

MilestonePod

Improve performance.

Stay healthy.

Choose the right shoe.

Problem: studies show price is the number one barrier to consumers adopting wearable technology.

Now the solution: MilestonePod is the first low-cost wearable running device which achieves best in class consumer retention rates.

Come and find out why runners (and retailers) love their MilestonePods.



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The opportunity – wearable technology industry outlook

The global wearables market is expected to reach a value of \$19 billion USD in 2018, more than ten times its value five years prior.

- The wearables tech industry is expected to at least treble again in the next five years - 245 million devices are expected to ship in 2019;
- one out of five American adults own a wearable device;
- Studies show that **price** is the number one barrier to consumers adopting wearable technology;
- Millennials are the biggest purchaser of wearable technology;
- **Opportunity for retailers:** a majority of millennials would be strongly motivated to use a wearable device and share their personal information if the wearable had features that rewarded them with monetary benefits (such as in store discounts).

Products and business model.

Milestone Sports offers retailers and brands a white label or Milestone branded Wearable Marketing Platform.

1 | Wearable



MilestonePod

Enabling device for the Platform.
Cost: less than \$5
Price: \$9-12
MSRP: \$24.95

2 | App



MilestonePod App

Free consumer interface.
Soon offering APIs for integration with other Apps and devices.

3 | Data



Milestone Database Marketing Exchange

4 | Platform Tools

MilestoneConnect

Marketing tools for delivering tailored ads, offers and coaching. Retailer pays monthly subscription \$0.30-\$0.50 per user/month.

MilestoneInsights

Big data analytics providing actionable marketing, product development and competitive insights. Brand pays monthly subscription.

The MilestonePod by Milestone Sports

Key differences to other wearables:

1. Price - around \$25 per Pod
2. Retention rates - around 51%
3. Ease of use – set it and forget it; no buttons to push; auto start, stop and pause
4. No charging – uses a replaceable battery that lasts 4-6 months
5. No GPS signal needed – no need to carry your phone; works everywhere

Fully functional mobile application as user interface with sales occurring around the globe.

The Pod enables a direct marketing platform that connects retailers to consumers in a whole new way.



Team Leadership

Includes **experts** in biomechanics, software/firmware, finance, database development, low-cost consumer electronics and sports marketing.



Yaron Garmazi
CEO

Leadership
Finance
Tech executive
IPO's



Jason Kaplan
President

Business Development
Sales & Marketing
Start-ups



Meir Machlin
CTO

Sensor knowledge
Tech development
Systems



Tzach Goren
Bus. Development

Business Development
Retail
Running Specialty



Nancy Rowe
VP Marketing

Product marketing
Communications
Production & Events



Stephen Suydam
PhD, Dir. of Research

Biomechanics
Algorithm development



The Customer Journey Today



The Customer Journey with Milestone Sports



Connecting Users and Suppliers



Retailer's marketing wish list:

- Connect with customers as they use product
- A competitive edge through "real world" data
- Create messages quickly and easily
- Deliver one-to-one offers
- High ROI at low risk
- Control over messaging
- Automated and scalable
- Increase traffic and redemption
- Create co-branding options with brands



User's wearable wish list:

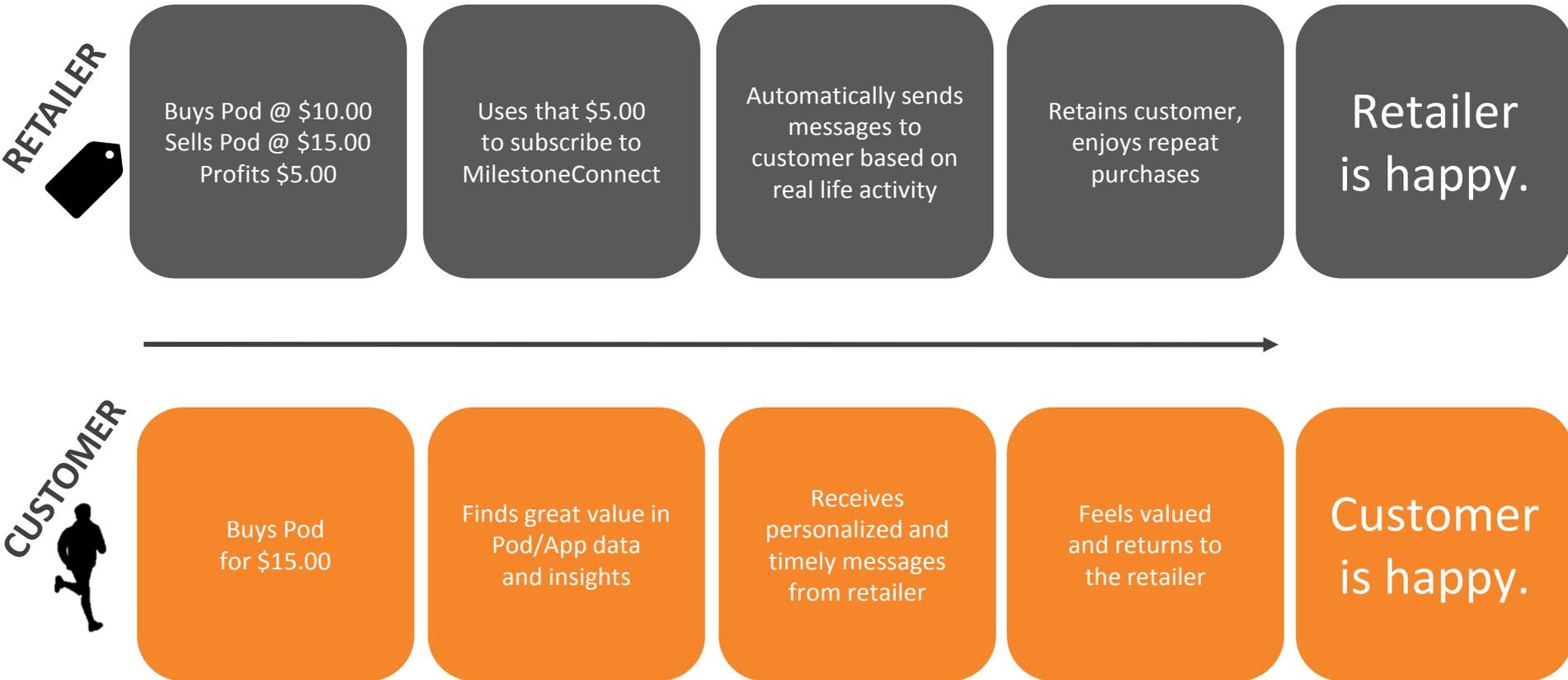
- Provide unique data to achieve goals
- Lightweight, barely there
- Inexpensive yet valuable
- Accurate and durable
- Include expert insights
- Connects with a community
- Works all the time, everywhere
- Provide guidance on gear/shoes
- Trade some data for useful messaging

