

CATAPULT FY26 ANALYST DAY, PRESENTATION

MARCH 30, 2026

Catapult Sports Ltd (ASX:CAT, 'Catapult' or the 'Company'), the global leader in sports technology solutions for professional teams, is pleased to host an Analyst Day for equity research analysts in Sydney today. At the Analyst Day, the Company will be making a presentation, which is attached to this announcement.

Within the presentation, the Company has provided an update on its expected FY26 and FY27 non-cash Share Based Payment expense¹, and non-cash Amortization of Acquisition Intangibles expense¹. The Company has also provided an outlook on the FY26 and FY27 Payroll Tax on Share Based Payments – Employee Compensation expense¹. These details can be found on slides 19, 20, and 23.

Further, Catapult is today making available an Analyst Pack on its investor webpage at catapult.com/investor/results. The Analyst Pack is intended to help shareholders better model the financial performance of the Company, and will evolve and be refined over time.

Authorized for release to ASX by the Catapult Board.

For further information, please contact:

Investors: investors@catapult.com

Media: media@catapult.com

ABOUT CATAPULT

Catapult exists to unleash the potential of every athlete and team on earth. Operating at the intersection of sports science and analytics, Catapult products are designed to optimize performance, avoid injury, and improve return to play. Catapult works with more than 5,000 teams in over 40 sports across more than 100 countries globally. To learn more about Catapult and to inquire about accessing performance analytics for a team or athlete, visit us at catapult.com. Follow us at @CatapultSports on social media for daily updates.

¹ These slides of the presentation contain forward-looking statements. 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 the "General Catapult Risks" described in Catapult's ASX presentation dated October 13, 2025. Subject to law, Catapult assumes no obligation to update, review or revise any information in this document or the presentation. See the important notices on page 2 of the presentation.

FORWARD-LOOKING STATEMENTS

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NON-IFRS INFORMATION

While Catapult's results are reported under IFRS, the presentation and this document include non-IFRS information, such as Annualized Contract Value (ACV), Management EBITDA, Reported EBITDA, and Free Cash Flow (FCF). 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 the presentation and 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.

For personal use only



ANALYST DAY

MARCH 30, 2026

WILL LOPES

Chief Executive Officer
& Managing Director

BOB CRUICKSHANK

Chief Financial Officer



IMPORTANT NOTICE

Forward-looking statements

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Pro forma financial information

Catapult changed its financial year end from June 30 to March 31, with a nine-month transitional FY21 consisting of an interim period ending December 31, 2020 and a final period ended March 31, 2021. Catapult also changed its presentation currency from A\$ to US\$, which commenced with reporting in US\$ for the six-month period ended December 31, 2020. Catapult also acquired SBG on July 1, 2021. This document sets out pro forma information solely for the purpose of illustrating the effects of the acquisitions (including SBG) and these changes on certain historical financial results.

The financial information identified as “Pro forma including acquisitions” in this document is pro forma, and has not been independently audited or reviewed. The pro forma financial information identified as “Pro forma including acquisitions” is, as applicable, either a 6-month period ended September 30, or a 12-month period ended March 31, on the basis that the Company acquired all relevant acquired entities on April 1, 2018. All pro forma financial information has been compiled from management accounts. Because of its hypothetical nature, the pro forma information may not give a true picture of a relevant comparison. Subject to law, Catapult assumes no obligation to update, review or revise the pro forma information.

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, September 30, 2025. 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-vertical customers” is the number of customers 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; and
- “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.

