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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group to sell direct through 'bricks & clicks' retailer Bikebug

Perth, 03 April 2017 - Cycliq Group Ltd has established its first direct sales channel in Australia, with an agreement to supply one of the country's largest so called 'bricks and clicks' retailers, Bikebug.

Bikebug is one of the most prominent cycling retailers in the country, with an online retail platform in addition to eight physical bricks and mortar stores in major capital cities.

"Cycliq is pleased to establish a direct sales agreement with Bikebug. It opens up the Australian market through increased brand awareness as well as greater access to new customers in-store and online," said Cycliq Chairman Chris Singleton.

Bikebug is one of the most recognisable bike retailers in Australia, through its sponsorships of major cycling events as well as champion riders such as Robbie McEwen.

"Bikebug is excited to establish our new relationship with Cycliq. We're always looking to align with up and coming Australian brands to further support the local cycling industry. We know Cycliq products are highly sought after in the local market, so we see this as a fantastic fit for us," said Bikebug founder Frank Fortuna.

The agreement with Bikebug follows a shift in Cycliq's global sales strategy as the company seeks to deal direct with retailers which increases margins for both Cycliq and the retailer.

"This agreement is a positive milestone in the execution of our new sales and marketing strategy. We will see an immediate lift in our margins and are hoping to see a marked increase in our sales volumes in Australia," said Mr Singleton.

Cycliq is the leading supplier of high-tech bike safety and action camera accessories, including the Fly6 rear-facing all-in-one safety light and HD camera.

"There are more than 3.6 million people in Australia who ride a bike every week. Every single one of them would be safer on the road with one of Cycliq's products," said Mr Singleton.

About Bikebug*

Bikebug is a wholly Australian owned online bicycle retailer with eight physical shops around Australia. Bikebug focuses on the middle to high end market and is dominant locally despite competing against some of the largest European online shops. Bikebug operates the online store from two warehouses - Sydney for small items and Melbourne for bulky items. Bikebug has been a great supporter of cycling and triathlons in general as well as supporting local clubs, teams, events and individual athletes.

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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

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References

* <http://Bikebug.com.au>

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