



# CATAPULT COMPLETES EQUITY PLACEMENT AHEAD OF SCHEDULE WITH SIGNIFICANT DEMAND

**JUNE 24, 2021**

ALL FINANCIALS ARE IN USD UNLESS OTHERWISE INDICATED

## SUMMARY

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company') is pleased to announce the successful completion of its \$35 million underwritten institutional placement ('Placement') via the issue of approximately 24.5 million new fully paid ordinary shares at a price of A\$1.90. In addition to the Placement, two Directors of Catapult will subscribe for \$1.35M of shares, on the same terms as participants under the Placement, subject to shareholder approval.

The Placement was well supported with strong investor demand from domestic and international institutions, both existing and new.

Funds raised will be applied towards the strategic acquisition of leading sports software video solutions provider, SBG Sports Software Limited ('SBG'), and plans to increase investment in technology, product, data science, and scale capacity, to accelerate the Company's growth strategy. Further details of the acquisition are found in the investor presentation released to ASX on June 23, 2021.

The Placement was conducted at an offer price of A\$1.90 per new share, representing:

- a 12.8% discount to the last close price on June 22, 2021 of A\$2.18; and
- an 8.6% discount to the five-day volume weighted average price of A\$2.08.

Canaccord Genuity (Australia) Limited and E&P Corporate Advisory Pty Ltd acted as Joint Lead Managers and Underwriters to the Placement. Reunion Capital Partners acted as financial adviser to Catapult.

Commenting on the successful institutional placement Catapult CEO, Will Lopes, said: "We are pleased to close the placement process a day earlier than planned. We have been overwhelmed with the endorsement from new and existing shareholders. The significant support we've received from the investor community, the board, and employees further cement our belief in the quality of the SBG acquisition and the exciting growth opportunity for Catapult. We are energized to translate this support into new and exciting solutions for our customers."



## ABOUT SBG SPORTS SOFTWARE LIMITED

SBG is a global leader of video and data analysis solutions to elite teams in flow sports and motorsport. The strategic acquisition accelerates growth in an unpenetrated section of Catapult's core market. The acquisition:

- advances Catapult's development of contextualizing performance data, improving time to market by approximately two years, and complementing Catapult's development strategy for Vision;
- significantly expands Catapult's video offering, including feature sets, data capabilities, analytics, and user experiences, thereby accelerating opportunities to cross-sell and scale;
- expands Catapult's total addressable market opportunities in motorsports, soccer and rugby;
- instantly places Catapult in an industry leading position for motorsports as well as adding 20 new marquee clients from the top 100 teams in soccer and rugby globally; and
- is materially accretive to Catapult's "Rule of 40" constituent metrics, with ACV growth of 28% and EBITDA margins of 28% in FY21.

## SHARE PURCHASE PLAN

In addition to the Placement, a \$5M Share Purchase Plan ('SPP') will be offered to eligible shareholders in Australia and New Zealand at the same issue price as the Placement. Eligible shareholders will have the opportunity to acquire up to A\$30,000 of new fully paid ordinary shares, free of any brokerage, commission and transaction costs, and subject to scale back in accordance with the policy set out in the SPP offer booklet. Further details of the SPP and the SPP offer booklet will be released in due course.

## INDICATIVE TIMETABLE

Event	Date
Record date for SPP	Tuesday, June 22, 2021
Announcement of Acquisition, Placement, Director Placement and SPP	Wednesday, June 23, 2021
Announce completion of Placement and trading halt lifted	Thursday, June 24, 2021
Settlement of New Shares under Placement	Tuesday, June 29, 2021
Allotment, quotation and trading of New Shares under the Placement	Wednesday, June 30, 2021
SPP offer opens and SPP offer booklet dispatched	Thursday, July 1, 2021
SPP offer closes	Tuesday, July 13, 2021
Announcement of results of SPP and issue of SPP shares	Tuesday, July 20, 2021
Normal trading of SPP Shares and dispatch of holding statements	Wednesday, July 21, 2021
Issue of New Shares under the Director Placement	As soon as practicable following receipt of shareholder approval



*Authorized for release to ASX by the Catapult CEO.*

*For investor enquiries, please contact:*

**ANDREW KEYS**

Investor Relations Manager | [investor.relations@catapultsports.com](mailto:investor.relations@catapultsports.com) | +61 400 400 380

**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.

While Catapult's results are reported under IFRS, this document may also include non-IFRS information (such as EBITDA, contribution margin, free cash flow, annual recurring revenue (ARR), annualized contract value (ACV), lifetime duration (LTD), and churn). These measures are provided to assist in understanding Catapult's financial performance. They have not been independently audited or reviewed, and should not be considered an indication of, or an alternative to, IFRS measures.

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.

Due to rounding, numbers presented throughout this document may not add up precisely to the totals provided and percentages may not precisely reflect the presented figures.