



BELL POTTER EMERGING LEADERS CONFERENCE

SEPTEMBER 15, 2021

Hayden Stockdale
Chief Financial Officer



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.

The financial information denoted as FY21 information is pro forma, non-IFRS, and has not been independently audited or reviewed. It does not form part of Catapult's FY21 financial results. Catapult recently changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ended December 31, 2020 and a final period ended March 31, 2021. Catapult also changed its presentation currency from A\$ to US\$, which commenced with reporting in US\$ for the six-month period ended December 31, 2020. The pro forma information is provided solely for the purpose of illustrating the effects of these two changes on certain historical financial results, so as to assist the market's understanding of these changes. Because of its hypothetical nature the pro forma information may not give a true picture of the effects of the changes on those results. Subject to law, Catapult assumes no obligation to update, review or revise the pro forma information.

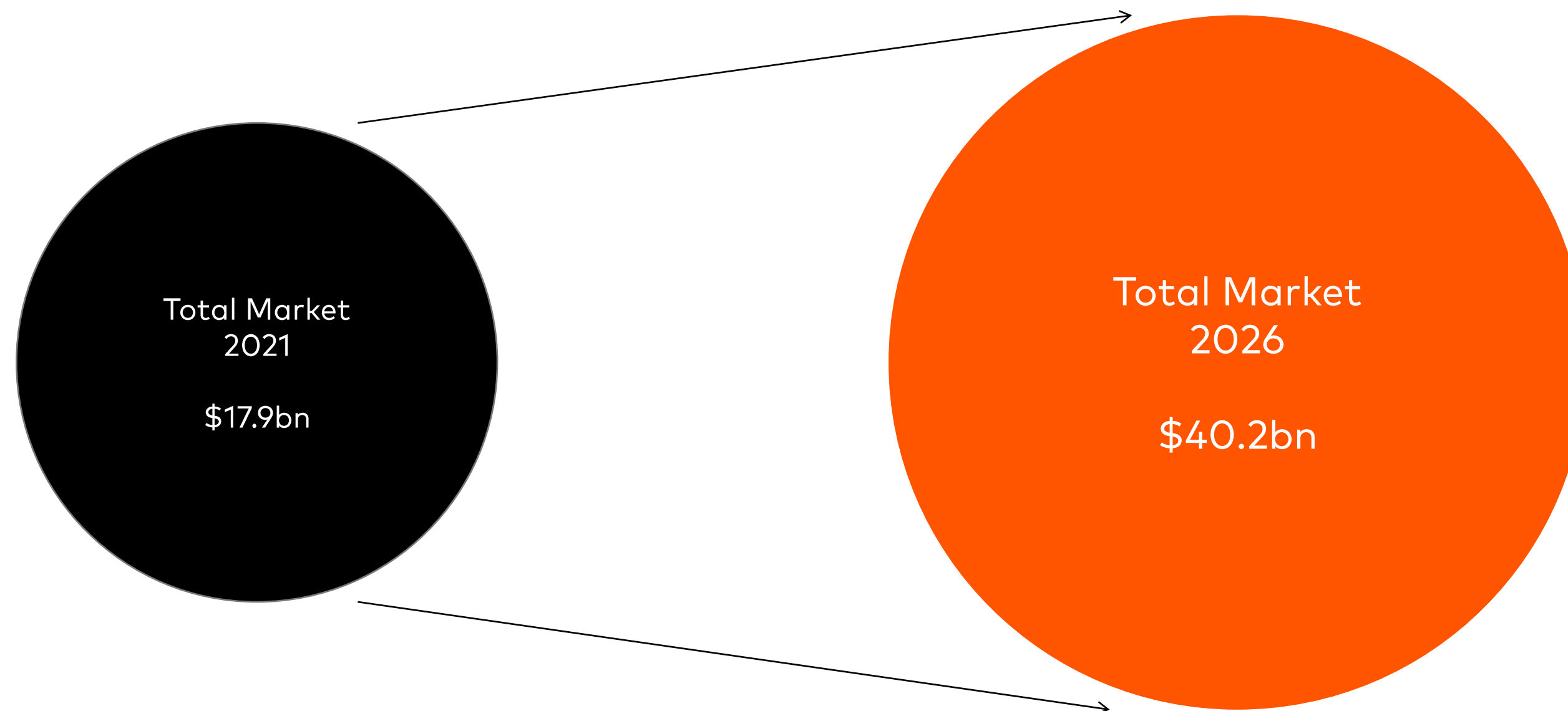
While Catapult's results are reported under IFRS, this document also includes non-IFRS information such as the pro forma information referred to above, EBITDA, Contribution Margin, free cash flow, Annualized Contract Value (ACV), Lifetime Duration (LTD), and ACV Churn. These measures are provided to 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.



