



CATAPULT ACQUIRES PROFITABLE SUBSCRIPTION SPORTS CONTENT BUSINESS, SCIENCE FOR SPORT

NOVEMBER 24, 2020

Catapult Group International Limited (ASX:CAT, 'Catapult' or the 'Group') is pleased to announce it has acquired the profitable subscription online sport learning platform, Science for Sport. Founded in 2016, Science for Sport has grown into the number one source of content, online courses, and community engagement, in the global sports science industry.

Science for Sport built an organic social audience of hundreds of thousands of followers, becoming one of the most-trusted sources of information for sport practitioners around the world. The platform empowers athletes and teams with easily-consumable answers to their performance-related questions, addressing key sports issues such as athlete's agility, mitigation of soft tissue injuries, and enhanced recovery methods.

Today, Science for Sport has two core paid products, an online magazine that summarizes the latest sports science research into relatable and applicable content, and a library of educational courses focused on topics from nutrition to coaching to performance, with thousands of members around the globe. Through its dedicated focus to advance the sports science industry it has built a community where knowledge, best practices, and world-class research and content is shared, while generating positive free cash flow.

Science for Sport was founded by Owen Walker, who left his role as Head of Academy Sports Science for Cardiff City FC to create an easy-to-understand resource to help coaches and sports scientists advance their craft. Owen will remain involved with the business and work closely with Catapult leadership to support its mission to offer the most comprehensive set of solutions for teams and athletes to improve performance.

Catapult began partnering with Science for Sport at the beginning of 2020 and the Company has been extremely impressed with the reach, engagement, and influence of its platform. With this acquisition, Catapult will accelerate the development of its professional service solutions by providing professional and amateur customers with advanced training and education through industry-leading content and online courses.

CATAPULT GROUP INTERNATIONAL LIMITED | ABN 53 164 301 197 | 75 HIGH STREET, PRAHRAN, VIC, 3181 AUSTRALIA

CATAPULTSPORTS.COM

PLAY SMART

Catapult's Chief Executive Officer, Will Lopes, is excited by the potential of scaling Science for Sport as the leading educational platform dedicated to sport performance.

"Science for Sport has built the pre-eminent content platform and community for the fast-growing, intelligent, and influential world of sports science," Lopes said. "We are excited at the prospect of growing Science for Sport's content and helping its audience learn how technology solutions can accelerate performance of teams and athletes. This strategic acquisition will help us, and the sports technology industry, to scale even faster".

Owen Walker believes Catapult's mission to offer the most comprehensive set of solutions for teams and athletes to improve performance suggests the perfect vehicle to continue growing the Science for Sport audience.

"I'm extremely proud of what we've been able to achieve with Science for Sport," Owen said. "The brand is growing, our audience is engaged, and we're genuinely helping elevate the scientific rigour and innovation within professional and amateur sport. To be able to accelerate what we've started within Catapult is very exciting".

Authorised for release to ASX by the Catapult CEO, Will Lopes

For media and investor enquiries, please contact:

BODEN WESTOVER

Brand & Communications

boden@catapultsports.com | +61 431 221 343

ANDREW KEYS

Investor Relations Manager

investor.relations@catapultsports.com | +61 400 400 380