# Catapult.

28 August 2015
ASX Market Announcement
Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

## Update from AFL on RFP

### *Melbourne, Australia*

Catapult Group International (Catapult), the world leader in wearable athlete analytics for elite sport, has today received an update from the procurement manager of the Australian Football League (**AFL**).

Catapult has been advised that the AFL has entered into preferred partner negotiations with Champion Data regarding athlete tracking services for the AFL from season 2017. Champion Data is a current provider of sports statistics to the AFL and 49% owned by the AFL.

Catapult understands that its existing contracts with clubs and the AFL development will remain in force, many of which run for multiple years.

Shaun Holthouse, Catapult's Chief Executive Officer, said "Despite our obvious disappointment with this preliminary decision by the AFL, this in no way affects our recent guidance on growth announced to the ASX on 10 August 2015."

"With overseas markets now comprising approximately 85% of Catapult's revenue in 2015, and growing, Australian football has become less significant financially. However we were keen to showcase our very exciting emerging technologies with them, to deliver new business opportunities around data commercialisation. We are confident that our dominance in other leagues globally provides for a number of other options to showcase unique game day revenue potential."


ABOUT CATAPULT SPORTS (ASX:CAT)
Catapult is a leading global sports analytics company that provides elite sporting organisations and athletes with detailed, real time data and analytics to monitor and measure athlete:

- ☐ Fitness and skill levels
- ☐ Response to specific training techniques
- ☐ Tactical performance
- ☐ Risk of injury and safety and to assist with rehabilitation.

Since its formation in 2006, Catapult has been at the forefront of pioneering new technology combining "wearable" hardware and sophisticated analytical software. This has revolutionised the way the performance of professional and elite athletes is monitored and analysed.

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