CATAPULT

INVESTOR PRESENTATION

CANACCORD GROWTH CONFERENCE

AUGUST 11, 2026

WILL LOPES
Chief Executive Officer
& Managing Director

BOB CRUICKSHANK
Chief Financial Officer

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.

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 the date that is 1 year before the ACV Effective Calculation Date;
- "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, March 31, 2026. 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 ACV Effective Calculation Date; divided by (y) the ACV calculated as at the date which is 12 months prior to that ACV 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 Reported EBITDA excluding employee-related share-based payments, acquisition contingent consideration, severance, acquisition-related transaction costs, and payroll tax expense related to employee-related share-based payments; and including capitalized development expenditure;
- "Multi Solution Pro Teams" is the number of Pro teams that, as at the effective calculation date, use more than one Catapult solution;
- "Multi Vertical Pro Teams" is the number of Pro teams 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;
- "Recurring Revenue Growth", "Recurring Revenue YoY", "SaaS Revenue Growth" or "SaaS Revenue YoY" is the growth in, respectively, Recurring Revenue or SaaS Revenue (including on a "constant currency" basis, the "Relevant Revenue"), which is calculated as the quotient (expressed as a percentage) of (x) that Relevant Revenue over, as applicable, the 12-month period prior to March 31 of a specified FY or the 6-month period prior to September 30 of a specified HY (the "Relevant Period"); divided by (y) the Relevant Revenue over, as applicable, the 12-month period or 6-month period ended 12 months prior to the Relevant Period;
- "Reported EBITDA" means earnings before interest, tax, depreciation, and amortization for the relevant period derived from the financial statements prepared in accordance with applicable accounting standards, and before any adjustments applied in calculating Management EBITDA;
- "Rule of 40" is the sum of annual ACV growth percentage on a constant currency (CC) basis and Management EBITDA margin (Management EBITDA as a % of Revenue);
- "SaaS Revenue" or "SaaS (ACV) Revenue" is revenue attributable to ACV;
- "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, ACV Churn., and Rule of 40. 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.

