

15 April 2016

## **Ultimate Sports Group PLC**

("USG" or the "Company")

### **UltimatePlayer Update and Appointment of Joint Broker**

Ultimate Sports Group Plc, the AIM listed investment vehicle, is pleased to provide an update following the launch of the website for UltimatePlayer.me, its online sports coaching platform, on 19 November 2015. Since then substantial progress has been made, key elements being:

- The website shop has been launched and this now offers virtual products and branded merchandise;
- The method for coach registration has been fully tested and is working efficiently enabling independent coaches to register and use the system; and
- The approval process for parents has been fully tested and is working efficiently.

As a consequence, over 65,000 scores have been posted on the system in the three month period of the launch.

From the launch in November 2015 up to 3 March 2016, the site has seen a 73% increase in the number of players approved by their parents, and an 81% increase in the number of players actively logging into the website. Once a parent has approved access to the website, 90% of players have logged in, and 64% have logged in multiple times.

In addition, the Board of USG welcome the proposals contained within the recent Government Budget which should benefit the development of UltimatePlayer.me and Sports in Schools Limited, the Group's subsidiary focused on the delivery of primary school sport. Amongst other initiatives, the Government proposals provide for a fund of £1.5 billion to be set up and used by schools to provide additional sports and art extra-curricular activities.

The Board are confident that the number of users of UltimatePlayer.me will continue to grow during the course of 2016 and beyond, and it confirms that the current trading activities of USG remain in line with management expectations.

#### **Appointment of Joint Broker**

USG is pleased to announce it has appointed Northland Capital Partners Limited as Joint Broker to the Company with immediate effect.

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