



# FY19 RESULTS

22 AUGUST 2019

Dr. Adir Shiffman,  
Executive Chairman

Jim Orlando  
Interim CFO





# 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.





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

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

**The global market leader with the best products and service**

**Scalability: delivering profitability and transitioning to positive free cash**

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

- **2,970 teams**

- **First positive EBITDA result**



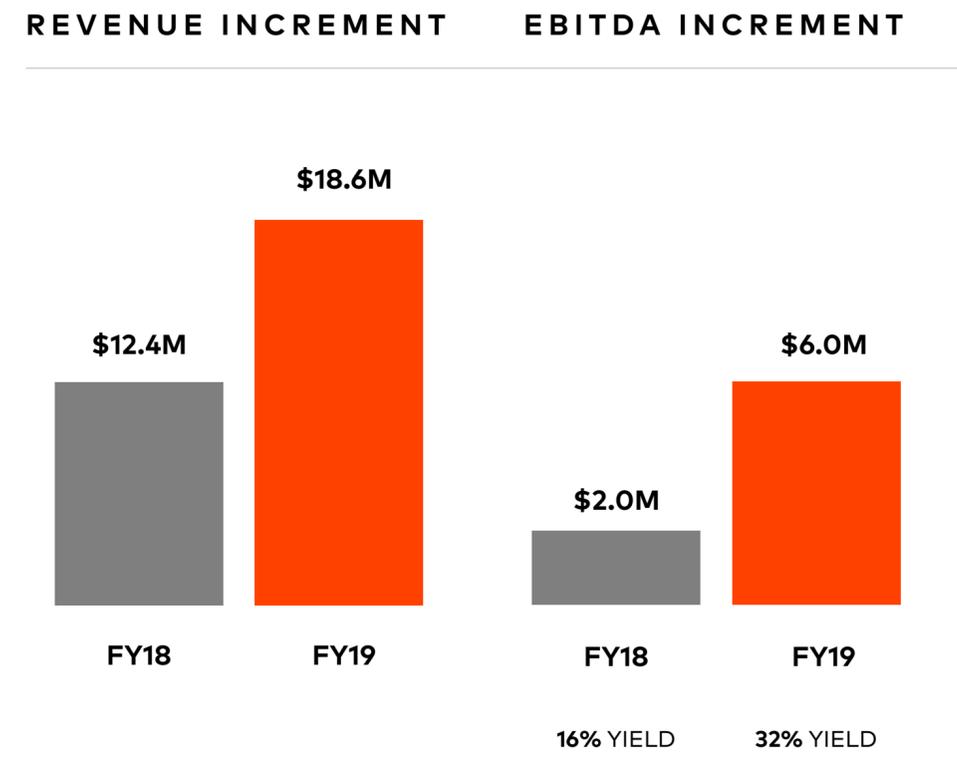
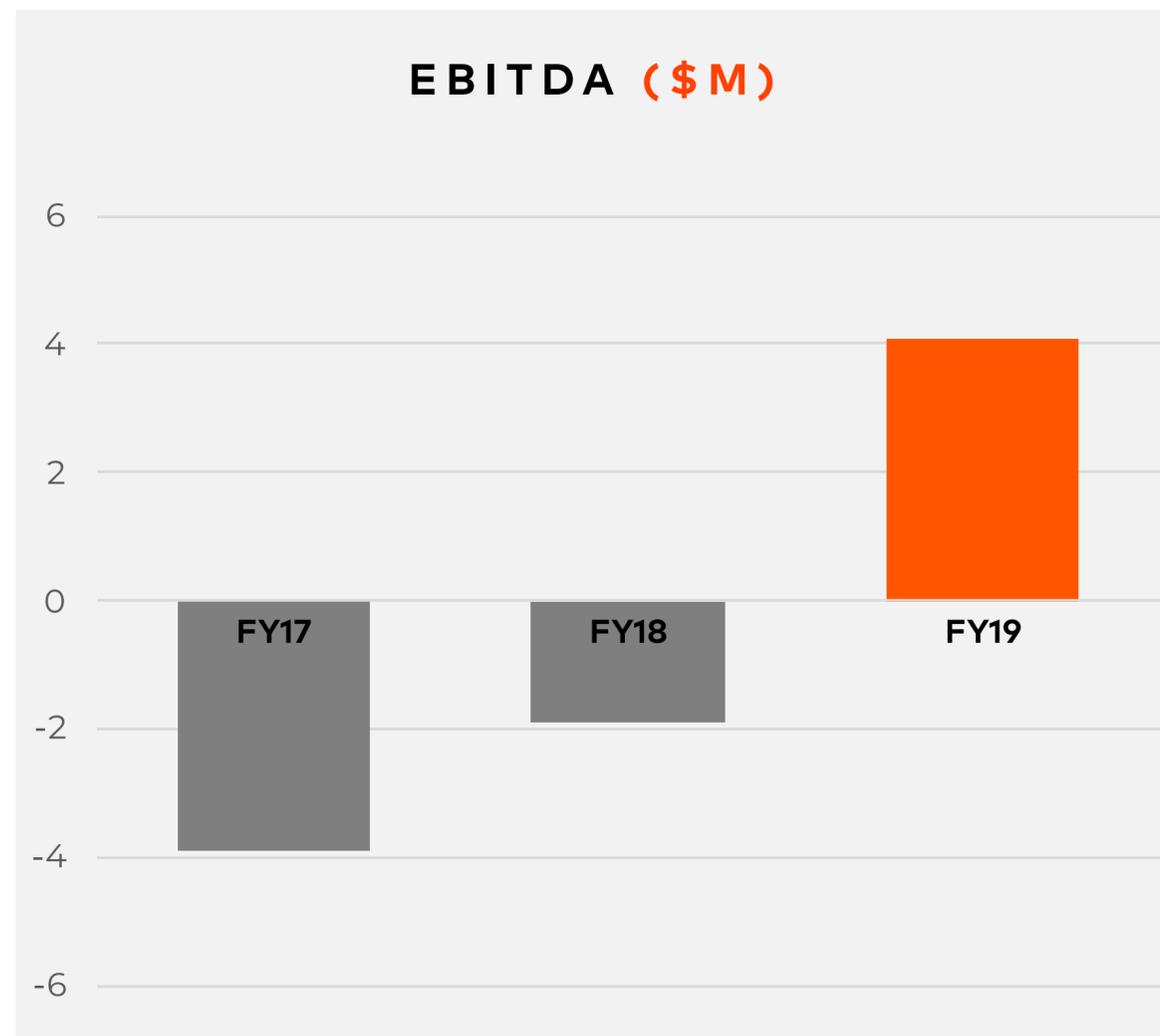
# FY19 CONTINUED STRONG REVENUE GROWTH AND FIRST **POSITIVE EBITDA**

	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% <span style="margin-left: 20px;">\$6M INCREASE</span>



# EBITDA GROWTH MOMENTUM

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





# FY19 ACHIEVEMENTS

## CUSTOMER

- **2,970** teams, up more than **1,100** vs last year
- **153** teams with more than one product
- Continued to sign league-wide (aggregated) deals including NRL, FFF, ITF, CAF

## RESULTS v GUIDANCE

- Elite Core revenue of **\$86.9m** vs \$86-\$88m
- Elite Core underlying EBITDA of **\$12.7m** vs \$11m to \$13m
- ARR growth accelerated to **18%** and **\$63.6m** vs >20% (FY18 16%)

\*Assumes AUD to USD of 75 cents across all USD denominated transactions and no material impacts arising from the adoption of AASB15

## PRODUCT

- Launched 7th generation wearables product, **Vector**, with first sales
- First sales of new video product, Catapult **Vision** across all geo segments – Americas, EMEA, Asia-Pacific and Australia
- Launched PlayerTek+
- Launched PLAYR to consumer market