WE ARE THE STANDARD FOR PROFESSIONAL SPORTS

40+

SPORTS

100+

COUNTRIES

5,500+

TEAMS GLOBALLY

OUR VISION

UNLEASH THE POTENTIAL OF EVERY TEAM AND ATHLETE ON EARTH

CATAPULT

SUBSTANTIAL MARKET FOR CATAPULT

PRO SPORTS TECHNOLOGY

US$71.7B

US$36.0B
2025

market size by 2030

20K
Pro 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

Source: Marketsandmarkets, Sports Technology Market Size & Share Forecast 2030, March 2025.
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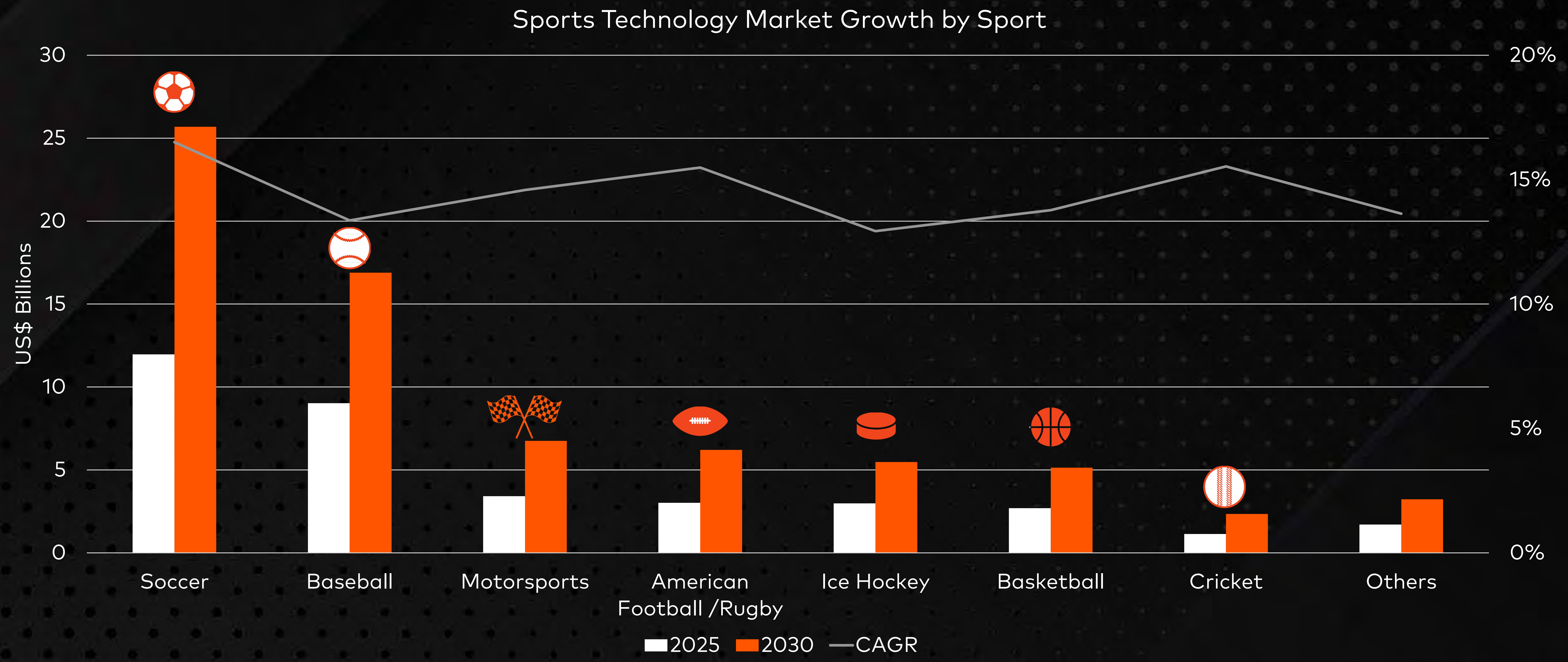
CATAPULT

OUR INDUSTRY

WITH GREATEST OPPORTUNITY CENTERED ON TEAM SPORTS

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



Source: Marketsandmarkets, Sports Technology Market Size & Share Forecast 2030, March 2025.
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CATAPULT IS **UNIQUELY POSITIONED** TO LEAD & CAPITALIZE ON THIS REVOLUTION

