



# CATAPULT APPOINTS FORMER AMAZON EXECUTIVE AS SENIOR VICE PRESIDENT OF PRODUCT



26 JUNE 2020

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'The Company') is pleased to announce the appointment of senior product and marketing executive, Ms. Yana Bulva, as its Senior Vice President of Product, to lead the company's customer-facing solutions within Catapult's platform for teams and athletes. Ms. Bulva starts on July 13.

Ms. Bulva comes to Catapult with a wealth of experience in taking to market innovative B2C and B2B services and digital experiences that customers love. Having held leadership roles across product and marketing, she has built teams for scale and launched multiple new businesses and products at both American Express and Amazon's subsidiary, Audible - developing deep experience in subscription business models.

As the former General Manager of Audible for Business, Ms. Bulva was focused on leading the strategy, development, and scaling of Audible's first B2B service. Earlier in her career, Ms. Bulva co-founded a tech startup, focused on a platform licensing model to serve the collaboration and professional development needs of artists at art schools and institutions.

Commenting on Ms. Bulva's appointment, Catapult's CEO Will Lopes said: "I am excited to be working with Yana again. Her track record of delivering impactful products that elevate customer experience is stellar. Her ability to lead teams that are customer-focused will enhance Catapult's products and services, while her strong marketing background will play a key role in our education of new solutions within this industry."

Ms. Bulva is joining Catapult from her most recent position at Teachers Pay Teachers, the world's most popular online marketplace for original educational resources, based in New York City.

Consistent with Catapult's strategy, announced earlier this year, Ms. Bulva will lead the company's evolution from a 'product stack' to creating a constant set of new solutions for Catapult's customers, underpinned by a platform dedicated to teams and athletes.

Commenting on her appointment, Ms. Bulva said: "Catapult has led the way in helping athletes and teams perform at their best. With such a strong history of innovation and ambitious goals, I could not be more excited to join the talented team at Catapult as we continue to improve the experience for our customers, with a commitment to actively invent on their behalf."

Ms. Bulva holds an MBA and a Bachelor's degree from New York University.

*Authorised for release to ASX by the Catapult Board.*

*For media and investor enquiries, please contact:*

**BODEN WESTOVER**

Brand & Communications

boden@catapultsports.com | +61 431 221 343

**ANDREW KEYS**

Investor Relations Manager

investor.relations@catapultsports.com | +61 400 400 380