## REPORTED RESULTS

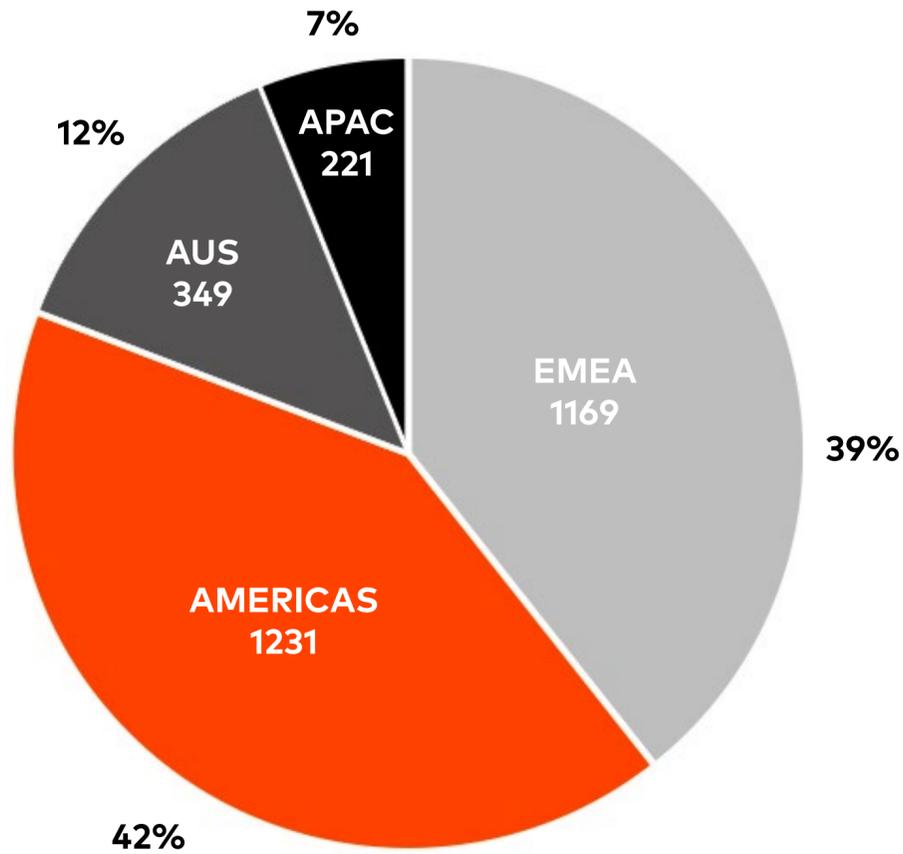
- Revenue **\$95.4m** up **24%**
- EBITDA **\$4.1m** up **310%**
- ARR **\$66.1m** up **24%**



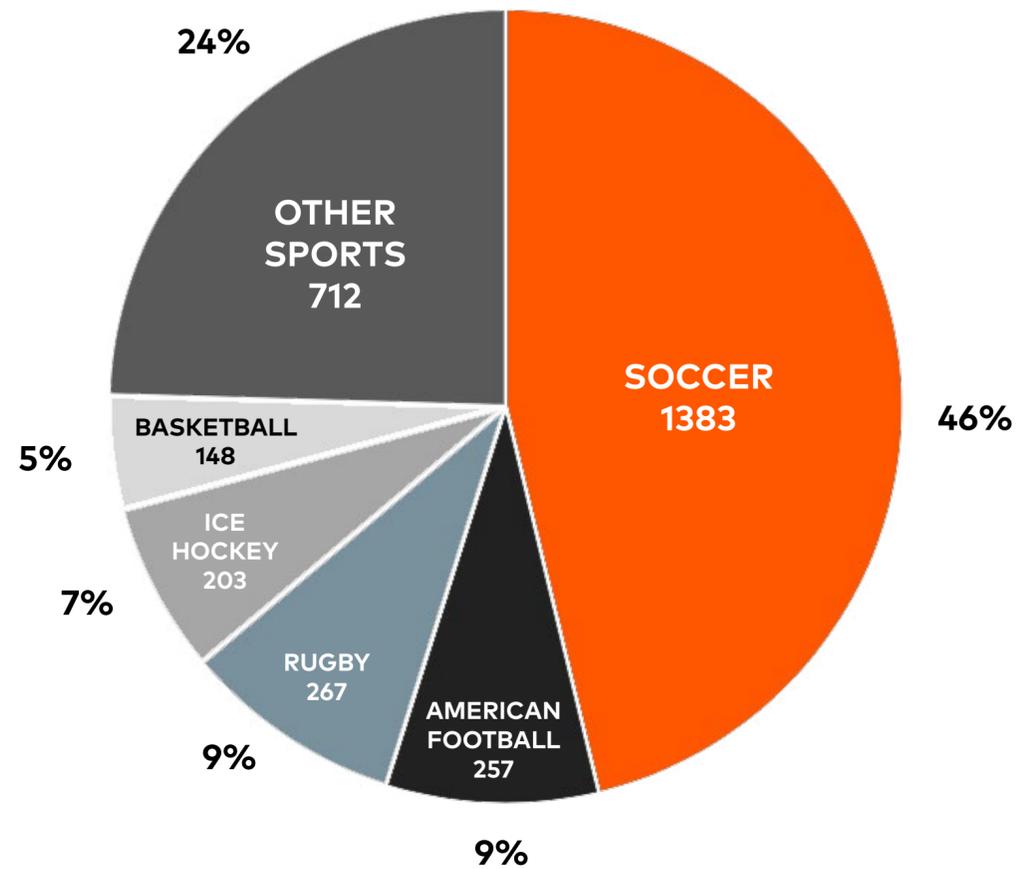


# CATAPULT HAS EXTENDED ITS GLOBAL LEADERSHIP

TEAMS BY REGION



TEAMS BY SPORT



Total customer base of **2,970** teams, up more than **1,100** in FY19

Catapult will continue to achieve growth in three key areas:

- Greenfield opportunities with teams that are yet to adopt performance technology
- Up-sell within existing teams
- Cross-sell opportunities across the technology stack.



# 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

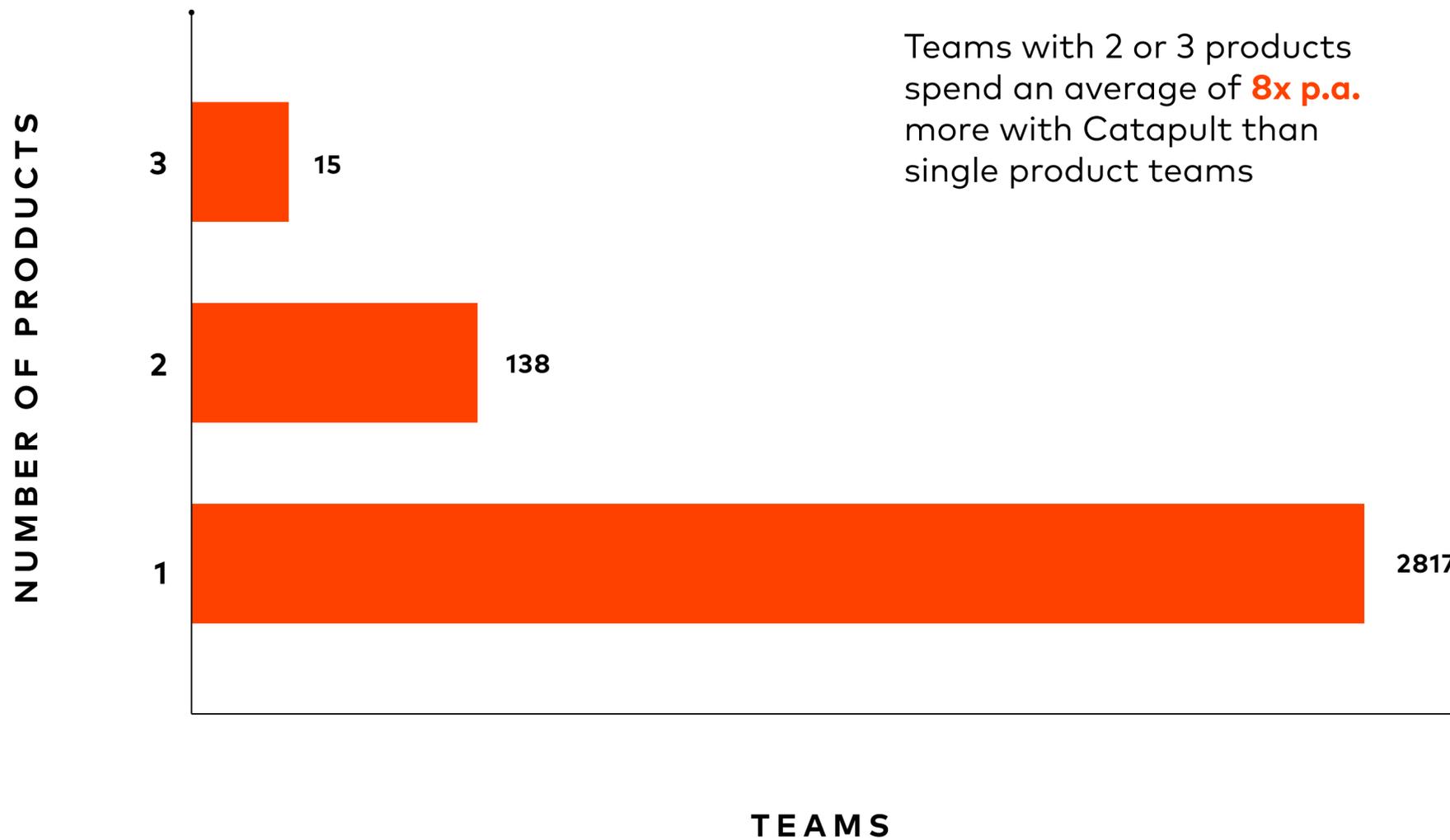
Catapult's performance pedigree started with the invention of wearable technology for elite team sports, and is reaching new heights with the release of Vector and PlayerTek+, which are driving accelerated adoption.