See appendix for more details

Key Partnerships To Date

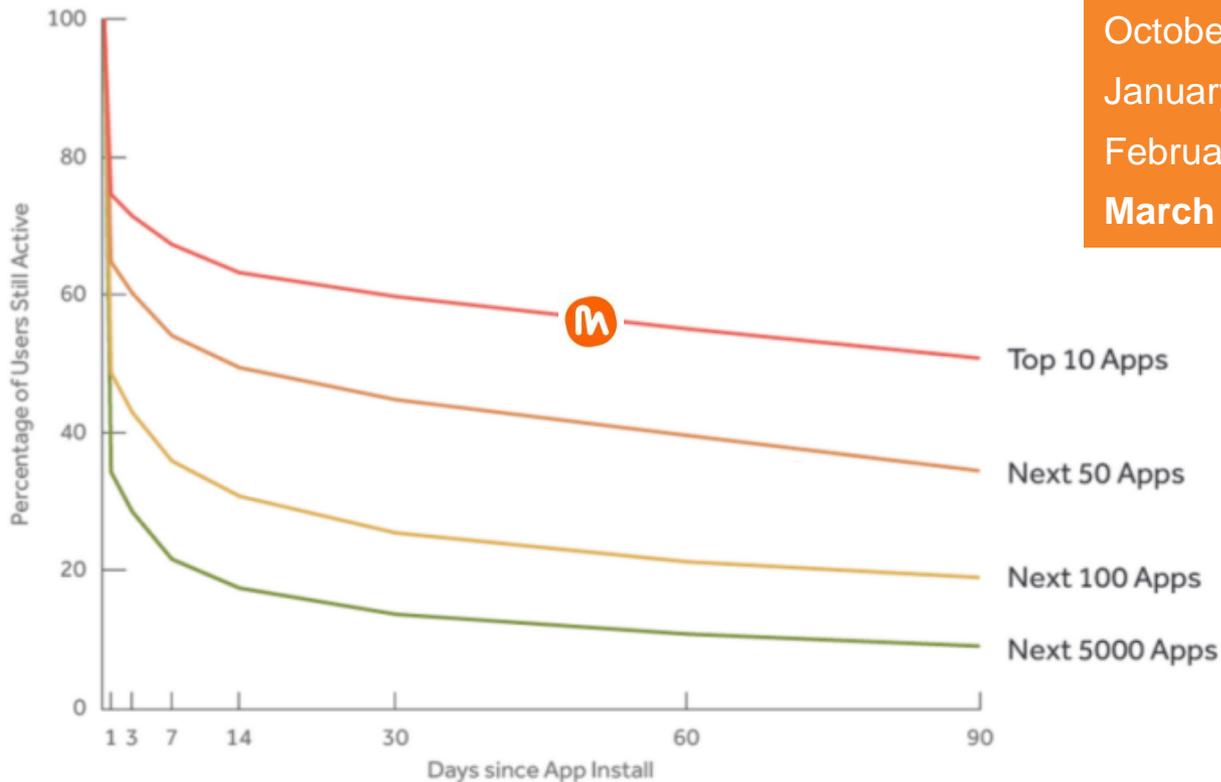


The Pod pays for itself, is a win-win for retailers and customers, and we already have significant traction



Outstanding Retention Rates

Retention curves for Android apps



Our 90-day retention is well above industry average, and grows every month!

January 2015	31%
April 2015	41%
October 2015	47%
January 2016	48.2%
February 2016	48.5%
March 2016	51.0%

Opportunity: Huge Growth on the Horizon

We plan rapid scaling and revenue growth by closing foundational deals in the athletic industry. We are having significant, on-going, high-level conversations with the following brands:

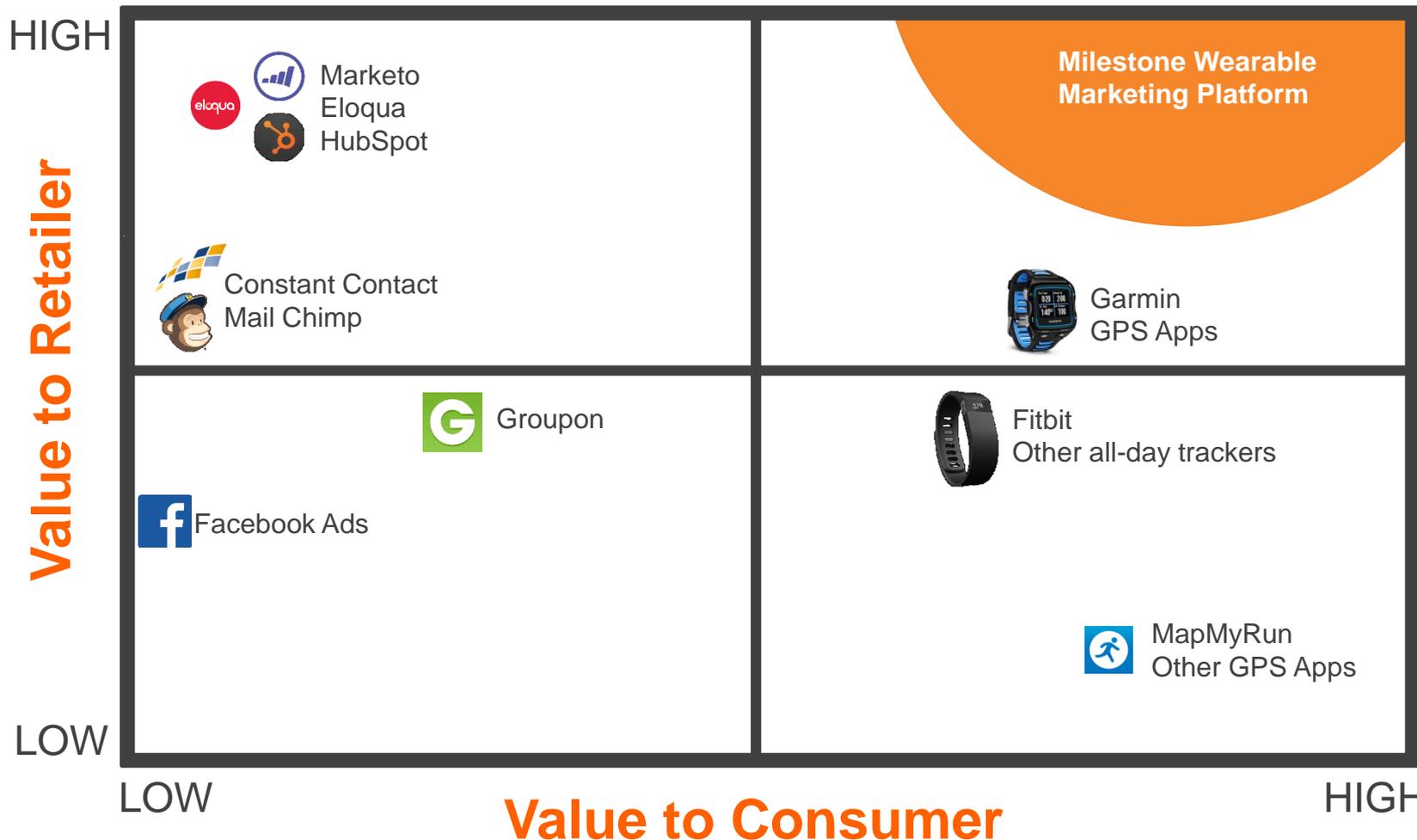


Opportunity: \$5.0B Market



Opportunity: Immense, Wide Open Space

The MilestonePod is high value to retailer **and** consumer.



Opportunity: Unique Offering

Milestone Sports is the first and only company offering:

- ✓ The opportunity to create a business at the intersection of wearables and marketing
- ✓ A loyalty platform that is almost free to use, and offers clients a **750% ROI**
- ✓ A wearable device costing ~\$25, offering insightful and actionable information
- ✓ Hardware delivered using a SaaS model **recurring revenue stream** and available today
- ✓ A set of satisfied, well-known and loyal clients and users
- ✓ A way to blend on-line and off-line commerce
- ✓ An **experienced team** committed to continued growth

Further opportunities

Milestone Sports is not limited to sports due to the dynamic nature of the product and the global wearables technology market:

- **Opportunity for insurance companies:** Research conducted in the US shows that 70% of consumers would wear employer provided wearable technology streaming data to a data pool in exchange for a cost saving on their insurance premiums;
- **Fall prediction for the elderly:** the Milestone pod can be used to uniquely predict the likelihood of a person falling. Significant work to date has been completed by the Milestone team – see first slide of the Appendix.
- **Entry into the Asian market:** the Asian market is a price sensitive and feature hungry market when it comes to the latest technology. Milestone Sports is uniquely placed to seize opportunities in this market.
- **Children and the disabled:** wearable technology vendors are increasingly looking to service children and the disabled. The features and price of the Milestone pod would make it accessible to parents, care facilities and schools.

The Proposed Acquisition

Victory Mines Limited (ASX:VIC) is an Australia-based exploration and development company with opportunities in copper, nickel, base metals and uranium exploration projects.

