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# INVESTOR PRESENTATION

DECEMBER 3, 2024

**U.S. INVESTOR ROADSHOW**

DECEMBER 3 - 4, 2024



# IMPORTANT NOTICE

## 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, 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.

## Pro forma financial information

Catapult changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ending December 31, 2020 and a final period ended March 31, 2021. Catapult also changed its presentation currency from A\$ to US\$, which commenced with reporting in US\$ for the six-month period ended December 31, 2020. Catapult also acquired SBG on July 1, 2021. This document sets out pro forma information solely for the purpose of illustrating the effects of the acquisitions (including SBG) and these changes on certain historical financial results.

The financial information denoted as "Pro forma including acquisitions" in this document is pro forma, does not form part of Catapult's 1H FY25 financial results and has not been independently audited or reviewed. The pro forma financial information which is "Pro forma including acquisitions" is, as applicable, either a 6-month period ended September 30, or a 12-month period ended March 31, on the basis that the Company acquired all relevant acquired entities on April 1, 2018. All pro forma financial information has been compiled from management accounts. Because of its hypothetical nature, the pro forma information may not give a true picture of a relevant comparison. Subject to law, Catapult assumes no obligation to update, review or revise the pro forma information.

## 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, 2023;
- "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, 2024. 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, 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;
- "nm" means not meaningful;
- "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 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.



## OUR VISION

**UNLEASH** THE POTENTIAL  
OF EVERY TEAM AND ATHLETE  
ON EARTH

ersonal use only

## OUR MISSION

**HELP TEAMS MAKE  
BETTER DECISIONS  
THROUGH A  
COMPREHENSIVE  
ALL-IN-ONE  
TECHNOLOGY**

Catapult is uniquely positioned to lead a US\$40bn market in the delivery of enterprise level software solutions for professional sports.

Our innovation has enabled Catapult to establish a clear market leadership position, with revenues growing beyond US\$100m powered by our SaaS solutions.

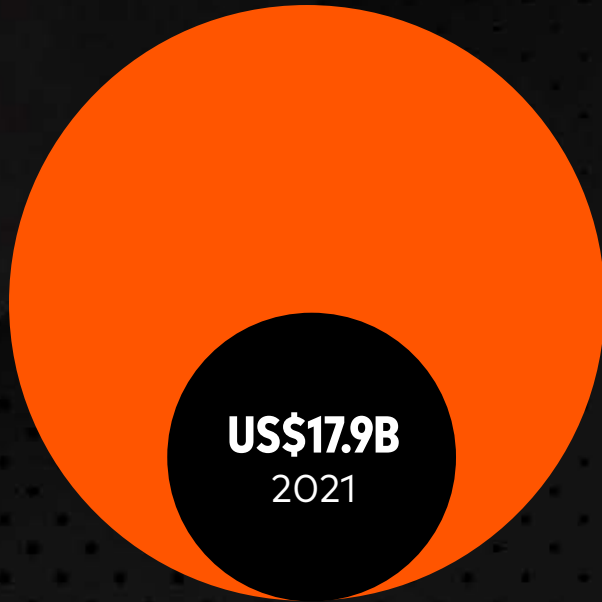
Since FY20, we have invested more than US\$70m on R&D initiatives to expand our offerings into multiple solutions within a unified platform that delivers unparalleled and differentiated insights.

Our scalable subscription business model drives product adoption and our content becomes deeply embedded in teams' workflows, delivering powerful unit economics with best-in-class retention rates.

