

12 September 2017

Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group firms Eurozone with dealer portal and Amazon France

Perth, 12 September 2017 - Cycliq Group has cemented its foothold in the European market with the launch of its European independent bike dealer portal and a distribution deal with Amazon France.

Cycliq has now registered for value-added tax (VAT) in France, which provides the commercial capability for the company to land stock in mainland Europe.

“Registering for VAT is a game changer in terms of unlocking sales in the Eurozone. It means we can reduce our lead times for stock delivery and get our products to customers more quickly and efficiently,” said Cycliq Executive Chairman Chris Singleton.

Amazon France is the most popular e-commerce site in France, with about 18 million unique visitors per month.* It sold 21.6 billion euros worth of products in the Eurozone in 2016.*

“There are more than 100 million* cyclists across the Eurozone, which makes this a massively important market for Cycliq,” said Mr Singleton.

European countries make up eight of the top ten countries with the highest number of bicycles.*

“Cycliq’s devices appeal to European customers, but the path to purchase wasn’t straightforward. Our new portal and Amazon France agreement will make it much easier for both consumers and retailers to buy Cycliq’s products,” said Mr Singleton.

Complementing its presence on Amazon France, Cycliq has launched a European portal for independent bike dealers. The portal allows bike dealers to purchase Cycliq devices directly from the company to retail in their physical stores.

“We’ve seen success from our independent bike dealer portals in Australia and the United States and are now replicating this approach in Europe. It’s part of our strategic direction to strengthen both our in store and online presence,” said Mr Singleton.

Cycliq’s rear and front-facing HD camera and light devices are now sold in almost fifty countries worldwide, as the company expands its global sales network.

- ends -

For personal use only

About Cycliq

Cycliq is the number one brand in HD camera and lighting combinations, delivering cycling safety and action camera solutions for commuters, mountain bikers, racers and professional cyclists alike. Cycliq products are aimed at helping our customers around the globe to enjoy their journey safely.

For more information about Cycliq, please visit www.cycliq.com

Media Contact

Heidi Cuthbert

0411 272 366

References

- <https://www.digitalcommerce360.com/2016/08/30/e-commerce-accounts-7-retail-sales-france/>
- <https://www.theguardian.com/technology/2017/aug/10/amazon-uk-halves-its-corporation-tax-to-74m-as-sales-soar-to-7bn>

For personal use only