

# LATEST CUSTOMER ADDITIONS PROVE STRONG VALUE OF CATAPULT'S INTEGRATION PLATFORM IN EUROPE

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- TEAMS ACROSS EUROPE (INCLUDING GERMANY, ITALY, AND THE NETHERLANDS) HAVE ENTERED MULTI-YEAR PARTNERSHIPS WITH CATAPULT.
- ALL TEAMS WILL USE BOTH CATAPULT'S WEARABLE AND VIDEO SOLUTIONS.
- LATEST CUSTOMER ADDITIONS UNDERSCORE CATAPULT'S MARKET DIFFERENTIATION IN PERFORMANCE ANALYSIS.

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company') the global performance technology leader in elite sports, has continued its commercial growth in the European market and shown promise on its ACV growth projections from the close of FY22 with the addition of several new customers, including Eredivisie football club AZ Alkmaar, 2. Bundesliga football club FC St. Pauli, and Italian Rugby Union team Zebre Parma.

These teams have all named Catapult as their Official Performance Analysis and Athlete Monitoring software partner, and will leverage both Catapult's wearable and video solutions (Vector and MatchTracker) to improve training and performance, and inform tactical play.

Most recently at the close of FY22, Catapult achieved 50% growth in multi-vertical customers and identified the integration of athlete monitoring data and video as a key revenue growth driver in Europe for soccer and rugby customers. The latest customer additions across the continent proves the strong market differentiation of Catapult's integrated platform at the most elite levels of sport.

Catapult Vector, the leading athlete monitoring system for elite sports, delivers live algorithms, communications, and enhanced performance insights and functionality to sports scientists and athletes. The inertial sensors inside Vector devices are capable of delivering detailed football and rugby-specific analytics that help to optimize athlete performance, avoid injury, and inform return to play. MatchTracker, Catapult's video solution for football and rugby, is a performance analysis software that provides teams with pre-match planning, live match analysis, and post-match review. The tool automatically connects every event, phase of play, or game state to a variety of player outputs captured with the Vector wearable devices, including maximum speed, intensity, distance covered, and player load, with pin-point accuracy.

The combination of video analysis and athlete monitoring will allow AZ Alkmaar, FC St. Pauli, and Zebre Parma to contextualize the physical outputs of every phase of play, empowering them to optimize training sessions with more certainty and accuracy than ever before. These workflows are all in a single platform, releasing significant amounts of time and powering faster decision making.

"European football and rugby have always been key sports for Catapult, and this recent success shows the market differentiation of our wearable and video data integration for these types of teams," said Catapult CEO Will Lopes.

"Stepping into the Italian Rugby Union via our new partnership with Zebre Parma, and earning new business from competitors with FC St. Pauli and AZ Alkmaar are exciting milestones for the company. We continue to be the solution for the most competitive teams in the world, and our ability to expand our cohort of partners is a testament to the unique innovations that we can provide the market."

According to FC St Pauli's video analyst Ole Marschall, "MatchTracker gives us an unprecedented efficiency in the analysis of individual, group, and team tactical behavior. The associated tagging and editing programme, Focus, is essential, especially in live work. The overall solution offers us great added value for preparing training sessions and matches."

AZ Alkmaar, FC St. Pauli, and Zebre Parma join thousands of elite codes and teams including English Premier League and Bundesliga clubs, 2022 World Cup champion team Argentina, and rugby federations including Fédération Française de Rugby, the Scottish Rugby Union, Welsh Rugby Union, and the Australian Rugby Union. All use Catapult solutions to understand performance at a deeper level and compete 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 more than 500 staff based across 28 locations worldwide, working with more than 3,650 elite teams in 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 [catapultsports.com](https://catapultsports.com). Follow us at @CatapultSports on social media for daily updates.

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