## OUR INDUSTRY

**SUBSTANTIAL MARKET FOR CATAPULT**

## PRO SPORTS TECHNOLOGY

**US\$40.2B****market size by 2026****20K**  
**Elite Teams**Men &  
Women  
NCAA  
Athletics

Major Sporting Leagues

Feeder Divisions

Pro Team Academies

National Teams

Olympic Teams

## ADJACENT MARKETS

High School & Youth  
Sport Teams

First Responders

Military

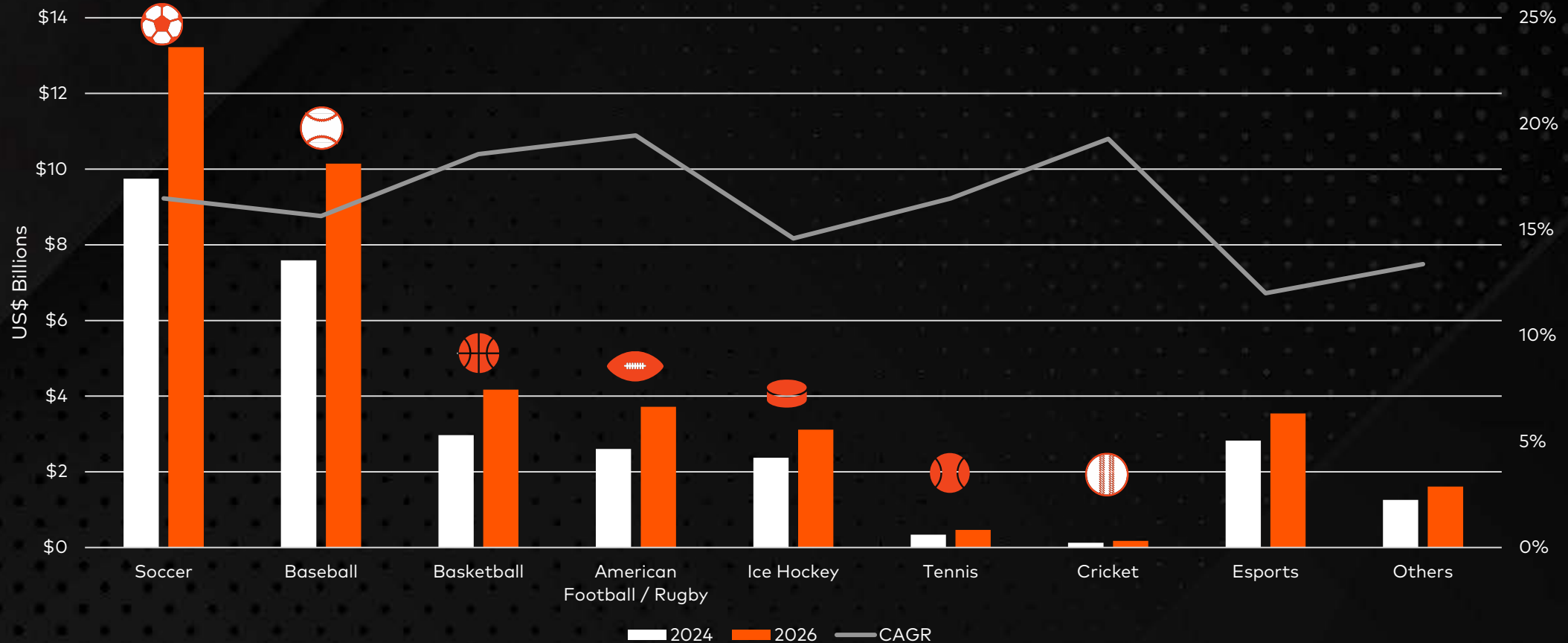
Medical

OUR INDUSTRY

# WITH GREATEST OPPORTUNITY CENTERED ON TEAM SPORTS

The **five largest sports** are expected to contribute the large majority of market growth

Sports Technology Market Growth by Sport



Source: Marketsandmarkets, Sports Technology Market with COVID-19 Impact - Global Forecast to 2026, April 2021.

The information is not, and must not be relied upon as, a statement or estimate of Catapult's current financial performance; a forecast of or guidance as to Catapult's future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. The information in this slide has not been independently audited or reviewed, and does not form part of Catapult's 1H FY25 financial results.

## OUR INDUSTRY

**MULTIPLE STAKEHOLDERS NEED INSIGHTS TO MAKE RAPID DECISIONS**



OUR VALUE PROPOSITION

# ONE-STOP PLATFORM FOR PRO SPORTS

## SAVE TIME

Help teams make better use of time with improved workflows



## DISCOVER INSIGHTS

Contextualize data to increase access to meaningful insights





## OUR PLATFORM

# WITH APPS THAT WORK SEAMLESSLY TOGETHER ACROSS KEY WORKFLOWS

**PERFORMANCE & HEALTH****ATHLETE MONITORING**

- Vector Pro (LPS/GPS)
- Vector Core (GPS)
- Catapult One (GPS)

