



26 March 2018  
ASX Market Release

## Catapult launches A\$25m Institutional Placement to fund Elite and Prosumer growth opportunities

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Group') is pleased to announce it has launched a fully-underwritten institutional placement of new ordinary shares raising A\$25 million at A\$1.10 per share, representing a 6.8% discount to the last traded price ('Placement').

### Highlights

- Catapult launches A\$25 million offer of new shares at A\$1.10 per share
- Net proceeds will capitalise the business appropriately, enable the execution of Catapult's significant growth opportunities in the Elite and Prosumer markets and deliver long-term growth to shareholders
- Based on Catapult's current strategy and supported by its three-year plan, management does not anticipate requiring additional equity funding before becoming cash flow positive
- Placement is fully underwritten by Goldman Sachs Australia Pty Limited

Following work completed on addressable markets, customer economics, customer product needs and long-term budget requirements, Catapult has decided to raise A\$25 million to drive the growth of its core business units. Net proceeds from the Placement will be used as follows:

- **Elite Sales:** To fund the hiring of additional sales and marketing FTEs in the Americas, Europe and Asia and to accelerate Catapult's penetration in those markets;
- **Prosumer:** To provide marketing, distribution and working capital to accelerate growth in unit sales following Catapult's soft launch to the Prosumer soccer market in Q4 FY18;
- **Tactical Analytics:** To fund the hire of additional software development FTEs to continue to develop and commercialise the tactical product for Elite teams; and
- **Investment in Elite Technology Stack:** To fund integration and additional development costs related to other products in the Catapult technology stack.

Joe Powell, Catapult's Chief Executive Officer, said "We are excited to announce this transaction which is a major step towards delivering on our long-term strategic plans for the business. The launch of this funding round is the culmination of a significant amount of work undertaken to better understand our addressable market opportunity, customer economics, customer product needs and the capital requirements needed to unlock the significant growth opportunities available to us. We have a high degree of clarity and conviction on what is required to deliver growth over the next few years and this raising provides the funding capacity to execute on our plans."

Mark Hall, Catapult's Chief Financial Officer, said "What has impressed me about Catapult is the clarity of our strategy and the assets and capability we have to continue to pursue what is a large market opportunity. We have done a significant amount of work identifying the investments we need to make to meet our long term strategic goals and how we will execute to achieve them. We are confident this capital is what we need to deliver on our current plans to create a high-growth, positive cash flow generating business over the next few years."

### FY18 guidance reaffirmed

During its 2017 Annual General Meeting held on 22 November 2017, Catapult announced it was targeting group revenue of between A\$76-\$81m and positive underlying EBITDA for FY18.

Based on the Company's progress in H1 FY18 and the outlook for the remainder of FY18, management has reaffirmed this guidance range with the following assumptions:

- Elite Wearables subscription mix expected to be slightly lower than the 66% previously advised (62% in FY17)
- AUDUSD = 0.77
- Prosumer launch in Q4 FY18
- Elite Wearables and Elite Video expected to deliver significant positive underlying EBITDA after corporate costs

### **Equity raising**

The issue price for the Placement is A\$1.10 per share and represents a 6.8% discount to the close price on Friday, 23 March 2018.

New shares subscribed for under the Placement are expected to be settled on Thursday, 29 March 2018.

Allotment and normal trading of new shares issued under the Placement is expected to commence trading on the ASX on Tuesday, 3 April 2018.

Catapult has appointed Goldman Sachs Australia Pty Ltd as the Lead Manager and Underwriter for the Placement.

### **Further information**

Further details can be found in capital raising presentation lodged with the ASX today.

-ENDS-

For media and investor enquiries please contact:

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### **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.