



## Media Release

# Simon O'Donnell throws support behind AI Equine Welfare application

**14<sup>th</sup> February 2019:** Artificial Intelligence company Alerte Equine Science Limited (“Equine Science” or “the Company”) today announced that well-known media personality and racing identity Mr Simon O'Donnell, owner of Wingara Thoroughbreds would participate in the development of Equine Science equine welfare solution.

Wingara Thoroughbred commenced training operations in 1995 with an emphasis on preparing young thoroughbreds at the start of their racing careers. Wingara has impressive facilities in Kilmore, Victoria and provides a variety of equine services ranging from pre-training, ready to run, thoroughbred spelling and horse breaking.

Mr Dale, Managing Director of Equine Science, commented “we have progressively communicated our equine welfare solution in market and feedback has exceeded all expectations. Simon’s enthusiasm and openness to the possibilities of artificial intelligence within the equine sector were apparent from our very first conversation. We are delighted that Simon has agreed to join our growing stable of trainers and industry experts to bring our equine welfare solution to market.”

Mr O'Donnell said, “our focus on the development of young equine talent means that we need to pay particular attention to the form, or the technique of a young horse. The ability to identify and correct issues as they arise is part of the art of training a horse as they enter their racing careers. Equine Science focus on equine welfare, and the ability to provide powerful analytics and predictive outcomes present a new paradigm for our training program. We at Wingara welcome the advancement in equine technology, and we look forward to working with the team at Equine Science.”

Mr Dale concluded, “Simon will be assisting Equine Science in data collection and future product developments and has already presented some powerful ideas for consideration.”

Equine Science will be providing further announcements to the market in the coming weeks.

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### About Alerte Equine Science Limited

Alerte Equine Science is an Artificial Intelligence (AI) business that seeks to promote equine welfare through injury risk prediction through advance AI applications. As an associated company of the Alerte Group, Equine Science leverages existing capabilities, infrastructure and AI expertise within the Alerte Group across multiple industry verticals.

Our objective is to promote equine welfare and to provide meaningful, positive outcomes for trainers, better health outcomes for owners and better racing for racegoers.