**TACTICS & COACHING****PRO VIDEO SUITE** (NEW VIDEO SOLUTION)

- MatchTracker
- Focus
- Hub
- RaceWatch

**THUNDER** (LEGACY VIDEO SOLUTION)**MEDIA & OTHER****MEDIA SERVICES**

- Content Licensing
- Asset Management
- Broadcast Enhancement

**OTHER**

- Professional Services
- Science for Sport

**CATAPULT PLATFORM**

Unique Algorithms • Real-Time Collaboration • Cloud-Based • Shared Data • Tightly Integrated • Scalable

## OUR PLATFORM

**AND IS DIFFERENTIATED BY BEING PURPOSE-BUILT FOR SPORTS****PERFORMANCE & HEALTH****SOCCER**

Multi directional or steady state, different intensities, goalie dive load, dive count and time to feet

**AMERICAN FOOTBALL**

Lineman contacts, quarterback throws and impacts, contact load, throw load, and impact load

**ICE HOCKEY**

Skating symmetry, total work bouts, skating load, work:rest ratio, goalie load, down count and asymmetry

**BASKETBALL**

Jumps, changes of direction, accelerations and decelerations, jump count and explosiveness

**BASEBALL**

Directional acceleration, separate swing/pitch/throw load, intensity per event and base runner explosiveness

**RUGBY**

Scrum duration, contact involvements, kicks, player load, collisions, kick counter, maximum speed, acceleration and deceleration, and back in game time

**TACTICS & COACHING****MOTORSPORT**

RaceWatch combines and synchronizes data including timing feeds, GPS, telemetry, race control messages, weather data, team radios and live video

**SOCCER, RUGBY & BASKETBALL**

MatchTracker synchronizes athlete wearable data with video and analysis across a variety of views including 2D pitch, tables and charts.

**AMERICAN FOOTBALL & ICE HOCKEY**

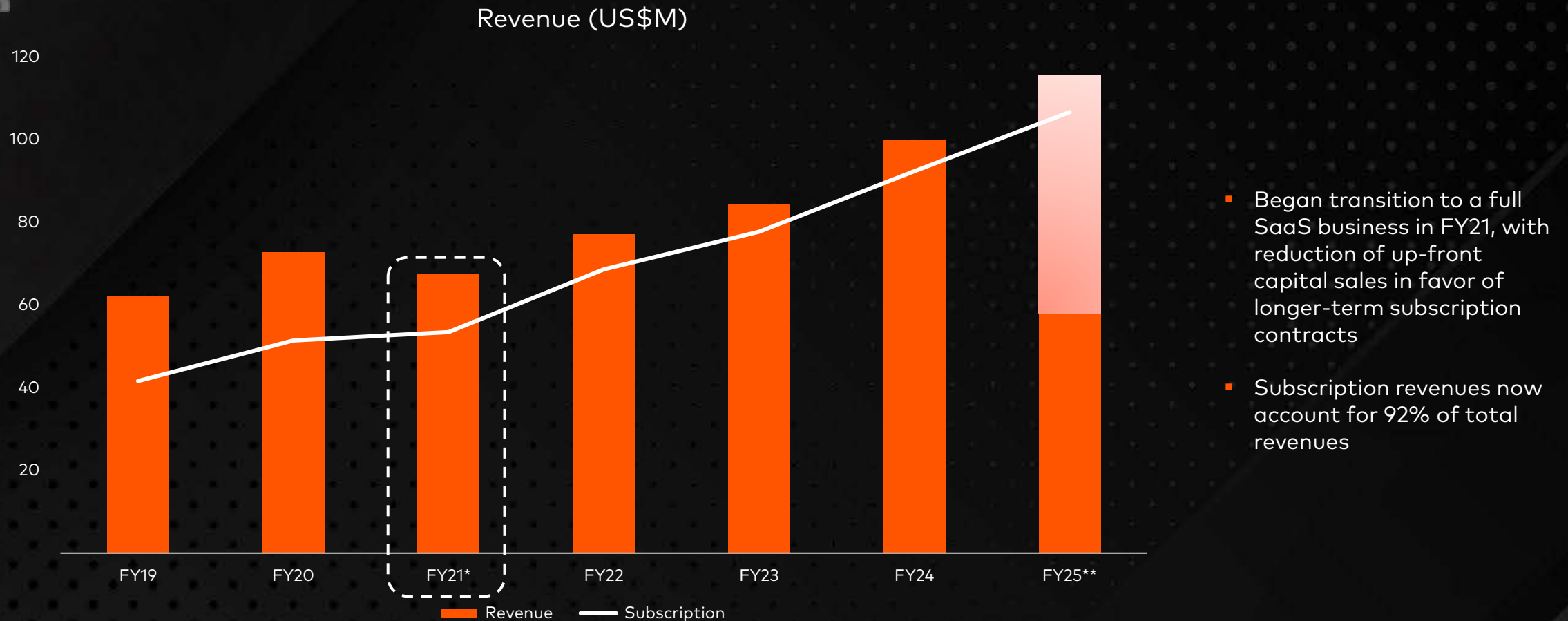
Thunder improves the speed, efficiency and impact of video analysis, enabling teams to add, edit and organize clips alongside performance data.