## ATHLETE MANAGEMENT

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



# GROWING MOMENTUM OF TEAMS WITH MORE THAN ONE PRODUCT



Teams with 2 or 3 products spend an average of **8x p.a.** more with Catapult than single product teams



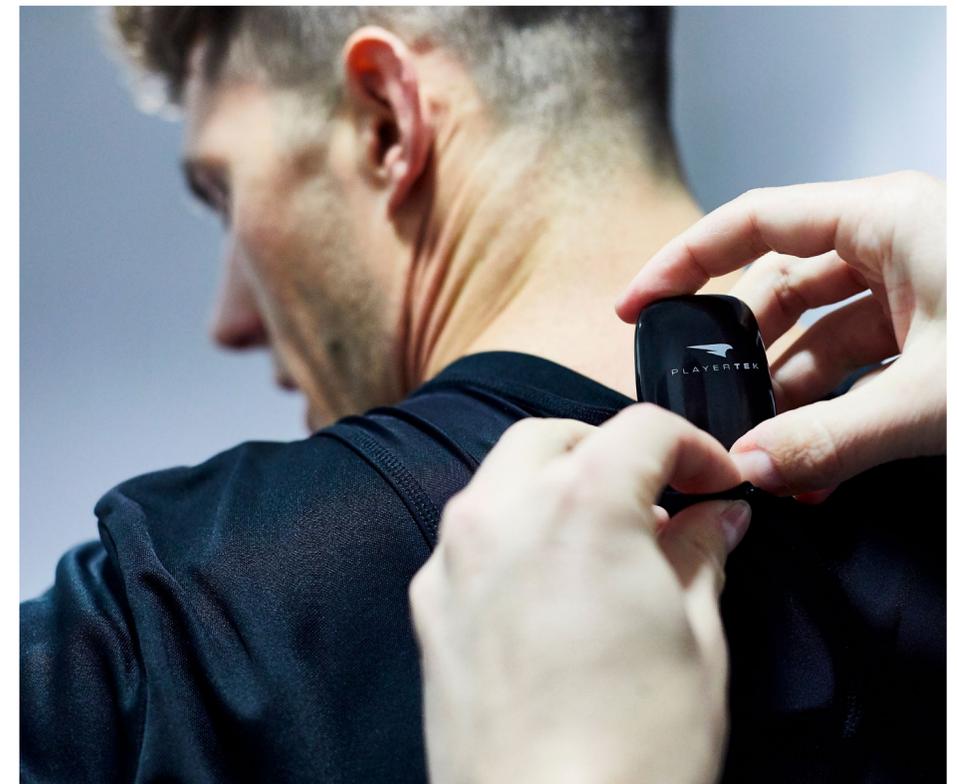
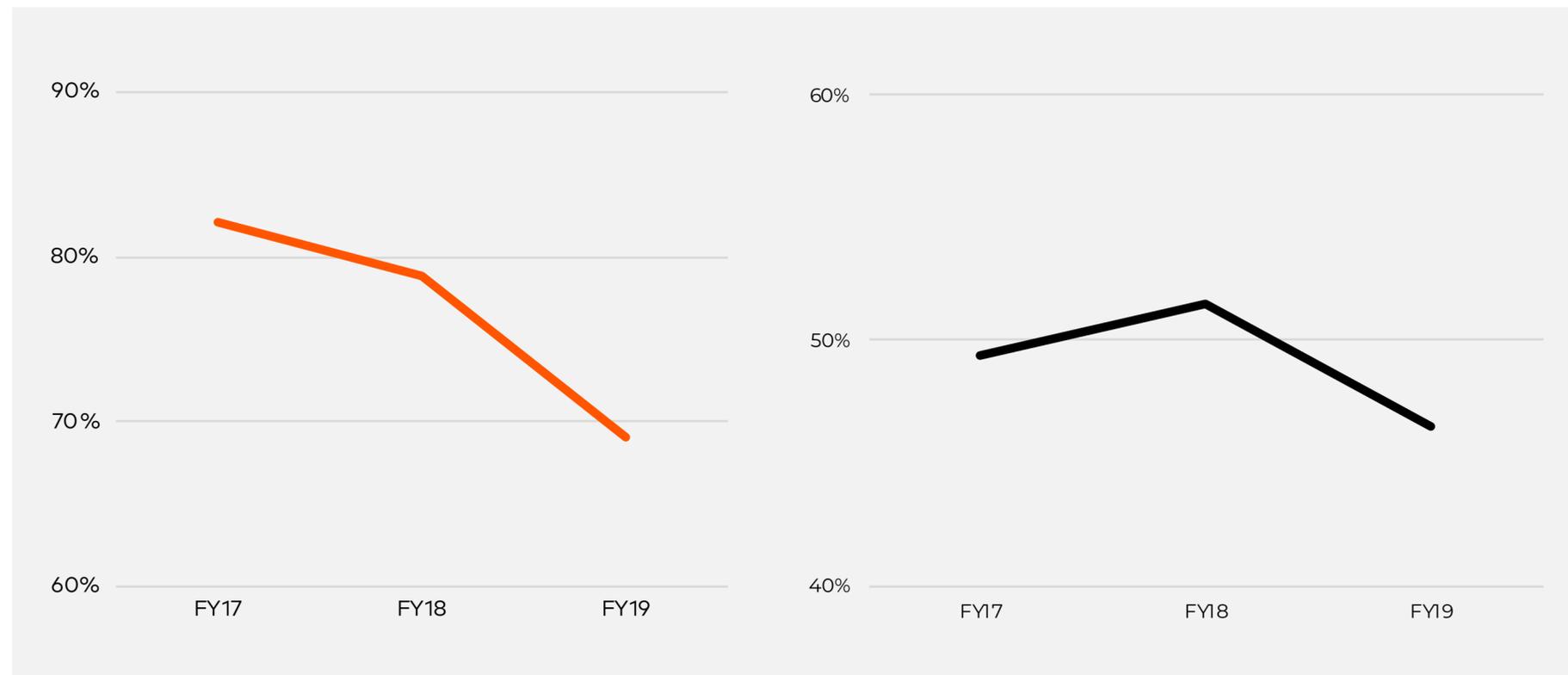