STRONG VALUE PROPOSITION

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

SAVE TIME

Help teams make better use of time with improved workflows

DISCOVER INSIGHTS

Contextualize data to increase access to meaningful insights

CATAPULT

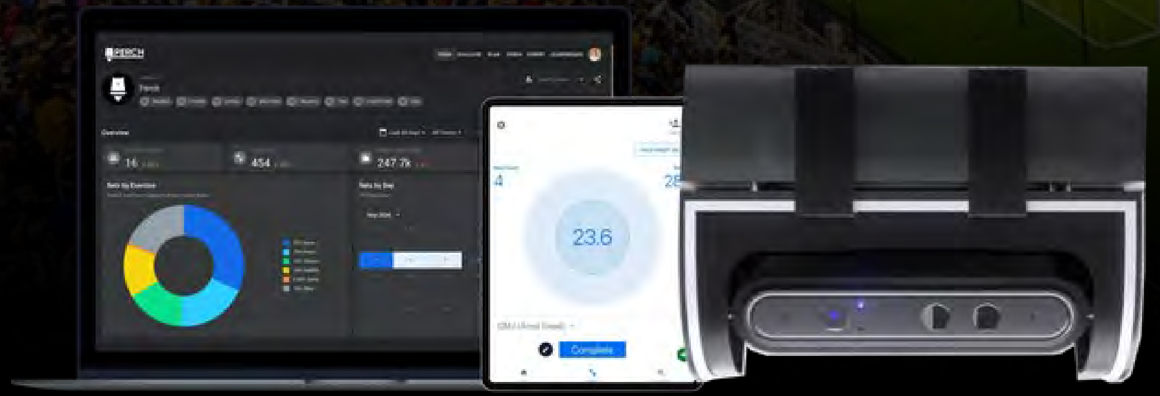
WITH A GROWING PORTFOLIO OF SOLUTIONS BUILT FOR ACV EXPANSION

ATHLETE MONITORING

Wearable tracking that optimizes elite athlete load and performance

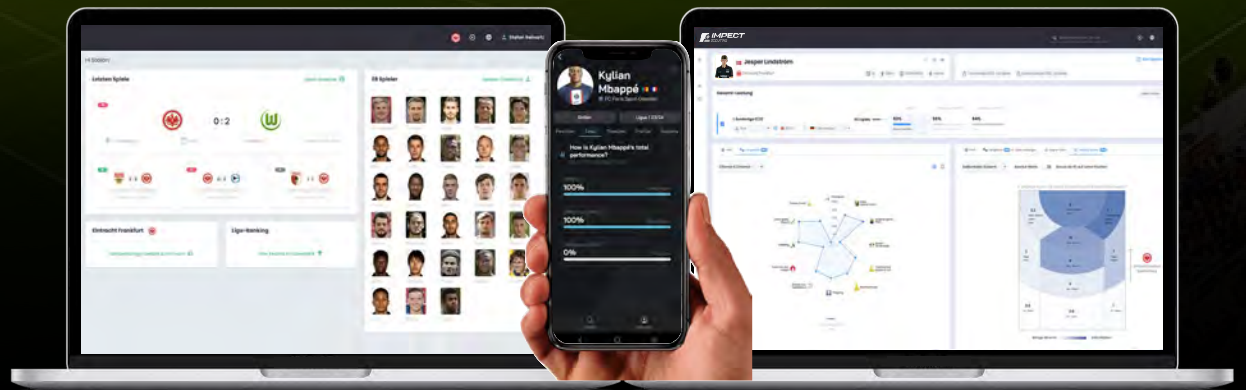
VIDEO ANALYSIS

Integrated video and tactical analysis accelerating team performance decisions



GYM MONITORING

Strength and conditioning analytics bridging the gym to the field



SCOUTING

Data-driven talent identification and recruitment intelligence for elite teams

MOTORSPORT

Real-time vehicle and driver performance analytics for competitive motorsport

WITH A GROWING SOLUTION PORTFOLIO BUILT FOR ACV EXPANSION

SOLUTIONS

PERFORMANCE & HEALTH

ATHLETE MONITORING
- Vector Pro (LPS/GPS)
- Vector Core & Core+ (GPS)
- Catapult One (GPS)
- ClearSky Infrastructure

GYM MONITORING (NEW)
- Perch Pro
- Perch Core & Core+

TACTICS & COACHING

PRO VIDEO ANALYSIS SUITE
- MatchTracker
- Focus & Hub
- Thunder > Hub Pro **(Transitioning)**
- Focus Live For Gameday
- Focus Live For Practice

SCOUTING (NEW)
- IMPECT Analysis
- IMPECT Scout Advanced Data

MOTORSPORT
- RaceWatch
- Hub

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

WELL POSITIONED TO LEAD AI REVOLUTION IN SPORTS TECH

01

SPORT IS AI-RESILIENT

AI intensifies the pursuit of performance advantage – it doesn't replace it

02

WE ARE THE INFRASTRUCTURE

AI needs ground-truth data. We capture it. You can't build the agent without the signal.

03

EXPANDS OUR ADDRESSABLE MARKET

AI removes the analyst capacity constraint, unlocking deeper value for existing teams and a larger market beyond them

15+ YEARS	5 PETABYTES	25 MILLION	200,000+
Proprietary data	Ground-truth athlete data	Observed sets – Perch	Structured Matches - IMPECT

CATAPULT

FURTHER IMPROVING OUR STRONG COMPETITIVE MOAT

One-stop multi-solution platform
Comprehensive solutions in a single ecosystem

Proprietary algorithms
Unique insights driving improved performance outcomes

Flexible Tech Stack
Adaptable architecture for bolt-on solutions

CATAPULT

Global scale and service
Worldwide operational leverage, providing teams with unparalleled customer service

Highly regulated
Requirement to meet high regulatory standards from global sports governing authorities

Multi-sport learnings
Expansive athlete performance data

A MASSIVE OPPORTUNITY TO INTEGRATE NEW SOLUTIONS

MEDIA & ENGAGEMENT

- Game day tracking
- Official statistics
- Media rights licensing
- Data commercialization
- Automated broadcasting
- In-stadium fan engagement

TACTICS & COACHING

- Automated video capturing
- Video repository & archive
- Video editing & analysis
- Event data insights
- Sideline video review
- Presentations and teaching tools
- Drill and tactics planning

