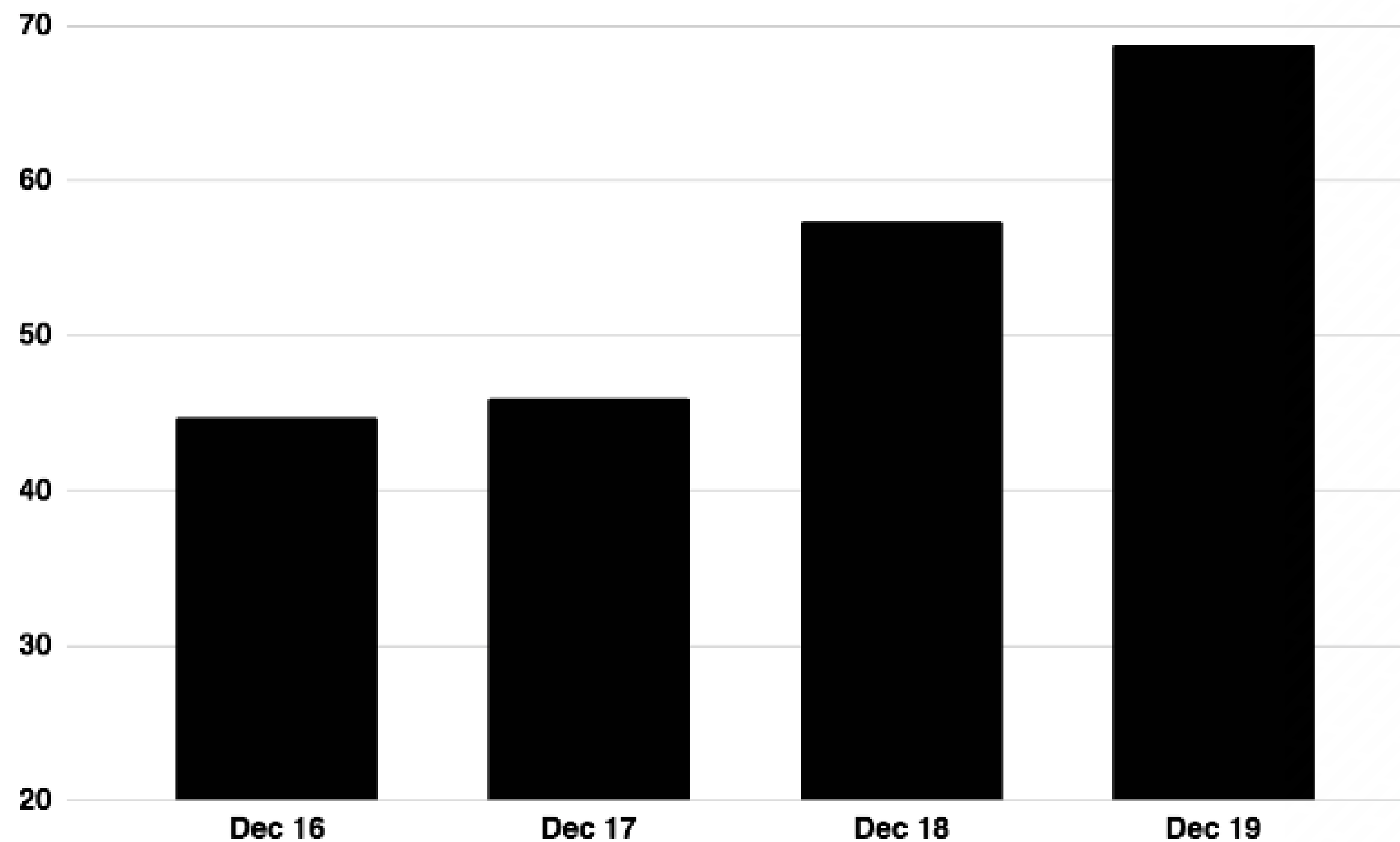






# LARGE AND GROWING STREAM OF RECURRING REVENUE

ARR (\$M)



CATAPULT IS ACTIVELY SWITCHING NON-RECURRING REVENUE TO RECURRING REVENUE AND FOCUSED ON DRIVING CONTINUED GROWTH IN RECURRING REVENUE