OUR VISION

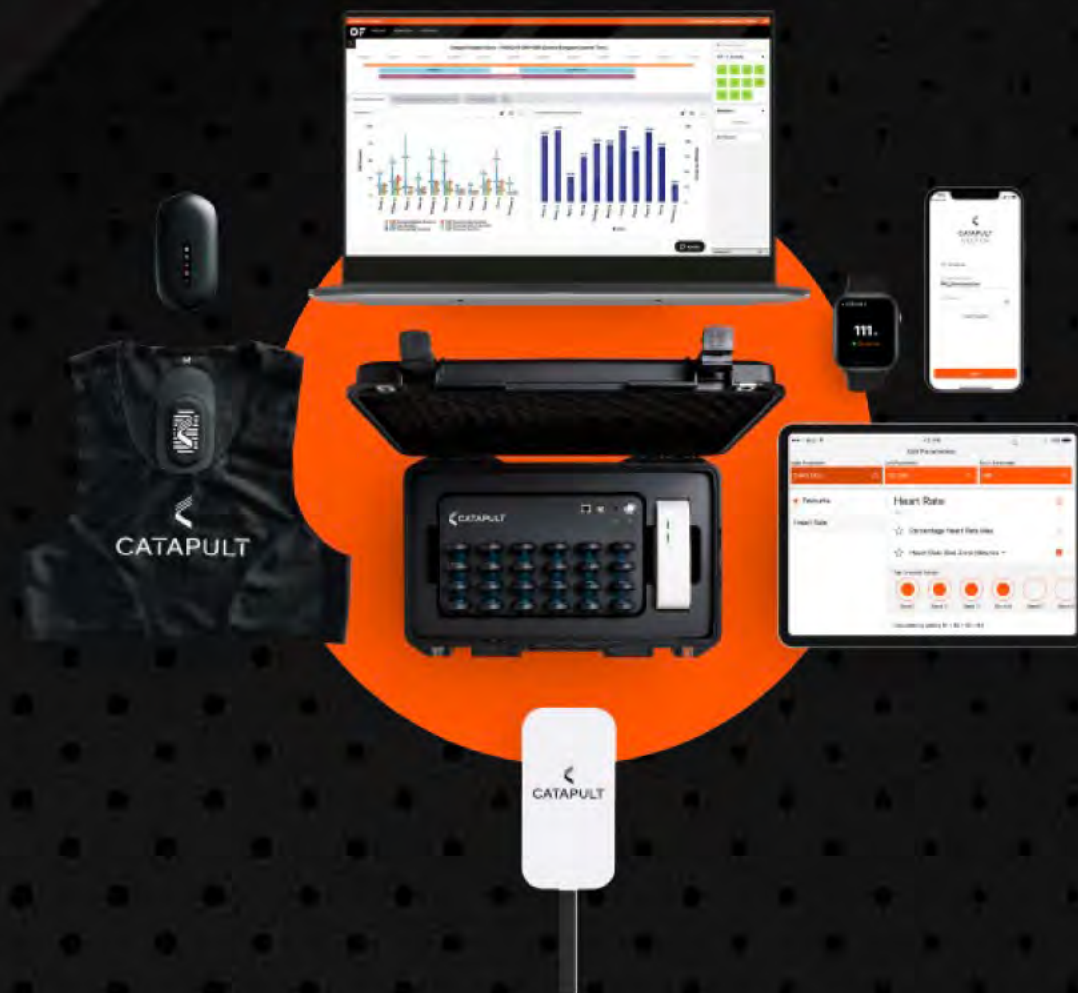
UNLEASH THE POTENTIAL
OF EVERY TEAM AND ATHLETE
ON EARTH

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



DESIGNED FOR PROFITABLE GROWTH AT SCALE

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

WITH CLEAR MEASURES OF SUCCESS

1H FY26

RULE OF 40 IS OUR FOCUS				
ACV GROWTH (19% ¹)			MANAGEMENT EBITDA (14% ²)	
Pro Team Count	ACV per Pro Team	ACV Retention	Variable Cost Efficiency	Fixed Cost Discipline
3,878 Continue to land new P&H logos with greenfield opportunity that exists in market	US\$28.3k Through a combination of cross-sell, upsell, pricing, and new product solutions, continue increasing ACV per team	95.1% Continue to invest in service and products to maintain ACV retention above 95%	49% Support growth, while finding efficiencies in cost of growth	37% Leverage our fixed cost foundation as we scale

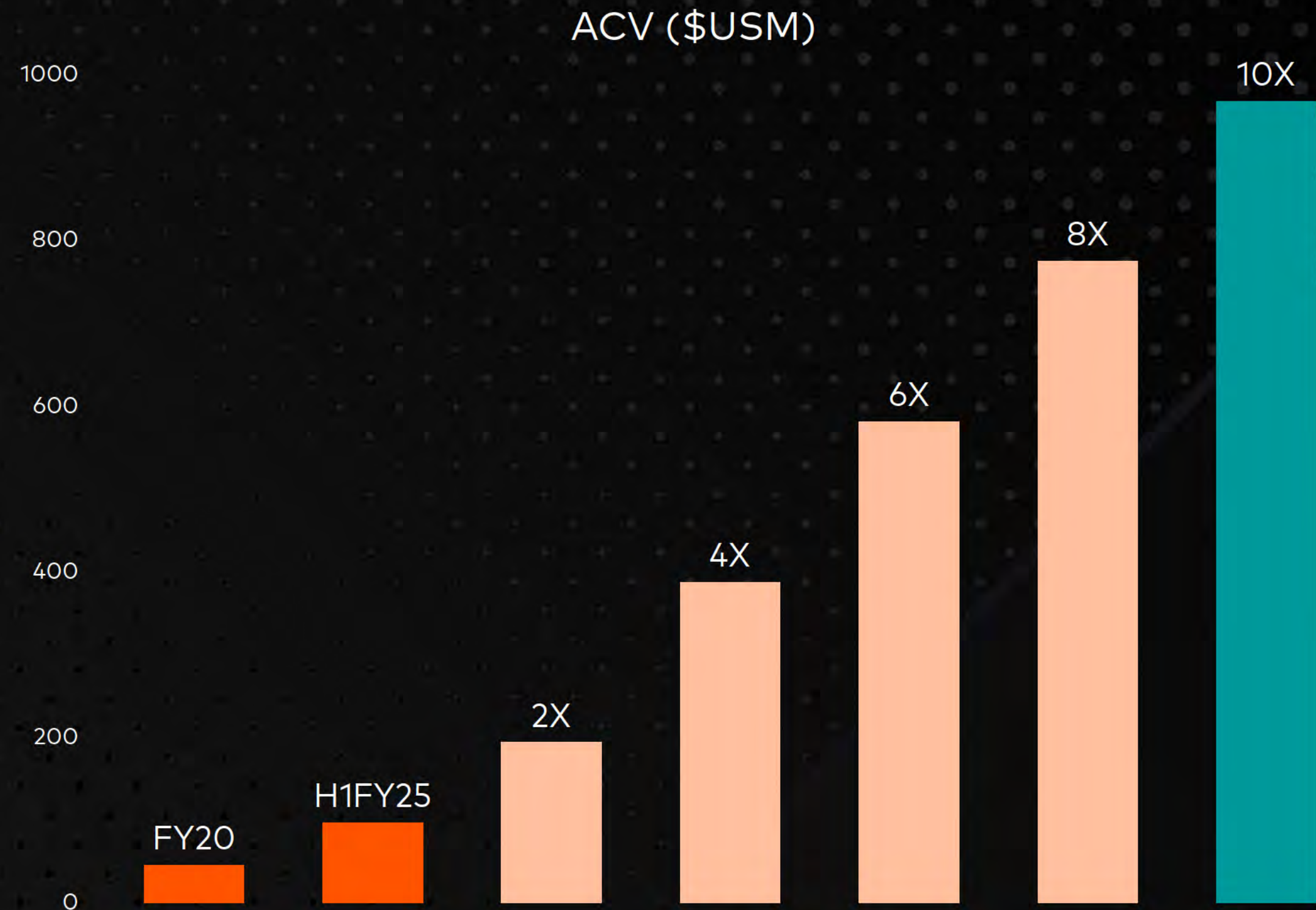
¹ Constant currency
² Expressed as the Management EBITDA margin

