GOLDMAN SACHS TECHNOLOGY AND INTERNET CONFERENCE 2019

Jim Orlando,
Interim CFO & COO

24 October 2019
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.
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.
CATAPULT’S GLOBAL SCALE AND EMERGING OPERATING LEVERAGE

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

- 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**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY19 $M</td>
<td>FY18 $M</td>
</tr>
<tr>
<td>ANNUALISED RECURRING REVENUE (ARR)</td>
<td>66.1</td>
</tr>
<tr>
<td>REVENUE</td>
<td>95.4</td>
</tr>
<tr>
<td>EBITDA</td>
<td>4.1</td>
</tr>
</tbody>
</table>

$6m INCREASE
**EBITDA GROWTH MOMENTUM**

Delivered first positive EBITDA driven by recurring revenue and new business growth.

**EBITDA ($M)**

- FY17: -6
- FY18: -4
- FY19: 0

**Revenue Increment**

- FY18: $12.4M
- FY19: $18.6M

**EBITDA Increment**

- FY18: $2.0M
- FY19: $6.0M

16% Yield

32% Yield
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

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

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%)

REPORTED RESULTS

→ Revenue $95.4m up 24%
→ EBITDA $4.1m up 310%
→ ARR $66.1m up 24%

*Assumes AUD to USD of 75 cents across all USD denominated transactions and no material impacts arising from the adoption of AASB15
CATAPULT HAS EXTENDED ITS GLOBAL LEADERSHIP

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

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.

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.

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

<table>
<thead>
<tr>
<th>Number of Products</th>
<th>Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>138</td>
</tr>
<tr>
<td>1</td>
<td>2817</td>
</tr>
</tbody>
</table>

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

FY17 FY18 FY19

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

FY17 FY18 FY19
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)

<table>
<thead>
<tr>
<th></th>
<th>FY18</th>
<th>FY19</th>
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<tbody>
<tr>
<td></td>
<td>14.0</td>
<td>20.6</td>
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47% INCREASE

GOLDMAN SACHS TECHNOLOGY AND INTERNET CONFERENCE 2019
**HEADCOUNT: POSITIONED TO DELIVER ON CATAPULT STRATEGY**

**HEADCOUNT BY FUNCTION**
- **SALES & MARKETING:** 94
- **TECHNOLOGY & PRODUCT:** 119
- **OPERATIONS:** 98
- **CORPORATE:** 44

**HEADCOUNT BY REGION**
- **EMEA:** 81
- **AMERICAS:** 165
- **AUSTRALIA:** 89
- **APAC:** 20

**TOTAL HEADCOUNT**
- **355 UP 14%**
**FY19 Profit & Loss**

<table>
<thead>
<tr>
<th></th>
<th>FY19 $M Reported</th>
<th>FY18 $M Reported</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td>ARR</td>
<td>66.1</td>
<td>53.4</td>
<td>24%</td>
</tr>
<tr>
<td>Total revenue</td>
<td>95.4</td>
<td>76.8</td>
<td>24%</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>25.8</td>
<td>18.6</td>
<td>39%</td>
</tr>
<tr>
<td>Gross margin</td>
<td>73%</td>
<td>76%</td>
<td>(3%)</td>
</tr>
<tr>
<td>Employee expenses</td>
<td>44.3</td>
<td>39.5</td>
<td>12%</td>
</tr>
<tr>
<td>Travel, marketing and promotion expenses</td>
<td>9.2</td>
<td>7.7</td>
<td>19%</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>12.4</td>
<td>13.3</td>
<td>(7%)</td>
</tr>
<tr>
<td>Total Operating expenses</td>
<td>65.8</td>
<td>60.5</td>
<td>9%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>4.1</td>
<td>(1.9)</td>
<td>310%</td>
</tr>
<tr>
<td>EBIT</td>
<td>(12.5)</td>
<td>(16.3)</td>
<td>23%</td>
</tr>
<tr>
<td>NPAT</td>
<td>(12.6)</td>
<td>(17.4)</td>
<td>28%</td>
</tr>
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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
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
MOMENTUM CONTINUES AS EXPECTED INTO FY20

CASH BALANCE INCREASING AS EXPECTED

GROWING AS EXPECTED

RECENT WINS INCLUDE:

- GERMAN SOCCER HERTHA BC
- SAUDI ARABIAN SOCCER SAUDI ARABIAN FOOTBALL FEDERATION
- SPANISH SOCCER LEVANTE UD
- BANGLADESH SOCCER ABAHANI LIMITED
- BAHRAIN SOCCER BAHRAIN FOOTBALL ASSOCIATION
- JAPANESE UNIVERSITY KEIO UNIVERSITY
- SPANISH SOCCER SPORTING DE GIJÓN
- KOREAN BASKETBALL BUSAN KT SONICBOOM

<table>
<thead>
<tr>
<th>Date</th>
<th>Balance</th>
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<tbody>
<tr>
<td>30 June</td>
<td>$11.7m</td>
</tr>
<tr>
<td>16 August</td>
<td>$21.5m</td>
</tr>
<tr>
<td>6 September</td>
<td>$23.0m</td>
</tr>
<tr>
<td>30 September</td>
<td>$26.9m</td>
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CATAPULT PASSES 100 TEAMS ON NEW VECTOR TECHNOLOGY

VECTOR WAS INITIALLY SOFT LAUNCHED TO A SMALL NUMBER OF AUSTRALIAN TEAMS IN MAY 2019 AND HAS SINCE PASSED 100 VECTOR CLIENTS GLOBALLY.

- Vector’s unique access to proprietary ClearSky technology delivers seamless interoperability between indoor and outdoor environments in a single session
- 20% smaller with 500% increase in processing power
- Fully compliant with all FIFA and World Rugby standards
- 13 American football teams using the product in the new NFL and NCAA college football seasons

- 73% Soccer and rugby teams in EMEA
- 91% Teams based outside of Australia
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 $26.9m cash on hand at 30 September 2019, and growing operating leverage, we are well capitalised to take the Company through to positive cash flow
PLAY SMART

CATAPULTSPORTS.COM