



Sports Technology Start Up Going for Global Gold

Company recognized by the HYPE Foundation as a Global TOP 50 Sports Innovator for 2017

March 13th Today, [VIKTRE](#), the content publishing platform and online community exclusively for athletes, announced that it has been recognized by the [HYPE Foundation](#) as one of the world's Top 50 Sports Innovators for 2017. As such, the company is joining the foundation's elite program which serves as a fast lane for startups, providing access and introductions to top global related events, as well as to sports innovation stakeholders, sports and tech leading brands, investors etc.. The HYPE Foundation branches out of EMGI Partners, a UK based investment house founded in 2003, by Amir Raveh. HYPE Foundation formed the largest sports - innovation ecosystem with key decision makers in the field of sports, including sports and tech global brands, sports clubs, academia, expert, investors and startups. Among its global partners are Asics, Microsoft, SKY Sports, Google and many others.

The Toronto, Canada-based start-up has been working diligently to create a comprehensive network and community for professional athletes and sports fans alike. VIKTRE's platform has two interfaces: One for fans to interact with their favorite athletes via exclusive content, and one for athletes of all professional levels to interact with each other in a private setting, out of the eyes of the general public. The company is currently partnered with over 1,000 of the world's most influential athletes*, representing a myriad of sports and interests from golf to cricket to football.

"Unlike other social platforms, VIKTRE feels more like a community for sharing and learning rather than a site designed to simply generate likes. I chose to partner with them because of this unique value," said Don Davey, former defensive tackle for the Green Bay Packers. "VIKTRE has given me a platform where I can interact with fellow athletes, share my personal interests, and discuss the various avenues of professional sports. It also helps me interact on a deeper level with fans, especially around my life after football."

Curated to showcase the lifecycle of an athlete, VIKTRE celebrates the day-to-day growth and activities of all athletes. It is designed to share, encourage, and motivate everyone in the VIKTRE community.

"VIKTRE is the perfect complement to what I am already doing on social media, but at the same time makes it easier for me to control my brand and tell my stories," says Ian Poulter, Professional PGA Golfer. "I can talk about my love of cars, my



charities and of course golf. But what I'm most excited about is that VIKTRE gives me a platform that easily connects me to athletes from different sports all over the world."

"Being chosen as one of the Hype Foundations' Top 50 global sports innovators is a huge accomplishment for us," said Al Steele, CEO and chairman of VIKTRE. "We are working closely with our partners to create something entirely different, where we celebrate athletes and fans alike. Being recognized in this manner reinforces that we are on the right track and that our offering is unique and innovative."

The fan-facing social network can be accessed online or via its iOS and Android app.

*Notable VIKTRE athletes include: Twentythree-time gold medalist Michael Phelps; celebrated cricketer Harbhajan Singh; NFL All-Pro Ezekiel Elliott; MLB first overall draft pick Mickey Moniak; two-time Stanley Cup Champion and NHL Hall of Famer Phil Esposito; two-time World Champion PGA Golfer Ian Poulter; all time F1 race leader Rubens Barrichello; World Cup Champion Footballer Roberto Carlos; nine-time Tour de France team winner George Hincapie; gold medal hurdler Mark McCoy; Super Bowl MVP Santonio Holmes; first round NBA draft pick Gary Harris; and WWE star Jay "Christian" Reso. You can learn more about VIKTRE and the thousands of athletes sharing their lives on the network at VIKTRE.com.

About VIKTRE:

VIKTRE celebrates the life of the athlete – Professional, Olympic and National Team athletes, current and former, from around the world. VIKTRE's content publishing platform recognizes that athletes are among the most influential people on social media and its platform makes it easy for the athlete to own their brand, develop and share original content, and generate revenue. VIKTRE also offers a private athlete platform built to bring together the more than 3 million current and former athletes in a simple and efficient way. Together, the world's elite athletes can optimize business and social networking in a way that captures long-term value.

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