**MULTISPORT**

Focus captures multi-angle video & performance data into playlists for review and presentations. Hub then enables teams to share, edit, and view video, presentations, and insights.

## OUR BUSINESS MODEL

# WE TRANSITIONED TO SAAS TO OPTIMIZE GROWTH THROUGH SUBSCRIPTIONS



\* Catapult changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ending December 31, 2020 and a final period ended March 31, 2021. FY20 and FY21 financial information is pro forma and includes acquisitions.

\*\* FY25 is calculated by annualizing 1H FY25.

Important Note: The annualized 1H FY25 revenue (used to calculate FY25 revenue) is provided solely to illustrate the historical increase in FY revenue from FY19 to present. That annualized financial information is not, and must not be relied upon as, a statement or estimate of Catapult's current financial performance; a forecast of or guidance as to Catapult's FY25 revenue or other future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. See slide 2 for defined terms and calculation methodologies.



## OUR BUSINESS MODEL

**DELIVERING INDUSTRY LEADING SAAS RESULTS****GROWTH****22%** 3-YEAR ACV CAGR**QUALITY****96%** ACV RETENTION**LEVERAGE****79%** GROSS MARGINS**CERTAINTY****92%** RECURRING REVENUE**STABILITY****7.6 YEARS** LIFETIME DURATION

Important Note: ACV Growth (which is CC, constant currency), ACV Retention, Recurring Revenue, and Lifetime Duration financial information in this slide has not been independently audited or reviewed, and does not form part of Catapult's 1H FY25 financial results. See slide 2 for defined terms and calculation methodologies.

## OUR BUSINESS MODEL

**ALLOWING US TO SCALE PROFITABLY**

	METRIC	KEY ITEMS	LONG-TERM TARGET
Variable Cost	Revenue		100%
	COGS	<ul style="list-style-type: none"> <li>Wearables Inventory</li> <li>Video Hardware</li> <li>Data &amp; Hosting</li> <li>License Royalty</li> </ul>	20%
	Delivery	<ul style="list-style-type: none"> <li>Support</li> <li>Customer Success</li> <li>Supply Chain &amp; Logistics</li> </ul>	10%
	Sales & Marketing	<ul style="list-style-type: none"> <li>Sales &amp; Marketing HC</li> <li>Marketing</li> <li>Rev. Ops</li> </ul>	15%
Fixed Cost	Management Contribution Margin		55%
	G&A	<ul style="list-style-type: none"> <li>G&amp;A</li> </ul>	10%
	R&D (inclusive of CAPEX)	<ul style="list-style-type: none"> <li>R&amp;D</li> </ul>	15%
	Management EBITDA		30%

- Our SaaS business creates predictable revenue w/ ACV being the leading indicator for future revenue

- Our scale allows us to cross-sell new solutions to existing customers which lowers our variable costs (cost of growth)

- Having established a base for scale, our incremental fixed costs to support future growth is non-linear to our revenue growth increasing profit margin

Percentages do not include Non-Cash Employment Costs. R&D includes both capitalized and non-capitalized components.

Important Note: The financial information in this slide is provided solely to illustrate how operating margin improves with scale. The information is not, and must not be relied upon as, a statement or estimate of Catapult's current financial performance; a forecast of or guidance as to Catapult's future financial performance, condition or prospects; or an indication of Catapult's views regarding any of the foregoing. See slide 2 for defined terms and calculation methodologies.

