



CATAPULT LICENSING RENEWS AGREEMENT WITH NFL PRODUCTIONS AND BLEACHER REPORT, TO SUPPORT BRANDS LIKE SAMSUNG, GUINNESS, NISSAN, AND ADIDAS



FEBRUARY 2, 2021

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Group') is pleased to update the market on the progress of its Media & Engagement vertical, with Catapult Licensing renewing and signing several high-profile agreements in FY21.

For the 2020-21 US college sports year, Catapult Licensing renewed agreements with NFL Productions and Bleacher Report, a sports media subsidiary of Turner Broadcasting System (TBS). The Bleacher Report production team uses Catapult to create original content on a daily basis, while NFL Productions relies on Catapult Licensing for research, rights clearances, and content fulfillment services for a multitude of projects which include original programming on NFL Network and documentary projects produced by NFL Films. Catapult content is often featured in popular NFL programming, such as "A Football Life", "Path to the Draft", and coverage of the NFL Draft, with audiences in the several millions for each program.

Over the past two months, Catapult Licensing has supported global brands such as Samsung, Guinness, Nissan, and Adidas in creating commercial campaigns for the 2021 football season.

In FY21, Catapult also signed a multi-year partnership with the College Football Playoff (CFP), which is the annual post-season invitational tournament to determine the NCAA college football national champion. With this addition, Catapult Licensing will represent one of the most prestigious libraries in American sports.

CATAPULT'S INNOVATIVE CONTENT LICENSING BUSINESS

Video content licensing remains an important component of the pro sports ecosystem, and Catapult continues innovating within a lucrative vertical for the Company. Catapult's leadership in SaaS sports technology has positioned it to manage the video content assets (i.e. footage) of its customers. The copyright these customers own is a valuable source of revenue for them and Catapult is responsible for licensing this to a range of buyers. From a publishing perspective, content licensing is the distribution of media assets/intellectual property to any third party.

Sports leagues and governing bodies create and distribute millions of hours of sports content that is engaging to create an emotional connection with the viewing audience. Many brands want to leverage this sports content to associate themselves with the dynamic and recognisable nature of professional sport, so they seek to license footage of a particular action from sports competitions for their marketing initiatives.

Catapult Licensing is the go-to content licensing arm for collegiate sports in North America. Catapult's video business films, tags, organises, and houses the content of its customers, and the distribution and licensing of this is a natural value-adding extension. The team has an extensive library of content for brands to license for marketing campaigns and deep relationships with some of the biggest commercial brands in the US.

Content licensing is a major revenue-generating activity for Catapult's core North American customers. Catapult adds significant value to these customers through the use of its technology and market knowledge, thereby cementing the Company's relationships with these leagues and teams.

For the 2021 college football season, Catapult Licensing launched a new live clipping solution, which allows teams to schedule live game feeds, make live clip edits, add custom pre and post rolls, and publish to multiple social media channels. The solution is already being used by many NCAA teams for social media coverage of football games.

IMPORTANT NOTICE

This document may contain forward looking statements including plans and objectives. Do not place undue reliance on them as actual results may differ, and may do so materially. They reflect Catapult's views as at the time made, are not guarantees of future performance and are subject to uncertainties and risks, such as those described in Catapult's most recent financial report. Subject to law, Catapult assumes no obligation to update, review or revise any information in this document.

The information in this document is for general information purposes only, and does not purport to be complete. It should be read in conjunction with Catapult's other market announcements. Readers should make their own assessment and take professional independent advice prior to taking any action based on the information.

Authorised for release to ASX by the Catapult CEO, Will Lopes

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