# IMPROVING SCALE AND LEVERAGE ACROSS THE BUSINESS

OPERATING EXPENSE  
TO REVENUE

LABOUR EXPENSE  
TO REVENUE

% OF REVENUE

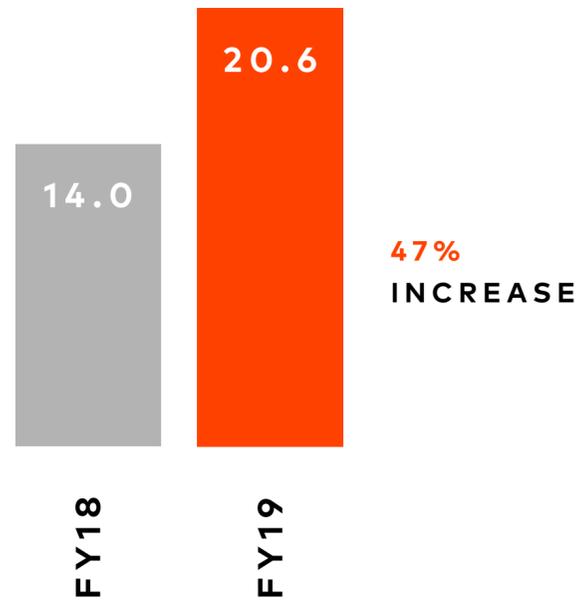




# PROSUMER RESIZED TO ACHIEVE POTENTIAL WHILE **MANAGING CASH FLOW**

- 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**

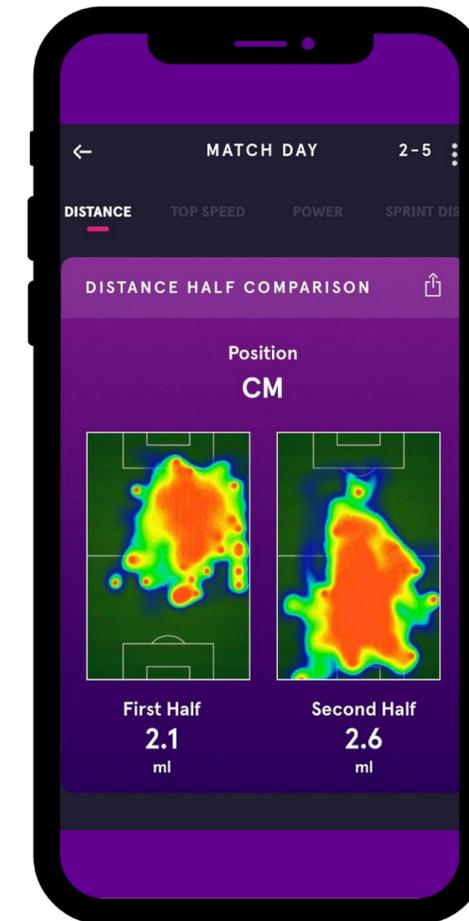
Reviews 240 • Excellent

Write a review

Reviews 240

Filter by: Rating + English ⌵

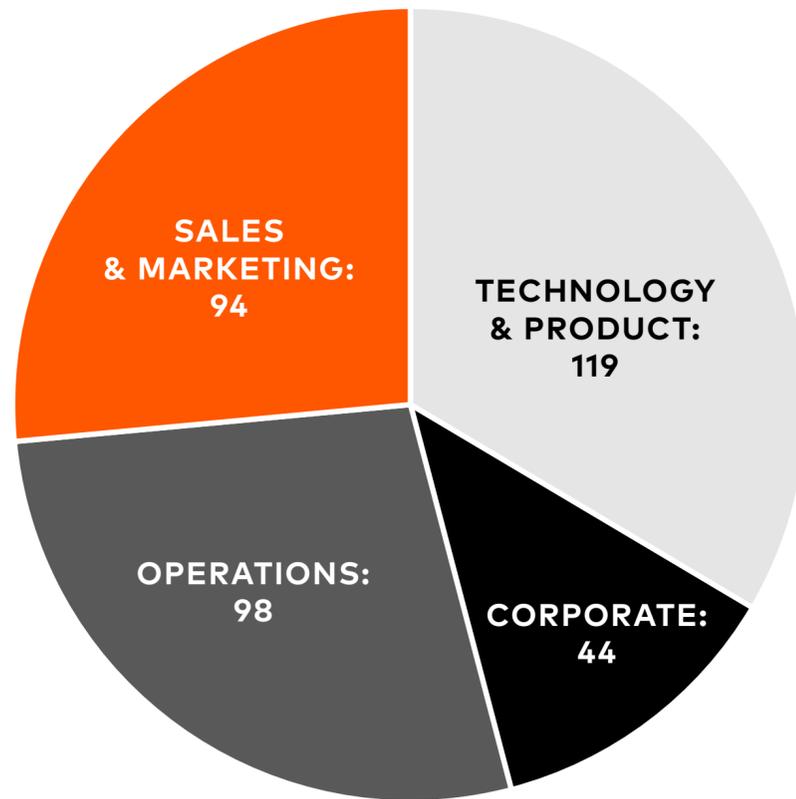
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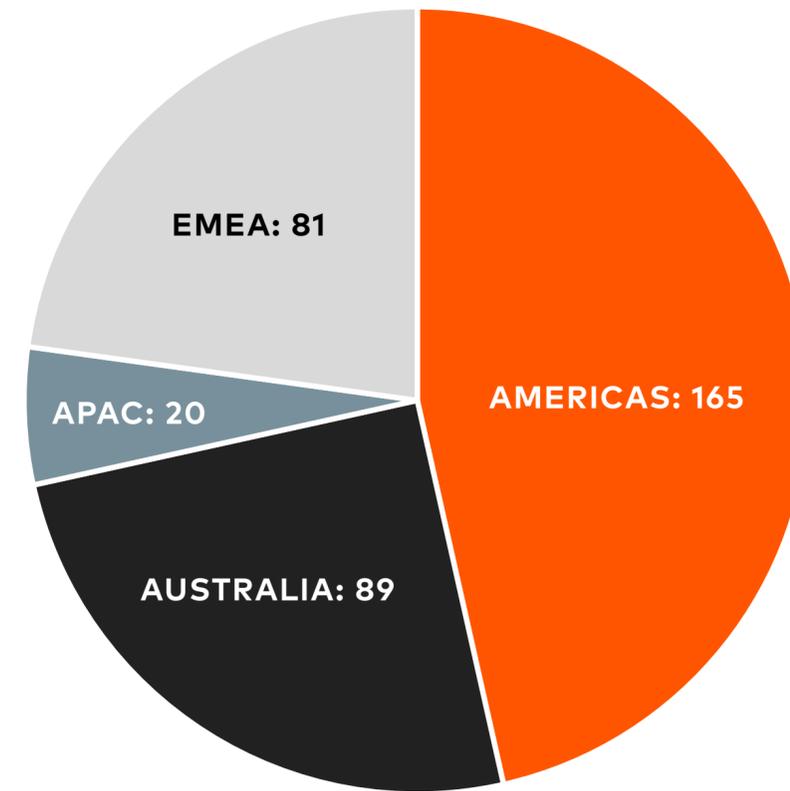


# HEADCOUNT: POSITIONED TO DELIVER ON CATAPULT STRATEGY

HEADCOUNT BY FUNCTION



HEADCOUNT BY REGION



TOTAL HEADCOUNT  
355 UP 14%



# FY19 PROFIT & LOSS

	FY19 \$ M REPORTED	FY18 \$ M REPORTED	% CHANGE
ARR	66.1	53.4	24%
<b>Total revenue</b>	<b>95.4</b>	<b>76.8</b>	<b>24%</b>
Cost of Goods Sold	25.8	18.6	39%
Gross margin	73%	76%	(3%)
Employee expenses	44.3	39.5	12%
Travel, marketing and promotion expenses	9.2	7.7	19%
Other operating expenses	12.4	13.3	(7%)
Total Operating expenses	65.8	60.5	9%
<b>EBITDA</b>	<b>4.1</b>	<b>(1.9)</b>	<b>310%</b>
EBIT	(12.5)	(16.3)	23%
NPAT	(12.6)	(17.4)	28%