TEAM MANAGEMENT

- Scouting content
- Scouting management
- Team communication
- Roster management
- Inventory management
- Athlete compliance management

PERFORMANCE & HEALTH

On-Field Athlete Metrics

- GPS/Inertial sensors
- Biomechanics
- Sweat analysis
- Smart apparel
- Instrumented equipment

Off-Field Athlete Metrics

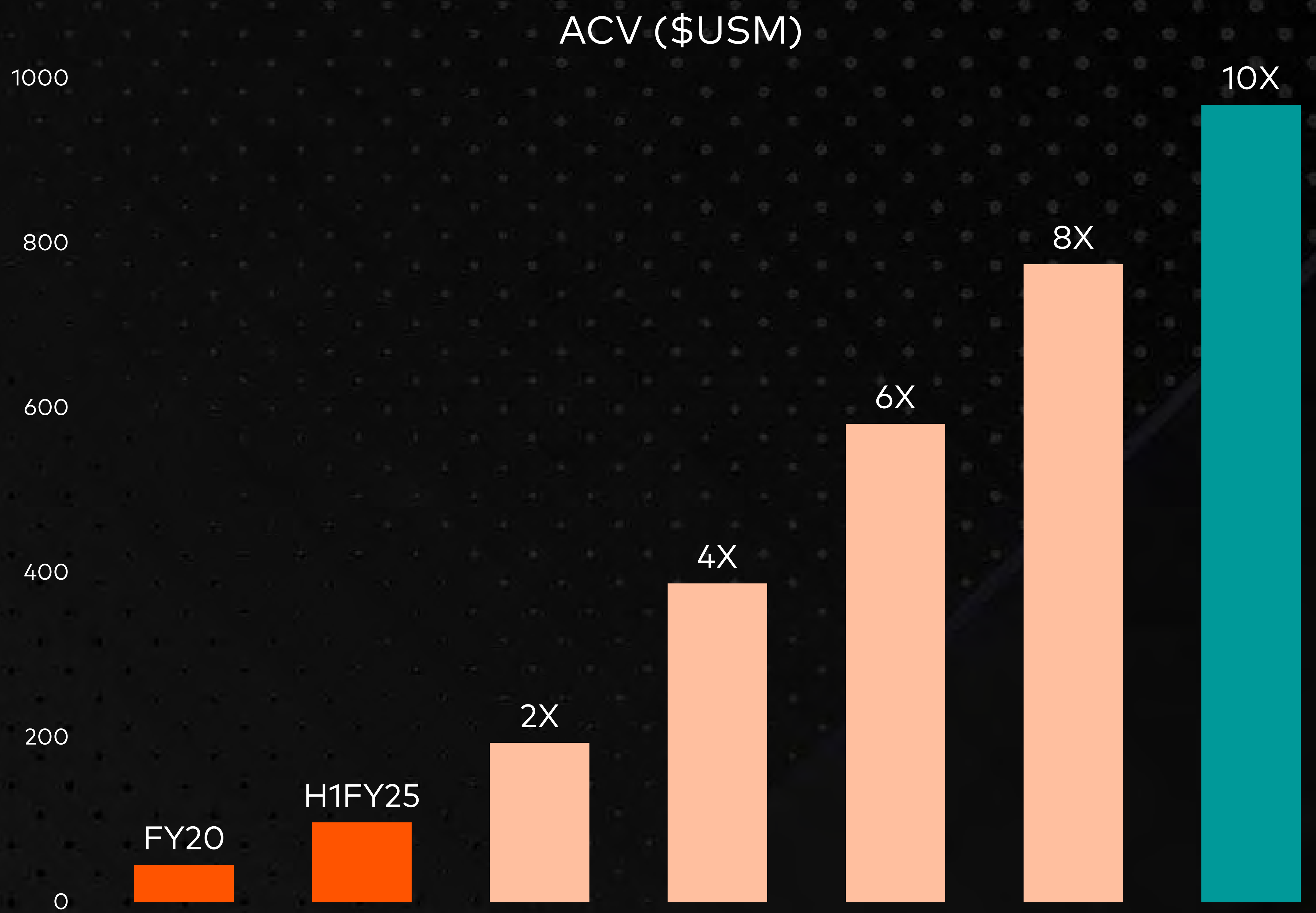
- Gym training
- Readiness assessment
- Rehab management
- Sleep & nutrition
- Mental acuity

