

Market Release

# New all-time record quarterly sales result as Catapult establishes third league wide deal and enters US high school market

# **Highlights**

- New all-time record quarterly sales result with unit orders up 118% on PCP
- · New league wide deal signed with US National Women's Soccer League
- · First sales into US high school market via GPSports
- · New company-wide ERP system installed capable of managing expanded business
- · Catapult awarded 10th most innovative company in Australia by Business of Innovation Summit

# Units Ordered per Quarter 2100 1800 1500 1200 900 Q1 13 Q2 13 Q3 13 Q4 13 Q1 14 Q2 14 Q3 14 Q4 14 Q1 15 Q2 15 Q3 15 Q4 15 Q1 16 Q2 16 Q3 16

# Catapult posts another all-time record quarter of sales

Catapult is pleased to report it has sold 2,085 new units for the quarter, up 118% on Q3 FY15 and a new all-time quarterly sales record.

Shaun Holthouse, Chief Executive Officer, said "This is yet another outstanding sales result for Catapult and the 2nd consecutive quarter that we have set a new sales record. It puts us in a great position ahead of our traditional fourth quarter buying season where we have historically recorded around 36% of total sales for the financial year".

As at 31 March 2016, Catapult had achieved 69% of Management's FY16 guidance for unit orders, which was upgraded to a minimum 8,000 units (delivering \$24.5m TCV) at the Company's AGM in November 2015.

Catapult also made significant progress across other key metrics including:

- Total units under subscription: 6,907¹ (up 20% on previous quarter)
- Annualised Run Rate (ARR) from subscription revenue exiting the quarter rose to \$10.5m<sup>2</sup>
- In the financial year to date, subscription orders account for 54% of all orders vs 39% over the same period in FY15<sup>3</sup>
- 1. 260 subscription units relating to league wide deals did not generate any revenue in the quarter and should be excluded from any average subscription unit revenue calculations
- Assumes AUD:USD exchange of 75 cents to facilitate constant comparison during FY16
- 3. By full year FY15 59% of orders were under the subscription model due to the heavy bias of 4<sup>th</sup> quarter sales toward subscriptions





# League wide deal with National Women's Soccer League

On the back of securing league wide deals in the Australian Rugby Union and the Australian Football League, Catapult has also won a new league wide deal with National Women's Soccer League in the United States (NWSL).

The deal includes 275 subscription units tracking athletes in all 10 league teams, plus the Women's US National team and several national youth teams under NWSL. The deal will allow the league to standardise its approach to athlete tracking and centralise data collection across elite level women's soccer in the US.

"This is our third league wide deal in the last six months and a good sign that the industry is transitioning towards these arrangements", said Mr Holthouse. "Our preparation for this goes back a number of years and we believe we have a unique end to end solution ready to capitalise on the transition, which may well be an inflexion point for industry growth."

## First US high school orders

Although Catapult has traditionally defined its market as only elite sport, a growing awareness of the technology in the wider community has increased demand at the sub-elite level. Bradley Bourbonnais in Illinois and Whitfield School in St Louis have become Catapult's first US high school customers, via its GPSports brand.

"These are small initial steps, but ones which strongly suggest that the market for our core technology will transcend the elite market – especially given the high risk of overtraining and chronic injury among youth sports" said Mr Holthouse. "The higher duty of care due to young people is another driver for uptake of our solutions".

# **New Client Highlights**

New client acquisitions continue to cover a wide range of sports, geographies and tiers of elite sport, including:

- · Los Angeles Dodgers (Major League Baseball, USA)
- · Notre Dame Football (NCAA Div I, USA)
- Harvard University Football (NCAA Div I, USA)
- FC Porto (the second most successful premier league Portuguese football club by trophies)
- University of Texas Soccer (NCAA Div I, USA)
- · Hungarian Football Association
- · Sao Paulo Football (the most successful Brazilian Series A team by international titles)
- University of California Football (NCAA Div I, USA)
- Stanford University Basketball (NCAA Div I, USA)
- · Wycombe Wanderers Football (4th division, UK, demonstrating penetration into lower level leagues)

# Company wide ERP system

Catapult has been implementing an Enterprise Resource Planning system (NetSuite) over the last quarter as one of the important building blocks of preparing the business for the next stage of growth.

"This is one of many back-office projects transforming our operations to support our growth plans for the future. In particular, we expect this to lead to efficiencies in operations – especially financial management and inventory management" said Mr Holthouse.

# Named 10th in Australia's 25 most innovative companies

Catapult was named 10th in Australia's 25 most innovative companies at the Business of Innovation Summit in March alongside Resmed, Cochlear and CSL.

For more information can be found at http://sciencemeetsbusiness.com.au/top-25-rd-spin-offs/

### **About Catapult**

Catapult is an Australian multinational corporation that is revolutionising the way professional and elite athletes worldwide are being monitored and analysed in training and competition.

Developed in Australia in conjunction with the Australian Institute of Sport, Catapult's wearable athlete tracking platform has become the most widely accepted solution globally. Over 900 elite and professional teams are customers of Catapult's solution, competing in the world's largest and most prestigious sporting codes. Despite this market share, Catapult estimates only a small fraction of all elite and professional athletes currently have any wearable solution in place.





