

WORLD'S MOST ADVANCED PERFORMANCE, HEALTH AND WELLNESS MANAGEMENT SYSTEM TAKES THE LEAD IN INNOVATIVE TECHNOLOGY

SMG Technologies celebrates Australian innovation as one of the Tech23 companies for 2015

SYDNEY, 27 October 2015 – SMG Technologies Ltd (SMG) has been selected as one of the *Tech23* companies for 2015, recognised as a world-class start up, tackling big problems through innovative technical expertise.

SMG is a pioneer of advanced data analytics with a proven ability in creating software which uses data to accurately predict performance and behaviours in populations down to the individual level. SMG's ground-breaking products which include SportsMed and Baseline continue to garner a lot of interest in the sporting, health and wellness world both in Australia and globally.

SMG's products provide the world's most advanced performance, health and wellness management system and the world's only platform that offers predictive insights into sports, wellness and performance data to help individuals perform at their best. Powered by XELA - the data-driven predictive analytics engine, cutting edge sports science methods are used to pre-empt injuries in individual athletes.

Although competitors may have a similar engine, they are only available through third party 'add-ons' whereas SMG has made substantial investments in ensuring their products are the only software solutions offering an innovative analytics engine as standard.

Zane Hall, CEO of SMG Technologies said "we are honoured and humbled to be selected as one of the *Tech23* companies for 2015."

"*Tech23* brings together the best of Australia's companies which encourage thought leadership and innovation. At SMG our focus remains on creating the best products for our consumers by constant looking to develop and stay relevant in a forever evolving market".

The seventh annual *Tech23* event is the host to investors, entrepreneurs and innovators from across Australian enterprise, government, university and industry sectors to celebrate the home-grown talent, transforming today's world. The 2015 forum aims to bring together exciting deep technology, useful stakeholders and smart capital to turn innovative ideas into inspirational realities.

For more information on SportsMed click here: <http://www.sportsmedglobal.com>

For more information on *Tech23* 2015 click here: <http://www.tech23.com.au/2015/>

---END---

About SMG Technologies – www.smg-technologies.com

SMG Technologies is the master brand and owner of proprietary software products which employ bleeding edge analytics to aggregate data from hundreds of different data sources. SMG Technologies was founded in 2015 and is headquartered in Brisbane, Australia, employing 30 people in Australia and with teams in the UK and USA as well.

Media contact:

Ciaran Pillay

Hill+Knowlton Strategies

02 9286 1219

0474 217 962

Ciaran.Pillay@hkstrategies.com