



# BELL POTTER EMERGING COMPANIES CONFERENCE

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CATAPULTSPORTS.COM



PLAY SMART



# IMPORTANT NOTICE

This document may contain forward looking statements including plans and objectives. Do not place undue reliance on them as actual results may differ, and may do so materially. They reflect Catapult's views as at the time made, are not guarantees of future performance and are subject to uncertainties and risks, such as those described in Catapult's most recent financial report. Subject to law, Catapult assumes no obligation to update, review or revise any information in this document.

While Catapult's results are reported under IFRS, this document may also include non-IFRS information (such as EBITDA, contribution margin, free cash flow, annual recurring revenue (ARR), annualised contract value (ACV), lifetime duration (LTD), and churn). These measures are provided to assist in understanding Catapult's financial performance. They have not been independently audited or reviewed, and should not be considered an indication of, or an alternative to, IFRS measures.

The information in this document is for general information purposes only, and does not purport to be complete. It should be read in conjunction with Catapult's other market announcements. Readers should make their own assessment and take professional independent advice prior to taking any action based on the information.

Due to rounding, numbers presented throughout this document may not add up precisely to the totals provided and percentages may not precisely reflect the presented figures.





OUR VISION

**WE WILL EMPOWER EVERY  
ATHLETE AND TEAM ON EARTH WITH  
TECHNOLOGY TO PERFORM AT THEIR BEST**

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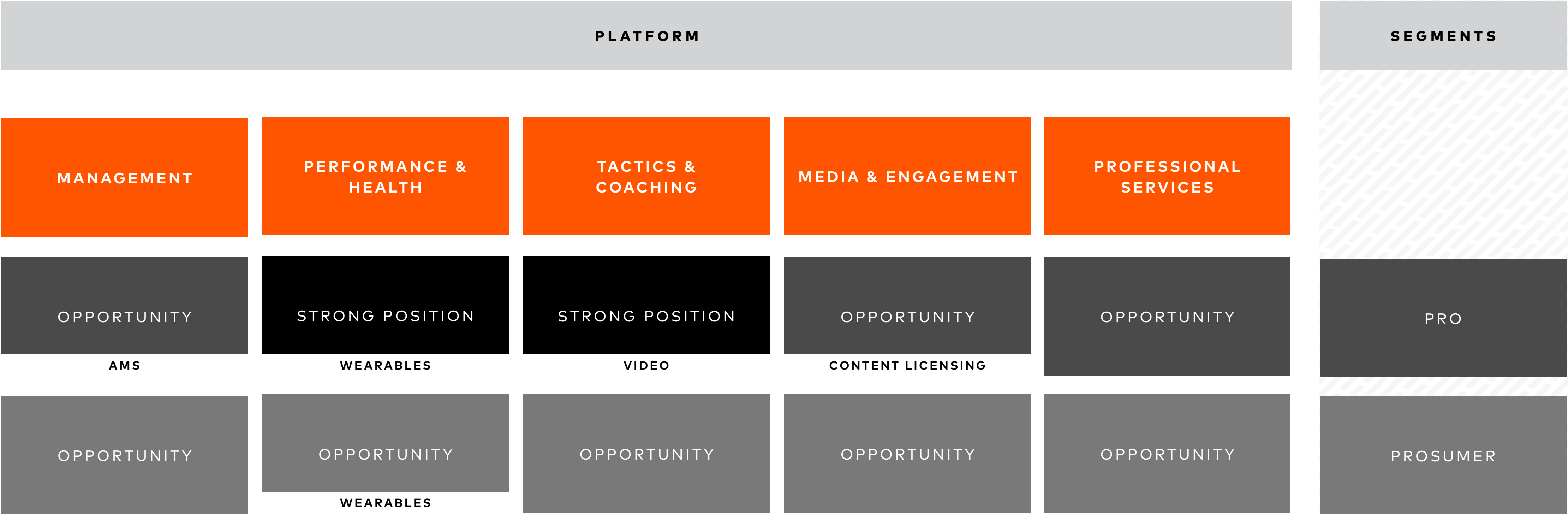
OUR MISSION

**TO OFFER THE MOST COMPREHENSIVE SET OF  
SOLUTIONS FOR TEAMS AND ATHLETES  
TO IMPROVE PERFORMANCE**





# OUR CUSTOMER SOLUTION-BASED STRATEGY





# 2019/20 CHAMPIONS **USE CATAPULT**

									
KANSAS CITY CHIEFS NFL	LOUISIANA STATE UNIVERISTY NCAA FOOTBALL	REAL MADRID LA LIGA	FC PORTO PRIMEIRA LIGA	ROYAL ANTWERP FC CROKY CUP	BEERSCHOT WILRIJK PROXIMUS LEAGUE	DINAMO ZAGREB PRVA LIGA	SYDNEY ROOSTERS NRL	RICHMOND TIGERS AFL	CANTERBURY CRUSADERS SUPER RUGBY
									
RED STAR BELGRADE SERBIAN SUPERLIGA	FK VOJVODINA SERBIAN CUP	KAWASAKI FRONTALE J.LEAGUE YBC	FK SARAJEVO NATIONAL CUP	LEGIA WARSAW EKSTRAKLASA	STAL MIELEC I LIGA	SLAVIA PRAGUE FORTUNA LIGA	FK PARDUBICE FNL	FERENCVAROS NEMZETI BAJNOKSAG I	MTK BUDAPEST NEMZETI BAJNOKSAG II
									
FC SHAKHTAR DONETSK UKRAINIAN PREMIER LEAGUE	FC DYNAMO KYIV UKRAINIAN CUP	FK SUDUVA NATIONAL LEAGUE	FK QARABAG AZERBAIJANI PREMIER LEAGUE	SYDNEY FC A- LEAGUE	PERTH WILDCATS NBL	SUWON SAMSUNG KOREAN FA CUP	KASHIWA REYSOL J-2 LEAGUE	NIPPON TV TOKYO VERDY BELEZA NADESHIKO LEAGUE DIV1	KFA EAFF E-1 CHAMPIONSHIP



# FY20 ACHIEVEMENTS

- DELIVERED \$9M OF POSITIVE FREE CASH FLOW, A YEAR EARLIER THAN EXPECTED
- FIFTH CONSECUTIVE HALF OF CONSISTENT EBITDA GROWTH, UP \$9.2M TO \$13.3M
- 26 CUSTOMER-FACING SOLUTIONS/UPGRADES
- MANAGEMENT OF COVID-19 CRISIS