THE GLOBAL SPORTS TECH MARKET IS **LARGE & GROWING**



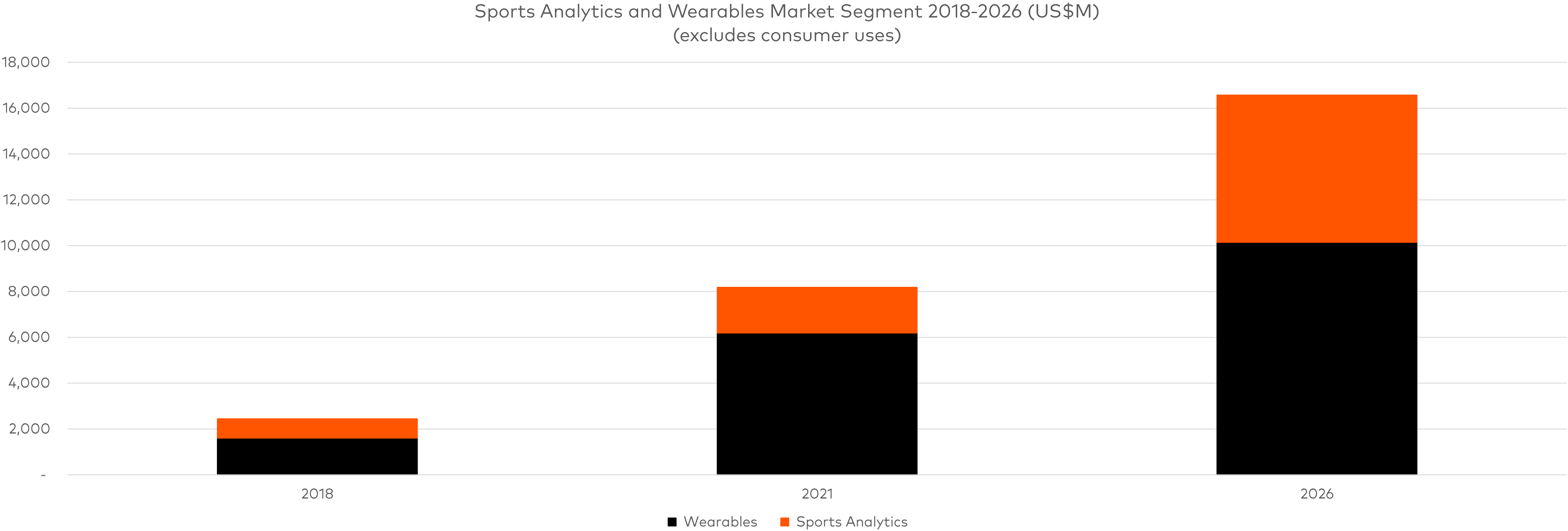
- The global sports technology market was valued at \$17.9 billion in 2021 and is expected to reach **\$40.2 billion by 2026, a CAGR of 17.5%**

Source: MarketsandMarkets: Sports Technology Market with COVID-19 Impact - Global Forecast to 2026 (Apr. 2021)