Some of Catapult's recent championship winning clients include:

- · Hawthorn Football Club (AFL, Australia)
- · Golden State Warriors (NBA, USA)
- Denver Broncos (NFL, USA)
- · Chelsea FC (English Premier League, UK)
- · Bayern Munich (Bundesliga, Germany)
- North Queensland Cowboys (NRL, Australia)
- · Wasps RFC (Premiership Rugby, UK)

For a more detailed list of our clients please visit <a href="http://www.catapultsports.com/au/clients/">http://www.catapultsports.com/au/clients/</a>

With major offices in Australia, the United States and the United Kingdom and 110 staff in more than 10 countries, Catapult is an Australian technology success story with a truly global footprint that is committed to advancing the way data is used in elite sports.

For more information on Catapult, please visit:

Investor Centre – <a href="http://www.catapultsports.com/au/investors/">http://www.catapultsports.com/au/investors/</a> Website – <a href="http://www.catapultsports.com">www.catapultsports.com</a>

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# **APPENDIX 4C**

Quarterly report for entities admitted on the basis of commitments

Name of entity		
Catapult Group International Limited		
ABN	Quarter Ended	
53 164 301 197	31 March 2016	

Under the conditions of Catapult's listing on the ASX in December 2014, Catapult is required to provide quarterly cash flow reports to the ASX. This unaudited cash flow report is for the quarter ended 31 March 2016.

At 31 March 2016, Catapult had cash balances of \$7.2m. Net decrease in cash held for the quarter was \$1.0m, comprising:

- Net operating cash inflows of \$0.7 million;
- Net investing cash outflows of \$1.7 million; and
- Net financing cash inflows of \$nil.

# For more information, please contact:

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# Appendix 4C - Quarterly report for entities admitted on the basis of commitments Quarter ended 31 March 2016

# Unaudited consolidated statement of cash flows

Cash flows related to operating activities:

			Current Quarter \$A'000	Year to Date \$A'000
1.1	Receipts from customers		3,805	13,858
1.2	Payments for	a) Staff costs	(2,486)	(8,405)
		b) advertising and marketing	(233)	(432)
		c) research	(121)	(136)
		d) leased assets	-	-
		e) accounting and legal	(159)	(924)
		f) travel and accommodation	(632)	(1,981)
		g) inventory and cost of sales	(423)	(3,336)
		h) other working capital	(315)	(872)
1.3	Dividends received		-	-
1.4	Interest and other items of	a similar nature received	16	118
1.5	Interest and other costs of t	înance paid	-	-
1.6	Income taxes paid		1,206	1,206
1.7	Other		(14)	(310)
	Net operating cash flows		645	(1,214)
-	Net operating cash nows		040	(1,217)
1.8	Net operating cash flows (c	arried forward)	645	(1,214)
Cash flow	s related to investing activitie	s		
1.9	Payment for acquisition of:			
	a) businesses (item 5)		-	-
	b) equity investments		-	-
	c) intellectual property		-	(12)
	d) physical non-current ass	ets <sup>1</sup>	(707)	(1,530)
	e) other intangible assets <sup>2</sup>		(980)	(1,370)
	f) other non-current assets		-	-
1.10	Proceeds from disposal of:		-	-
	a) businesses (item 5)		-	-
	b) equity investments		-	-
	c) intellectual property		-	-
	d) physical non-current ass	ets	-	-
	e) other non-current assets		-	-
1.11	Loans to other entities		-	-
1.12	Loans repaid by other entiti	es	_	-
	. ,	ents in mutual funds and deposits placed		
1.13	as security for performance		-	-
			-	-
	Net investing cash flows		(1,687)	(2,913)
1.14	Total operating and inves	ting cash flows	(1,042)	(4,126)
1.14	i otai operating and inves	ung oudii nowa	(1,042)	(4,120)





Cash flows relating	to financing activities		
1.15	Proceeds/ (costs) related to issues of shares	-	5,78
1.16	Proceeds from sale of forfeited shares	-	
1.17	Proceeds from borrowings	-	
1.18	Repayment of borrowings	-	
1.19	Dividends paid	-	
1.20	Other (provide details If material)	-	
	Net financing cash flows	-	5,78
	Net increase (decrease) in cash held	(1,042)	1,65
1.21	Cash at beginning of quarter/ year to date	8,318	5,67
1.22	Exchange rate adjustments to item 1.20	(32)	(8)
1.23	Cash at end of quarter	7,243	7,24

# Payments to directors of the entity and associates of the related entity

	Current Quarter \$A'000
Wages	(160)
Consulting fee	(70)

# Payments to related entities of the entity and associates of the related entity

	Current Quarter \$A'000
1.24 Aggregate amount of payments to the parties	included in 1.2 (230)
1.25 Aggregate amount of payments to the parties	included in 1.11 -

1.26 Explanations necessary for an understanding of the transactions

N/A			

# Non cash financing and investing activities

Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A			

Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A			





# Financing Facilities available

	Amount available \$A'000	Amount used \$A'000
3.1 Loan Facilities available	-	-
3.2 Credit standby Arrangements	-	-

# Reconciliation of cash

		Current Quarter \$A'000	Previous Quarter \$A'000
4.1	Cash on hand at bank	7,243	8,318
4.2	Deposits at call	-	-
4.3	Bank overdraft	-	-
4.4	Other (short term deposit and security deposits)	-	-
	Total cash at the end of the quarter	7,243	8,318

# Acquisitions and disposals of business entities

		Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1	Name of entity		
5.2	Place of incorporation or registration		
5.3	Consideration for acquisition or disposal		
5.4	Total Net Assets		
5.5	Nature of business		

# Notes

- Includes capitalisation of hardware sold under subscription model.
- 2 Includes capitalisation of product development activities.

# **Compliance Statement**

- 1. This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to the ASX.
- 2. This statement does give a true and fair view of the matters disclosed.

Anand Sundaraj

**Company Secretary** 

