



# CATAPULT SIGNS ITS FIRST EVER SBG SOFTWARE DEAL IN BASKETBALL



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Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company'), the global performance technology leader in elite sports, today announced a new multi-year deal with the National Basketball League's Brisbane Bullets to power its video performance analysis infrastructure with Catapult's new Focus and Hub SaaS solutions. This announcement marks the first time ever globally that either of these technologies have been sold to a basketball customer, with basketball now the fifth sport for these technologies. This is a significant milestone, coming less than three months since the acquisition of SBG, proving the potential for customer appetite and rapid adoption of this SaaS technology around the world and across a variety of sports.

"There is no question that the market is ready for this type of technology," said Will Lopes, CEO of Catapult. "The opportunity to bring contextualized video analysis to new customers, in new sports, and in new regions, is immense. With our global sales force and existing multi-solution offerings, we have a unique ability to bring leading technology to new sports and geographies. Importantly, this entry into basketball has been achieved a year earlier than our pre-acquisition expectations, and demonstrates an incredible speed of integration for SBG into the Catapult solution portfolio."

By using Focus, the Brisbane Bullets will be able to record multiple video angles and offer interactivity and touch control for court-side interaction among coaches and athletes. The cloud-based Hub solution will empower staff with real-time collaborative viewing and sharing of video and tags so insights can be shared and actioned faster.

"Catapult Sports continue to produce world class products, and this is especially true with SBG Focus. The Brisbane Bullets have been at the forefront of real-time capturing of video and data for several seasons in the NBL. With Focus we can generate unique insights and in-game analysis that assist us in breaking down key factors that drive performance," said James Duncan, head coach of the Brisbane Bullets. Assistant Coach Greg Vanderjagt added: "We are excited to start our journey with Focus for NBL22. The platform has proven to be incredibly user friendly and functional to meet the standards we have set as a leader in digital technology in the NBL. We will be able to provide our athletes with the highest quality feedback both in real-time live-in game and post practice / games with Focus this season."



The Brisbane Bullets join thousands of teams already relying on Catapult for critical performance insights and workflows. Elite-level teams around the world, including all 18 AFL teams, all 16 NRL teams, 24 Olympic medalists in Tokyo, all 32 NFL teams, and the majority of the English Premier League teams are empowered with Catapult performance analytics to perform at their best.

*Authorized for release to ASX by the Catapult CEO, Mr Will Lopes.*

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**ABOUT CATAPULT**

Catapult exists to unleash the potential of every athlete and team on earth. Operating at the intersection of sports science and analytics, Catapult products are designed to optimize performance, avoid injury, and quantify return to play. Catapult has over 340 staff based across 24 locations worldwide, working with more than 3,200 elite teams in 137 countries globally. To learn more about Catapult and to inquire about accessing performance analytics for a team or athlete, visit us at [catapultsports.com](http://catapultsports.com). Follow us at @CatapultSports on social media for daily updates.