CATAPULT

WHICH MAKES US VERY BULLISH ON OUR FUTURE

10X ACV

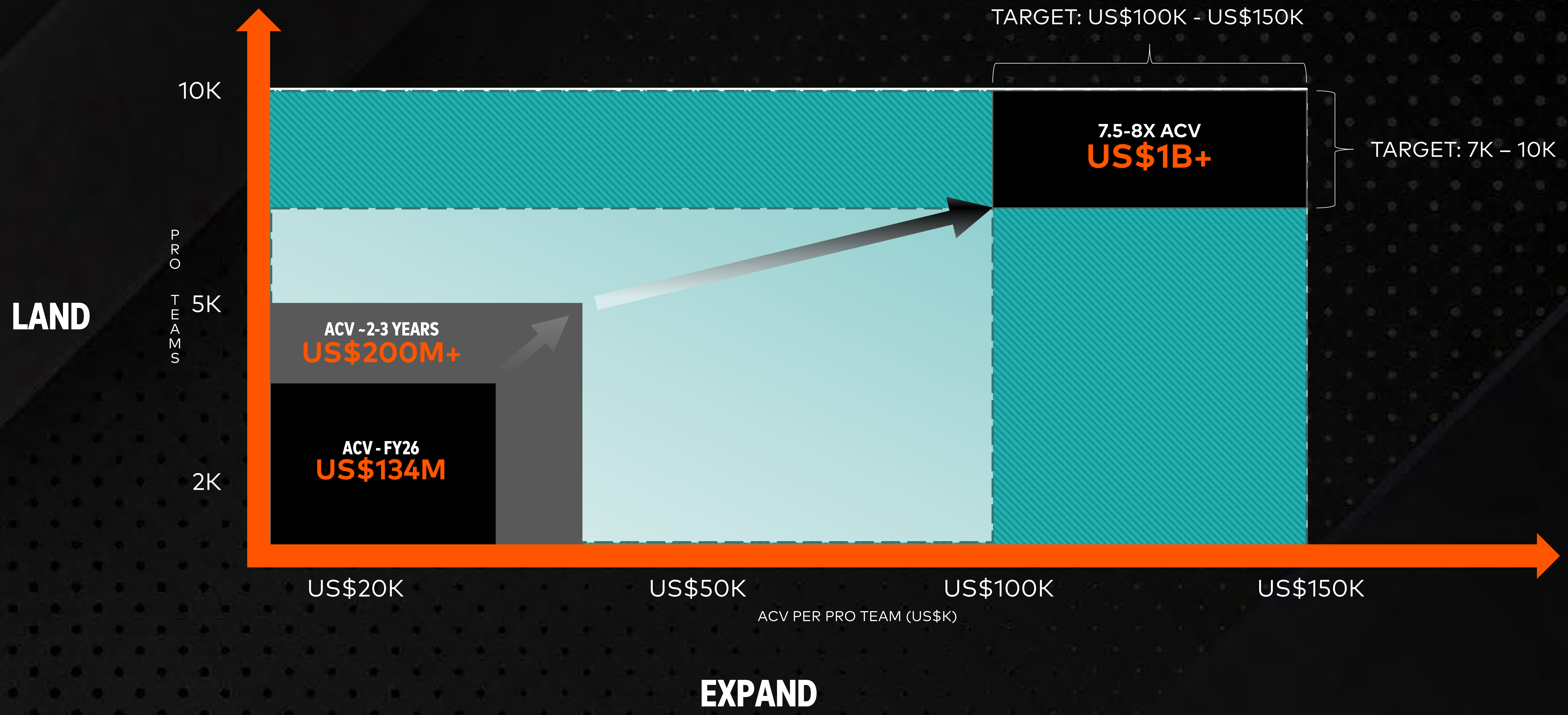
While ambitious, we are bullish in attaining US$1B ACV



Important Note: The financial information in this slide is provided solely to illustrate Catapult's ACV growth ambition. 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. See slide 2 for defined terms and calculation methodologies.

