



# CATAPULT ANNOUNCES STRATEGIC ACQUISITION OF SBG SPORTS SOFTWARE AND EQUITY RAISING TO ACCELERATE GROWTH

**JUNE 23, 2021**

ALL FINANCIALS ARE IN USD UNLESS OTHERWISE INDICATED

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Company') is pleased to announce the strategic acquisition of leading sports software video solutions provider, SBG Sports Software Limited ('SBG') (the 'Acquisition'), and plans for increased investment in technology, data science, and scale capacity, to accelerate the Company's growth strategy. Central to this accelerated growth strategy are significant opportunities to drive additional customer value, and to expand Annualized Contract Revenue ('ACV') by 10x.

The SBG acquisition and increased investment to scale growth will be funded through a \$35M underwritten institutional placement ('Placement') and a \$5M non-underwritten share purchase plan ('SPP'). 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 ('Director Placement'). All shares will be issued at a price of A\$1.90.

## STRATEGIC ACQUISITION OF SBG

### SBG – Background and Technology Leadership

London based SBG was founded in 2008 in collaboration with Mercedes F1 with the purpose of developing products that could capture large quantities of live data and video. More recently, SBG has transformed its learnings from F1 into leading global solutions for soccer and rugby, generating data visualizations that extract key information from multiple sources in real-time, with analytics and insights that assist coaches in rapidly breaking down factors driving team performance.

### Strong Strategic Fit with Catapult and Accelerated Growth Momentum

The acquisition of SBG enhances Catapult's mission to deliver the most comprehensive and insightful set of performance metrics for athletes and teams worldwide by accelerating its technology capabilities in the video analysis 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. SBG's high profile customers in this segment include Manchester City, Manchester United, Tottenham Hotspur, Everton and Paris St Germain; and
- is materially accretive to Catapult's "Rule of 40" constituent metrics, with ACV growth of 28% and EBITDA margins of 28% in FY21.

Under the Acquisition, the Company will acquire 100% of the issued capital in SBG for total consideration of \$40-45M, comprising:

- \$20M in cash;
- \$20M in deferred Catapult shares, to be issued at approximately A\$2.15 per share in instalments over the 12-month period commencing on the anniversary of completion; and
- Up to \$5M in Catapult shares, subject to achievement of agreed key performance indicators, to be measured at the end of FY23 and FY24, and issued in instalments over the 12 month period following achievement of the agreed KPIs.

Each Catapult shares component will be subject to voluntary escrow for a period of 12 months from the date of issue of the shares. The Acquisition is expected to close in July 2021. The Company proposes to seek shareholder approval for the issue of the Acquisition consideration shares at its upcoming Annual General Meeting.

Commenting on the Acquisition, Catapult's CEO Will Lopes said: "From our early discussions it was clear that SBG and Catapult shared a common vision for the future of sports technology and the significant impact data will have in helping customers optimize performance. It was even clearer that combining our technologies, product solutions, and talent would have immediate and long-lasting positive impact on our customers. We are confident the acquisition of SBG will significantly contribute to Catapult's growth and continued focus in developing the most sophisticated sports technology platform."

## **ACCELERATED INVESTMENT TO CAPTURE GROWTH**

Complementing the SBG acquisition are Catapult's plans for accelerated organic investment over the next two years. The Company plans to invest \$20-25M in initiatives to support continued recent ACV growth momentum and further scaling of the business to seek to expand medium- to long-term margins.

The accelerated growth investment includes up to \$17M for technology, product, and data science expansion, and up to \$8M for additional sales and operational capacity as Catapult scales. The accelerated growth investment will be made to support Catapult's "Rule of 40" ambitions.



## EQUITY RAISING

To fund the SBG acquisition and accelerated growth strategy, Catapult has today announced an underwritten institutional equity Placement to raise \$35M, which will result in the issue of approximately 24.5M new fully paid ordinary shares ('New Shares'), representing approximately 12% of the Company's existing issued capital.

The Placement will be conducted at an offer price of A\$1.90 per New Share, which represents:

- 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.

The Placement is being conducted today, Wednesday, 23 June 2021 with Catapult's shares to remain in a trading halt pending completion of the Placement. The Placement is within the Company's existing placement capacity, and accordingly no shareholder approval is required in connection with it.

Pursuant to the Director Placement:

- Tom Bogan, Catapult's newest Independent Non-Executive Director, and Chair of the SaaS Scaling Committee, will purchase \$0.75M of New Shares; and
- Michelle Guthrie, Independent Non-Executive Director, and Chair of the Nomination and Remuneration Committee, will purchase \$0.6M of New Shares

on the same terms as other investors under the Placement.

The Director Placement is not underwritten and is subject to shareholder approval to be sought at an upcoming General Meeting.

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

In addition to the Placement, a \$5M 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 \$30,000 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.

All shares issued under the Placement and the SPP will rank pari passu with existing shares on issue from the date of allotment.

The indicative timetable for the equity raising, which remains subject to change, is as follows:

Event	Date
Announcement of Placement	Wednesday, 23 June 2021
Announce completion of Placement and trading halt lifted	Thursday, 24 June 2021
Settlement of New Shares	Tuesday, 29 June 2021
Allotment, quotation and trading of New Shares	Wednesday, 30 June 2021

## COMMENTS

Commenting on today's announcement Catapult's CEO Will Lopes said:

"I couldn't be more excited about the future potential of Catapult. Our recent results have shown our ability to accelerate growth post-pandemic. We have scaled our management team to capture and lead the advancement that is occurring in sports technology. And with the acquisition of SBG, we are accelerating our roadmap significantly, while adding a team to the Catapult family that shares the same level of ambition and customer obsession."

## INVESTOR AND ANALYST BRIEFING

A teleconference will be held for investors and analysts today at 10.30am (AEST), 23 June 2021.

To pre-register for this teleconference please use the following link:

[https://catapultsports.zoom.us/webinar/register/WN\\_rco9\\_DahQPG5tdwGg5DmUQ](https://catapultsports.zoom.us/webinar/register/WN_rco9_DahQPG5tdwGg5DmUQ)

Registered participants will receive a calendar invite and meeting link (and dial in number if required) which is to be used when connecting into the call.

*Authorized for release to ASX by the Catapult Executive Chairman.*

*For investor enquiries, please contact:*

### ANDREW KEYS

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