For personal use only

CATAPULT TO ACQUIRE INNOVATIVE SOCCER SCOUTING ANALYTICS LEADER, IMPECT, AND EQUITY RAISING

OCTOBER 13, 2025

Catapult Sports Ltd (ASX:CAT, 'Catapult' or the 'Company'), the global leader in sports technology solutions for professional teams, is pleased to announce it has entered into a binding agreement to acquire 100% of the shares in IMPECT GmbH ('IMPECT' or the 'Acquisition'). IMPECT is a leading innovator in soccer analytics software for scouting and tactical analysis, providing differentiated insights on player performance and team dynamics through its unique and proprietary Packing™ metrics.

Catapult today launches a fully underwritten institutional placement to raise A$130M (US$84M)[1] (Placement), and a non-underwritten Share Purchase Plan (SPP) targeting to raise a further A$20M (US$13M)[1]. Proceeds from the Placement and SPP will be used to fund the Acquisition, with incremental proceeds used to strengthen the Company's balance sheet and provide capacity to pursue future strategic M&A opportunities.

IMPECT OVERVIEW

IMPECT was founded in Germany in 2014 by founders Stefan Reinartz, Jens Hegeler, Lukas Keppler, and Matthias Sienz, with the goal of developing a dataset of metrics for soccer that enable teams and federations to make more insightful and valuable assessments of soccer players. IMPECT focused on soccer intelligence as a distinct and proprietary layer on top of raw event data.

IMPECT has evolved into an end-to-end intelligence platform that encompasses player scouting, opponent analysis, and internal benchmarking tools, all built using data that IMPECT collects and owns. They are the leading innovator in soccer analytics, and their proprietary Packing™ data provides a unique perspective on games, helping teams and federations generate deeper insights into player performance.

IMPECT's scalable, technology-first, cloud-based SaaS business model generates deep tactical insights for scouting from almost 150 global soccer leagues and 40,000 matches, in 25 countries and growing, every year.

COMPELLING STRATEGIC RATIONALE[2]

The acquisition of IMPECT significantly enhances Catapult's long-term strategy, helping teams make better decisions through a comprehensive all-in-one technology, with unique and differentiated product solutions.

[1] Using AUDUSD FX conversion rate of 0.6474 as at Friday, 10 October 2025.

[2] This section contains other 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. See the important notices on pages 7 and 8.

The acquisition of IMPECT:

1. **Adds scouting insights to Catapult's platform**

   Combining Catapult's athlete performance suite (Vector, ClearSky, Perch) and Pro Video analysis suite (MatchTracker, Focus, Hub, Thunder) with IMPECT's scouting and tactical insights software to create a unified intelligence platform.

2. **Delivers differentiated capabilities beyond legacy providers**

   Proprietary and category-defining Packing™ data delivering centralized and standard tactical metrics, enabling cross-team benchmarking and differentiated, deep tactical insights, driving the evolution of data-driven decision making in professional sports and setting a new industry standard.

3. **Delivers wallet share expansion with another high-value solution**

   Leveraging current global operational scale to unlock significant cross-sell opportunities using advanced analytics and scouting data with existing professional teams.

4. **Accelerates sustainable profitable growth at scale**

   Immediately accretive to Catapult's ACV growth and Rule of 40 metric with significant opportunity for growth by leveraging Catapult's global network. At the end of December 2024, which was IMPECT's most recent financial year-end, they scored 73% on the Rule of 40, placing it in an elite group of SaaS companies globally on this metric.

Transaction completion is targeted within 15 business days from signing the binding agreement, subject to conventional conditions precedent. Upon transaction completion, all four founders and IMPECT employees will join Catapult, as the Company accelerates the build-out of a scalable platform that integrates seamlessly across applications.

Chief Executive Officer & Managing Director, Mr Will Lopes, said "Professional soccer is undergoing a rapid and deep transformation toward data-driven decision-making. Recruitment, match analysis, and tactical preparation – processes that once relied on gut instinct – are now powered by detailed performance data. Teams of every size and ambition recognize they need more than conventional statistics; they need tailored, tactical insights. IMPECT is this solution, providing teams and federations with a tactical edge by quantifying, visualizing, and embedding soccer intelligence into their daily workflows. The combination of IMPECT and Catapult is great news for our customers, and represents significant progress toward our goal of becoming the global platform for professional sports teams."

