

ASX Market Announcement  
22 March 2017

## Catapult signs new league-wide deal with Argentina's La Liga

Catapult Group International (ASX: CAT) today announced it has signed an agreement with Argentina's premier professional basketball league, La Liga Nacional de Básquetbol ("La Liga"), to provide wearable analytics to the league for a minimum three-year term.

Under the deal, Catapult will be the exclusive provider of wearable analytics to La Liga and its 20 teams, who will use Catapult's market leading technology for all training and game-day sessions, to drive enhanced player performance and reduce the injury risks associated with the demands of elite basketball.

La Liga is Catapult's 7<sup>th</sup> league-wide deal and adds a total of 240 new tracking units to its elite wearable subscription base, generating additional long term recurring revenues for the business. Catapult did not provide tracking solutions to any La Liga teams prior to signing the deal.

Commenting on the La Liga partnership, Catapult Head of League & Data Partnerships, Karl Hogan said: "We are seeing significant investment in our sports specific analytics for basketball globally and it's encouraging to see a progressive league like La Liga Nacional de Básquetbol embracing innovation through wearables. We are proud to be associated with the league and look forward to developing even deeper relationships with the teams across our wearable analytics."

Fabián Borro, President of La Liga Nacional de Básquetbol commented: "Catapult are seen as leaders in wearables and we have ambitions of becoming one of the best Basketball leagues globally. Having the best technology innovations available for your teams will help us on that journey and after consideration, only Catapult could help us deliver on this ambition."

Shaun Holthouse, Catapult's Chief Executive Officer, said: "We're really excited about the La Liga deal, as it's the second-time Catapult has managed to capture all of the teams in a league where previously none of the teams were clients. This demonstrates how league-wide deals not only deliver strategic benefits to the business, but are also a really efficient way for us to penetrate greenfield markets. We've seen great results in the Latin American market in the last 12 months, having added over 30 new clients and established a dedicated in-country sales team to better serve all sporting codes in the region."

As recently reported in the FY17 half-year results, Catapult is continuing to explore a number of league-wide opportunities to provide Catapult's unique wearable and video analytics solution. The La Liga deal follows recent league-wide agreements between Catapult and Cricket Australia, the England and Wales Cricket Board, the US Women's Soccer League, the Australian Rules Football League (AFL), the Australian Rugby Union (ARU) and the Australian National Basketball League (NBL).

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