Important Note: ACV Retention, ACV Per Pro Team, and Multi Vertical Pro Teams financial information in this slide is non-IFRS and has not been independently audited or reviewed. 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.

WHICH MAKES US VERY BULLISH ON OUR FUTURE

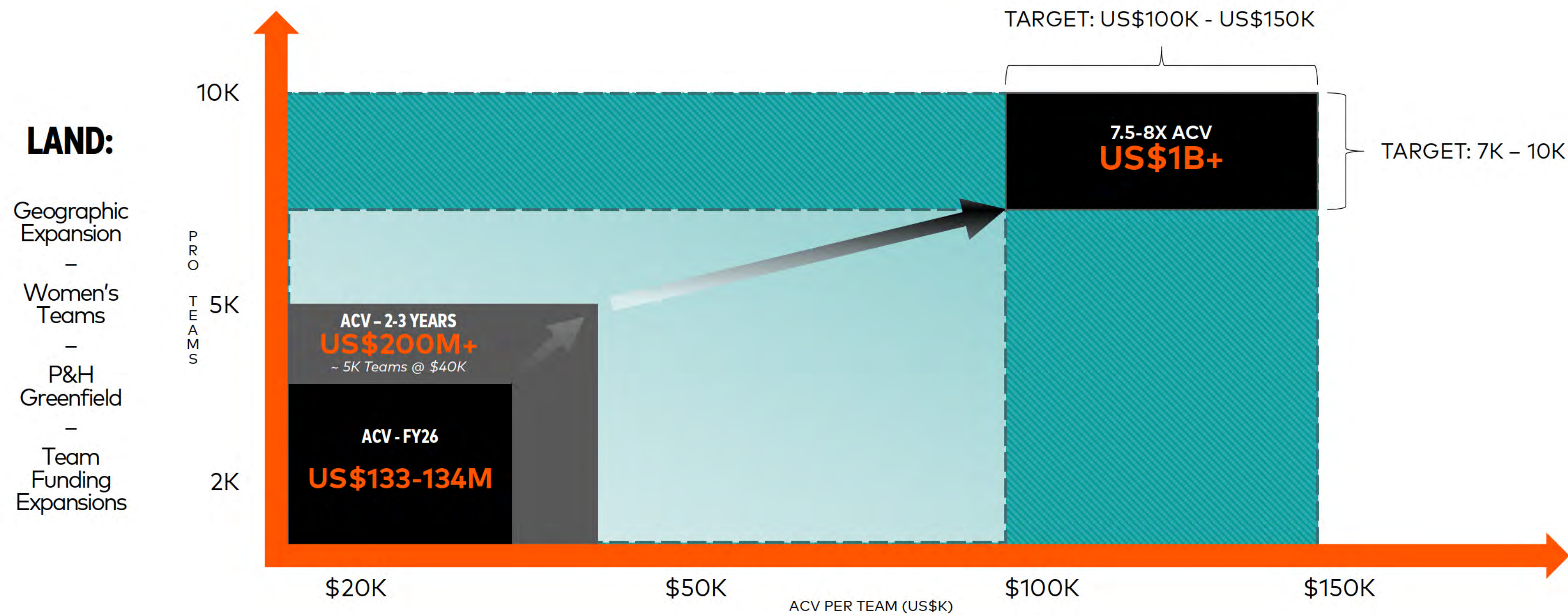
10X ACV

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.