# OPERATIONAL HIGHLIGHTS

## SALES

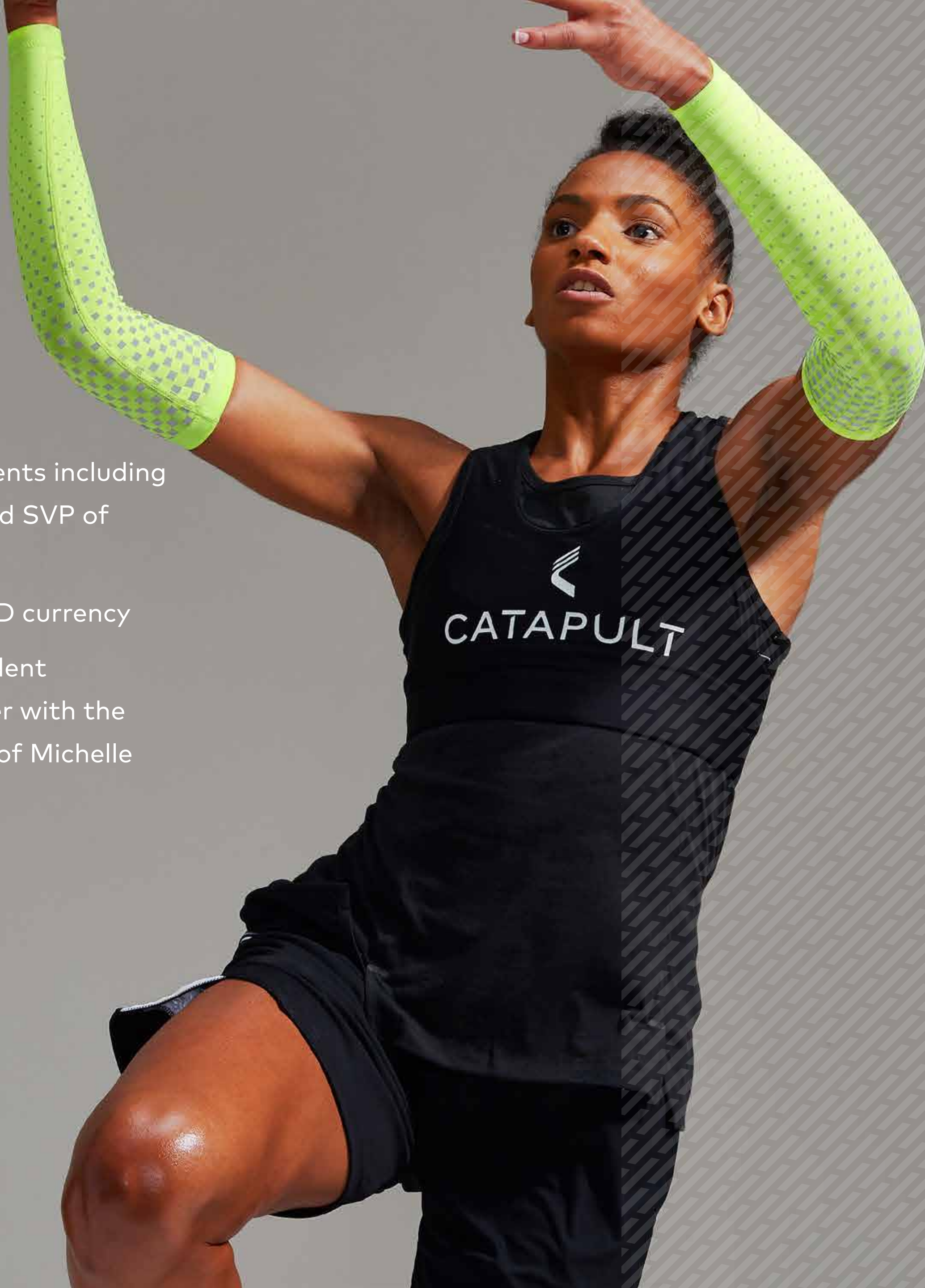
- Major marquee team signings
- Another successful year with league-wide deals
- Growth in multi-solution customer up 39%

## TECHNOLOGY

- Delivered 26 customer-led innovative solutions
- Vector take up rate of 17.4% across all customers
- COVID-19 solutions
- \$9m invested in R&D to drive future growth

## CORPORATE

- US appointments including CEO, COO and SVP of Product
- Moving to USD currency
- New Independent Board Member with the appointment of Michelle Guthrie







# WE ARE WEATHERING COVID-19 WELL

- COVID-19 INNOVATIONS NOW USED BY OVER 2,000 ATHLETES
- CUSTOMER UTILISATION OF OUR SOLUTIONS IS NOW HIGHER THAN A YEAR AGO
- CASH COLLECTIONS WERE STRONG THROUGH H2
- COST MEASURES WERE SWIFTLY IMPOSED AND LIFTED
- THE IMPACTS AREN'T AS SEVERE AS EXPECTED

