

## ASX and Media Release

### **BikeExchange announces appointment of Sam Salter as Chief Sales and Partnerships Officer**

30th June 2021

BikeExchange Limited (ASX: BEX) (“BikeExchange” or “Company”), a leading global operator of online cycling focussed marketplaces, is pleased to announce the appointment of Sam Salter to the newly created role of Chief Sales and Partnerships Officer.

Sam is a co-founder of BikeExchange and currently a non-executive director of BikeExchange Limited. In founding BikeExchange and growing it from concept to a global company over fourteen years, Sam has a deep understanding of the biking industry, substantial sales experience and excellent relationships. Sam is also the co-founder of Marketplacer, which operates a global technology SAAS platform used by the BikeExchange Group that creates online marketplaces to connect consumers, retailers, wholesalers and private sellers.

Sam will remain as an Executive Director of BikeExchange Ltd.

Mark Watkin, Global CEO BikeExchange said, “A deep knowledge of the cycling industry and understanding of marketplaces are essential to this new global role to help us scale the business. We’re fortunate in having all this with Sam leading the sales and partnerships function and it is terrific to welcome Sam onto the Executive team.”

Sam Salter, BikeExchange Director said, “Over 15 years ago, we saw an opportunity to participate in the growing demand and interest in riding with the BikeExchange concept. The business has grown substantially since that time and is now entering its next leg of growth, with a need for committed sales resources. I bring a deep understanding of the industry, customers and consumers and am really excited to be able to be more actively involved in growing the business. I look forward to working more closely with the team at BikeExchange, together accelerating the growth of the business by leveraging BikeExchange’s market presence and capabilities, and continuing to scale the business across the four regions.”

Sam will commence the role from 12th July 2021. The Group expects to make further Executive appointments to strengthen the Group’s Management team and accelerate growth in the coming months.

This announcement has been approved for release by the Board of Directors.

## About BikeExchange Limited

### ABOUT BIKEEXCHANGE

BikeExchange Limited (ASX:BEX) is an international company, founded in 2007 in Australia. Its simple purpose is to fuel the passion for riding by making it easy to buy and sell.

BikeExchange brings together millions of buyers and sellers around the world for cycling purchases, with over 900,000 products available from 1,640+ retailers and 1,500 brands. It reaches a global audience of consumers, with annualised global traffic of over 28.1 million site visits (Q3 FY21 annualised.)

It has four hubs (North America, EU, ANZ & LatAm) which currently service eight countries: USA, Canada, Germany, Netherlands, Belgium, Australia, New Zealand & Colombia.

Q3 FY21 e-commerce transactions volumes grew by 142% (compared to the previous corresponding period) and generated over AU\$1.6 billion of sales leads and enquiries (Q3 FY21 annualised) into retailers and brands.

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### Appendix

#### Mr. Sam Salter - Key Terms and Conditions of Engagement

Role title:	Chief Sales and Partnerships Officer
Executive remuneration:	\$330,000 per annum inclusive of superannuation. Short Term Incentive - annual cash payment of up to 50% of base, subject to performance hurdles and conditions set by the Board
Time commitment:	Full time
Director Incentive Plan securities:	1,200,000 unlisted options under the Employee Incentive Plan, each exercisable at \$0.45 per option (subject to shareholder approval).
Termination Clause:	6 months' notice by either party