



CATAPULT APPOINTS SAAS SALES OPERATIONS EXPERT AS ITS **FIRST SVP, REVENUE OPERATIONS, BASED IN BOSTON**

MAY 24, 2021

Catapult Group International Limited (ASX:CAT, 'Catapult', or the 'Company') is pleased to announce the appointment of senior sales and marketing executive, Courtney Maunsell, as its SVP, Revenue Operations, to help accelerate the scale of its commercial operations.

Ms Maunsell joins Catapult with a wealth of experience in creating efficiency for commercial SaaS operations and has built sophisticated operations structures that provide insights and efficiency metrics, helping create alignment across the sales, marketing, and customer success functions, while unleashing growth acceleration.

Courtney joins Catapult from her most recent role as the VP of Business Operations at Salsify, Inc., where she was a key commercial leader during Salsify's growth from \$10M in annual revenues to over \$70M. Prior to her time at Salsify, she was the VP, FP&A & Sales Operations at Acquia, Inc. where she established the FP&A function and then expanded her role to lead Sales Operations. During her time at Acquia, Ms Maunsell helped the company scale from \$22M to over \$125M in annual revenues, while the company's workforce grew from 200 to 750 people.

Commenting on Ms Maunsell's appointment, Catapult's CEO Will Lopes said:

"Courtney brings to Catapult a depth of skill we lack today. Her expertise in scaling sales through operational efficiencies that unlocks growth will be indispensable as Catapult continues to scale. Her past success in creating operations focused on input-level metrics will accelerate our sales capability to reach the next level of our SaaS growth. I am delighted to welcome her to the team at such an important period of our journey."

Commenting on her appointment, Ms Maunsell said:

"I was drawn to Catapult for the market/growth opportunities, its international leadership presence, and the passion of the executive team. I have supported companies in the past at this transition that Catapult finds itself in, and I know my background will allow me to significantly contribute to their growth. I am looking forward to joining the team and hitting the ground running as we enter a key sales season."

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

For investor enquiries, please contact:

ANDREW KEYS

Investor Relations Manager | investor.relations@catapultsports.com | +61 400 400 380