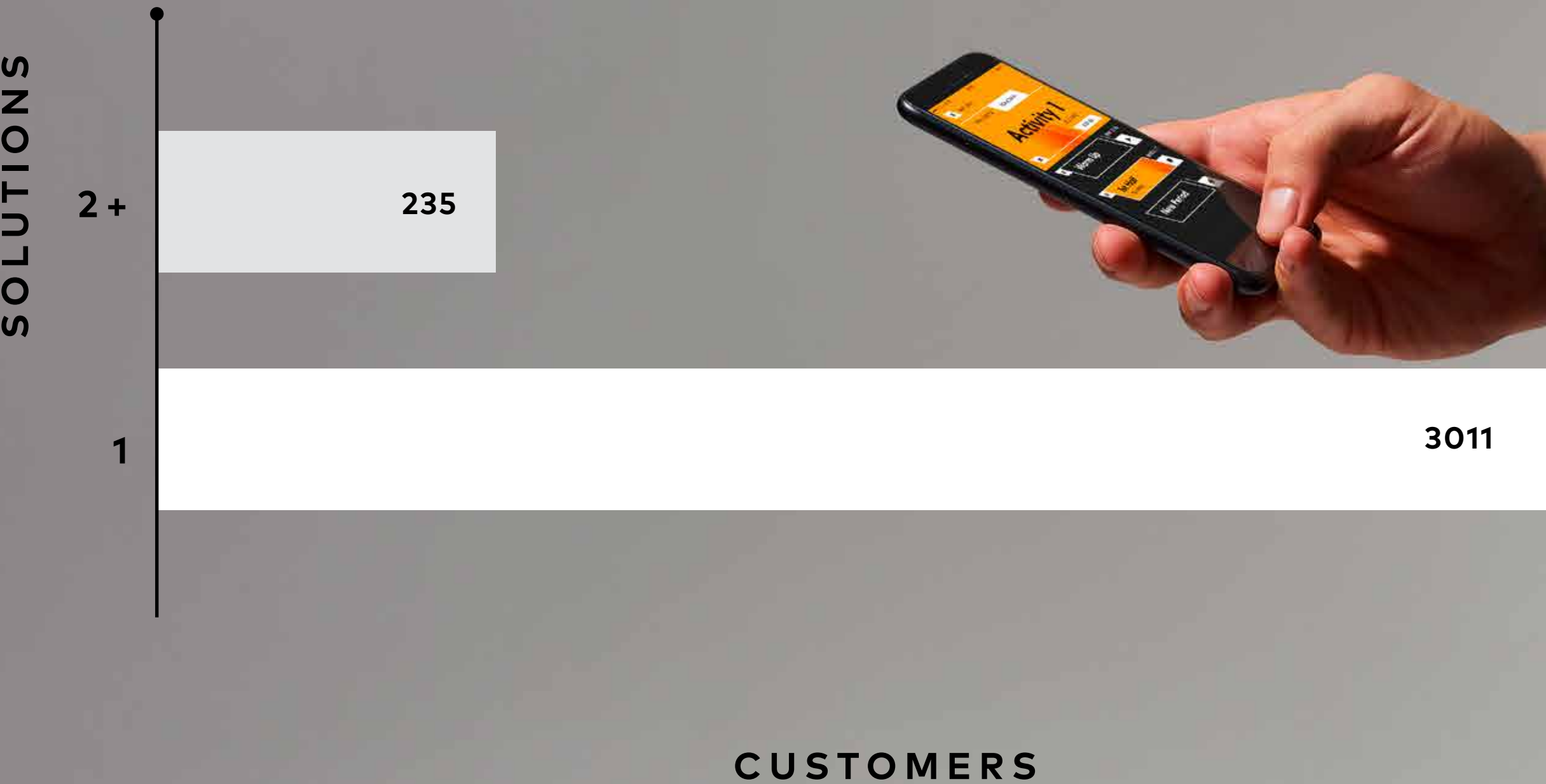




# GROWTH IN CUSTOMERS WITH 2+ SOLUTIONS OF 39%



GROWTH IN TOTAL CUSTOMERS OF OVER 20% SINCE JUNE 2019





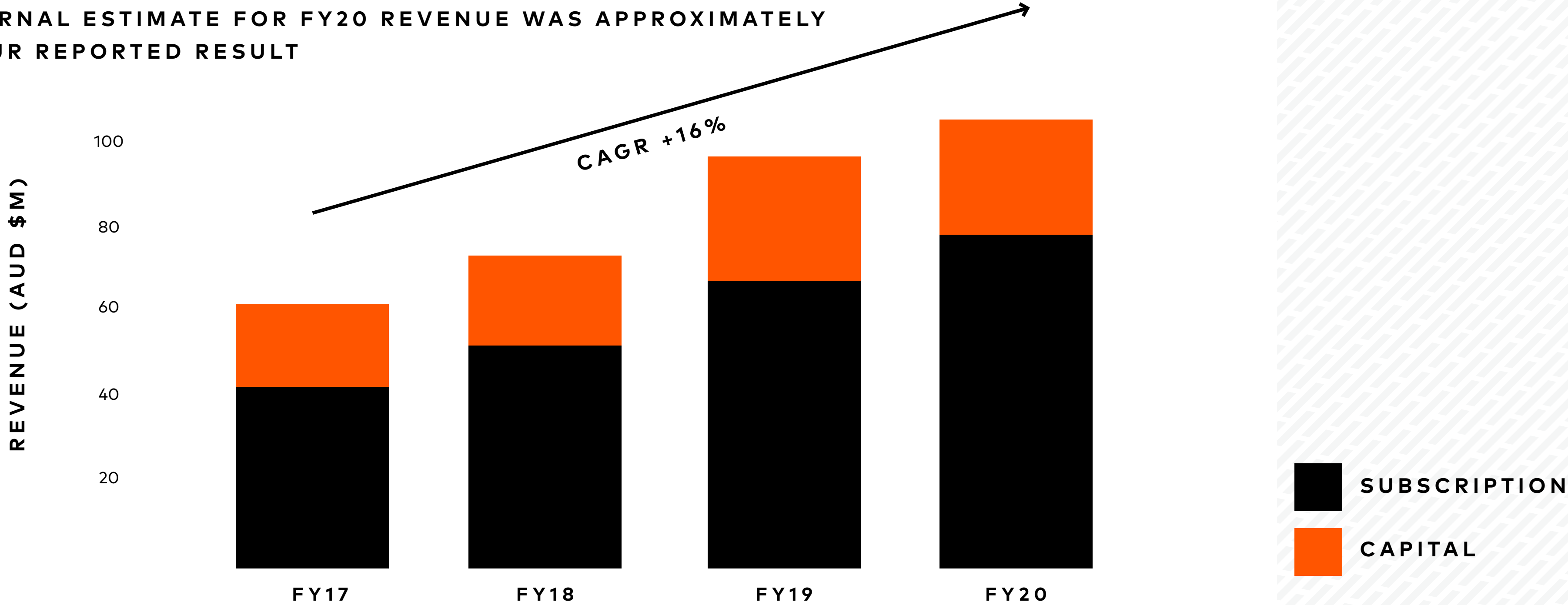


# REVENUE GROWTH DRIVEN BY SUBSCRIPTION REVENUE

SUBSCRIPTION REVENUE +21%

OUR MAJOR Q4 SELLING SEASON WAS DISRUPTED BY COVID-19, LIKELY, PUSHING SALES INTO H1 FY21. CAPITAL SALES (-27.6%) WERE MOST AFFECTED.