PLAY SMART

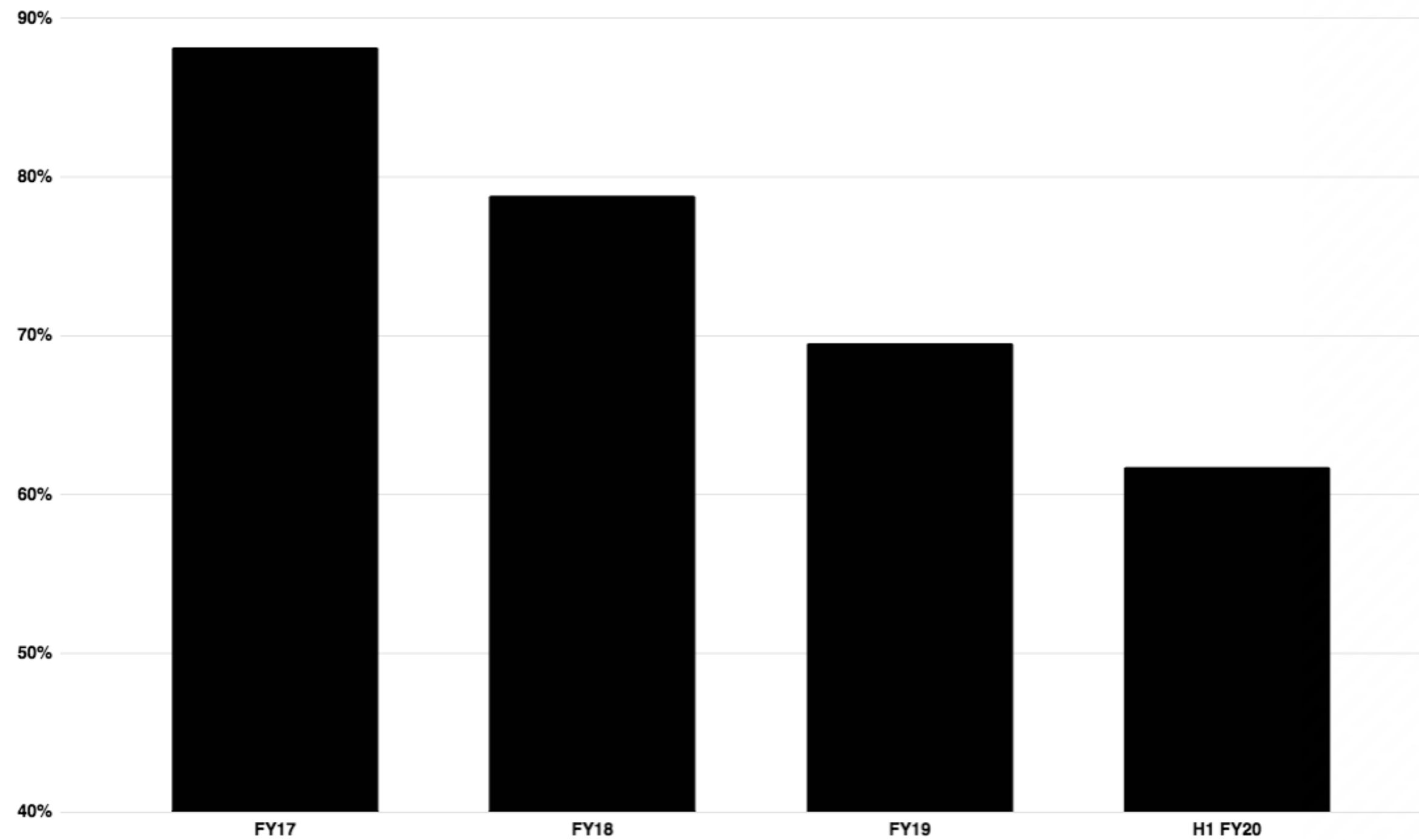




# IMPROVING SCALE AND LEVERAGE ACROSS THE BUSINESS



OPERATING EXPENSES TO REVENUE RATIO



PLAY SMART



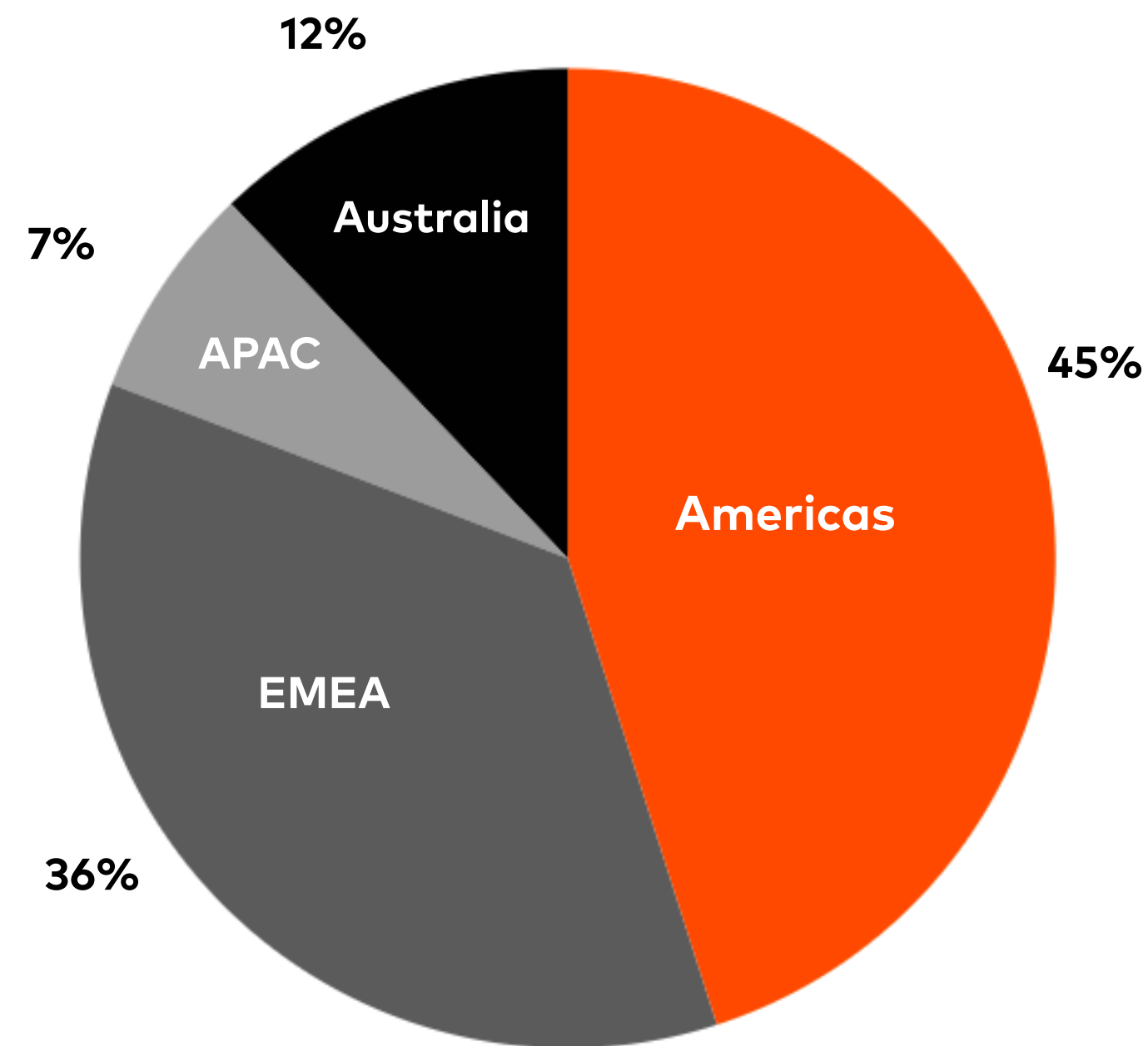


# AMERICAS CONTINUES TO BE OUR GROWTH ENGINE

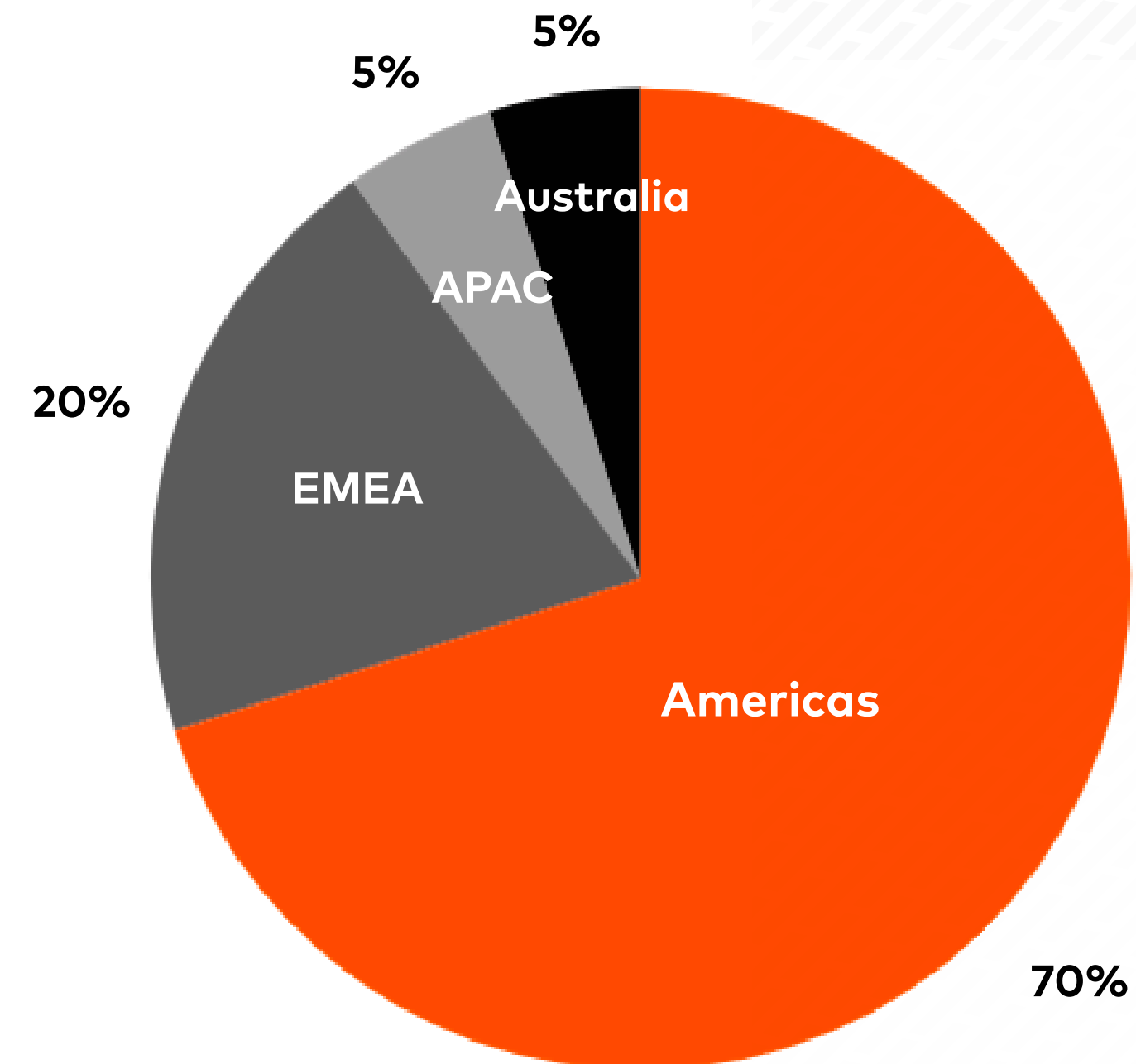


→ Delivering high value customers and high revenue growth

TEAMS BY REGION



REVENUE BY REGION







# FIRST HALF ACHIEVEMENTS

## CUSTOMER

- League-wide deals – **NRL, ARU, Colombian Football, MLR**
- Marquee team signings across **NFL, MLB, NBA** and European football
- Low churn

## PRODUCT

- Cross-sell success
- FIFA certification
- Remote monitoring solution for wearable customers
- Integrated heart rate vest
- Baseball analytics







# COVID-19 UPDATE

## STRONG CASH AND FINANCIAL POSITION

- Catapult commenced H2 FY20 in a position of financial strength after delivering positive free cash flow of \$13.6 million in H1 FY20.
- Catapult remains well capitalised, and as a matter of prudence has drawn down USD\$5 million from an existing debt facility, resulting in a current cash position of over AUD\$30 million.
- Catapult management is closely monitoring business performance, controlling costs, and managing working capital to ensure the company maintains a strong cash position while minimising disruption to the business.
- The Company reiterates its commitment to positive free cash flow by FY21, and remains focused on bringing this forward to the extent possible.

## EMPLOYEE AND CUSTOMER SAFETY

- Catapult has acted decisively to ensure the safety of all employees and customers, while minimally impacting our business. Employees have been working from home since mid-March 2020.

## SUPPLY CHAIN MANAGEMENT

- To date our supply chain has experienced some delays but is without any meaningful disruption. We have recently received deliveries from our Chinese suppliers.





