

22 November 2016

Ultimate Sports Group Plc (“USG” or the “Company”)

Ultimate Player Update

Ultimate Sports Group Plc, the AIM listed investment vehicle, is pleased to provide an update with regards to its interactive sports programme, Ultimate Player, including the launch of new website and a new premium membership offering.

Endorsed by Olympic gold medalist, Dame Kelly Holmes, Ultimate Player combines the familiar world of online games with offline sporting activities. Motivating and inspiring children to achieve new milestones in their chosen sports, the programme enables children, parents and coaches to watch their progress and share in their success as they get better at their game.

Ultimate Player is free for coaches, players and parents, with an online shop selling branded products including t-shirts, hoodies and caps. However, a new premium membership option costing £12 per annum is now available, which unlocks special features to support the children on their journey. This includes:

- Tag Builder Plus, giving the child more ways to express themselves through a protected online sports identity;
- Enhanced statistics, providing deeper insights on a child’s progress; and
- Ability to see friends’ profiles and motivate each other.

To date, the programme has been test marketed with 10,000 children, with excellent feedback received. This week’s launch of the new website, www.ultimateplayer.me, marks the start of a new, aggressive marketing strategy focused on attracting coaches to the programme. It is anticipated that each coach could introduce 30+ children to the programme, which in turn puts the Company in touch with 30+ parents who are all potential purchasers of the premium membership and branded products.

Dame Kelly Holmes says: “I believe that sport has the most positive impact on people, especially when they are young. What I love about Ultimate Player is that it gives real structure for coaches. I think it’s a really great way of inspiring and motivating young people. Ultimate Player is something that’s going to get bigger and better and is going to be something that will impact on so many people’s lives in the future.”

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