

# ASX ANNOUNCEMENT

Date: 4 July 2016



## Milestone's Platform to Expand into Healthcare Sector

- Milestone to expand its offering into healthcare with its patent pending Fall Prediction Platform
- The platform leverages the high growth Internet of Things (IoT) sector and the healthcare services sector which is estimated to be worth \$116bn in Australia<sup>1</sup>
- Platform to connect consumers with doctors, therapists and caregivers to deliver highly accurate health data and guidance
- Unique data collected by the MilestonePod gives therapists, doctors and caregivers the ability to monitor and analyse detailed gait (a person's manner of walking) metrics and reduce the probability of a fall
- Validates the broad scope of Milestone's technology beyond applications in the sporting market
- Milestone obtains interim funding pending capital raising of up to \$4 million following shareholder approvals

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

Milestone has identified a significant and first mover opportunity in the healthcare and health services sector – a sector estimated to be worth **\$116 billion in Australia alone in 2015<sup>2</sup>**. Through the launch of a new initiative, broadening the use of its Wearable Marketing Platform, Milestone aims to reduce the probability of falls in the elderly and other "at-risk" groups.

By continually monitoring the gait and other walking characteristics of "at-risk" people, via Milestones low-cost, passive device, Milestone will be able to provide **real-time alerts to caregivers** predicting an increased loss of balance or a fall.

In the U.S alone, the direct and indirect cost of falls in 2013 was estimated to be US\$30 billion (Source: Centers for Disease Control and Prevention). Milestones low cost, IoT enabled device represents a significant and first mover opportunity for Milestone.

Milestone's platform also offers a unique and low cost avenue to connect healthcare professionals (including doctors, therapists, caregivers) with their patients. This HealthTech application of the platform tracks, monitors and analyses the daily walking movements of patients and can automate the delivery of therapeutic advice to reduce the probability of a fall.

<sup>1</sup> Source: [IBIS](#)

<sup>2</sup> Source: [IBIS](#)

A further area of opportunity is the post stroke rehabilitation market, which is estimated to be worth US\$34B per year (Source: University Hospital Stroke Centre). By utilising Metrics collected by the MilestonePod, physiotherapists are able to monitor the performance of their patients undergoing physiotherapy for standing, walking and balance.

Milestone has appointed an expert consultant in the health field to drive the development of the healthcare product with the prototype expected to be available by 2017.

Yaron Garmazi, CEO, Milestone Sports Limited commented:

“The healthcare sector represents a significant opportunity for our technology and another one of the countless potential capabilities of the MilestonePod and Platform. We have a real opportunity to help professional healthcare providers manage their patients’ injuries and conditions with a solution that isn’t yet available to the market.”

### **Loan Funding**

Milestone has secured interim loan funding of A\$150,000. An interest rate of 6% per annum applies to the loan, with the loan principal and interest to be repaid in cash from proceeds of the capital raising to be approved by shareholders on 5 August 2016.

***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.

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

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### **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).*