OUR GROWTH

# WE HAVE A FOCUSED GO-TO-MARKET APPROACH

	MID-TERM TARGET	MARKET OPPORTUNITY
LAND	5K PRO TEAMS	<ul style="list-style-type: none"> <li>Uniquely differentiated in P&amp;H (Wearables)</li> <li>Largest player in market &amp; 5x nearest competitor</li> </ul>
EXPAND	50% MULTI-VERTICAL	<ul style="list-style-type: none"> <li>Cross sell integrated solutions</li> <li>Attractive economics in T&amp;C</li> </ul>
RETAIN	95% RETENTION RATE	<ul style="list-style-type: none"> <li>Product innovation</li> <li>Exceptional service</li> </ul>
SCALE	30% PROFIT MARGIN	<ul style="list-style-type: none"> <li>Sales &amp; delivery productivity</li> <li>Expand integrated solutions</li> </ul>



## OUR GROWTH

# THAT IS DELIVERING PROFITABLE GROWTH

US\$M	1H FY24	1H FY25	Incremental
<b>Revenue</b>	<b>49.8</b>	<b>57.8</b>	<b>8.1</b>
Variable Costs (COGS, S&M, Delivery)	28.0	30.3	2.3
Variable Costs %	56%	52%	29%
Fixed Cost (G&A, R&D, Other)	21.6	21.3	(0.3)
Fixed Costs %	43%	37%	-3%
<b>Incremental Profit</b>			<b>6.0</b>
<b>Incremental Profit Margin</b>			<b>75%</b>

- Exiting our growth investment phase in FY23, our target is to keep a minimum of 30% for every additional US\$1 of revenue generated as profit
- In FY24, we exceeded this target with a 43% incremental profit margin
- H1, benefitting from continued efficiencies, delivered a record level performance
- This gives us increasing confidence that our incremental profit margin for FY25 will exceed FY24

## OUR INVESTMENT CASE

# WE ALREADY WORK WITH THE BEST TEAMS AND LEAGUES GLOBALLY

**4,400+**TEAMS  
GLOBALLY**40+**SPORTS  
GLOBALLY**100+**

COUNTRIES

Premier  
League

## OUR INVESTMENT CASE

**EMPOWERING THEM TO MAKE BETTER DECISIONS**

"This partnership is very important for CBF and for all professionals involved with our football. We need to have experienced companies by our side that value excellence to keep our national teams competitive and always at the top of world football. We see these characteristics in Catapult, a brand that offers state-of-the-art materials for accurate and reliable analysis of our athletes."

**EDNALDO RODRIGUES**  
*President*  
**Brazilian Football Confederation**



"RaceWatch has been an essential part of racing operations at Williams for over 10 years. The combination of powerful data analysis, intelligent prediction, and clear visualisations, all fully synchronised with video and audio makes it an invaluable tool for engineers and stakeholders across the team. When every second matters it's key to have a tool that not just provides the important information at every stage, but also removes overhead, stress and guesswork out of managing qualifying and the race."

**JAMES VOWLES**  
*Team Principal*  
**Williams Racing**



"Catapult's solutions allow us to make objective decisions about how we train our athletes and how we establish our competitive advantage over opponents. It gives coaches and athletes confidence that they are seeing a full view of performance for everyone on the pitch."

**CHRISTOFER CLEMENS**  
*Head of Analysis*  
**German Football Association**



"The bowling algorithm is something we look at to measure the intensity of bowling and has been a way that we can change the way players look at their training by getting a measure of intensity. It enables us to manage our fast bowlers' preparedness for the various formats looking at the relationship between intensity and volume."

**ANDREW WELLER**  
*Physical Performance Manager*  
**Cricket Australia**



"The Vector T7 has improved the comfort for our players. Often the players don't realize they are wearing the new device. The easier we can make the Catapult data accessible to coaches and provide insight on increasing and decreasing player load, the better we are going to be as a team and organization."

**NICK POTTER**  
*High Performance & Sports Science Director*  
**Duke University Men's Basketball**

**RUGBY AU**

"At Rugby AU, we take pride in providing our athletes with the most innovative technology. Our long-standing relationship with Catapult has yielded critical insights, helping us prepare players for the physical demands of the game, adjusting training to prevent injuries, and tailor rehabilitation protocols for accelerated recovery."