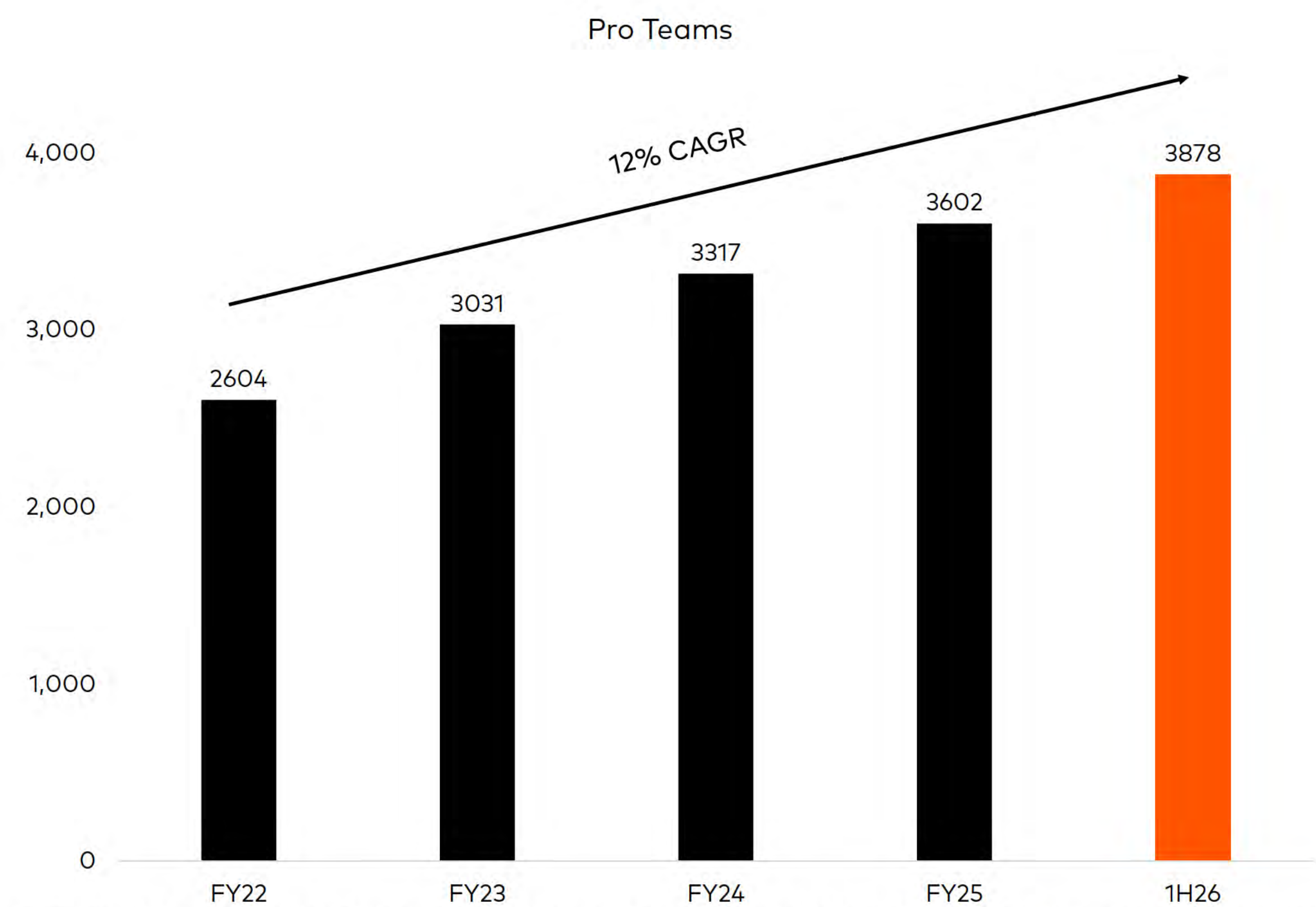
OUR PATHWAY TO US\$1B ACV: LAND AND EXPAND



EXPAND: Upselling | Cross-Selling | Pricing | New Products

Important Note: The financial information in this slide is provided solely to illustrate the ways in which Catapult could achieve \$1B in ACV. 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.