IMPECT Co-founder and Managing Director, Mr Stefan Reinartz, said "From the moment our founders heard the vision from Will and the team, it became clear to us that bringing our technology into the Catapult platform represented an opportunity to accelerate our growth, benefit from Catapult's global scale and industry leadership position, whilst maintaining our steadfast culture of innovation. It's this innovation that drives every decision we make at IMPECT, and by joining an innovation powerhouse, we're thrilled to begin a new chapter together as we build a future that is bolder, brighter, and overwhelms our customers with the best product, and the best customer experience."

For personal use only

For personal use only

FUNDING OVERVIEW

Catapult will acquire 100% of the issued capital of IMPECT for total consideration of up to €78M (US$91M)[1], comprising:

- Upfront consideration of €40M (US$46M)[1] in cash, fully funded by the Placement
- Additional deferred and contingent consideration payable to IMPECT shareholders of up to €38M (US$44M)[1] over four years, with €10M (US$12M)[1] subject to meeting performance hurdles

The acquisition is on terms customary for a transaction of its nature. In the event that any of the shares issued under the acquisitions are considered "performance securities" for the purposes of ASX Guidance Note 19, the Catapult Board considers that those shares qualify as "ordinary course of business acquisition securities" for the purposes of that Guidance Note. The Catapult Board has formed this view on the basis that the performance securities convert to ordinary shares at the end of the relevant lockup period.

Further details about the binding sale agreement, including details of the cash and equity tranches, are set out in the "Acquisition and Purchase Details" appendix to the presentation lodged with ASX today.

TRADING UPDATE[2]

Catapult is pleased to provide a trading update for the six months ended September 30, 2025 (1H FY26). The trading update is preliminary, and remains subject to auditor review.

US$M	1H FY26	1H FY25	Change
ACV	115.3 – 115.6	96.8	19% CC
Revenue	67.2 – 67.5	57.8	15 – 16% CC
Management EBITDA	9.0 – 9.5	6.2	45 – 53%
Free Cash Flow	3.7 – 4.0	4.8	(1.1) – (0.8)
Free Cash Flow ex-transaction costs	7.2 – 7.5	4.8	2.4 – 2.7

The 1H FY25 results include the contribution from the Company's Russian operations, which the Company ceased in 2H FY25. This negatively impacts the 1H FY26 Constant Currency Year-Over-Year ACV growth rate by approximately 1 percentage point. This impact will not be applicable at the Company's FY26 result.

[1] Using EUR/USD FX conversion rate of 1.1624 as at Friday, 10 October 2025.

[2] The 1H FY26 financials contained in this section are estimates only, based on preliminary unaudited and unreviewed financial results for the half-year ended September 30, 2025. They remain subject to finalization, review by the Company's auditors, review and approval by Catapult's Board, and may change. This section also contains other forward-looking statements, including plans and objectives. Do not place undue reliance on the 1H FY26 financials in this section or the other forward-looking statements, 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. See the important notices on pages 7 and 8.

The preliminary 1H FY26 results include the contribution from Perch (Catalyft Labs, Inc.), which was acquired on June 4, 2025. Normalizing to exclude acquired ACV from Perch in 1H FY26, and the one-time impact of exiting Russia in 2H FY25, ACV grew 18% YoY (CC), driving overall Revenue growth of between 15 – 16% YoY (CC).

Management EBITDA, Catapult's measure of profitability, which is inclusive of capitalized development, improved by more than 30%, driven by strong revenue growth despite being negatively impacted by a $2M payroll tax expense related to the vesting of share based payments, which occurred in 1H FY26. This expense was driven by the Catapult share price, which has risen significantly over the last two years.

Free cash flow continued to expand when excluding transaction costs, which reflects the $3M cash settlement related to the acquisition of Perch.

Catapult will announce its 1H FY26 results on November 18, 2025, details of which will be lodged with the ASX in due course.

