

# ASX ANNOUNCEMENT

Date: 7 June 2016



## **Wearable Marketing Platform from Milestone Sports is Now Available in Australia**

- MilestonePod and MilestoneConnect (Wearable Marketing Platform) now available in Australia
- Milestone Sports has commenced its sales and marketing strategy in the Australian market with advanced discussions with leading sports retailers and brands in progress
- Australian market represents significant opportunity for Milestone with a highly active population and a sporting goods sector worth \$3.5 billion
- Company is well positioned to capitalise on the rising demand for sports technology and the desire from retailers and brands to enhance their value to consumers in a highly competitive market
- New MilestonePod design to be launched by August 2016 throughout Australia and the US

Victory Mines Limited (ASX:VIC or 'the Company') provides an update on Milestone Sports Limited, with whom VIC has a binding Heads of Agreement to acquire 100% of the issued capital of Milestone Sports Limited.

The Company is pleased to announce that the MilestonePod wearable device and the MilestoneConnect platform are now available in Australia. Used together, the Pod and the Platform offer the first ever Wearable Marketing Platform.

The MilestonePod is now available in the Australian market for consumers to purchase online at [www.milestonepod.com.au](http://www.milestonepod.com.au) for \$49.95. The MilestonePod is an affordable, shoe-worn device to track basic run/walk performance data and more advanced metrics including foot strike, cadence, rate of impact, leg swing and a proprietary Run-efficiency (Runficiency) Score™. It is easy to use and syncs to a free MilestonePod App post-run or walk.



*Images: MilestonePod*

The Company is also pleased to announce that retailers, brands and manufacturers can now access Milestone's revolutionary MilestoneConnect platform, to help drive customer loyalty and access valuable analytics and user data.

The MilestoneConnect platform connects consumers to large and small retailers, leading brands and manufacturers and affords them ability to automatically collect valuable user data through the MilestonePod. In turn, the retailers and brands can deliver highly targeted, personalised marketing, coaching and product promotion directly to the user at the exact moment of need, increasing their intentions to repeat purchase.

The Australian market represents a significant opportunity for Milestone Sports, with a highly active and technology savvy population in demand of the next best wearable technology and devices to improve their performance. The country boasts a sporting goods sector worth \$3.5 billion and provides the MilestoneConnect platform with a substantial opportunity to leverage the desire of retailers and brands as they seek to find new ways to engage with consumers and promote strong customer loyalty amidst a competitive market.

Milestone has already commenced its sales and marketing strategy in the Australian market and is pleased to report it is in advanced discussions with a number of leading sports retailers and brands. The Company will also be launching an all-new MilestonePod design throughout the US and Australia by August 2016.

Yaron Garmazi, CEO, Milestone Sports Limited commented:

*"Australia has a reputation as an early adopter of technology. This trait coupled with a highly active population makes Australia the next ideally suited market for Milestone to launch its products, following our success to date in the US."*

*"It is our goal to become part of every sales transaction involving a new pair of running shoes. We intend to help runners and athletes perform to the best of their abilities and to help retailers and brands build more meaningful and valuable relationships with their customers, resulting in increased brand loyalty and ultimately increased sales."*

### **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.

### **For further information please contact:**

Elizabeth Hunt  
Company Secretary  
Victory Mines Limited

### **About Milestone Sports Limited**

*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 timely marketing: the future of retailer and brand loyalty. For more information, visit [www.milestonepod.com](http://www.milestonepod.com).*