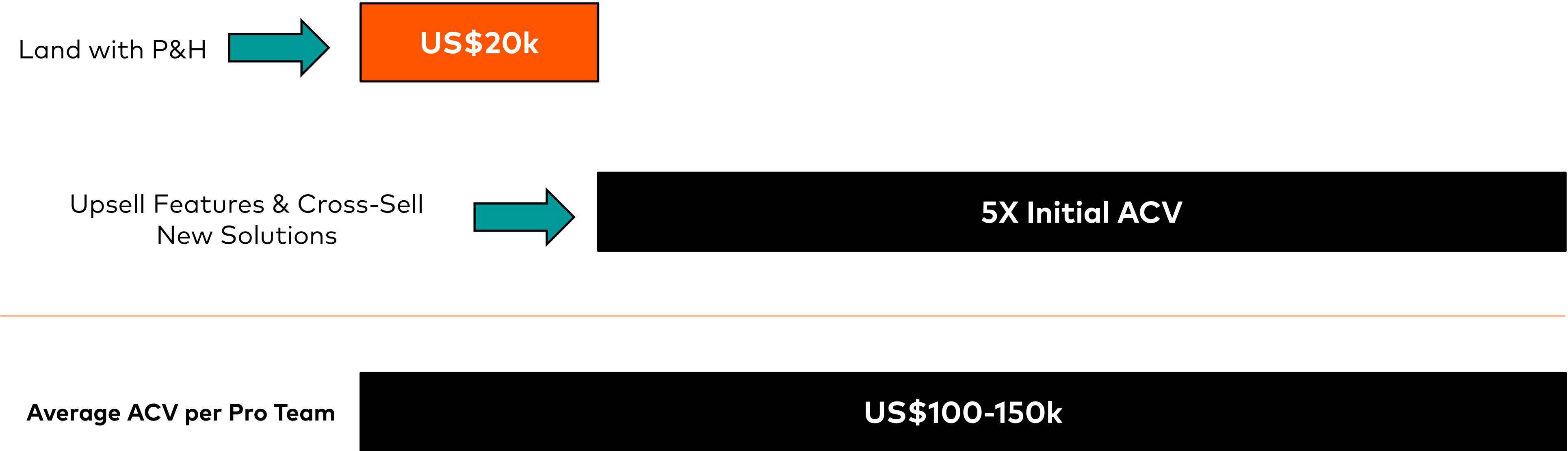
WELL ON OUR WAY TO OUR LAND TARGETS



- The Pro Team TAM is made up of 20,000+ teams, with significant whitespace in the P&H vertical
- We are the technological and market leader in this space
- Our world-wide commercial team is uniquely positioned to capture this whitespace in every geography and in the relevant team sports
- Increasing funding of sports is accelerating adoption

Important Note: The comments in this slide are 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.

GROWING ACV PER PRO TEAM IS CRITICAL TO DELIVERING ON OUR AMBITION



Important Note: The financial information in this slide is provided solely to illustrate the ways in which Catapult could increase Average ACV per Pro Team. 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.

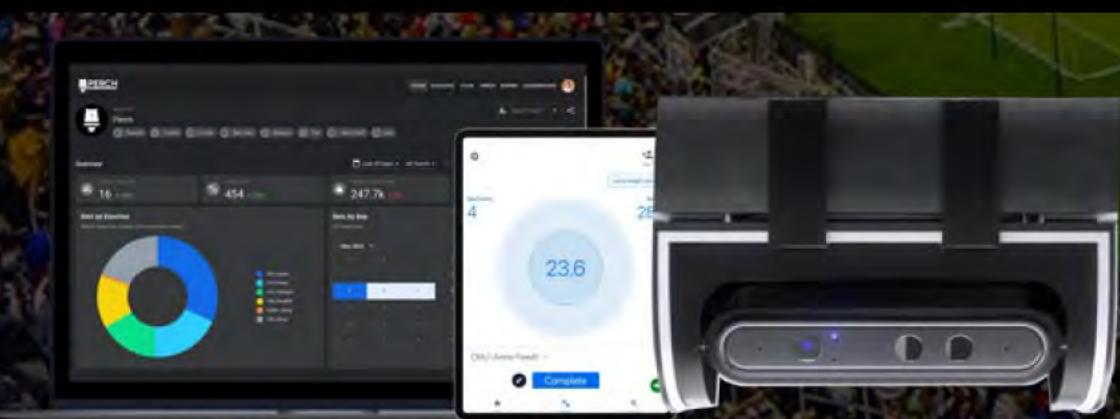
WE HAVE NOW TRANSITIONED INTO A MULTIPLE PRODUCT PLATFORM