FY26 OUTLOOK[1]

Catapult is pleased to reaffirm its FY26 guidance, provided at the time of the FY25 results, of which the Company continues to expect:

- ACV growth to remain strong with low churn
- Continued improvement in cost margins towards targets
- Higher Free Cash Flow as the business scales

EQUITY RAISING

FULLY UNDERWRITTEN INSTITUTIONAL PLACEMENT

Catapult's acquisition of IMPECT will be funded through a fully underwritten A$130M (US$84M)[2] Institutional Placement. The Placement proceeds will also be used to strengthen the Company's balance sheet and provide capacity to pursue future strategic M&A opportunities.

The Placement will be conducted at a fixed offer price of A$6.68 per New Share ('Placement Price'), representing:

- a 7.7% discount to the last close price on October 10, 2025 of A$7.24; and
- a 8.6% discount to the 5-day volume weighted average price ('VWAP') of A$7.31 up to, and including October 10, 2025

The Placement will result in approximately 19.5 million new fully paid ordinary shares ('New Shares'), representing approximately 6.9% of the Company's existing issued capital. The Placement is within the Company's existing placement capacity under ASX Listing Rule 7.1.

The Placement will be offered to certain persons in Australia and select foreign jurisdictions who are institutional, sophisticated or professional investors. It is intended that eligible participants, who bid for an amount equal to, or less than their 'pro rata' share of New Shares under the Placement, will be allocated their full bid, on a best endeavors basis.[2] New Shares issued under the Placement will rank equally with existing Company shares on issue.

[1] **This section contains forward-looking statements. 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 FY2025 financial report. Subject to law, Catapult assumes no obligation to update, review or revise any information in this section. See the important notices on page 7 and 8.**

[2] See the "Pro Rata Allocation under the Placement" note on page 7.

For personal use only

SHARE PURCHASE PLAN

In addition to the Placement, a non-underwritten Share Purchase Plan ('SPP') will be offered to eligible retail shareholders in Australia and New Zealand, targeting to raise up to A$20M.

Under the SPP, eligible shareholders in Australia and New Zealand will be entitled to subscribe for up to A$30,000 worth of new fully paid ordinary shares ('SPP 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.

Shares issued under the SPP will be issued at the lower of the Placement Price and a 2.0% discount to the 5-day VWAP of Catapult's shares on the ASX up to, and including, the closing date of the SPP offer period. Shareholder approval is not required for the issue of SPP Shares.

Catapult may decide to accept applications (in whole or in part) that result in the SPP raising more or less than this amount in its absolute discretion.

It is the intention of all Directors to participate in the SPP.

For any questions in relation to the SPP, please contact the Company's registry provider, MUFG Corporate Markets, during the offer period (expected to commence on October 21, 2025) on +61 1300 554 474, or support@cm.mpms.mufg.com. MUFG Corporate Markets office hours are 8.30am to 7.30pm – Monday to Friday (excluding Public Holidays).

WEBCAST BRIEFING

A webcast briefing hosted by Mr Will Lopes, Chief Executive Officer & Managing Director, and Mr Bob Cruickshank, Chief Financial Officer, will be held at 10.30am (Melbourne time) today.

To access the briefing, participants will need to pre-register at the Open Briefing webcast link below. The briefing will be accessible using the same link from 10.15am (Melbourne time) today.

Webcast briefing link: webcast.openbriefing.com/cat-mu-2026/

A replay of the briefing will be available on the Open Briefing website.

ADVISERS

Goldman Sachs Australia Pty Ltd and Canaccord Genuity (Australia) Limited are acting as Joint Lead Managers and Underwriters to the Placement. Goldman Sachs Pty Ltd is acting as financial adviser to Catapult. Arnold Bloch Leibler is acting as Australian legal adviser to Catapult in relation to the capital raising.

For personal use only

TIMETABLE[1]

The indicative timetable for the Placement and Share Purchase Plan is outlined below.

Event	Date
Record Date for Share Purchase Plan (SPP)	Friday, October 10, 2025
Trading halt	Monday, October 13, 2025
Announcement of the Placement	Monday, October 13, 2025
Placement bookbuild	Monday, October 13, 2025
Announcement of the outcome of the Placement and trading halt lifted	Tuesday, October 14, 2025
Settlement of New Shares issued under the Placement	Friday, October 17, 2025
Allotment and expected commencement of trading of New Shares under the Placement	Monday, October 20, 2025
SPP offer opens and SPP offer booklet is made available	Tuesday, October 21, 2025
SPP offer closes (12 business day offer period)	Wednesday, November 5, 2025
Announcement of outcome of the SPP (pre-market open)	Wednesday, November 12, 2025
Issue and allotment of New Shares under the SPP	Wednesday, November 12, 2025
Expected commencement of trading of New Shares issued under the SPP	Thursday, November 13, 2025
Holding statements in respect of the New Shares issued under the SPP are dispatched	Friday, November 14, 2025

Authorized for release to ASX by the Catapult Board.

