

# miRunners announce appointment of Vicky Leonard & Blake Matthews to Board of Directors

After delivering thoroughbred ownership to more than 2,700 new owners miRunners takes more innovative steps to bring next generation to the racing industry

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The 99 Sports Pty Ltd Board (parent company of miRunners and miStable platforms) is pleased to announce the appointment of Vicky Leonard and Blake Matthews as a non-executive directors.

Vicky Leonard who was in 2018 named among the most influential people in global racing under the age of 35, is the managing director of the innovative marketing, strategy and design firm Kick Collective as well as TDN Aust/NZ.

Vicky's passion is centred on ensuring the racing industry has a future, which aligns well with the miRunners ownership model, aimed at materially impacting the number of people who race horses in Australia.

Vicky states, "I have always been motivated by inspiring ideas and what miRunners are doing could prove a key innovation in contributing to the future proofing of the racing industry. The thrill of ownership and a deep connection with the thoroughbred are the racing industry's key assets, these are assets that no other competing entertainment option can offer. The sport of racing needs to evolve from the tradition of being priced only for the wealthy and miRunners have done this via a trusted, transparent structure that allows mainstream populations to experience premium level, yet affordable ownership".

"Like all entertainment options, the racing industry too must innovate to survive, it must use technology to connect with the next generation and with an animal welfare movement dominating the conversation within racing, we must rebuild and reconnect the bond between human and horse. I am extremely motivated to be working with miRunners on such an important industry opportunity".

Blake Matthews' joins the board as a non-executive of the NSW Racehorse Owners Association an experienced Manager in the Chartered Accounting and Professional Services space with the well respected AH Tighe & Associates.

Aside from bringing with him critical expertise in financial management and corporate governance, Blake brings to the table a deep seeded passion for the future of racing.

"I accepted the position as a non-executive director of NSWROA with a knowledge that the next generation is going to be critical in shaping the future of what is a truly wonderful sport, said Matthews. "Race days as a whole have a live atmosphere that can rival the best of our domestic sporting codes. Coupled with growing prizemoney and competition I see a future where Racing is a true top tier sport for everyone to enjoy. Having the privilege to join the NSWROA board I'm excited by the opportunity to now potentially shift the dial in racing with miRunners".

"The opportunity through miRunners to change the sport for the betterment of just so many, immediately grabbed my attention. Removing the traditional barriers to entry in racing brings with it significant execution requirements and we have a lot to do. However, I have been working with the miRunners team for a while now and this is a group of people who are motivated to ensure racing not only survives in the future but thrives as well".

CEO and co-founder of miRunners Steve Brown welcome the appointments. "As a \$5bn industry, being reliant on the ageing heartbeats of just 100000 owners, seems quite a risk to take."

"Whilst miRunners is years in the making, since we have launched, in a relatively short space of time we have introduced thousands of Australians into this wonderful industry through ownership".

"This is importantly a premium level experience, via expensive horses made affordable and digitally accessible via the 1000 ownership unit structure. Two thirds of our owners to date are aged 35-44 and under and two thirds have never owned a racehorse before".

"This however is just the beginning and with much to do, these appointments will likely prove key in our quest, as we take the responsibility of what we are doing extremely seriously."

Blake Matthews and Vicky Leonard's appointments will be effective from 1 July 2019.

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#### About miRunners

miRunners is changing the face of Australian thoroughbred racing, making horse ownership accessible to all Australians.

For most of history, ownership of thoroughbreds was limited to a select few with high costs and obstacles making it incredibly difficult for the everyday Australian to enjoy the ownership experience. The miRunners model has changed all that as we aim to bring the best horses together with the best trainers and make them affordable so anyone who has a passion for racing can experience ownership.

There is no secret to our formula: we simply purchase a premium racehorse, match it up with a top tier trainer and split the purchase cost into 1,000 units. No mark up.

For example: when the first miRunners horse – Saganaki, was purchased at the Gold Coast Magic Millions for \$165,000, the horse was split into 1,000 units which were available to purchase for \$165 each. We expect any horse we purchase to be in the \$165,000-300,000 price range and every horse we purchase will be divided into 1,000 equal units. If the horse wins, the owners' share of win is also distributed equally by 1,000 units.

miRunners makes its fees from the monthly fee. \$11 (inc. GST) covers the communication and administration, \$5 per month covers all the insurance, food and training fees. Total fees for your first unit will be \$16 per month but only \$5 for any subsequent units in the same horse. No matter how many units you own in a horse, you pay the \$11 (inc. GST) component for your first unit only.

The miRunners ownership experience: No matter if you own a single unit or if you own 20, every unit holder is given the full ownership experience which includes:

- Updates direct to you from your leading trainer/stable in real time
- Pro-rata share in prize money won
- Pro-rata share in sales proceeds at end of racing career
- Opportunities to meet your horse and your trainer
- Private area on race day (dependent on the race day conditions)
- Certificate of ownership
- A chance to add a premium thoroughbred horse to your family
- The opportunity to develop life-long friendships
- A dedicated Australian based customer service team on phone, email and facebook

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