**CATHAL GARVEY**  
*Head of Analytics*  
**Rugby Australia**



## OUR INVESTMENT CASE

**POSITIONING US WELL TO EXPAND & MAINTAIN OUR LEADERSHIP POSITION****VAST AND  
INVALUABLE  
DATA RESOURCE**

5 petabytes of elite athlete performance data processed (and growing) since first 5 Hz GPS device was developed in 2005

**GENERATING  
UNPARALLELED  
INSIGHTS**

Utilizing the largest multi-sport data sets globally we can develop algorithms that generate unparalleled insights

**CREATING  
SUPERIOR  
EXPERIENCE**

Clients access the best insights and benchmarks in the market, enabling us to create a superior user experience

**FURTHER  
ENHANCING  
LEADERSHIP**

Our extensive global network of sports teams expands with superior products, further scaling our data sets and strengthening our leadership position

## OUR INVESTMENT CASE

## LED BY AN EXPERIENCED WORLD CLASS EXECUTIVE TEAM

Catapult has assembled a world-class executive team with the **skills, passion, and common vision to grow value**

**WILL LOPES**

CHIEF EXECUTIVE OFFICER &  
MANAGING DIRECTOR

As the former Chief Revenue Officer of Audible, an Amazon subsidiary, Will brings world-class technology and growth experience from one of the world's most successful technology businesses. Will was responsible for revenue growth and was a key leader on the executive management team responsible for overall business performance.

**MATT BAIROS**

CHIEF PRODUCT  
OFFICER

Matt is an accomplished industry and technology leader leveraging 15+ years of sales, product marketing, and client service experience at various organisations, both public and private. Matt joined Catapult through the acquisition of XOS Digital, where he was President and Chief Executive Officer, and has dedicated his professional life to the sports technology industry.

**ZOE RUMFORD**

CHIEF PEOPLE  
OFFICER

Zoe has extensive global experience in driving growth and development across technology companies, and delivering high performance cultures, including international senior leadership positions managing people and culture teams at both Spotify and Amazon. Her most recent notable roles were as Chief People Officer for Sofar Sounds and Acast podcasting platform.

**GARETH GRIFFITH**

CHIEF TECHNOLOGY  
OFFICER

Gareth has founded several successful software companies, most recently SBG Sports Software, which Catapult acquired in 2021. SBG's solutions are widely used by teams and officials in Formula One as well as by football and rugby leagues in Europe. His companies have twice won the UK Queen's Award for Enterprise and Innovation.

**BOB CRUICKSHANK**

CHIEF FINANCIAL  
OFFICER

Bob is a proven finance leader with more than 25 years' experience at public and private companies, high-growth startups, and mature-stage U.S.-based technology companies. Prior to Catapult, Bob served in executive roles at Astadia, ezCater, Amazon Robotics (formerly Kiva Systems), and Aspen Technology, after a successful public accounting career at Arthur Andersen.

**CHRIS SMITH**

CHIEF REVENUE  
OFFICER

Chris brings over two decades of experience in the technology industry, with a proven track record of driving growth, innovation, and transformation. Before joining Catapult, Chris was the Chief Sales & Commercial Officer at IRIS Software, where he was responsible for the company's revenue strategy and execution, overseeing Sales, Retention, Renewal, Marketing, Enablement, and Commercial teams.

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**UNLEASH POTENTIAL**



## APPENDIX



## ABOUT CATAPULT

Listing: Australian Securities Exchange (ASX)