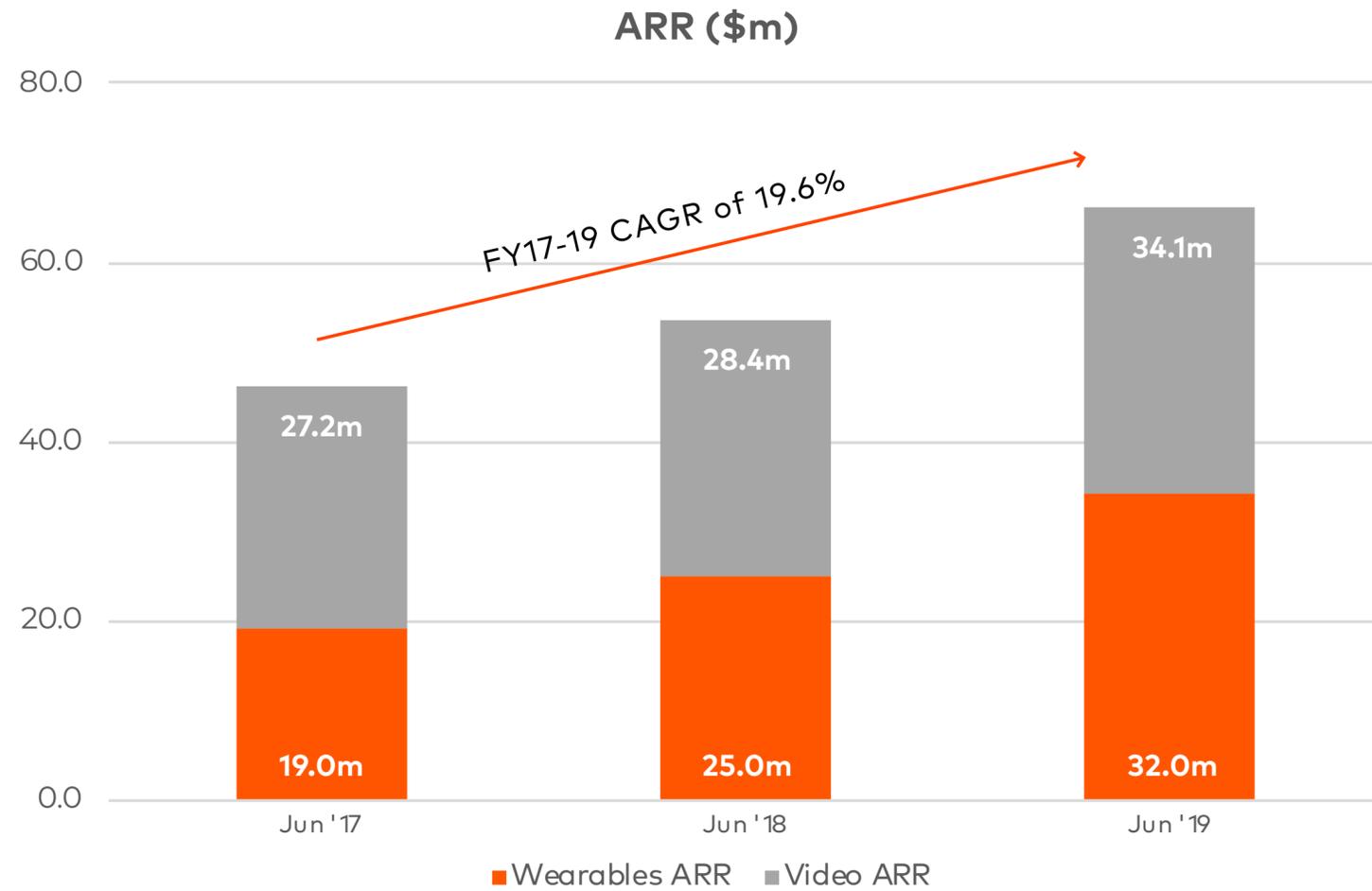
Delivered positive **EBITDA** while investing in future growth

- FY19 revenue driven by 33% growth in core elite wearables
- Elite video delivered 14% growth
- **Two thirds** of all revenue growth from recurring revenue
- Elite subscription revenue at 70% of total elite revenue
- Gross Margin declined by 3% to higher volumes of replacement wearable devices, higher freight costs and product mix across video and wearables
- Employment expense increased due to hiring program mostly in sales and technology functions
- Total opex grew 9% driven largely by investment in our core labour and related costs to drive sales and product growth
- First positive EBITDA achieved



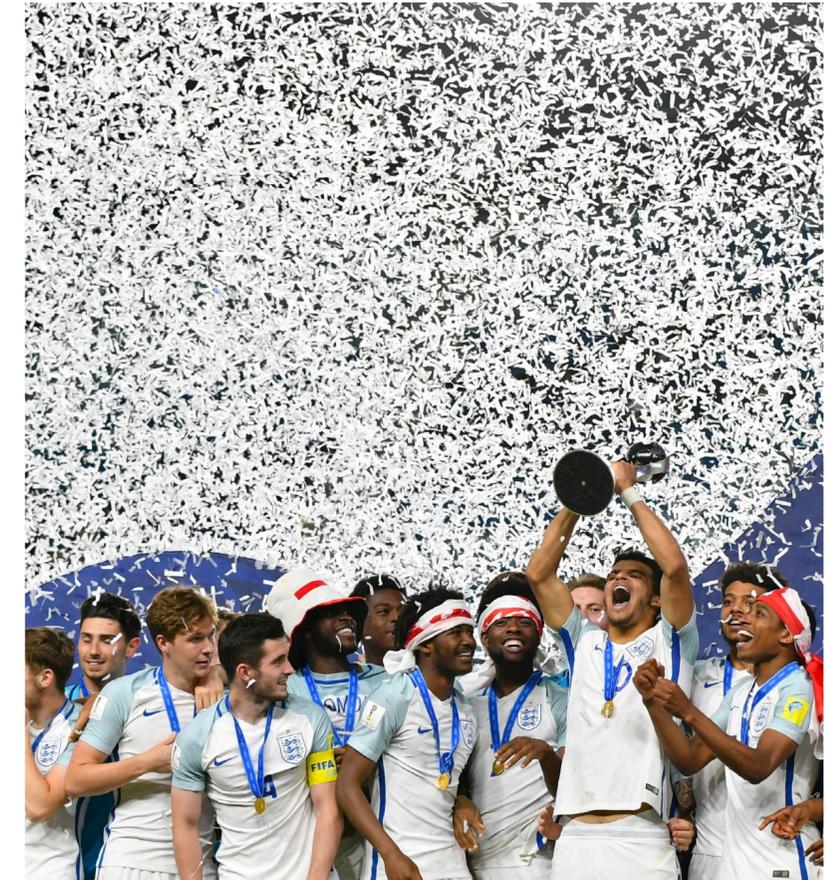
# LARGE & GROWING STREAM OF ACCELERATING REVENUE

## RECURRING REVENUE



### Drivers of continued strong growth in ARR include;

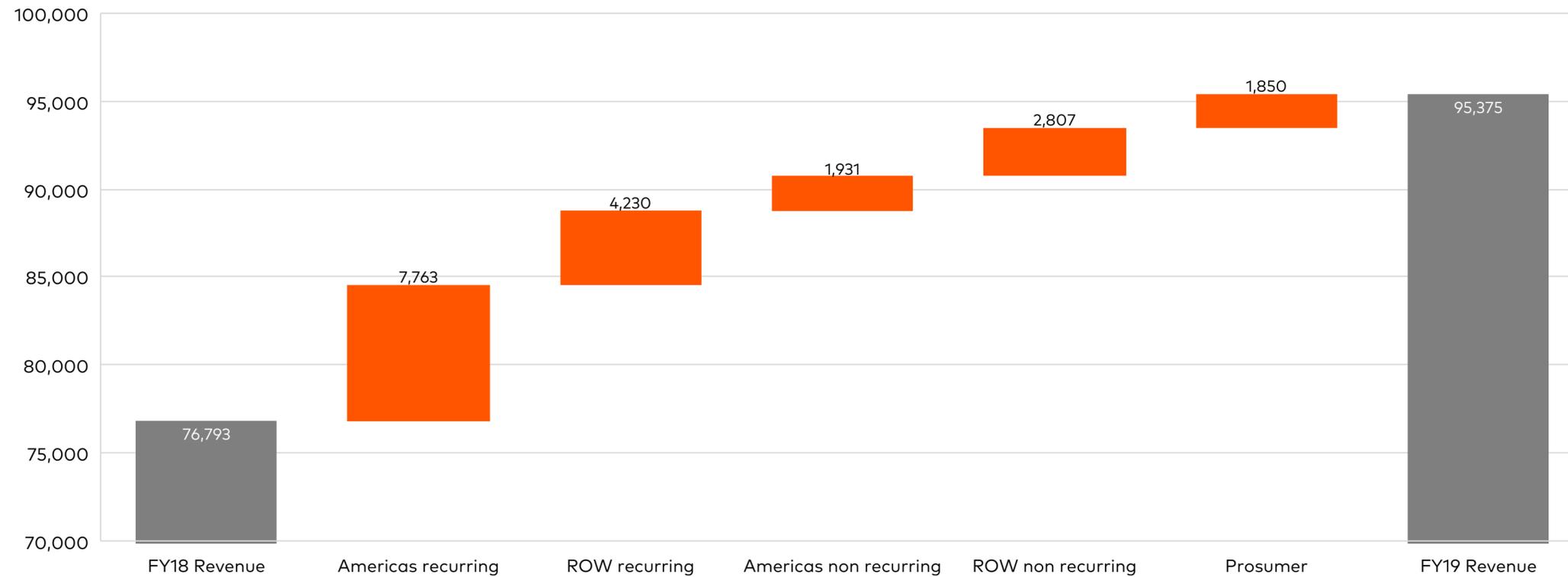
- New products focused on subscription contracts
- Greenfield and cross sell opportunities
- Continued low churn