# COVID-19 UPDATE

## CUSTOMER DEMAND

- We are confident this will not impact Catapult's long-term sales trajectory nor the value proposition we offer customers.
- It's worth noting that approximately 75% of Catapult's revenue is subscriptions-based, supported by long term contracts and customer relationships.
- Catapult's customers continue to use and purchase our solutions, preparing athletes to return in peak condition once competitions recommence.
- However, the immediate COVID-19 crisis may impact timing on purchasing decisions by some customers. Given the delays and temporary closures of many sporting bodies, we anticipate Q4 FY20 new sales growth is likely to be negatively impacted.



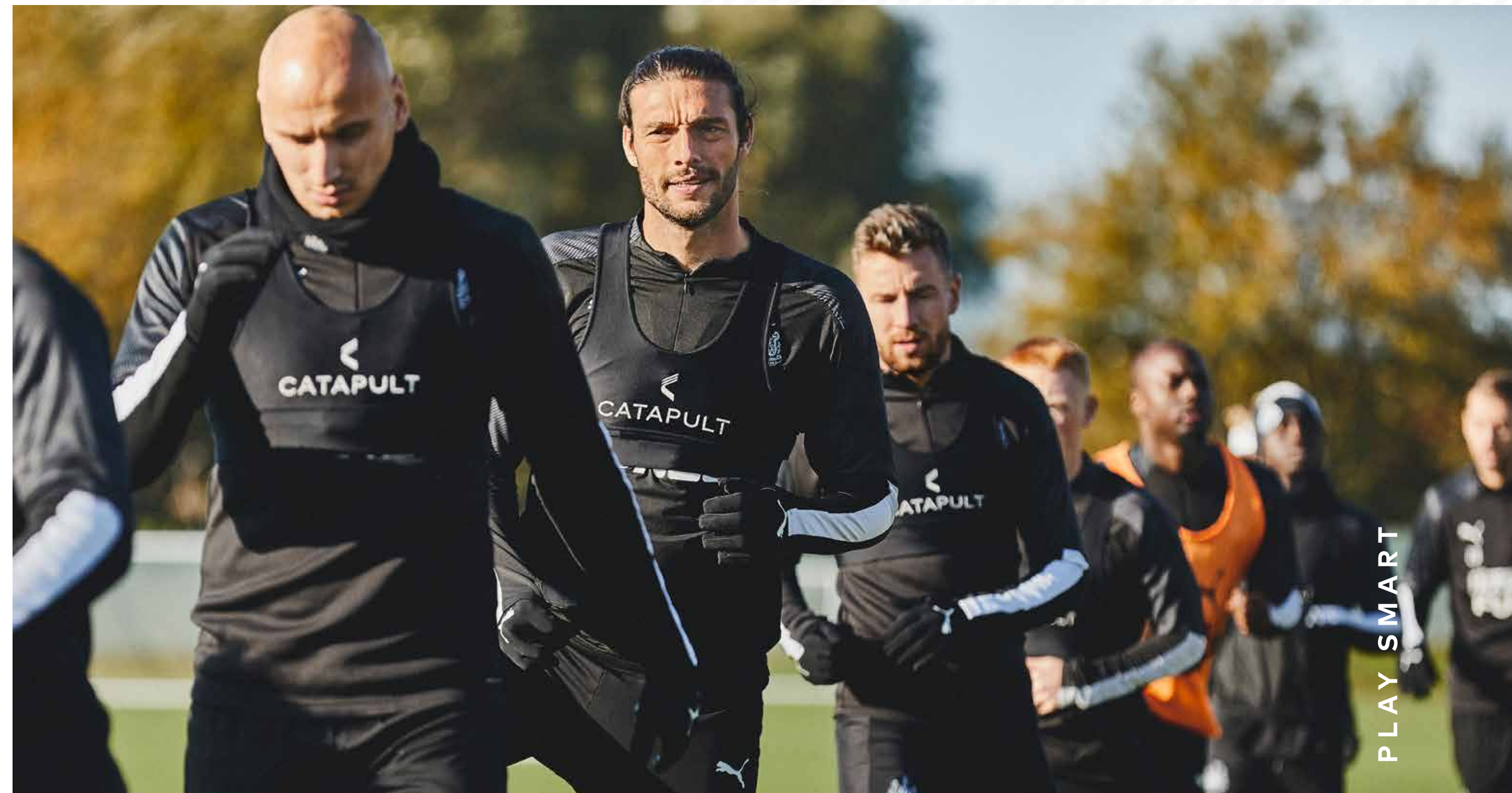




# FORWARD-LOOKING STATEMENTS



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



# PLAY SMART

INVESTOR.RELATIONS@CATAPULTSPORTS.COM

@CATAPULTSPORTS



CATAPULTSPORTS.COM