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

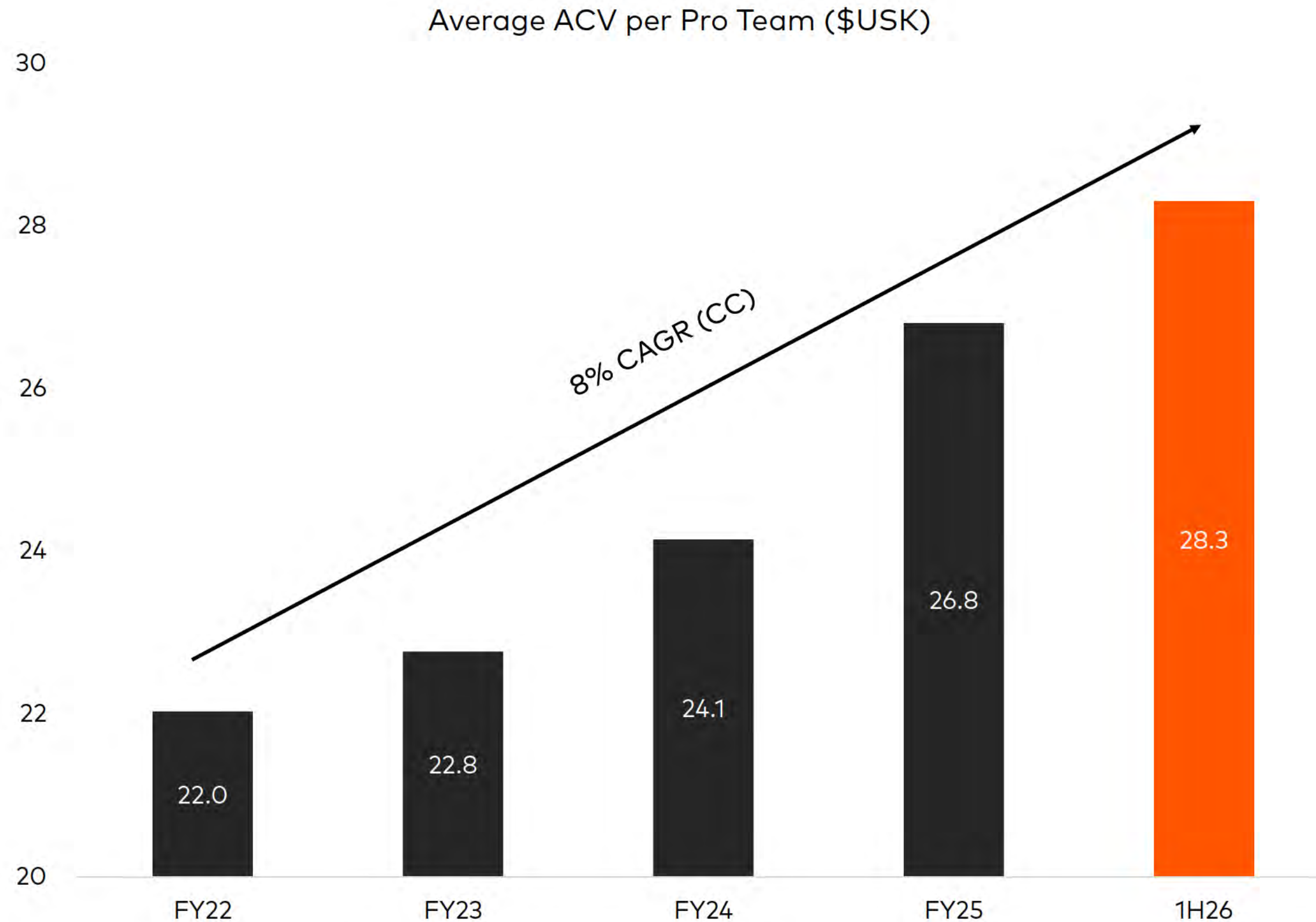
OTHER

- Professional Services
- Science for Sport

CATAPULT PLATFORM

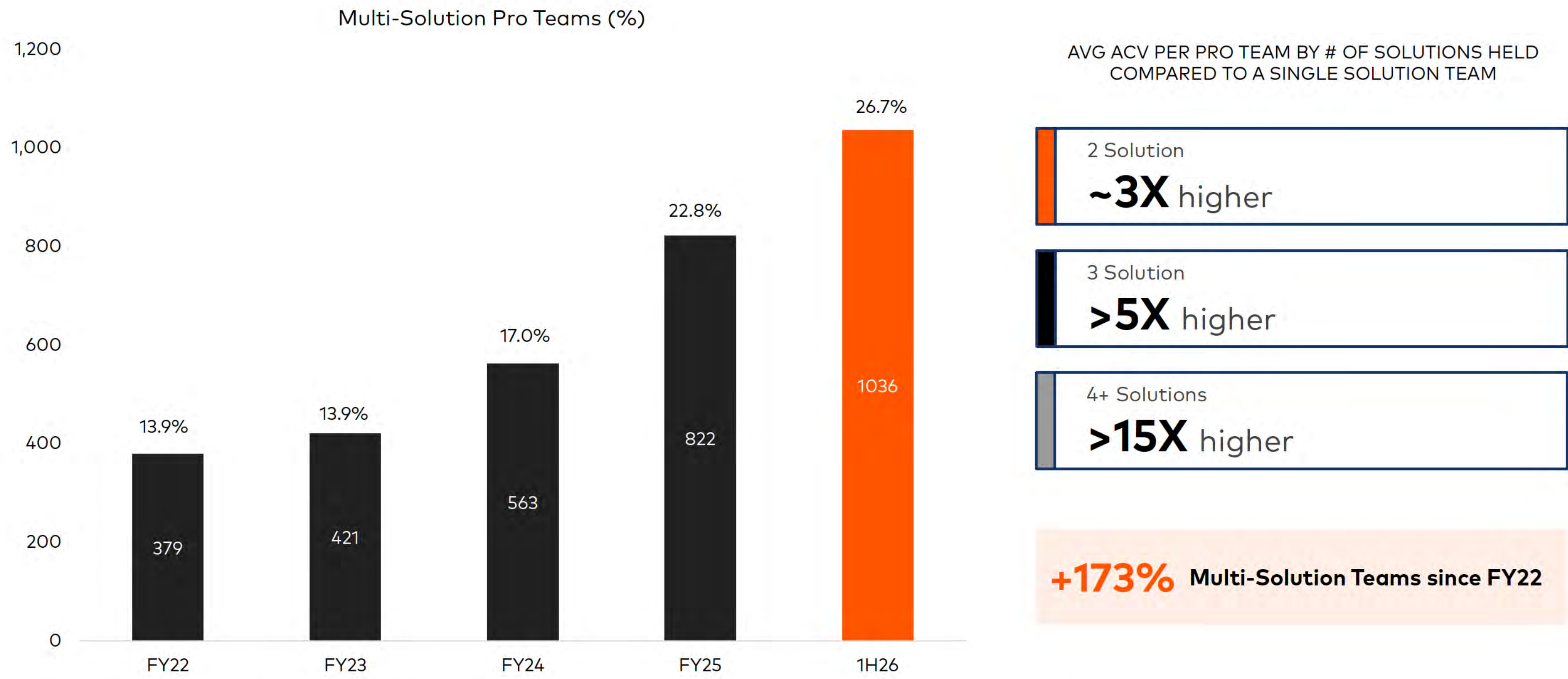
Unique Algorithms • Real-Time Collaboration • Cloud-Based • Shared Data • Tightly Integrated • Scalable

