



CATAPULT AND SHOTTRACKER PARTNER TO COMBINE TACTICAL AND PERFORMANCE ANALYTICS FOR BASKETBALL TEAMS

BOSTON and OVERLAND PARK, Kansas (July 8, 2019) – Catapult, a leader in sports performance technology, and ShotTracker, the revolutionary and only solution that delivers instantaneous game and practice statistics and analytics with sub-second latency to teams, fans and broadcast networks, today announced a partnership for professional and collegiate basketball teams.

The two sports technology companies are developing an integration that will allow the delivery of Catapult’s performance and workload-based data, with ShotTracker’s 70+ unique tactical statistics, through a single workflow..

Currently, teams use multiple, disparate systems to track and collect each data set. This partnership enables performance and tactical data to be seen through Catapult’s software, providing analysts with a holistic view and the ability to make critical correlations between both groups of statistics.

A key element of the partnership enables ShotTracker’s integration with the Catapult Vision video analysis platform. The partnership will streamline data collection, delivery, and video analysis into one consolidated solution.

“We’re excited to partner with ShotTracker,” Catapult’s CEO of Americas, Matt Bairos, said.

“We believe the output of this integration provides coaches and player development personnel a unique competitive advantage; teams will be able to analyze practice with the same richness of data that today they only really get from games. We are committed to delivering innovations that provide maximum value to our customers and we believe that this partnership will unlock a material advantage for our basketball clients globally.”

“By joining forces, ShotTracker and Catapult form the tip of the sword in terms of athlete development and performance,” ShotTracker co-founder and president Davyeon Ross said.

“This partnership enables our brands to deliver a collection of never-before-seen data that will help prevent athlete injury, improve physical performance and enhance the development process on the basketball court. Being able to understand load, performance and physical output in conjunction with our basketball-specific data and analytics is a game changer in terms of player development.”

The partnership will give Catapult's NBA users access to ShotTracker data, marking the first time a professional basketball team will be able to collect individual player data in sub-second latency. This opens up the opportunity for both companies to expand across both the NBA and collegiate ranks.

About Catapult

Catapult exists to build and improve the performance of athletes and teams. With precision engineering at the intersection of sports science and analytics, Catapult products are designed to optimise performance, mitigate the risk of injury, and quantify return to play. Since 2006, Catapult has provided sports technology to the world's leading sports organisations. Chelsea FC, Bayern Munich, the New York Giants, Oklahoma City Thunder, English Cricket Board, Scottish Rugby Union, Richmond Tigers, and Australia Rugby Union have all benefited from Catapult insights. Catapult has over 340 staff based across 24 locations worldwide, working with over 2500 elite teams from 39 sports in 135 countries globally. Catapult Group International Limited (CAT) is listed on the Australian Stock Exchange. For more information visit catapultsports.com.

About ShotTracker

ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts Davyeon Ross and Bruce Ianni. ShotTracker's innovative system delivers 70+ unique and completely autonomous basketball stats and insights to teams, broadcasters and game partners with sub-second latency. ShotTracker is currently being utilized by 61 men's and women's college basketball programs spanning 12 conferences. Its partners include Nike, Adidas, Under Armour, Spalding and Wilson. For more information, visit ShotTracker.com

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