For further information, please contact:

Investors: investors@catapult.com Media: media@catapult.com

[1] The timetable is indicative only and subject to change. The commencement of trading and quotation of new shares issued under the Placement and the SPP is subject to confirmation from ASX. Catapult reserves the right to alter the dates at its discretion and without prior notice, subject to ASX Listing Rules and the Corporations Act 2001 (Cth). Specifically, Catapult reserves the right to extend the SPP closing date, accept late SPP applications (either generally or in specific cases) and to withdraw or vary the Placement or SPP without prior notice. Any extension of the SPP closing date will have a consequential effect on the date for the issue of new shares.

For personal use only

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 improve return to play. Catapult works with more than 4,600 elite teams in over 40 sports across more than 100 countries globally. To learn more about Catapult and to inquire about accessing performance analytics for a team or athlete, visit us at catapult.com. Follow us at @CatapultSports on social media for daily updates.

FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements including plans and objectives. Do not place undue reliance on them as actual results may differ from any projections, estimates and forward-looking statement included herein 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.

IMPORTANT NOTICES

Additional information related to this announcement is contained within the investor presentation lodged with the ASX today.

Nothing contained in this announcement shall form the basis of any contract or commitment, or constitutes investment, legal, tax or other advice. Investors should seek appropriate professional advice before making any investment decision.

This announcement has been prepared for publication in Australia and may not be released to US wire services or distributed in the United States. This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or any other jurisdiction. Any securities described in this announcement have not been, and will not be, registered under the US Securities Act of 1933 ('US Securities Act') or the securities law of any state or other jurisdiction of the United States and may not be offered or sold in the United States except in transactions exempt from, or not subject to, the registration requirements of the US Securities Act and applicable US state securities laws.

PRO RATA ALLOCATION UNDER THE PLACEMENT

For the purposes of the Placement, an eligible institutional shareholder's 'pro rata' share will be estimated by reference to the Company's beneficial register on September 25, 2025, but without undertaking any reconciliation and ignoring any New Shares that may be issued under the SPP. Accordingly, unlike in a rights issue, this may not truly reflect the participating shareholder's actual pro rata share. Nothing in this announcement gives a shareholder a right or entitlement to participate in the Placement, which remains solely at the determination and discretion of the Company, and the Company has no obligation to reconcile assumed holdings (e.g. for recent trading or swap positions) when determining a shareholder's 'pro rata' share. To the maximum extent permitted by law, the Company and the underwriters disclaim all and any duty or liability (including for negligence) in respect of the determination of a shareholder's 'pro rata' share;

DEFINED TERMS AND CALCULATION METHODOLOGIES

In this document, unless otherwise indicated:

"1H" for April 1, 2021 onwards, is each period starting April 1 and ending September 30, with the first such period being 1H FY22;

"2H" for October 1, 2021 onwards, is each period starting October 1 and ending March 31, with the first such period being 2H FY22;

"FY" for April 1, 2021 onwards, is each period starting April 1 and ending March 31, with the first such period being FY22;

"ACV" or "Annualized Contract Value" is the annualized value of all active subscription contracts in effect using an average exchange rate to US$ over a 1-month period ending on the ACV Effective Calculation Date;

"ACV (CC)" or "ACV constant currency" is ACV calculated on a "constant currency" basis, which is calculated using an average exchange rate to US$ over a 1-month period ending on September 30, 2024;

"ACV CAGR" is the cumulative annual growth rate in ACV on a "constant currency" basis over a period A to B, which is calculated as the annualized growth rate (expressed as a percentage) of (x) the ACV as at the Effective Calculation Date for B (using currency rates as at the effective calculation date for A); divided by (y) the ACV as at, and using the currency rates as at, the effective calculation date for A. Therefore, for example, the ACV CAGR for 1H FY23 to 1H FY25 is calculated as the annualized growth rate (expressed as a percentage) of (x) the ACV calculated as at September 30, 2024 (using currency rates as at September 30, 2022); divided by (y) the ACV calculated as at, and using the currency rates as at, September 30, 2022;

