

Ultimate Sports Group PLC
("USG" or the "Company")

Issue of Equity

Ultimate Sports Group Plc, the AIM listed investment vehicle, has agreed to issue a total of 225,000 ordinary shares in the Company at a price of 18 pence per ordinary share to a company providing services to USG in lieu of fees in connection with the development of Ultimate Player, the Company's innovative online platform for children, which measures, motivates and incentivises their personal sporting performance.

Application has been made to the London Stock Exchange for the ordinary shares to be admitted to trading on AIM which is expected to occur at 8 a.m. on 12 September 2016. Following Admission, the Company will have 20,486,638 Ordinary Shares in issue. The Company has no shares in treasury, therefore the figure of 20,486,638 should be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change of their interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

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For further information, please visit www.ultimatesportsgroup.me or contact:

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