ASX Ticker: CAT

GICS Classification: Software & Services

Head Office: Boston, MA, USA

Fiscal Year-End: March 31

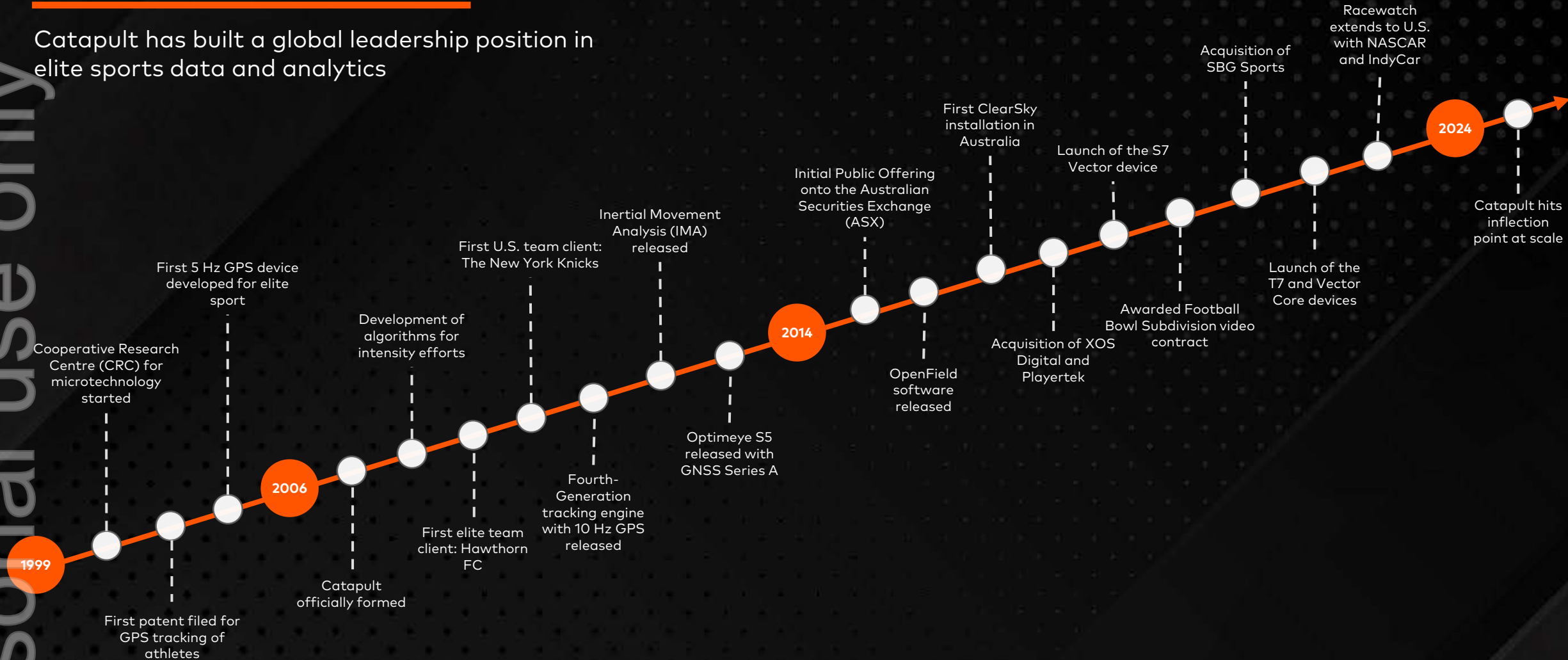
Reporting Currency: U.S. Dollars

Website: [catapult.com](https://catapult.com)



## OUR JOURNEY: 1999 - 2024

Catapult has built a global leadership position in elite sports data and analytics





