



16 August 2019
ASX Market Release

Catapult reaches major milestone passing 1,000 teams in North America

- Catapult has now signed over 1,000 teams in North America, with substantial scope to continue growing both teams and revenue per team.
- 11 of its top 15 clients globally are in North America, including 29 of the 32 NFL teams, and all 31 National Hockey League (NHL) teams.
- 584 NCAA college teams covering 372 Universities now use Catapult.

Catapult Group International (ASX:CAT, "Catapult" or the "Company") is pleased to update the market on its continued success in the North American market. The Company today announced it has now surpassed the key milestone of 1,000 North American teams using its world-leading suite of products.

Whilst Catapult's global customer base is spread across 137 countries in 39 sports, North America is a key geography that includes 11 of its top 15 clients globally by revenue. Amongst its most elite clients are 29 of the 32 National Football League (NFL) teams, and all 31 National Hockey League (NHL) teams. After soccer, Catapult's two largest sports by client number are both driven by the North American market, namely American football (257 teams) and ice hockey (203 teams).

Catapult also works extensively within the US collegiate system and now counts 584 National Collegiate Athletic Association (NCAA) teams as clients, covering 372 universities. Catapult sees a strong opportunity to continue this momentum in the NCAA market, where there are over 9,000 teams under the NCAA umbrella and more than 460,000 NCAA student-athletes that compete in 24 sports every year.

The largely untapped college market is complemented by the very significant opportunity for revenue expansion across existing Catapult clients. This expansion occurs as teams add additional players to their subscriptions, and by teams subscribing to more products from the Catapult suite.

The North American market has been an early adopter of Catapult's full stack of performance technology solutions, with a growing number of organisations now using the full suite of wearable technology, video analysis, and athlete management software. These include: Arizona Cardinals, University of Virginia, and the University of Louisville, amongst others.

Catapult entered the North American market in early 2013 and quickly established partnerships with global brands such as the New York Giants (NFL) and the Dallas Mavericks (NBA). The Company now has a significant presence in the US with around 150 staff mostly located in Boston, making it the largest office globally. Catapult has also formed several strategic partnerships in North America including with Prevent Biometrics, ShotTracker, UM-ESSI, and the Gatorade Sports Science Institute.

Catapult's Executive Chairman, Dr. Adir Shiffman, said: "Catapult's Australian roots mean our North American business is often underestimated - despite being our largest geography by revenue. We continue to focus on cementing Catapult as the global leader in elite sports performance technology, and North America is a key contributor towards this vision.

"Catapult is one of very few Australian technology companies to have achieved industry-leading success in North America, which is a rare feat. We are very grateful to all of our partners for placing their trust in our technology, and are committed to driving our strong innovation pipeline for the benefit of all our clients globally".

- ENDS -

For media and investor enquiries please contact:

Andrew Keys
Investor Relations
Catapult Group International
E: investor.relations@catapultsports.com
M: +61 400 400 380

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.