WE OPERATE IN A **LARGE & HIGHER GROWTH** CORE SEGMENT

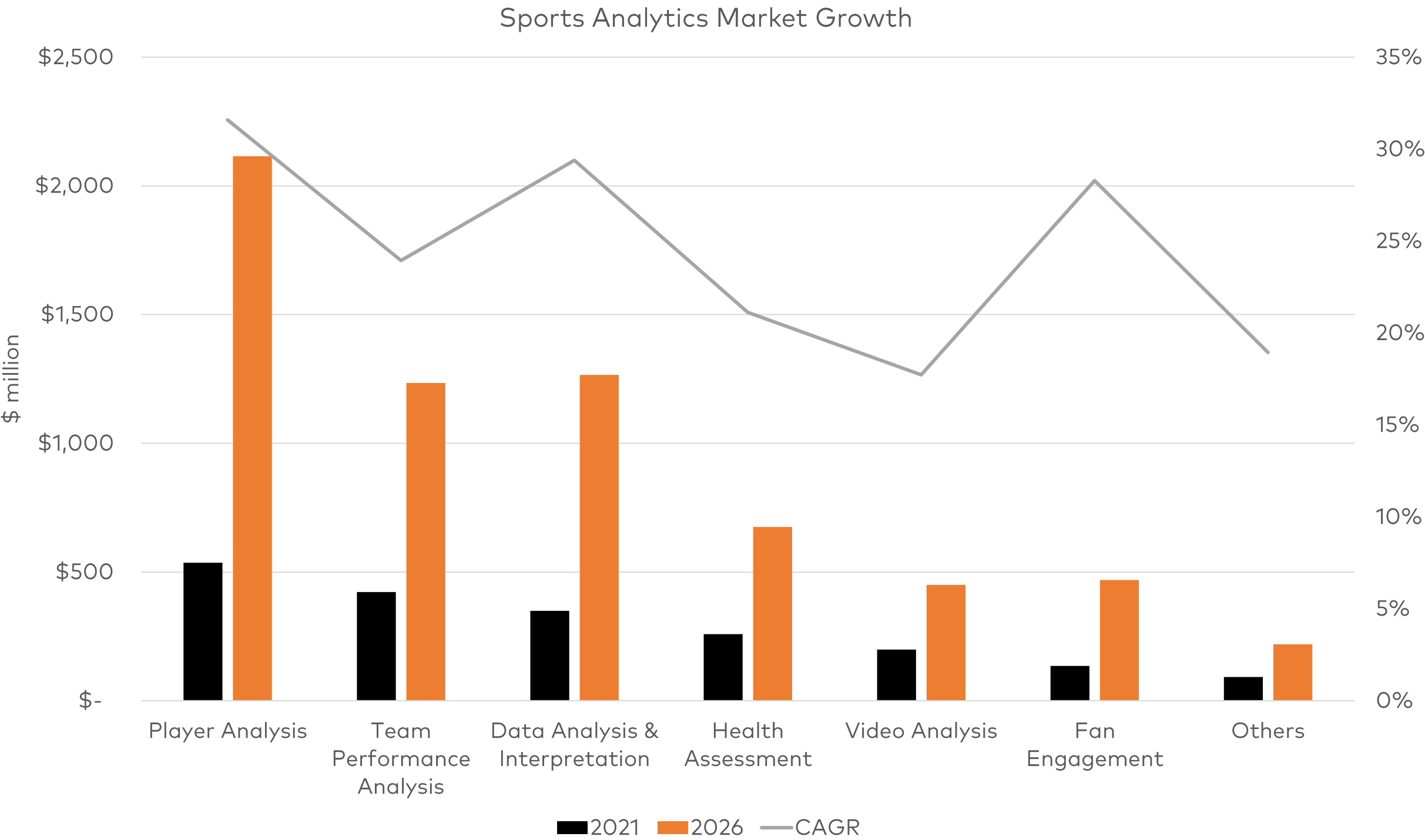
→ Within the larger sports technology market our core market segment of sports analytics and wearables is expected to reach **\$16.6 billion in 2026**. Sports analytics is expected to grow at a **CAGR of 26.4%** from 2021 to 2026



Source: MarketsandMarkets: Sports Technology Market with COVID-19 Impact - Global Forecast to 2026 (Apr. 2021)



WITH GROWTH CONCENTRATED IN OUR CORE COMPETENCIES



Source: MarketsandMarkets: Sports Technology Market with COVID-19 Impact - Global Forecast to 2026 (Apr. 2021)

