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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group launches online sales portal for USA bike dealers

Perth, 07 June 2017: Cycliq Group Ltd has launched a US version of its online sales portal which will allow independent bike dealers across America to purchase Cycliq products direct from the website at wholesale prices.

The US portal is Cycliq's second direct order solution, following the launch of the Australian version earlier in the year.

"Cycliq's Australian portal is already having a positive impact. In the last two months, we have had a significant up-take in dealer registrations, prompting sales in Australia to increase by fourteen per cent," said said Cycliq Executive Chairman Chris Singleton.

Direct order portals form part of Cycliq's global distribution strategy to optimise sales of its safety and action camera products.

"In Australia there are hundreds of independent bike stores, whereas in the United States there are thousands. Cycliq is excited about the prospect of expanding our reach into such a large market," said Mr Singleton.

There are more than 3,000 specialty bicycle retailers across the USA, according to the National Bicycle Dealers Association. While these retailers account for 13 per cent of the bicycle market by unit sales, they attract 49 per cent of the total consumer spend. *

In line with the Australian version, the US online sales portal will provide bike retailers with an efficient ordering system that will improve engagement and brand awareness of Cycliq and its products in the US market.

"Cycliq is rapidly becoming a globally recognised brand for bike safety accessories. Cycliq's all-in-one safety light and HD cameras are a must have for every cyclist anywhere in the world," said Mr Singleton.

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://nbda.com/articles/industry-overview-2015-pg34.htm>

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