

CATAPULT ANNOUNCES CFO TRANSITION

MARCH 28, 2023

- BOB CRUICKSHANK APPOINTED NEW CFO, EFFECTIVE APRIL 3, 2023
- HAYDEN STOCKDALE TO STEP DOWN MAY 31, 2023 POST HANDOVER PERIOD

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company'), the global performance technology leader in elite sports, today announces an executive transition with the appointment of a new Chief Financial Officer (CFO), Bob Cruickshank, based in the United States. The current CFO, Hayden Stockdale, will leave the Company at the end of May 2023 following a handover period commencing in early April 2023.

Catapult announced that after careful consideration, it decided that the CFO position should be based in Boston, U.S., alongside the CEO and where much of the Company's operations are carried out. This decision will allow Catapult to align its financial operations more effectively with its overall business strategy and ensure that the Company is most efficiently positioned for future growth. Currently 96% of Catapult's revenue comes from outside Australia.

Mr Cruickshank is a proven finance leader with more than 25 years' experience at public and private companies, high-growth start-ups, and mature-stage U.S.-based technology companies. Prior to Catapult, Mr Cruickshank served in executive roles at Astadia, ezCater, Amazon Robotics (formerly Kiva Systems), and Aspen Technology, after a successful public accounting career at Arthur Andersen. He is currently based in Boston having been CFO for Astadia Inc. since 2021.

Mr Cruickshank has a BA in History from Wake Forest University and an MBA from Northeastern University.

"Bob's track record of leadership and operational execution ideally positions him to further advance our strategy at Catapult. His previous success as a CFO means he will be an invaluable addition to Catapult's leadership team." said Will Lopes, Catapult CEO. "We are delighted to welcome him to Catapult, and being based in Boston, he will have an immediate impact as we continue to grow and expand our operations in the U.S. and around the world."

Mr Stockdale, the outgoing CFO, has been with Catapult for more than three years. During that time, the Company transitioned to a full SaaS model (quickly raising subscription revenue to 90%+ of total revenue), completed an equity raise together with the acquisition of SBG, expanded its debt facility, transitioned to a new FY and currency, returned ACV growth to accelerating levels, and completed numerous internal improvement and restructuring projects. He will remain with the Company until the end of May 2023 to ensure a smooth transition of responsibilities to Mr Cruickshank.

"As a key member of our executive leadership team since 2020, Hayden has been instrumental in transforming Catapult to higher growth and maturity. During his tenure, Hayden was a

great partner in forming and implementing our SaaS strategies while driving a focus on cost control, capital deployment, and elevating Catapult to the next stage of growth. The Board and I thank Hayden for his outstanding contributions to the Company and wish him all the best in his future endeavours," said Will Lopes. "We are confident that the transition process will be the best result for the Company and its shareholders."

Mr Stockdale said "Collectively the Catapult team has implemented a very significant transformation of the business over the last few years, and it's been a tremendous journey to be a part of. As we scale beyond this inflection point, efficiency will be critical, and that requires the CFO position to be located in Boston. While I'm sad to be leaving Catapult, this is the right decision and I'm confident that Bob will do a tremendous job. I'm also confident that the Board and Will have the right strategy to succeed, and wish them and the whole Catapult team all the best for the future."

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

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ABOUT CATAPULT

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