Details of the transaction

- The board of Victory Mines Limited is pleased to announce it has entered into a conditional binding heads of agreement to acquire 100% of the issued capital in Milestone Sports Limited
- As part of the deal 332 million shares (divided into three equal tranches) will be issued to Milestone shareholders
- Milestone will receive the second and third tranches only once value adding performance hurdles are met by Milestone Sports
- This equity incentive plan is put in place to incentivize Milestone Sports to deliver value for all shareholders



Appendix

Fall Prediction for the Elderly

Why it matters

- In 2012, the direct medical costs of older adult falls, adjusted for inflation, were **\$30 billion**
- A 1998 study of people age 72 and older, the average health care cost of a fall injury totaled **\$19,440**
- One in three adults aged 65 and older falls each year – of those, 20-30% suffer moderate to severe injuries that make it hard for them to get around or live independently and increase their risk of early death
- Older adults are hospitalized for fall-related injuries five times more often than they are for injuries from other causes
- In 2012, emergency departments treated 2.4 million nonfatal fall injuries among older adults; over 722,000 of these patients were hospitalized

Why we are pursuing this market

- There is a massive opportunity
- With our existing product, we can uniquely predict the increase likelihood of falling today
- The MilestonePod tracks gait cycle time, stride length and walking speed
- Over 40% of seniors age 65+ have smart phones
- Our closed loop system will allow for prevention through automated coaching and therapy recommendations

The data

- A person is 5 times more likely to fall with a stride to stride variability greater than 55ms (Change in gait cycle time). (Hausdorff, 2001)
- A person is 2 times more likely to fall with a .017 meter variation in stride length. (Maki, 1997)
- A person is 2 times more likely to fall with a variation of .016 m/s in their walking speed. This has been shown to be 65% accurate. (Maki, 1997)

Comparison to other direct marketing platforms

Retailer's Marketing Wish List	Enterprise Marketing Tools	Social Targeting	Wearable Marketing by Milestone
Connect with customers as they use product			✓
A competitive edge through exclusive access to "real world" data			✓
Create messages quickly and easily	Sometimes	Sometimes	✓
Deliver one-to-one offers			✓
High ROI at low risk (Pod profit pays for marketing platform)		✓	✓
Control over messaging	✓		✓
Automated and scalable	✓		✓
Increase traffic and redemption	Sometimes	✓	✓
Create co-branding options with brands	Sometimes	Sometimes	✓

"I have sold the Pod and used the platform since June 2015. It has changed the relationship I have with customers. Now I can provide service to them after they leave my store. It's like I can be on the shoulder of every customer on every run!"

– Sandy Musson, MilestoneConnect user, coach and owner, **Ride and Tri Canada**

Comparison to other wearables

User's Wearable Wish List	All Day Trackers & Apps	GPS Devices	Wearable Marketing by Milestone
Provide unique data to achieve goals	Sometimes	Data but not unique	✓
Lightweight, barely there	Sometimes		✓
Inexpensive yet valuable			✓
Accurate and durable	✓	✓	✓
Include expert insights	✓		✓
Connects with a community	Sometimes	Sometimes	✓
Works all the time, everywhere	✓		✓
Provides guidance on gear/shoes			✓
Trade some data for useful messaging			✓

"I was pleasantly surprised with the MilestonePod. In a world of complicated and expensive running gadgets, this is a refreshingly simple, affordable, and effective product. If you are someone who wants running metrics but don't want to drop hundreds on a GPS watch, this is a great product to try out."

– Nadine Frost, Editor, **Runner Web Weekly**

Milestone Sports has submitted two patents to the USPTO.

The first patent was focused on our core business of collecting data from a device on shoes, gathering certain data in a database in the cloud and using a platform to automate offers, advice and other communication. This is patent INTERACTIVECOMMUNICATION RELATED TO USAGE DATA PROGRESSION DATA (Pub.No.:US2014/0136324A1) which was originally filed as a provisional in November 2012.

The second patent is Devices and Methods for determining Step Characteristics. This patent was filed in December 2015 and is focused on the health elements of the MilestonePod and our platform; including fall prediction.

Both are Patents Pending.

Thank-you

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