WE ARE ALREADY SEEING STRONG RESULTS IN EXPANDING ACV PER PRO TEAM



- Expanding solution depth is already driving results. ACV per pro team has grown 18% in under two years
- ACV per pro team is one of our clearest signals of strategy execution. We expect continued expansion as cross-sell penetration deepens across our growing customer base

MULTI-SOLUTION PENETRATION A LEADING INDICATOR OF LONG-TERM ACV GROWTH



Important Note: ACV (CC, constant currency) financial information in this slide is non-IFRS and has not been independently audited or reviewed. See slide 2 for defined terms and calculation methodologies.

CATAPULT IS POSITIONED TO LEAD THE AGENTIC REVOLUTION IN SPORTS TECH

01

OUR INDUSTRY WILL NOT BE DISRUPTED

Sport is one of the few human experiences AI cannot replace. AI will not replace sport, but it will intensify the pursuit of performance advantage within it

Sport is AI-resilient

02

OUR PRODUCTS ARE THE INFRASTRUCTURE AI NEEDS

Catapult's core products are the data infrastructure AI needs, not what AI replaces. We generate the ground-truth data that AI models require to function. You cannot build an intelligent agent without first capturing the signal

Data ready today

03

AI GROWS OUR ADDRESSABLE MARKET

AI removes the analyst capacity constraint that has historically limited how many teams can fully benefit from Catapult's platform – deepening value for 3,800+ existing customers and expanding the market beyond

15+ year moat

15+ YEARS OF PROPRIETARY DATA — AN ADVANTAGE NO COMPETITOR CAN BUY

CATAPULT ADVANTAGE

Data History

- 15+ years of longitudinal athlete data

Data Breadth

- Wearables + video + outcomes in one platform

Scale

- 3,800+ pro teams across every major sport

Data Quality

- Validated against real performance outcomes

Network Effect

- Every new team improves the model for all teams

Competitors can build the AI layer;
they cannot access or scrape 15+ years of ground-truth data

What 15+ years looks like in numbers

5 petabytes

Proprietary athlete data processed since first device in 2005

25 million

Observed sets completed in the Perch platform

> 200,000

Matches of structured event data across the IMPECT platform

20+ years

Of coach & analyst tags across our video analysis platform

AGENTIC AI: EXPANDING ACV PER TEAM WITHOUT REPLACING WHAT WORKS

AGENTIC LAYER

Intelligent agents — recommend, automate, predict

NEW

ANALYTICS LAYER

Performance insights, reporting, video analysis

DATA CAPTURE LAYER

Wearables, video, gym monitoring, event data, user generated tags

1 Agentic products sit above the existing stack

Every team already paying for data capture and analytics becomes an immediately addressable upsell opportunity for future agentic products

2 More solutions per team. Higher ACV per team

Bolt-on agentic agents increases opportunities to expand solutions per team without requiring new sales cycles, leveraging the trusted relationships Catapult has already built across 3,800+ pro teams

FINANCIAL OPPORTUNITY

Each agentic product represents incremental ACV opportunity on top of Catapult's existing base products in the future

SHARE BASED PAYMENTS AND PAYROLL TAX

ALIGNED FOCUS

- Equity plays a key role in our employee remuneration: it aligns with the interests of shareholders by linking compensation with Company performance
- Employees act like owners and are good stewards of capital
- Important component to M&A to lock in and incentivize key people, and drive future strong performance from acquired businesses

