

ASX Market Announcement
17 October 2016

Catapult signs new league-wide deal with NBL

Catapult Group International (ASX: CAT) today announced it has signed a binding memorandum of understanding (MOU) for a league-wide deal with Australia's National Basketball League (NBL), to track NBL players across all clubs during both practice and game-day. The agreement includes a partnership to a range of next generation applications to be delivered to NBL fans across all NBL media platforms.

The three-year exclusive agreement is Catapult's 5th league-wide deal, and means Catapult becomes the league's official wearable analytics partner. Under the deal, the NBL will subscribe to a hardware and software analytics solution comprising 80 new tracking units across all 8 teams. The teams will use Catapult's market leading technology for all training and game-day sessions, to drive enhanced player performance and reduce the injury risks associated with the demands of elite basketball.

The deal also provides for the development of next generation analytics to be made available to NBL fans across all NBL platforms, including the provision of live game-day data for media and broadcast purposes. Catapult will also support the league to secure new brand partners across new sponsorship categories.

Commenting on the NBL partnership, Catapult Head of League & Data Partnerships, Karl Hogan said: "We're delighted to have been appointed as the NBL's official wearable data partner. The NBL enjoys strong grassroots support in Australia and we see considerable potential for the NBL to leverage this latent support to drive growth in the sport. Creating compelling content for fans is key part of that. We look forward to working with the NBL to make next-generation analytics available to fans, and to securing new brand partners for the league."

Jeremy Loeliger, General Manager of the NBL, commented: "Catapult technology is an investment in innovation for the NBL. This technology drives our core property - the players' performance - whilst enhancing what we can offer fans and brands wanting to associate themselves with elite basketball globally."

Since its inception in 1978, the NBL has grown to a national competition that attracts more than 750,000 spectators each season, as well as prime-time television audiences for games broadcast nationally. It is estimated that over 1 million men and women, boys and girls play basketball in Australia, one of the highest participation rates of any team sports, with numbers continuing to grow each year.

The pursuit of league-wide deals continues to be a key strategic focus for Catapult. The NBL deal follows league-wide agreements signed in the past year between Catapult and Cricket Australia, the US Women's Soccer League, the Australian Rules Football League (AFL) and the Australian Rugby Union (ARU) in the past year.

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About Catapult

Catapult is an Australian multinational corporation that is revolutionising the way professional and elite athletes worldwide are being monitored and analysed in training and competition.

Developed in Australia in conjunction with the Australian Institute of Sport, Catapult's wearable athlete tracking platform has become the most widely accepted solution globally. As of February 2016, over 900 elite and professional teams are customers of Catapult's solution, competing in the largest and most prestigious sporting codes. Despite this market share, Catapult estimates only a small fraction of all elite and professional athletes currently have any wearable solution in place.

Some of Catapult's recent championship winning clients include:

- Western Bulldogs (AFL, Australia)
- Denver Broncos (NFL, USA)
- Leicester City FC (English Premier League, UK)
- Real Madrid CF (UEFA Champions League)
- Bayern Munich (Bundesliga, Germany)
- Beşiktaş JK (Super Lig, Turkey)
- Cronulla Sharks (NRL, Australia)
- Adelaide United FC (A-League, Australia)
- Saracens RFC (Premiership Rugby, UK)
- University of Alabama (NCAA gridiron, USA)
- Guangzhou R&F FC (Chinese Super League)

For a more detailed list of our clients please visit <http://www.catapultsports.com.au/au/clients/>

With major offices in Australia, the United States and the United Kingdom and 213 staff in more than 11 countries, Catapult is an Australian technology success story with a global footprint that is committed to advancing the way data is used in elite sports.

For more information on Catapult, please visit:

Investor Centre – <http://www.catapultsports.com.au/investors/>
Website – www.catapultsports.com