# AN ESTABLISHED TRACK RECORD OF STRONG AND CONSISTENT GROWTH

		FY20**	FY21**	1H22	2H22	FY22	1H23	2H23	FY23	1H24	2H24	FY24	1H25
ACV	ACV (US\$M)	45.5	53.4	58.8	63.9	63.9	66.2	73.4	73.4	79.7	86.8	86.8	96.8
	ACV GROWTH (CC)*	11.2%	14.1%	20.3%	21.7%	23.1%	19.1%	19.5%	20.2%	20.0%	17.8%	19.7%	20.9%
	ACV CHURN	6.4%	5.5%	4.1%	3.4%	3.4%	4.0%	3.8%	3.8%	3.6%	3.5%	3.5%	3.8%
CUSTOMERS	LIFETIME DURATION (YEARS)	6.5	5.8	5.5	5.8	5.8	6.0	6.0	6.0	7.1	7.0	7.0	7.6
	MULTI-VERTICAL CUSTOMER BASE PENETRATION (EX RUN-OFF)		6.6%			7.4%			9.5%			10.4%	
EARNINGS	REVENUE (US\$M)	72.7	67.3	37.5	39.5	77.0	41.6	42.8	84.4	49.8	50.2	100.0	57.8
	SUBSCRIPTION REVENUE (US\$M)	51.7	53.4	32.3	36.4	68.6	36.9	40.8	77.7	44.7	47.7	92.3	53.3
	SUBSCRIPTION REVENUE GROWTH (CC)						19.7%	17.2%	18.4%	21.1%	20.0%	20.8%	20.3%
	SUBS REV AS % OF TOTAL REV	71.1%	79.3%	86.1%	92.0%	89.1%	88.8%	95.3%	92.1%	89.7%	94.9%	92.3%	92.1%
	MANAGEMENT EBITDA (US\$M)	4.4	2.9	(3.7)	(10.1)	(13.9)	(13.3)	(0.9)	(14.2)	0.2	4.0	4.2	6.2
	EBITDA (US\$M)	10.1	6.5	(2.4)	(11.8)	(14.3)	(13.2)	2.2	(11.0)	4.3	5.1	9.4	8.4
MANAGEMENT MARGINS	GROSS MARGIN %	72.8%	73.8%	73.5%	75.6%	74.5%	70.6%	80.6%	75.7%	79.8%	82.4%	81.1%	79.1%
	VARIABLE COSTS (EX COGS) %	33.1%	32.1%	36.9%	43.8%	40.4%	47.8%	36.2%	41.9%	36.1%	34.6%	35.3%	31.5%
	CONTRIBUTION MARGIN %	39.7%	41.7%	36.5%	31.8%	34.1%	22.8%	44.4%	33.7%	43.7%	47.8%	45.8%	47.6%
	FIXED COSTS %	34.4%	39.0%	51.0%	57.6%	54.4%	57.1%	47.0%	52.0%	43.4%	40.5%	41.9%	36.9%
	OPERATING MARGIN %	5.3%	2.8%	-14.5%	-25.8%	-20.3%	-34.3%	-2.7%	-18.3%	0.4%	7.4%	3.9%	10.8%
CASH	OPERATING CASH FLOW (US\$M)	13.1	14.2	6.6	(3.9)	2.7	0.0	3.7	3.7	15.4	16.3	31.7	20.3
	FREE CASH FLOW (EX ACQUISITIONS) (US\$M)	2.9	4.9	(2.9)	(15.0)	(17.9)	(13.4)	(8.2)	(21.6)	1.4	3.2	4.6	4.8
P&H	P&H ACV (US\$M)	22.6	29.5	34.2	39.0	39.0	41.2	47.0	47.0	51.7	56.7	56.7	63.6
	P&H ACV GROWTH (CC)*	19.1%	21.4%	35.4%	33.3%	37.3%	26.5%	26.0%	28.0%	24.9%	19.9%	23.1%	21.9%
T&C	T&C ACV (US\$M)	19.6	20.9	21.8	22.0	22.0	22.5	23.9	23.9	25.6	27.7	27.7	30.7
	T&C ACV GROWTH (CC)*	6.6%	6.4%	5.1%	5.4%	5.3%	11.3%	9.8%	10.8%	13.7%	14.9%	15.2%	19.9%

Important Note: \* ACV Growth calculated as at a FY is ACV YoY. Other ACV Growth calculations (i.e. for 1H or 2H periods) have been annualized. \*\* FY20 and FY21 financial information is pro forma including acquisitions.

While elements of the above table have been reviewed, the table and line items including ACV, EBITDA, Management EBITDA, Variable Costs, Fixed Costs, and Contribution Profit financial information (including growth rates and margins) have not been separately independently audited or reviewed, and do not independently form part of Catapult's 1H FY25 financial results. See slide 2 for defined terms and calculation methodologies.

# GLOSSARY OF TERMS

TERM	DEFINITION
<b>ACV or Annualized Contract Value</b>	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
<b>ACV Churn</b>	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
<b>COGS</b>	cost of goods sold
<b>Lifetime Duration (LTD)</b>	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
<b>Management EBITDA</b>	EBITDA excluding share-based payments, purchase consideration, severance; and including capitalized development expense
<b>Multi-vertical customers</b>	the number of customers that, as at the effective calculation date, use a product from more than one of Catapult's verticals
<b>NCAA</b>	National Collegiate Athletic Association

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