ENHANCED RETURNS

- Creates long-term value for shareholders
- Potential for higher compensation allows us to attract top talent
- Equity vesting periods drive higher employee retention

CASH PRESERVATION

- Historical dilution has been minimal at 3-5% annually (exc. M&A); expected to decline as market capitalization grows
- This resulted in ~US\$10M annual cash savings on employee compensation (FY25)
- Given significant appreciation in the share price, Catapult now incurs a material amount of Payroll Tax related to employee Share Based Payment compensation, which is anticipated to repeat annually in the short to medium term

SHARE BASED PAYMENTS AND PAYROLL TAX

Share Based Payments - Employee Compensation

- FY26: Expected to be in a range of US\$15M to US\$16M
- FY27 onward: Expected to increase in line with an increase in Catapult headcount, but is also variable based on movements in the share price

Share Based Payments - Acquisition Contingent Consideration [IMPECT]

- Incurred due to a portion of the IMPECT purchase price being tied to the founders' ongoing employment. These costs, incurred as a Share Based Payment, would have been recorded as Goodwill, without any initial or ongoing P&L impact, if not for the employment requirement.
- FY26: Expected to be in a range of US\$10M to US\$11M
- FY27: Expected to be in a range of US\$17M to US\$20M, declining from FY28 (further details are outlined in the Appendix)
- Expense adjusted at each reporting period based on the share price at the that time.

Total expected FY26 Share Based Payment expense: US\$25M to US\$27M

Payroll Tax on Share Based Payments - Employee Compensation

- FY26: Expected to be in a range of US\$2M to US\$3M
- FY27 onward: Expected to be approximately US\$2M per year, but is also variable based on movements in the share price

AMORTIZATION OF ACQUISITION INTANGIBLES

There are three primary elements to Depreciation and Amortization expense:

- Depreciation of capital assets (including capitalized COGS),
- Amortization of capitalized development costs, and
- Amortization of acquisition intangible assets

Amortization of Acquisition Intangibles

The accounting for the acquisition of IMPECT will be included in the FY26 results, upon completion of an independent assessment of value of the intangible assets acquired in the transaction.

- Based on an initial Company view, and subject to the independent assessment, amortization of acquisition intangibles related to IMPECT is potentially in a range of US\$2.5M to US\$3.0M in FY26
 - Including ongoing amortization from all other acquisitions, amortization of acquisition intangibles would therefore be potentially in a range of US\$9.0M to US\$9.5M in FY26
 - Including all other acquisitions, and accounting for a full twelve-month ownership period of acquisitions during FY26, amortization of acquisition intangibles would therefore potentially be in a range of US\$12.5M to US\$13.5M in FY27
- Catapult will provide a further update at the time of the Company's FY26 results

INTRODUCING UNDERLYING NPAT

In recognition of acquisitions undertaken by Catapult in FY26, and the non-operating and non-cash impact on future Profit & Loss Statements, Catapult is introducing an Underlying Net Profit After Tax metric at the FY26 result. A reconciliation of Statutory Net Profit After Tax to Underlying Net Profit After Tax would be calculated using the following formula:

Statutory NPAT

- add back Amortization of Acquisition Intangibles*
- add back Share Based Payments - Acquisition Contingent Consideration
- add back Adjustments to Fair Value of Contingent and Deferred Acquisition Consideration

= Underlying NPAT

* Purchase accounting for the acquisition of IMPECT is not yet final, and Catapult is currently in the process of evaluating the impact on Amortization expense via an independent assessment.

APPENDIX



ANALYST PACK

SBP - ACQUISITION CONTINGENT CONSIDERATION SCHEDULE

US\$M	FY28	FY29	FY30	FY31
Share Based Payment expense	10.2	3.9	1.2	0.0

Explanatory Notes:

- At the time of the acquisition of IMPECT, the schedule of the share based payment expense related to the acquisition contingent consideration is outlined in this table, and is based on a Catapult share price at acquisition of A\$6.68 per share
- This table is based on 100% of the earn out requirements related to IMPECT being satisfied over a four year period
- This table should be taken as a guide only, as the expense incurred is dependent on factors including the share price, and a regular re-assessment of the likelihood of each of the earn out requirements being satisfied
- The share price used to calculate this portion of the expense in each half year reporting period is calculated at the end of the half year period

GLOSSARY OF TERMS

TERM	DEFINITION
ACV or Annualized Contract Value	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 Churn	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
COGS	cost of goods sold
Lifetime Duration (LTD)	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	EBITDA excluding share-based payments, share based payment related payroll taxes, purchase consideration, and severance; and including capitalized development expense
Multi-vertical customers	the number of customers that, as at the effective calculation date, use a product from more than one of Catapult’s verticals
Rule of 40	the sum of annual ACV growth percentage on a constant currency basis and Management EBITDA margin (Management EBITDA as a % of Revenue)



UNLEASH POTENTIAL

"Unleash Potential" is a trademark of Catapult Group International Ltd or its affiliates.