

ASX ANNOUNCEMENT

Date: 21 June 2016



Milestone Sports Successfully Debuts Virtual Leaderboard

- Milestone Sports debuted its first virtual [Leaderboard](#), powered by the MilestonePod, with the [Dick's Sporting Goods Pittsburgh Marathon](#).
- Pittsburgh Marathon saw over 1,000 runners take part in the unique, wearable-powered virtual training program.
- Race events are a significant opportunity for Milestone Sports; in the U.S. alone, there were 2.5 million race finishers in over 3,000 marathons and half-marathons (2015).
- Events target a highly relevant and engaged audience willing to purchase and use tools to help them improve performance, stay motivated, and avoid injury.
- Good traction experienced in the sector with Pittsburgh Marathon signing up for a second year and Potomac River Training to launch the Milestone Leaderboard this month.

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 Milestone Sports has successfully debuted its virtual [Leaderboard](#) with the [Dick's Sporting Goods Pittsburgh Marathon](#). Leading up to their 2016 Marathon and Half-Marathon held on the 1st May 2016, race organisers (P3R) sought cutting-edge ways to engage their runners from registration through to race day.

The resulting partnership with Milestone Sports, which was branded "Get In the Game," enabled P3R to "gamify" their 16-week training program with a virtual Leaderboard, powered by the MilestonePod and Platform. During the 16-week training program 1,178 runners took part in the leaderboard recording 138,987 total miles, 222 million steps over 22,484 hours. To view all statistics and data averages recorded during the program please go to: <http://milestonepod.com/milestonepod-lea...gh-marathon-2016/>

The MilestonePod Leaderboard is a virtual, real-time tracking platform fed by data from the MilestonePod. Runners simply attach the Pod to their shoe and run. The moment they sync the Pod to their smart device, their performance data also appears on the web-based Leaderboard. Runners can see how they rank compared to everyone else training for the same event or in the same group. Examples of Leaderboard data include: average cadence, average rate of impact, sessions this week, total hours and longest distance.

Milestone Sports is uniquely positioned to provide such a powerful Leaderboard because the MilestonePod is very low-cost, effortless to use, and provides unique data to both runners and event organisers. The unique communication platform from Milestone Sports creates real-time engagement between the event, participants and sponsors based on actual, real-time data and activity.

Race events represent a significant opportunity for Milestone, with a highly relevant and engaged audience willing to purchase tools to help them improve their performance, stay motivated, and avoid injury. Race managers also benefit from the turn-key simplicity, participant data and added revenue stream.

“The MilestonePod Leaderboard exceeded our expectations for ease of use and runner enthusiasm. We are attracting more runners from outside Pittsburgh, so this was the perfect way to engage them as well,” said Patrice Matamoros, CEO of P3R. “Partnering with Milestone Sports enabled us to keep participants engaged throughout their training and beyond, while differentiating ourselves in the industry.”

Milestone Sports are encouraged by the initial success of the Pittsburgh Leaderboard and are currently in advanced discussions to bring ‘gamification’ to other premier endurance running events in the U.S. and beyond. In addition, P3R has re-signed for 2017. In the near term, Washington D.C.-based Potomac River Running will launch a MilestonePod Leaderboard to ‘gamify’ all their 2016 Fall Training programs.

Yaron Garmazi, CEO, Milestone Sports Limited commented:

“The MilestonePod Leaderboard is the ideal tool for the race industry, which becomes more competitive every year. P3R is a leader in this area, and we are delighted to work with them to deliver an innovative and cost effective solution to increase runner engagement and revenue generating opportunities. We have big plans for the future of the MilestonePod Leaderboard and we are just getting started.”

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.

About the Pittsburgh Three Rivers Marathon, Inc. (P3R)

P3R is a nonprofit organisation that is passionate about promoting the love of running and enhancing community access to health & fitness education and activities. Best known for organising the acclaimed annual DSG Pittsburgh Marathon, it also runs a variety of other high-quality races, events and health & fitness programs throughout the Pittsburgh region. While many races attract some of the nation's highest-profile professional athletes, P3R offers activities for all ages and ability levels. The only criterion for participation is a desire to be happy, healthy and active! Read more at www.P3R.org.