



**Media Release**

**12 November 2013**

**CATAPULT SPORTS CLOSES AUD\$3.6M GROWTH CAPITAL RAISING.**

Disruptive Capital the technology focussed arm of boutique advisory and private equity house Aura Capital Group has successfully raised \$3.6M for Catapult Sports (Catapult).

Catapult is the world leader in the tracking and analytics of elite athletes. From the New York Knicks to the Dallas Cowboys, the last decade has seen the world's elite sporting organizations ask Catapult to improve their performance. Catapult's technology looks past sporting trends, player experience and even salaries, to the cold, hard facts of science. Combined with cutting edge technology, this science has allowed Catapult to spearhead innovations in player performance-monitoring; such as integrated GPS and inertial sensors, accelerometers, gyroscopes, magnetometers, wireless real time coaching and ball tracking. Its patented technology has also begun commercialisation in sports media and also security and defence.

The growth funding was raised from Australian high net worth investors via the Disruptive Special Opportunities Fund I and II. The proceeds will predominantly be used to expand Catapult's offshore sales and marketing operations. Catapult has already made significant inroads into the world's largest sporting markets the USA and Europe. More than 65% of revenues are already derived from offshore markets.

Disruptive Capital Director Calvin Ng will join the board of Catapult Group International, Catapult's group holding company.

"We extremely pleased to partner with Disruptive Capital and have access to this growth funding to accelerate development of new products and our push into foreign markets. Disruptive's involvement will bring valuable corporate and strategic expertise to the business. We look forward to working with Calvin Ng and the rest of the Disruptive team." Catapult Sports Chief Executive Officer Shaun Holthouse said.

"Catapult remains the true world leader in a market that is still in its infancy. Its patented technology has the potential to truly disrupt current methods of sports, athlete and performance tracking. By dominating the elite market it stands as the front runner to apply its intellectual property in the consumer space. We look forward to working to Catapult to take its business to the next level." Mr Ng concluded.

**ENDS**

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### **About Aura Capital Group**

Aura Capital Group is a boutique corporate advisory and private equity house focussed on early stage and SME businesses in the retail financial services, resources and digital sector. The firm operates out of offices in Sydney, Melbourne and Singapore.

### **About Catapult Sports**

Working with over 300 elite teams and institutes around the world, Catapult Sports is the pioneer of wearable athlete tracking technology that provides objective data on athlete performance. The business operates globally with offices in Asia, North America and Europe.