

ASX ANNOUNCEMENT

Date: 3 August 2016



Milestone Sports Launches New MilestonePod and Rebrand

- Milestone Sports launches new MilestonePod and an upgraded and refreshed mobile App
- The new generation of MilestonePod and App deliver an improved and simpler user experience, whilst retaining its existing retail price of A\$49.95
- The Pods have undergone a complete rebrand and upgrades that include a longer battery, water proofing and overall improved accuracy
- New Pods now on sale on the Milestone [website](#) and will be available in the three initial targeted stores in partnership with The Athletes Foot
- New Pod and App release signifies the next phase of growth for Milestone as its enhanced and rebranded products are expected to gain increased traction among consumer and corporate customers

Victory Mines Limited (ASX:VIC or 'the Company') today announces an update on Milestone Sports Limited, in which it has a binding Heads of Agreement to acquire 100% of the issued capital.

Milestone Sports is pleased to announce it has today launched a new generation MilestonePod and an upgraded and refreshed accompanying mobile application, providing users a more seamless and refined user experience.

The launch of the new Pod and App follows the announcement of its partnership with The Athletes Foot (announced 2 August 2016) to feature its MilestonePods in three of its largest stores throughout Australia, with a view to jointly roll-out a wider in-store customer loyalty program.

MilestonePod

The latest MilestonePod securely clips on to the laces of the shoe, eliminating the need to unlace the shoe to attach the Pod and making it easier for users to switch to the next model once a shoe is retired. It has a sleek, all black design, giving the user simplicity and ease of use. Additional Pod improvements include a longer battery life of six to eight months, water proofing, overall improved accuracy and the removal of the odometer window. Despite all of the upgrades, the price remains A\$49.95.



Imagery: New MilestonePod marketing material

The Pods continue to provide runners the data they need to improve performance and stay healthy, such as: cadence, foot strike, rate of impact, pace, distance and shoe mileage.

Milestone Mobile Application



The new App is now available to download on Android and iOS. It has an easier registration process, a faster sync time and overall cleaner navigation. It also gives runners a refined Runficiency Score®, a propriety calculation that combines metrics such as cadence, ground contact and stride length. Runners can also now download their entire run log in Excel to be viewed and further analysed on a desktop.

Along with the launch of the new product, the brand identity for Milestone Sports has also undergone an uplift. Milestone Sports has unveiled new logos, packaging, campaign and website that has given the business a more cohesive brand voice and mature company profile. The latest MilestonePod promotional campaign video can be viewed [here](#).

Commenting on the new Pod, App, and rebrand Yaron Garmazi, CEO of Milestone Sports said “The new features of the Pod and App are based on feedback we’ve received from our passionate user base over the past several quarters, and we focused our efforts on making the user experience better than ever.

“The new minimal, sleek design alongside the refined App and rebrand has taken Milestone to the next level and represents a more mature company profile, that will assist us in securing further distribution and collaboration partnerships as we increase our sales and marketing activities.”

ENDS

Update on Acquisition of Milestone Sports Limited

The acquisition of 100% of the issued capital of Milestone Sports Limited by the Company remains conditional on the satisfaction of various conditions precedent, including obtaining the approval of both Milestone Sport and the Company’s shareholders. The full conditions precedent are contained in the announcement of 6 April 2016.

Until all of these conditions precedent are satisfied (or waived) the Company will continue to trade as Victory and the Company will not own Milestone Sport.

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About Milestone Sports

Milestone Sports, Ltd. is focused on connecting retailers and brands to consumers through its Wearable Marketing Platform (WMP). The platform collects comprehensive data from a low-cost sensor worn on the consumer's shoe that wirelessly syncs to a mobile device. This rich, real-life data results in meaningful, personal, and valuable direct marketing: the future of retailer and brand loyalty. For more information, visit www.milestonepod.com.