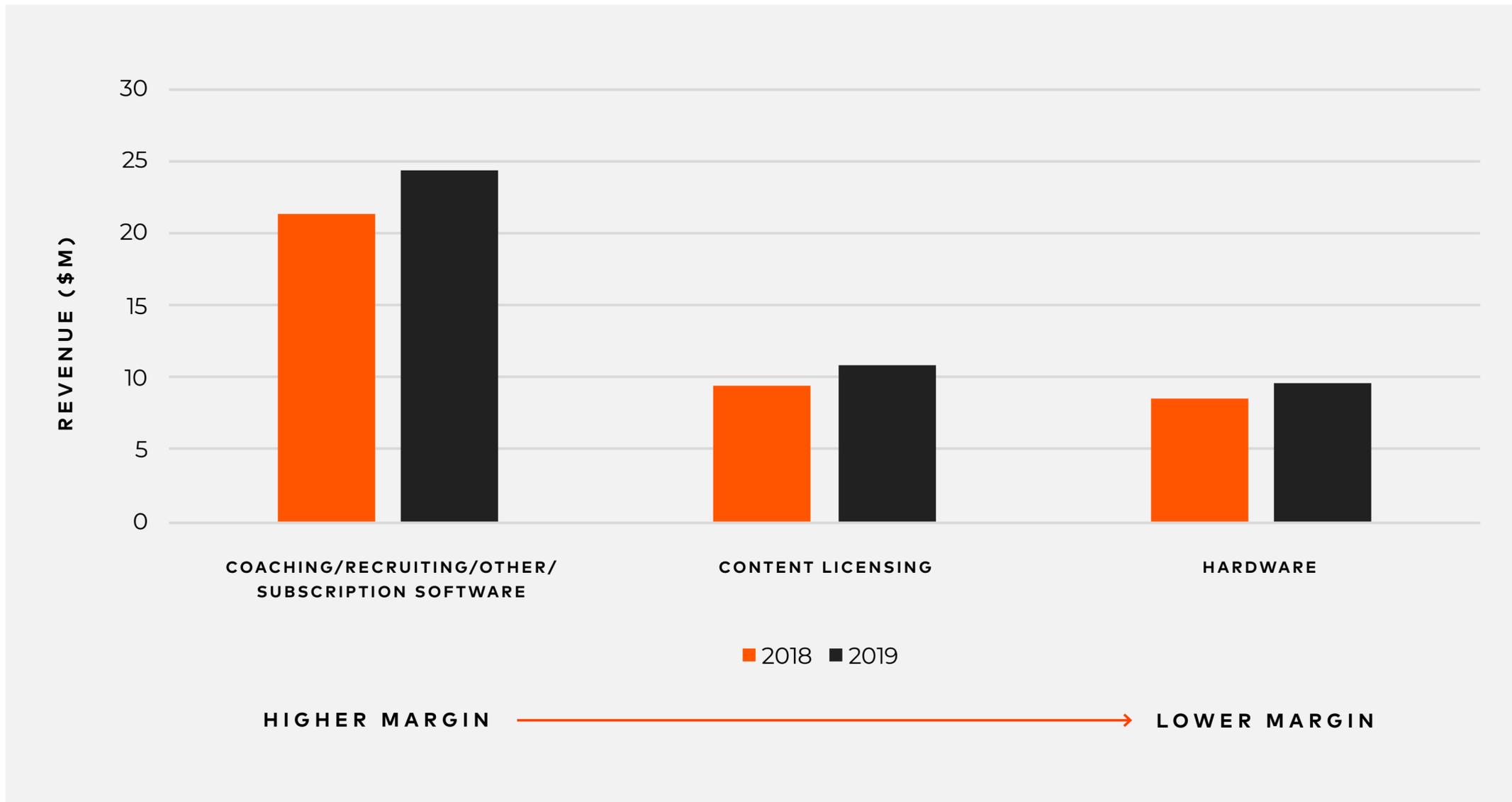
# STRONG GROWTH ACROSS ALL REVENUE STREAMS

REVENUE BRIDGE FY18 to FY19 (\$000's)

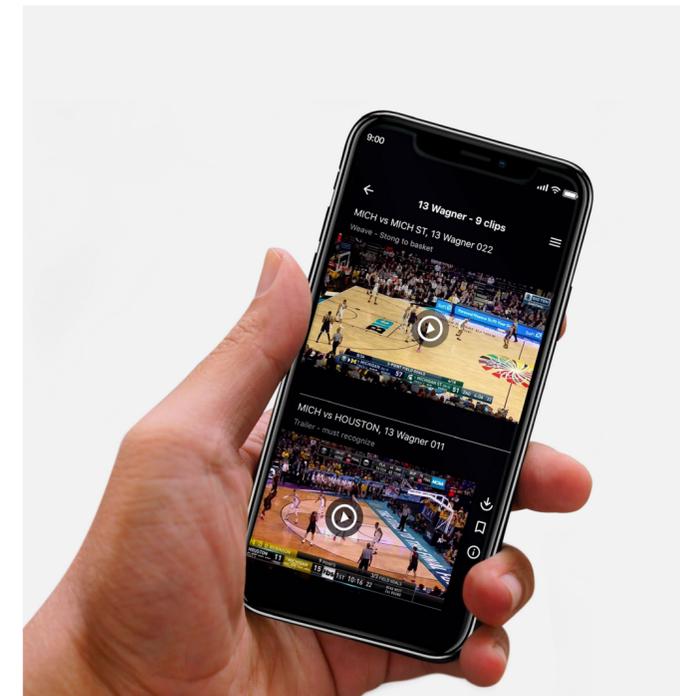




# AMERICAS VIDEO PRODUCT STRENGTH IN US SPORTS



- \$44.8m Revenue, up 14% vs last year
- 544 teams
- Traditionally this was a North American business
- Developing global footprint: Catapult Vision in early sales process
- High margin recurring revenue growth in Coaching/Recruiting solutions