OUR PRE-COVID-19 INTERNAL ESTIMATE FOR FY20 REVENUE WAS APPROXIMATELY \$14.5M HIGHER THAN OUR REPORTED RESULT



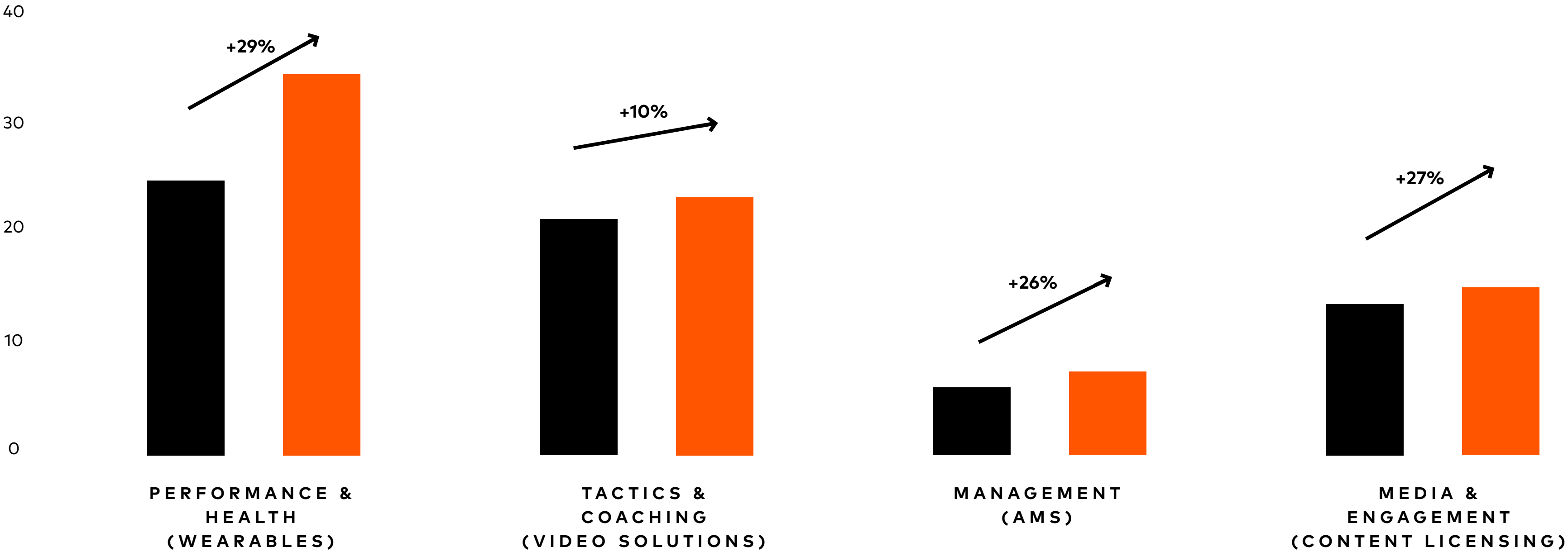




# STRONG SUBSCRIPTION REVENUE GROWTH ACROSS ALL SOLUTIONS

DESPITE COVID-19, SUBSCRIPTION REVENUE GREW STRONGLY IN 4Q FY20 WITH PERFORMANCE & HEALTH UP 25% AND TACTICS & COACHING UP 11% ON 4Q FY19.

(AUD \$M)