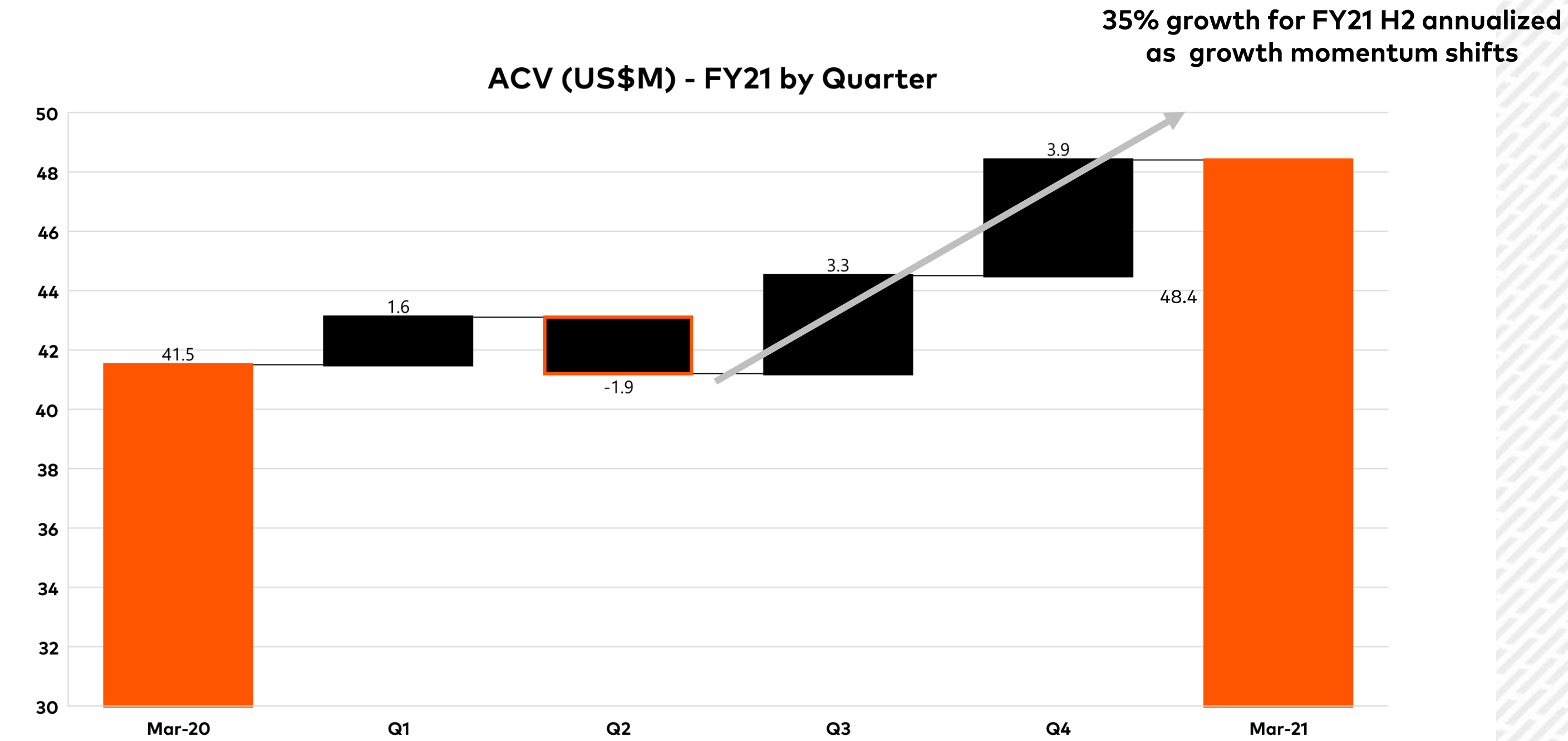
- The **strongest growth** is expected to come in our core competencies being **performance technologies, namely: player, team and data analysis and insights**
- Strong growth, between 22% and 33%, is expected across all geographies in the coming five years

Geography	2021	2026	CAGR
North America	\$714M	\$1,899M	21.6%
Europe	\$560M	\$1,646M	24.1%
APAC	\$443M	\$1,874M	33.4%
RoW	\$275M	\$1,009M	29.7%
Total	\$1,993M	\$6,427M	26.4%