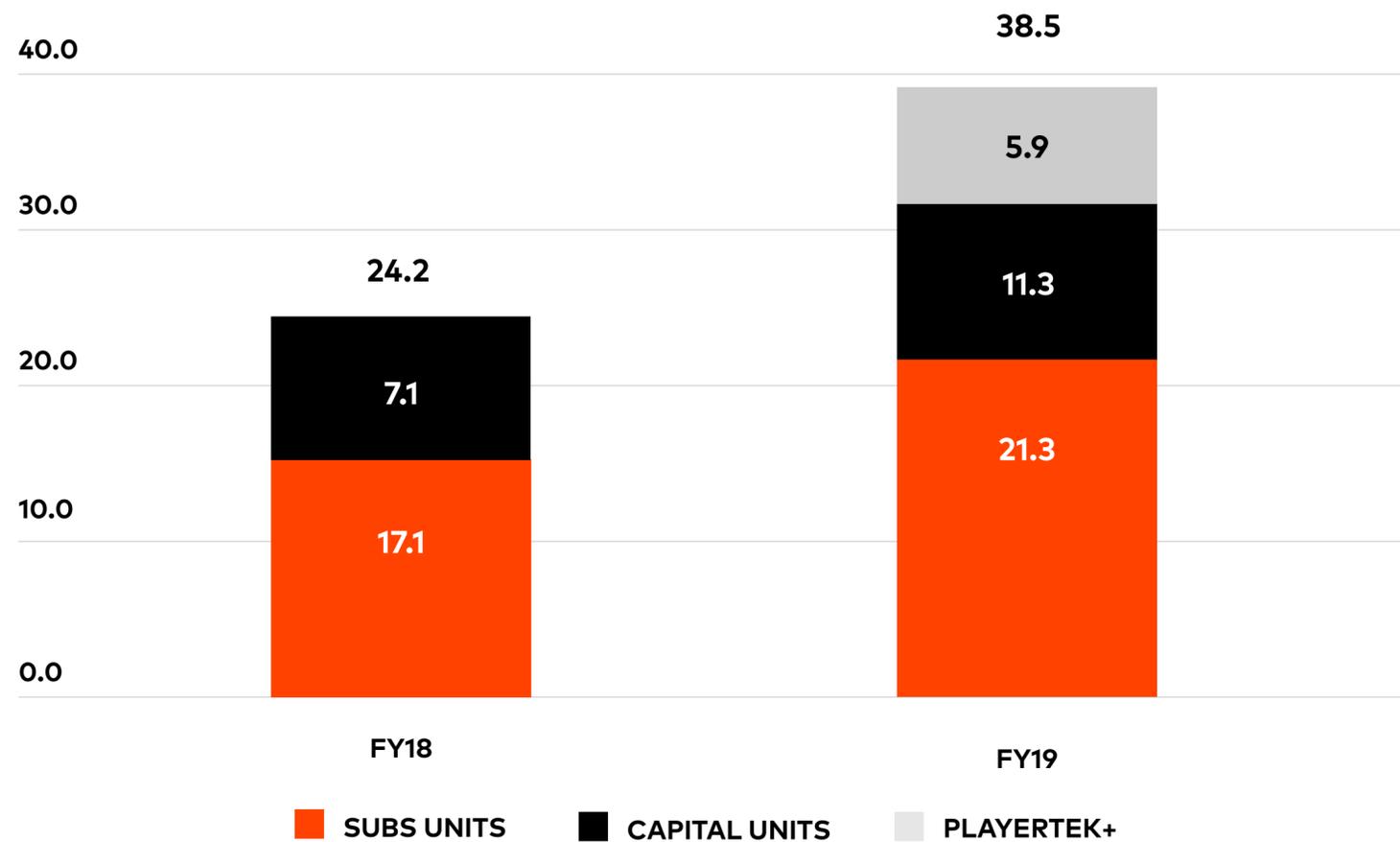




# ELITE WEARABLE ANALYSIS

RECORD EW SALES WITH PLAYERTEK+ SALES MEETING A MARKET OPPORTUNITY AND CREATING UPSELL POTENTIAL

## CUMULATIVE ELITE UNITS (000'S)



- \$45.3m revenue up 33%
- 5.2% subs churn down from 8.4%
- Total units sold is 15.7k
- Total units sold excluding PT+ is 9.8k
- Cumulative subscription units up 25%
- EW subs ARPU\* on subscriptions stable at \$108 per month (FY18 \$109)
- EW Capital ARPU: c\$3k up 7%\*

\* Excluding PlayerTek+

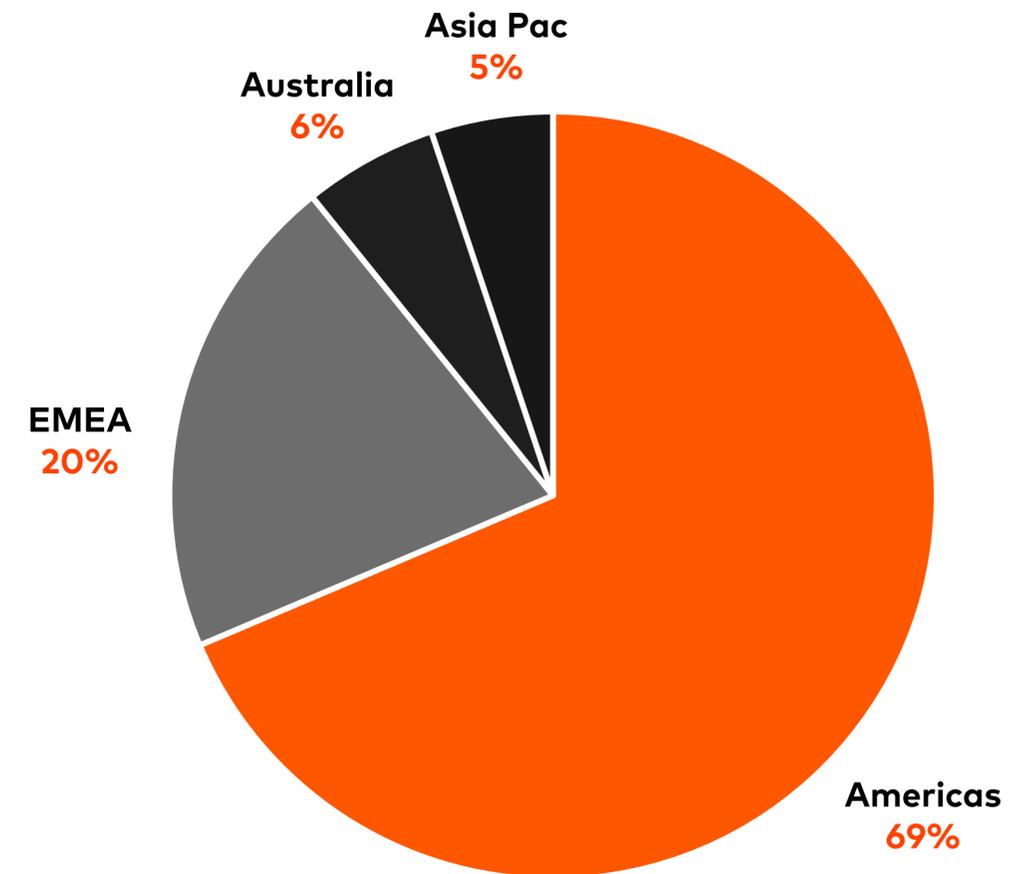


# WE MAKE THE RIGHT INVESTMENTS IN THE RIGHT REGIONS

WE HAVE INVESTED IN FUTURE GREENFIELD GROWTH

	AMERICAS	EMEA	AUSTRALIA	ASIA PAC	GROUP
REVENUE	\$65.4m	\$19.6m	\$5.4m	\$5.0m	\$95.4m
REVENUE GROWTH	+19%	+44%	+20%	+40%	+24%
FY19 HEADCOUNT GROWTH	+10%	+27%	+7%	+7%	+14%

REVENUE CONTRIBUTION BY REGION





# FY19 INVESTMENT FOCUS ON CORE ELITE PRODUCTS

DESCRIPTION	FY19 (\$ 000 's)
Elite Wearables: New (Vector), Clearsky, PT+	4,494
Elite Video: Vision and existing products	5,031
AMS	682
Consumer: Hardware/Software	518
Property Plant & Equipment	1,719
Capitalised COGS	2,161
Other	283
<b>Total Capital Investment</b>	<b>14,888</b>