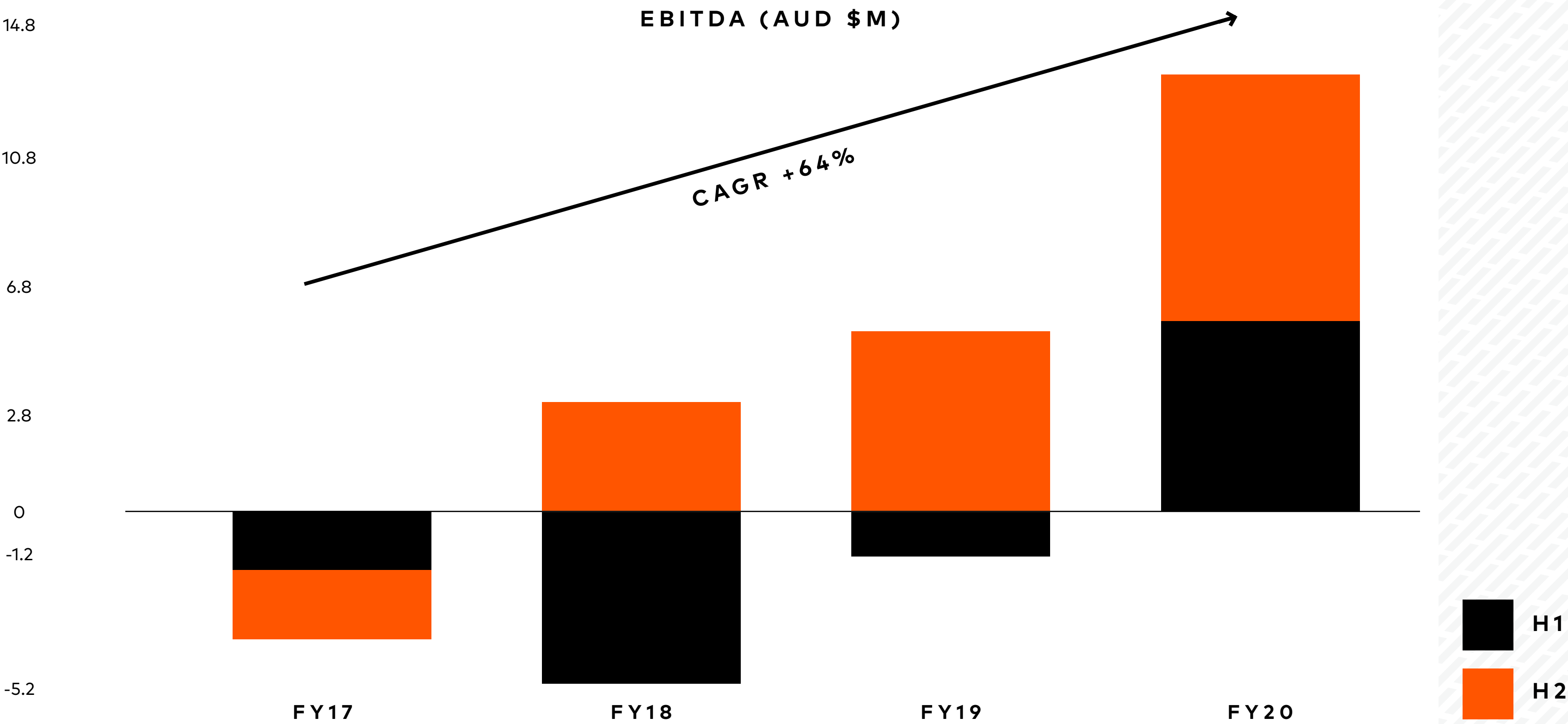






# EBITDA GROWTH MOMENTUM

DELIVERED FIVE CONSECUTIVE HALVES OF CONSISTENT EBITDA GROWTH





# FINANCIAL HIGHLIGHTS

## WITH NEW METRICS

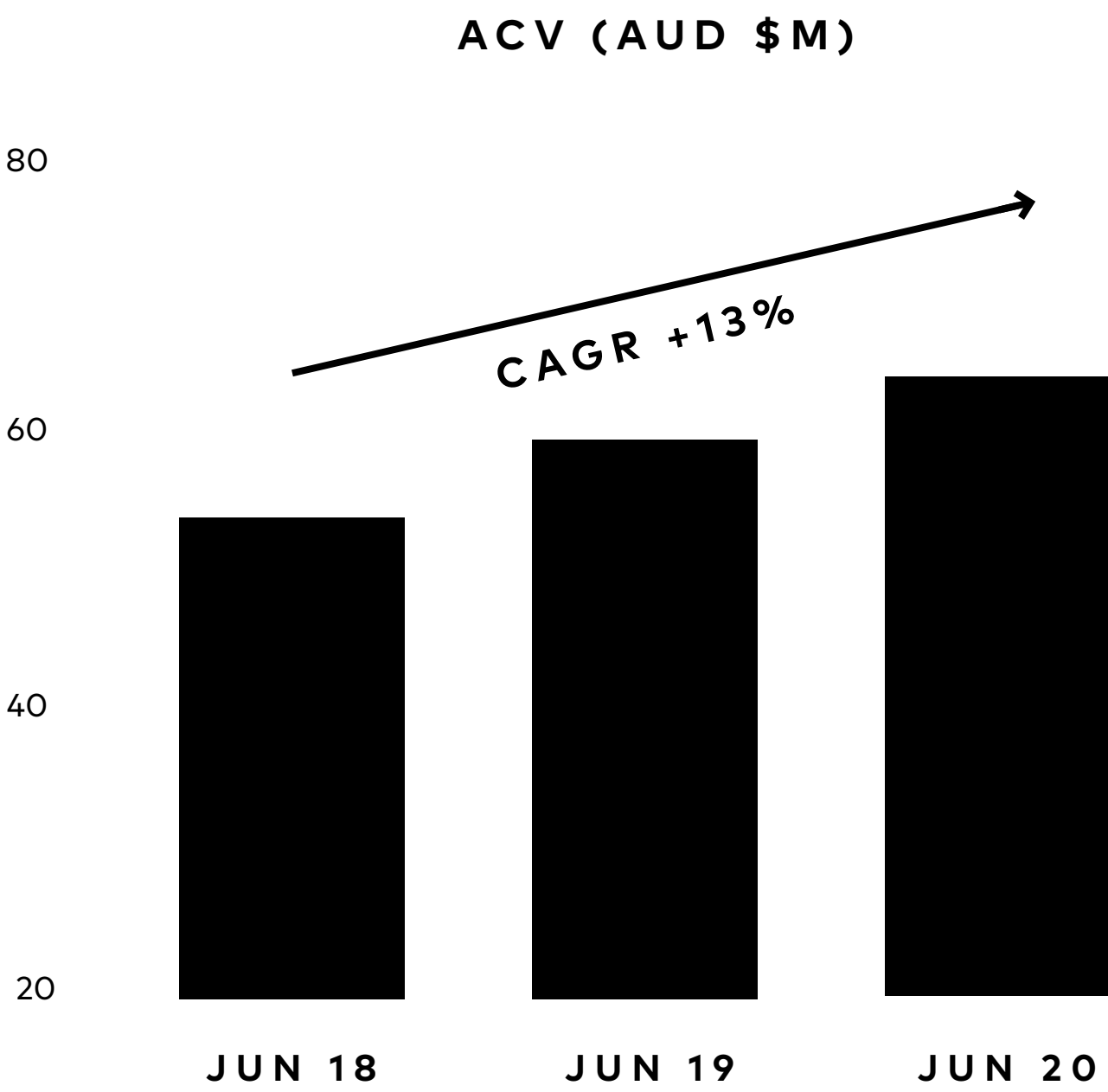
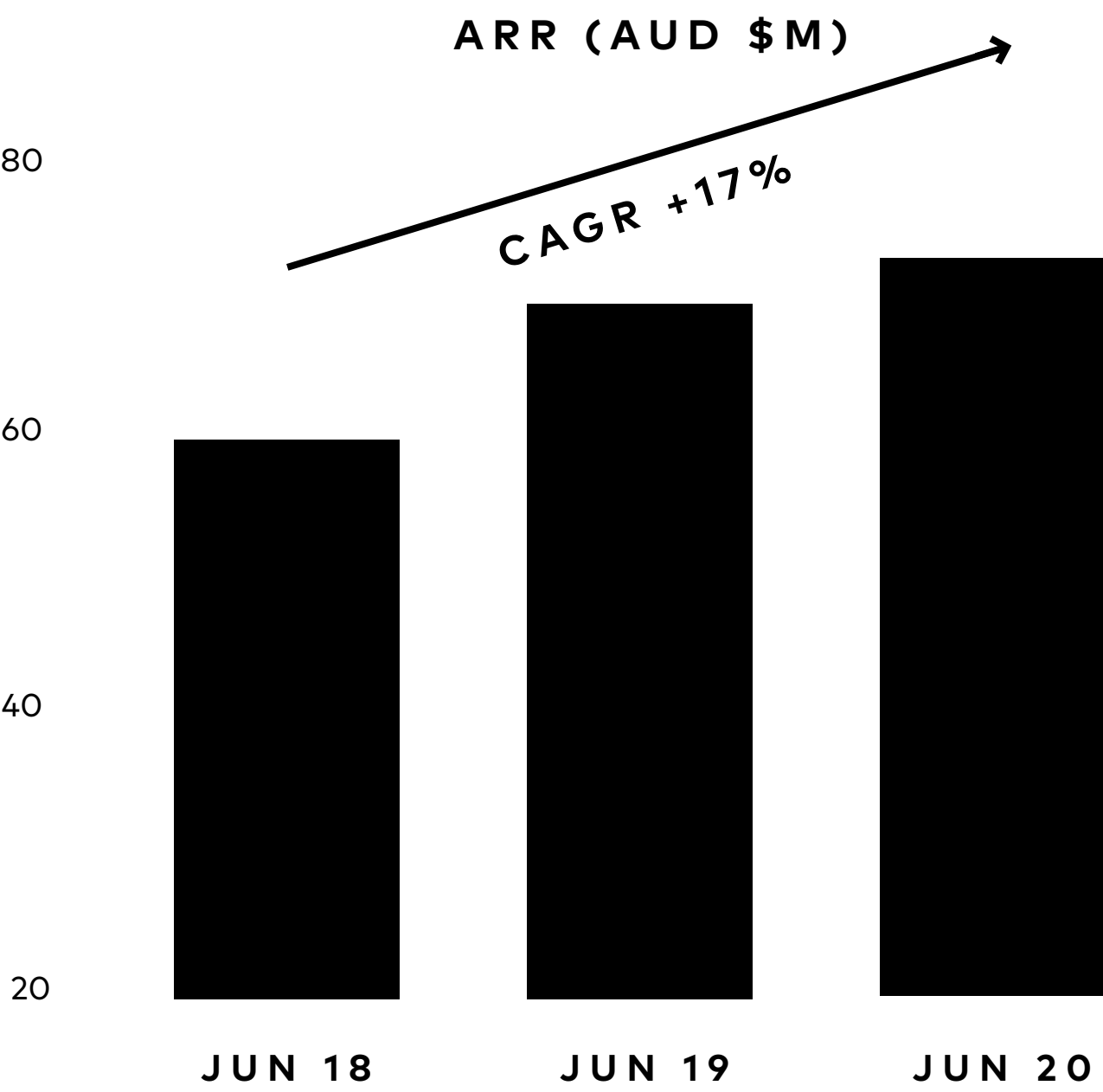
		FY20 (AUD \$M)	FY19 (AUD \$M)	% CHANGE
RECURRING REVENUE	ARR	72.6	66.2	10%
	ACV	62.5	55.6	12%
	ACV CHURN (%)	6.7%	6.3%	6%
	SUBSCRIPTION REVENUE	77.6	64.0	21%
	LIFETIME DURATION (YEARS)	6.5	6.7	(3%)
	REVENUE	100.7	95.4	6%
EFFICIENCY AND SCALABILITY	CONTRIBUTION MARGIN (%)	48.6	40.3	21%
OPERATING LEVERAGE	EBITDA	13.3	4.1	225%
	FREE CASH FLOW	9.0	(17.1)	153%
GROWTH INVESTMENT	R&D AS A % OF REVENUE	9%	11%	18%