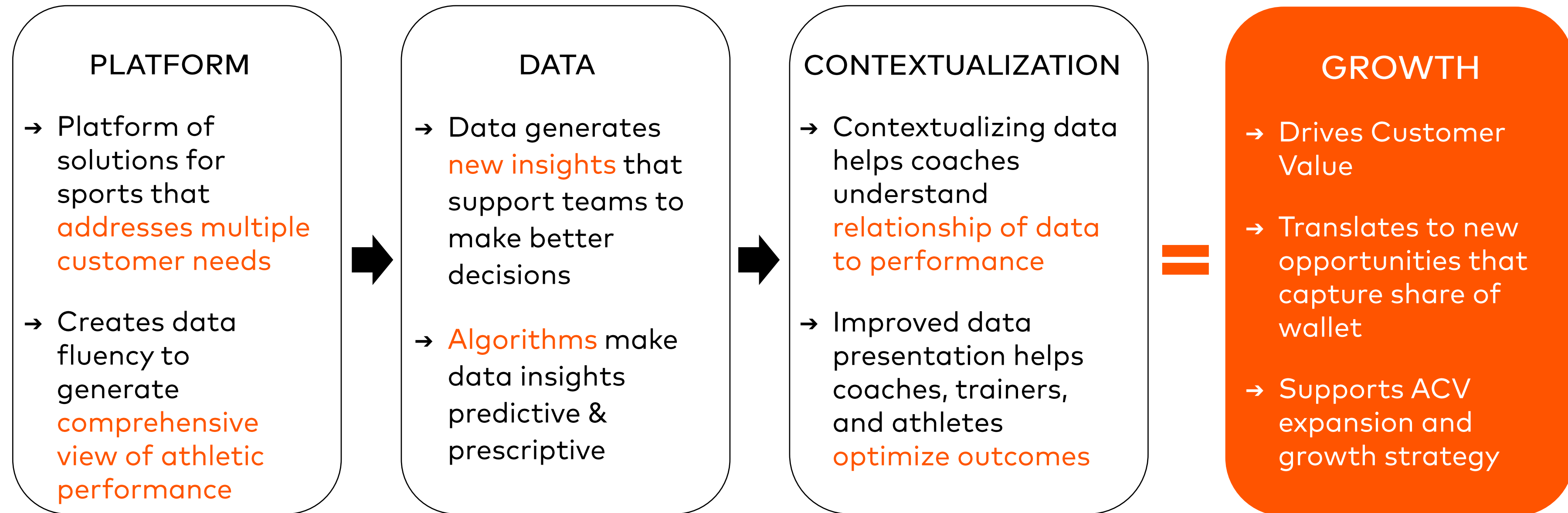
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TWO CONSECUTIVE FY21 QUARTERS OF 35% ACV GROWTH



OUR STRATEGY TO DRIVE CUSTOMER VALUE



CATAPULT'S COMPETITIVE ADVANTAGE AND TECHNOLOGY LEADERSHIP

WELL POSITIONED TO EXPAND ACV

- Large and growing customer base
 - Working with 3,254 pro sports teams
 - Our experience is unique, having worked with pro sports teams since 2007
- Unique product offering
 - Combination of tactical and performance technologies
 - Only sports tech company with these multi-solutions
- Unique data sets
 - We capture and analyze sports science data from tens of thousands of the world's most elite athletes
 - This provides us with unrivalled accuracy and insights
- Entrenched leadership
 - Providing new algorithms and enhancements for our customers
 - Strongly positioned to lead the analysis evolution from descriptive, to predictive, and eventually prescriptive data





WE WORK WITH THE VERY BEST

20
sports

3250+
customers



JACKSONVILLE
JAGUARS



NEW YORK
JETS



TAMPA BAY
BUCCANEERS



TORONTO
MAPLE LEAFS



WEST HAM
UNITED FC



SWEDEN
NATIONAL
FOOTBALL TEAM



SEATTLE
SEAHAWKS



OAKLAND
RAIDERS



HARLEQUINS
RUGBY



CHELSEA FC



AFL



NRL



FLORIDA STATE
UNIVERSITY



FC BAYERN
MÜNCHEN

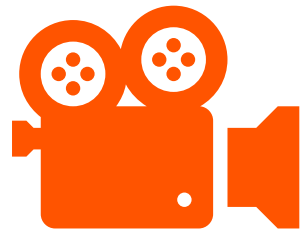


BOSTON
BRUINS



KANSAS CITY
CHIEFS

SBG ACQUISITION HIGHLIGHTS



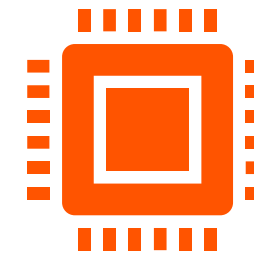
Global Leader

- Global leader of video and data analysis solutions to elite flow sports teams & motorsport