CATAPULT

WITH A CLEAR STRATEGY TO US$1B ACV



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CATAPULT

WE HAVE CLEAR MID-TERM MILESTONES

	MID-TERM TARGET	MARKET OPPORTUNITY
LAND	**5K PRO TEAMS**	• Uniquely differentiated in P&H • Largest player in market & 5x nearest wearables competitor
EXPAND	**50% MULTI-VERTICAL**	• Cross sell integrated solutions • Attractive economics in T&C
RETAIN	**95% RETENTION RATE**	• Product innovation • Exceptional service
SCALE	**30% PROFIT MARGIN**	• Sales & delivery productivity • Expand integrated solutions

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CATAPULT

DESIGNED FOR PROFITABLE GROWTH AT SCALE

	METRIC	KEY ITEMS	TARGET
	Revenue		**100%**
Cost of Growth (Variable Cost)	***COGS***	• Video Hardware • Data & Hosting • License Royalty	20%
Cost of Growth (Variable Cost)	***Delivery***	• Support • Customer Success • Supply Chain & Logistics	10%
Cost of Growth (Variable Cost)	***Sales & Marketing***	• Sales • Marketing • Revenue Operations	15%
	Management Contribution Margin		**55%**
Fixed Costs	***G&A***		10%
Fixed Costs	***R&D (inclusive of CAPEX)***		15%
	Management EBITDA		**30%**

- While we have ambitious top-line growth goals, our commitment to growing profitably post Perch and IMPECT acquisitions is unchanged
- Our focus on SaaS creates predictable revenue w/ ACV being the leading indicator
- Through cross-selling and product innovation we lower our Variable Costs (cost of growth) as go-to-market productivity increases
- We have established a base for scale, minimizing the need to increment Fixed Costs to support growth, increasing our 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. The information in this slide has not been independently audited or reviewed. See slide 2 for defined terms and calculation methodologies.

CATAPULT

WITH CLEAR MEASURES OF SUCCESS

RULE OF 40 IS OUR FOCUS

ACV GROWTH (28%[1])			MANAGEMENT EBITDA (18%[2])	
Pro Team Count	ACV per Pro Team	ACV Retention	Variable Cost Efficiency	Fixed Cost Discipline
4,178	US$30.4K	96.1%	47%	35%
Continue to land new P&H logos with greenfield opportunity that exists in market	Through a combination of cross-sell, upsell, pricing, and new product solutions, continue increasing ACV per team	Continue to invest in service and products to maintain ACV retention above 95%	Support growth, while finding efficiencies in cost of growth	Leverage our fixed cost foundation as we scale

[1] Constant currency, including acquired ACV
[2] Expressed as the Management EBITDA margin

Important Note: The information in this slide (including ACV Retention and ACV per Pro Team financial information) has not been independently audited or reviewed. See slide 2 for defined terms and calculation methodologies.
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SUCCESSFUL LAUNCH OF IMPECT VIDEO SCOUTING

- Launched ahead of schedule in July
- A new state-of-the-art video scouting solution powered by IMPECT's proprietary Packing® data and contextual football intelligence for professional football (soccer) clubs
- Validated across 180,000+ football matches, with 150+ men's and women's football competitions
- IMPECT Video Scouting integrates directly into Catapult's Pro Video Suite, providing a complete workflow from player scouting to final recruitment decisions

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CATAPULT

UNIQUELY POSITIONED FOR A GLOBAL OPPORTUNITY

SIGNIFICANT MARKET OPPORTUNITY

US$71bn+ Market (2030) opportunity in delivering industry leading solutions for Pro sports teams*

GLOBAL LEADERSHIP POSITION

SaaS revenue is multiples the nearest P&H competitor globally with a newly developed, best in class T&C solution

PROVEN BUSINESS MODEL

Scalable, subscription business model driving adoption with powerful unit economics

UNPARALLELED & DIFFERENTIATE DATA

Historical datasets delivering unparalleled, unique, and differentiated insights in Pro sports and beyond

RESILIENT & RELIABLE CUSTOMERS

Deeply embedded in teams' workflows delivering best in class retention rates across all major sports leagues

WORLD CLASS CATAPULT TEAM

Dedicated and passionate team with extensive industry and technology expertise

* Source: Marketsandmarkets, Sports Technology Market Size & Share Forecast 2030, March 2025.
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Q&A


CATAPULT
UNLEASH POTENTIAL
"Unleash Potential" is a trademark of Catapult Sports Ltd or its affiliates.