# LARGE AND GROWING STREAM OF SUBSCRIPTION REVENUE

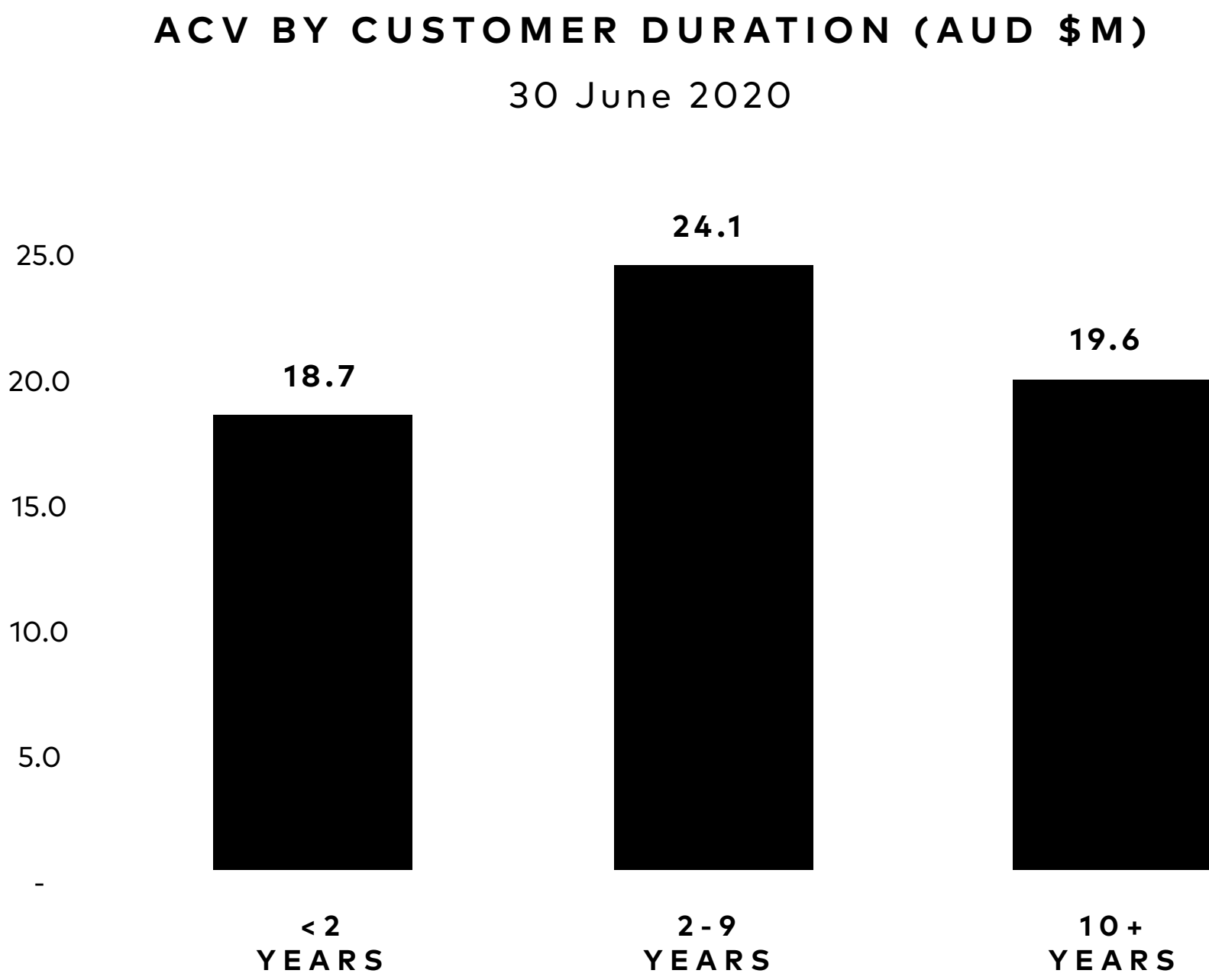
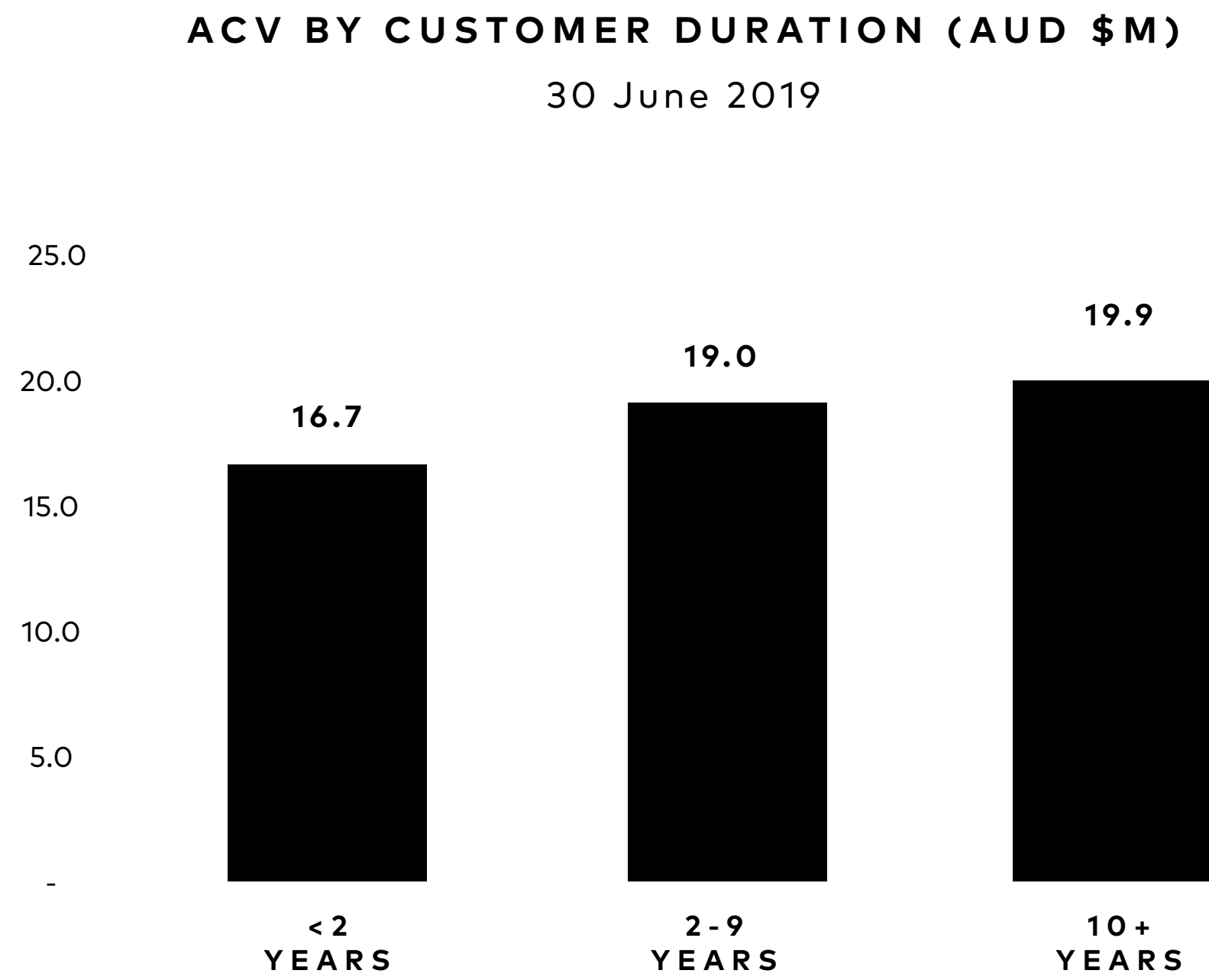
CATAPULT IS ACTIVELY SWITCHING NON-SUBSCRIPTION REVENUE TO SUBSCRIPTION REVENUE AND FOCUSED ON DRIVING CONTINUED GROWTH IN SUBSCRIPTIONS REVENUE