New Clients and Markets

- Immediately adds 20 new marquee clients and motorsport TAM
- Combined clients include:
 - 16 out of 20 EPL teams
 - 14 out of 18 Bundesliga teams
- Strong cross-sell opportunities: half SBG's field sport customers use Catapult wearables



Next-Gen Technology

- Improves time-to-market by ~2 years for immediate high value features
- Unique data visualization technology includes reduction in weekly workflow times by up to 50% vs. competitors



Strong Financial Performance*

- Materially accretive
- 96% gross margins
- 28% EBITDA margins
- \$5.0m FY21 ACV = 28% YoY growth
- \$4.5m FY21 revenue = 28% YoY growth

* For the 12 months ended March 31, 2021



SBG FITS AND ACCELERATES OUR STRATEGY

- Accelerates development of contextualizing performance data in video
 - Improves time to market by ~two years versus in-house development
 - Complements development strategy for Vision
- Enhances our platform
 - Accelerates the consolidation of our Tactics & Coaching solutions in one scalable tech platform
- Improves our data capability
 - F1 data and analytics experience helps develop real-time insights to expand our meta-data capture capabilities across all sports
- Adds significant value to our customer base
 - SBG solutions optimizes coaching staff workflows to create significant time savings



SBG SIGNIFICANTLY EXCEEDS THE SAAS RULE OF 40

- SBG acquisition is well supported by the Rule of 40
- FY21 ACV growth of 28% and EBITDA margins of 28%
- Accelerates our opportunity to scale given our evidence with Vision
- Our evidence-points support over-achieving on a Rule of 40
- Growth in the Vision customer base (our flow-sport video solution) of 42% annualized in H2 FY21
- Gross margins of >90% that support long-term EBITDA margins of >15%
- Achieved despite shortcomings in Vision's feature set

RULE OF 40:	ACV GROWTH	+	EBITDA MARGINS	>	40%
OPTIMAL MIX:	30%+		15%+		45%+
SBG:	28% FY21		28% FY21		56%
OPPORTUNITY:	Cross-sell into 2500+ and growing P&H customer base Increase ACV / customer through Product and Tech improvements \$150M TAM in soccer video alone		Increment at ~65% EBITDA margin*		

* Based on gross margin of 90% less variable cost margin of 25%



SBG NEW CLIENTS AND MARKETS

- Adds 20 new marquee clients from the top 100 teams in soccer and rugby
- The EPL and Bundesliga are two of the most competitive leagues in the world for new video and tactical analysis technologies. SBG and Catapult combined will have the following customers:
 - 16 out of 20 EPL teams
 - 14 out of 18 Bundesliga teams
- Catapult will instantly gain a leadership position in motor sports with some of the biggest names
 - 10 out of 10 F1 teams
 - FIA Race Control
 - Teams across Formula E, Le Mans, IndyCar and WRC



NEWS FLOW AND CATALYSTS

RECENT NEWS FLOW

- Catapult teams up with Super League (SLE) and Sky Sports to break new ground with a UK first in delivering real-time player statistics direct to the viewer.



TOP 10 INTENSITY		CATAPULT
Magic Weekend - Day 1		metres/min
1	Brad Fash	96.54
2	Danny Houghton	94.69
3	Morgan Escare	94.45
4	Marc Sneyd	92.75
5	Jake Wingfield	91.90
6	Brad Dwyer	91.75
7	Morgan Knowles	91.50
8	Ellis Robson	90.65
9	Jack Welsby	90.29
10	Jordan Johnstone	90.17

- VfB Stuttgart has selected Catapult for a multi-year subscription to Vector. This comes quickly on the heels of VfB Stuttgart's decision in July to power its video performance analysis infrastructure with the use of MatchTracker and Focus solutions.

UPCOMING EVENTS

- Catapult's first ever Investor Day – September 29, 2021
- Half-Year close of accounts – September 30, 2021
- Prosumer market update – date TBD
- Results Announcement – Provisional date November 17, 2021



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