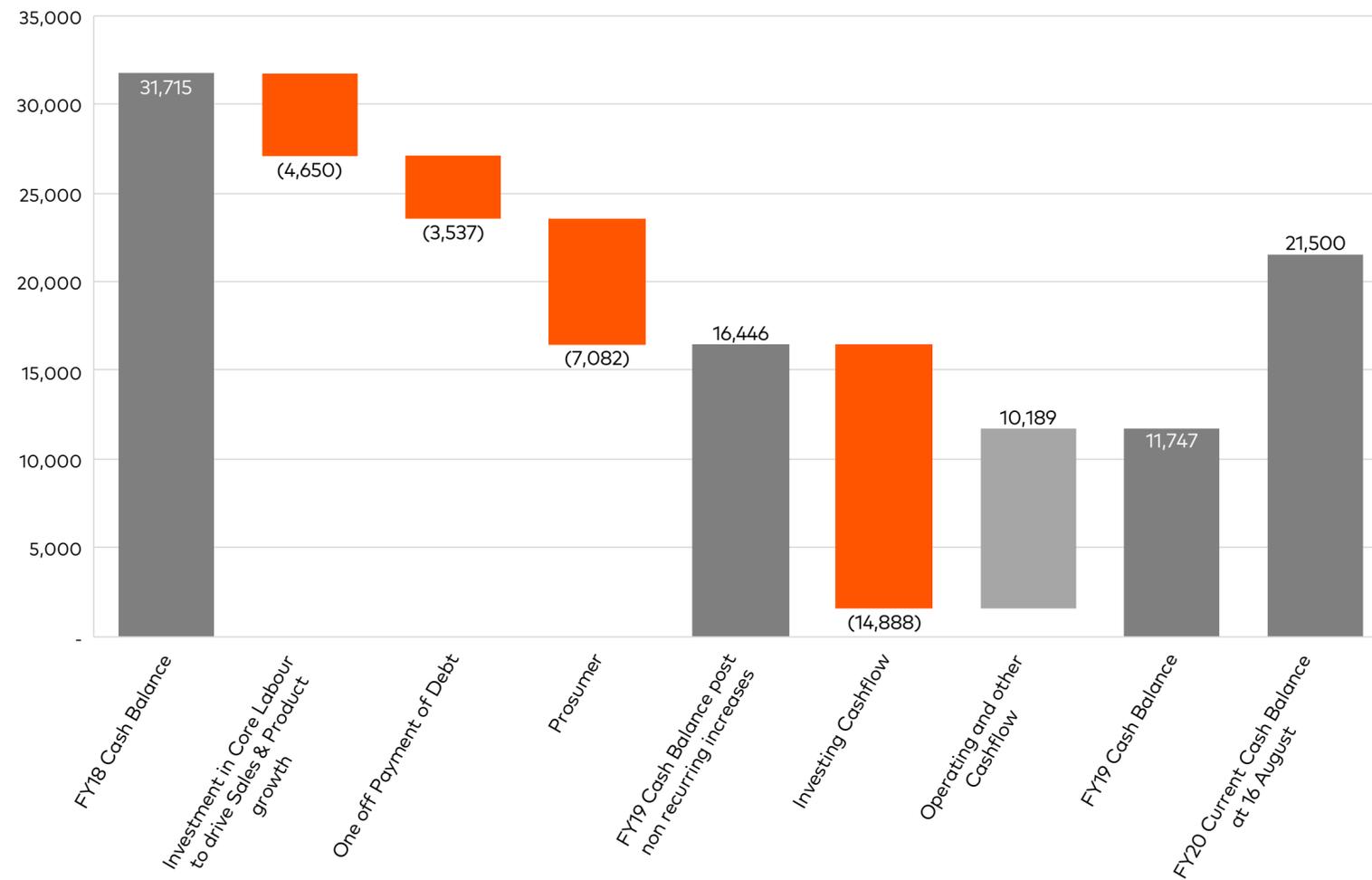
- Capital investment program in FY20 is focused on delivering new products in Elite Wearables (Vector) and Elite Video (Vision)
- AMS investment focused on target markets
- Leverage our Dundalk technology centre to optimize ROI



# STRONG SEASONAL CASH RECEIPTS DRIVE IMPROVED **CURRENT BALANCE**

RECORD EW SALES WITH PLAYERTEK+ SALES MEETING A MARKET OPPORTUNITY AND CREATING UPSELL POTENTIAL

**FCF BRIDGE FY18 VS FY19 (\$'000'S)**





## 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 \$21.5m cash on hand at 16th August 2019, and growing operating leverage, we are well capitalised to take the Company through to positive cash flow**





THANK YOU





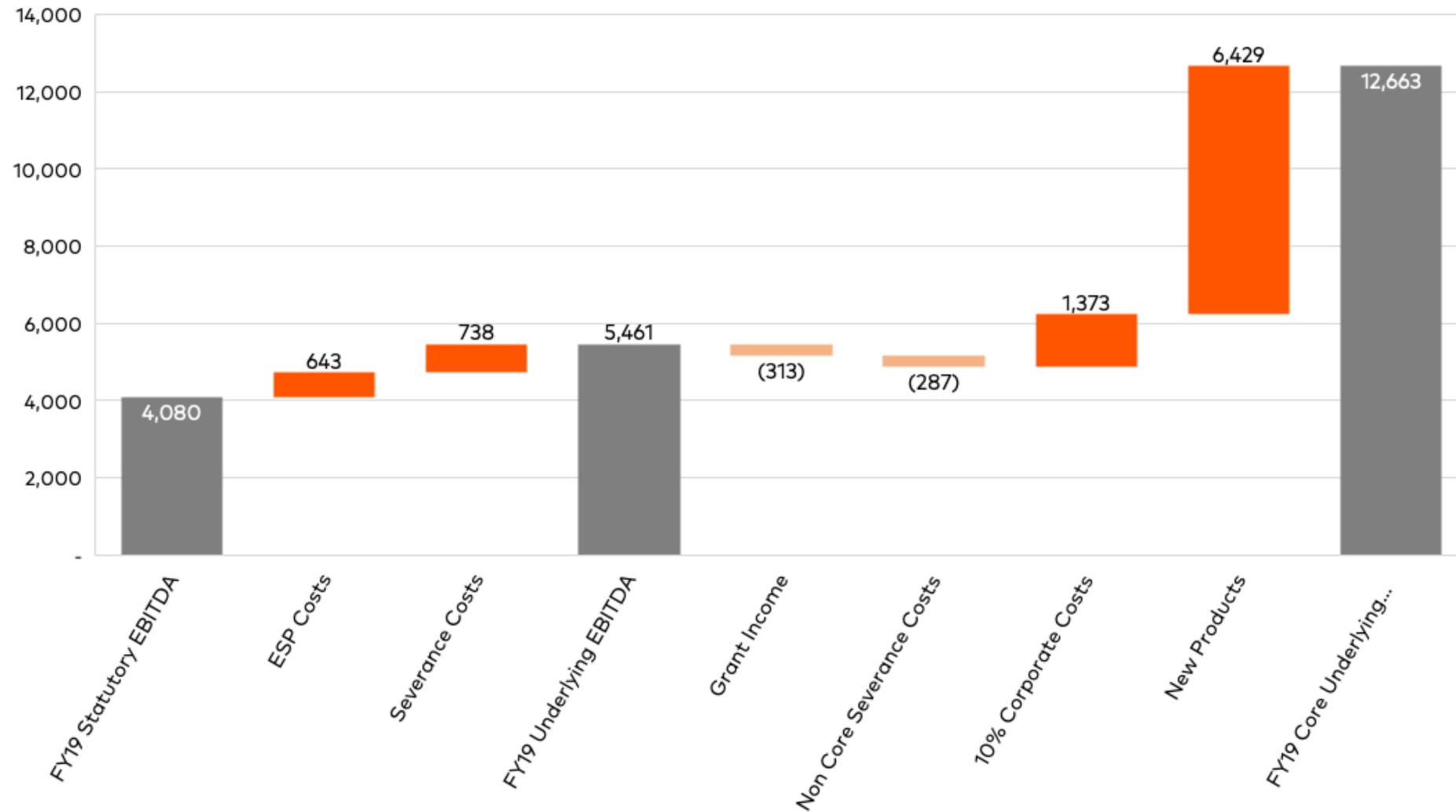
## APPENDIX 1: ELITE WEARABLES – SUBSCRIPTION UNITS RECONCILIATION

	UNITS
ELITE SUBSCRIPTION FLEET (30 JUNE 2018)	17,098
NEW SUBSCRIPTION UNITS SOLD	5,605
CHURN - SUBSCRIPTION CONTRACTS NOT RENEWED	(895)
TEAMS REDUCING NUMBER OF UNITS UNDER SUBSCRIPTION	(216)
TEAMS SWITCHING TO PLAYERTEK OR CAPITAL ARRANGEMENT	(298)
ELITE SUBSCRIPTION FLEET (30 JUNE 2019)	21,294



## APPENDIX 2: EBITDA TO UNDERLYING CORE EBITDA

EBITDA BRIDGE FY19 STATUTORY EBITDA TO CORE UNDERLYING EBITDA (\$000'S)





## APPENDIX 3: STRONGER BALANCE SHEET PROVIDES PLATFORM FOR GROWTH

	30 JUNE 19 \$ M	30 JUNE 18 \$ M
Cash and cash equivalents	11.7	31.7
Trade and other receivables	38.5	31.1
Inventory	6.1	3.8
PP&E	8.9	8.7
Goodwill	59.6	56.7
Other intangibles	40.8	42.1
<b>Total Assets</b>	<b>176.7</b>	<b>184.4</b>
Trade and other payables	29.6	11.2
Employee benefits	7.6	8.9
Contract liabilities (def. revenue)	31.4	26.2
<b>Total liabilities</b>	<b>55.8</b>	<b>57.3</b>
<b>Total Equity</b>	<b>120.9</b>	<b>127.1</b>

- Working capital decrease driven by use of funds for capital investment as operating cash flows are used to fund one off investments in core labour and consumer
- GW and Other intangibles maintained at similar levels as a percent of total assets
- Contract liabilities (Deferred Revenue) growing in line with ARR





**PLAY SMART**

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