# LONG-TERM DURATION TO ACV

SUCCESS IN NEW-SELL, UP-SELL AND CROSS-SELL.  
NET CHURN MODEST.



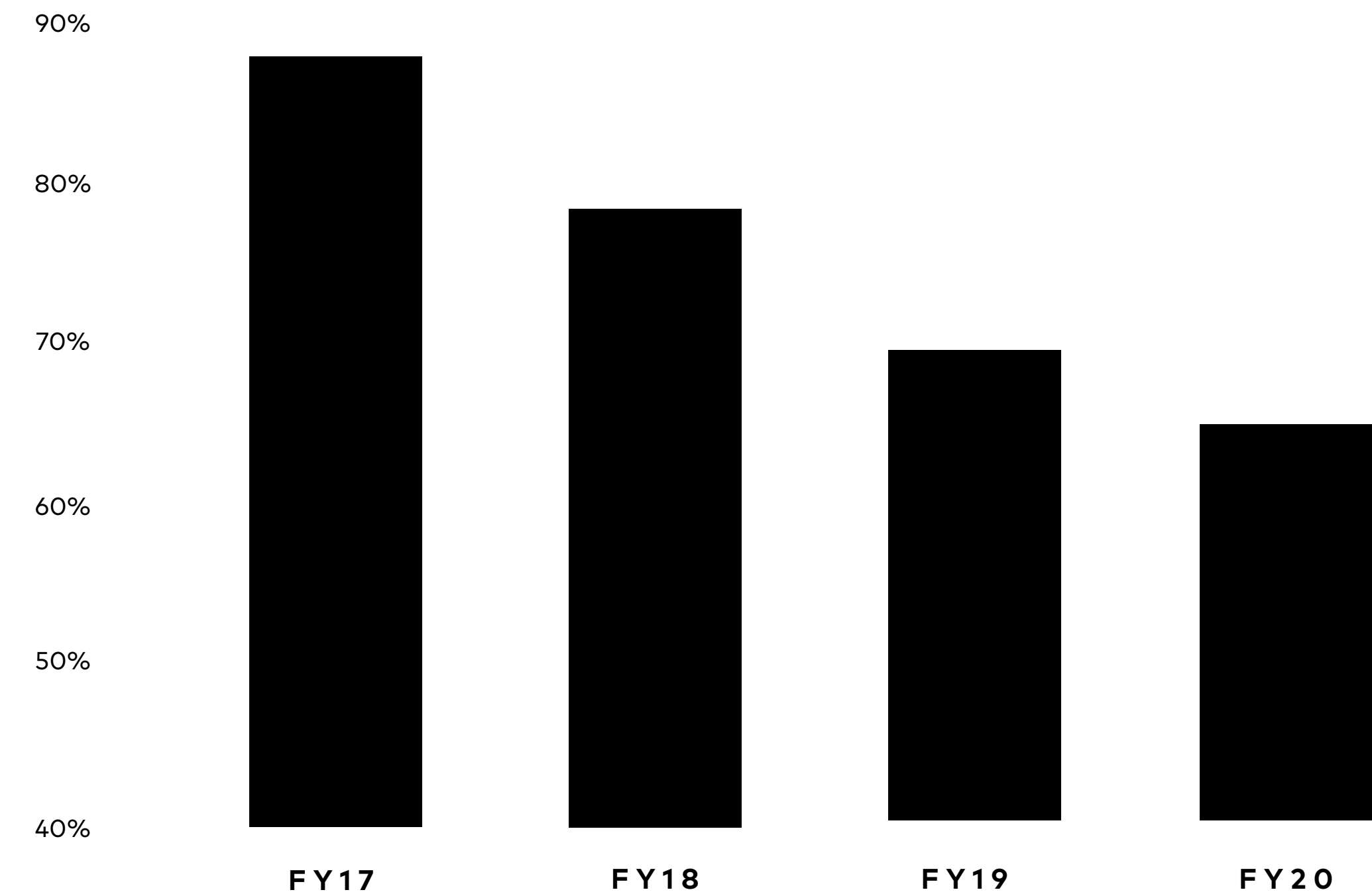




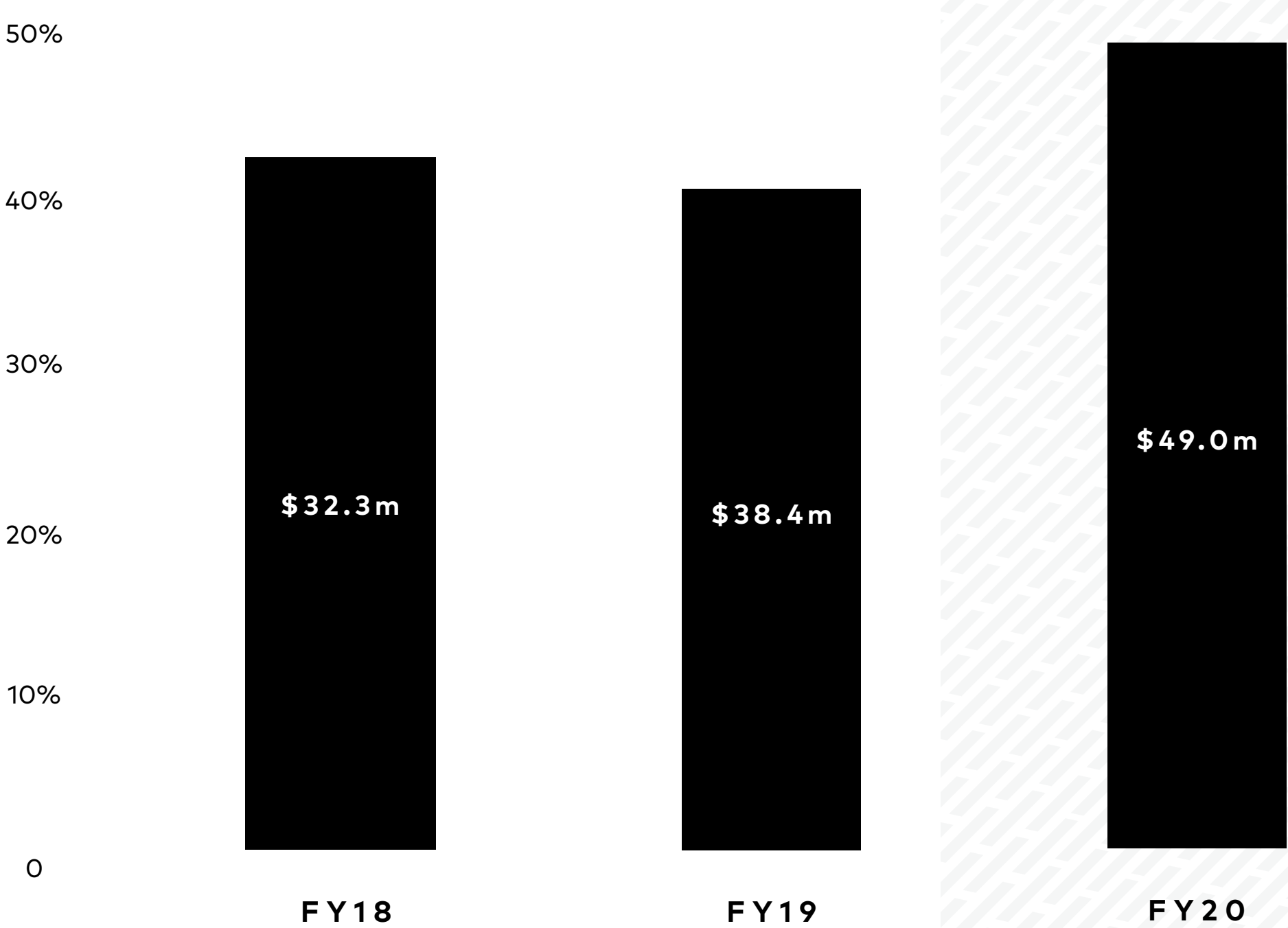
# OPERATING EXPENSE CONTINUES TO DECLINE WITH SCALE



OPERATING EXPENSES TO REVENUE RATIO (%)



CONTRIBUTION MARGIN (%)







# FY21 OUTLOOK

- FY21 will be a shorter financial year comprising nine months with Catapult changing to a 31 March year end. The change of year end and switch to a USD currency will better reflect the Company's underlying successful operating and earnings profile driven by its growth in the northern hemisphere market.
- The Company expects to modestly elevate its R&D investment while maintaining positive free cash flow in FY21. Increased R&D investment comes off the low base reported in FY20 and will bring Catapult more into line with the R&D investment profiles of high growth global technology businesses.
- The delays and temporary closures of many sports over recent months have shifted the Company's sales cycle, and consequently a significant proportion of sales that would otherwise have been made in 4Q20 are now expected to be made in 1H21. We believe the long term underlying revenue growth rate of the Company has not been impacted by COVID-19. It is too early to comment on the short term (FY21) impact of COVID-19.
- There is further de-risking potential for Catapult's business should professional sport continue to adjust effectively to the operational requirements of a COVID-19 affected world.







# PROGRESS IN EARLY FY21

## SALES

- Closed largest-ever capital sale with new deal in Hungary.

## TECHNOLOGY

- Introduced another sport-specific software analytics package with the release of Movement Profile for soccer.

## CORPORATE

- Cash balance around AUD \$40m with customer renewals continuing as expected.







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