"ACV Churn" is the reduction in ACV from the loss of customers over a period, which is calculated as the quotient (expressed as a percentage) of (x) the reduction in ACV from the loss of customers over the 12-month period prior to the Effective Calculation Date; divided by (y) the total ACV calculated as at the date that is 12 months prior to that Effective Calculation Date;

"ACV Effective Calculation Date" for ACV is, unless otherwise stated September 30, 2025. The ACV Effective Calculation Date for ACV denoted as "Opening ACV" or "Closing ACV" is ACV calculated as at, respectively, the start or end of the relevant period. Therefore, for example, the Opening ACV FY24 Effective Calculation Date is April 1, 2023 and the Closing ACV FY24 Effective Calculation Date is March 31, 2024. ACV denoted as "1H" is calculated as at the end of the relevant period. Therefore, for example,

For personal use only

the ACV 1H FY24 Effective Calculation Date is September 30, 2023, and the ACV 1H FY25 Effective Calculation Date is September 30, 2024;

"ACV Growth" or "ACV YoY" is the growth in ACV (including on a "constant currency" basis), which is calculated as the quotient (expressed as a percentage) of (x) the ACV calculated as at the Effective Calculation Date; divided by (y) the ACV calculated as at the date which is 12 months prior to that Effective Calculation Date;

"ACV Retention" is the retained ACV from continuing customers over a period, which is calculated as (1 - ACV Churn), expressed as a percentage;

"Fixed Costs" is the total of General & Administrative (G&A), and capitalized and non-capitalized Research & Development (R&D) costs;

"Free Cash Flow" or "FCF" is cash flows from operating activities less cash flows used for investing activities, excluding cash used for acquisitions of, and investments into, businesses and strategic assets. FCF excludes AASB16 lease payments;

"Incremental profit" over a period is calculated as the incremental Management EBITDA over that period;

"Incremental profit margin" over a period is calculated as the quotient (expressed as a percentage) of (x) the incremental Management EBITDA over that period; divided by (y) the incremental revenue over that period;

"Lifetime Duration" or "LTD" is the average length of time that customers have continuously subscribed for Catapult's products or services as at the effective calculation date, weighted by each customer's ACV as at that date;

"Management EBITDA" is EBITDA excluding share-based payments, purchase consideration, and severance; and including capitalized development expense;

"Multi-vertical customers" is the number of customers that, as at the effective calculation date, use a product from more than one of Catapult's verticals;

"Net Revenue Retention" or "NRR", for a cohort of customers for a FY (or HY) is the growth in aggregate ACV for that cohort over the 12-month period ending at the expiry of that FY (or HY) (the "end date") on a "constant currency" basis, including upsell and cross-sell ACV and accounting for churn, which is calculated as the quotient (expressed as a percentage) of (x) the aggregate ACV for that cohort calculated as at the end date; divided by (y) the ACV for that cohort calculated as at, respectively, the start of that FY (or the start of the previous HY);

"pp" means percentage point, which is the arithmetic difference between two percentages;

"Recurring Revenue" is SaaS Revenue, plus Media, and plus other recurring revenue that is not attributable to ACV;

"SaaS Revenue" or "SaaS (ACV) Revenue" is revenue attributable to ACV; and

"Variable Costs" is Total non-capitalized COGS, Sales & Marketing (S&M), and Delivery Costs.

This document should be read in conjunction with the above definitions and calculation methodologies as they are integral to understanding the content.

NON-IFRS INFORMATION

While Catapult's results are reported under IFRS, this document also includes non-IFRS information, such as Management Operating Profit, Management EBITDA, EBITDA, Gross Margin, Contribution Margin, Free Cash Flow (FCF), Annual Recurring Revenue (ARR), Annualized Contract Value (ACV), Lifetime Duration (LTD), ACV Retention, and ACV Churn. These measures are provided to assist in understanding Catapult's financial performance, given that it is a SaaS business. They have not been independently audited or reviewed, and should not be considered an indication of, or an alternative to, IFRS measures.

GENERAL

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. All financials are in US$ unless otherwise indicated.

For personal use only