



# CATAPULT SIGN LEAGUE-WIDE DEAL WITH DIMAYOR, COLOMBIA'S PREMIER FOOTBALL COMPETITION

9 JANUARY 2020

Catapult Group International (ASX:CAT, "Catapult" or the "Company") is pleased to announce that DIMAYOR, including both Liga BetPlay DIMAYOR (first division) and Torneo BetPlay DIMAYOR (second division), has chosen to implement Catapult for all 36 of its premier Colombian football teams, implementing both wearable technology and video analysis products.

The landmark deal will see every team use Catapult Vector for the next three years, with a combined total of 720 Vector X7 and G7 (a goalkeeper-specific device utilising advanced analytics) wearable devices as Catapult continues to expand the use of its latest technology worldwide.

Like Catapult, Liga and Torneo BetPlay DIMAYOR is committed to pushing the boundaries of performance and equipping athletes with the next generation of tools to help them succeed. This deal further underlines Liga BetPlay DIMAYOR reputation as one of the most innovative and forward-thinking federations in the South American Football Confederation (CONMEBOL).

Jorge Enrique Vélez, DIMAYOR's President, said he looks forward to working closer with all of its teams to understand match demands, mitigate injury risk, and get creative in engaging with fans through performance data that Catapult helps provide.

"In the DIMAYOR we believe that technology in sport is a tool that helps to enhance competencies and that is why we are always analysing how we have agreements with innovative companies in football," Garcia said.

"Catapult is a leading company in the monitoring of athletes in different disciplines, we as administrators of Colombian Professional Soccer are interested in clubs having the best inputs to preserve the physical integrity of the players and this new technological service that will enable this. We will have the most modern equipment of Catapult and thus we achieve an excellent agreement with them, so that they are our allies with the sports departments of the teams, in maximizing the performance of the players."

Catapult already works with 10 of the 36 Liga BetPlay DIMAYOR teams, including current champion América de Cali, and will manage the enterprise roll-out of its elite products through its growing LATAM team,. The team services over 100 clients in the region and have a particularly strong presence in Argentina, Brazil, Chile, Ecuador, and Paraguay.

LATAM was the first region outside of Australia to sign a league-wide deal in 2017 with La Liga Nacional de Basketball in Argentina implementing Catapult in all 20 of its teams. The league, and all of its teams, continue to use Catapult to improve the performance of its players and engage with its fans, in particular through branded social media posts.

Catapult CEO, Will Lopes, said that the deal is one of the biggest in the company's history in terms of volume of wearable devices shared across a league, but was most encouraged by the commitment to Catapult Vision, the company's new video analysis platform.

"This deal is a testament to the world-class nature of our performance products and shows that the investment we've made in Vector is helping drive the market and ensuring teams and leagues are enhancing the physical performance of their athletes. We're also extremely motivated by the implementation of Vision, a video analysis tool we've engineered to bridge the gap between coaches and sports science, at the league level."

Catapult Chief Commercial Officer, Matt Bairos, is excited with the rapid growth in LATAM and views this landmark signing as validation for Catapult's focus on elite customers, and growing demand for its products in the region.

"Our presence in LATAM has been organic and exponential," Bairos said. "And we have a great team on the ground which is delivering rapid market education and technology deployment. This is our second league-wide deal in the region and it cements our position as the chosen performance partner for the best teams in North and South America".

*Authorised for release to ASX:*

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