

2 December 2020

**Media & ASX Market Announcement**

Australian Securities Exchange

## **Record-breaking 102% increase in Cyber Weekend sales, new Fly6 Gen 3 now shipping**

**Cycliq has delivered record sales growth in Q2 FY21, with a 102% increase in Cyber Weekend unit sales compared to the same period in 2019, and a 455% increase over 2018.**

- Average revenue per unit (ARPU) for Cyber Weekend increased 44% YoY to \$250 AUD in 2020.
- Unit sales increased 102% YoY from 2,685 to 5,413 in 2020.

"The tailwinds from the increasing global interest in cycling and shifting buying behaviour online have given Cycliq strong momentum in this critical retail period," said Cycliq Chairman Craig Smith-Gander.

Cycliq has also recently commenced shipping of the new flagship Fly6 Generation 3, the first product to be produced through Cycliq Research & Development (HK), the joint venture partnership between Cycliq Group Limited and Glory Horse Industries.

"Early customer feedback has been positive which is key to driving word of mouth, brand awareness and sales through all channels in key markets," said Mr Smith-Gander.

\*\*\*ENDS\*\*\*

This announcement has been authorised by the Board of directors of the Company.

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### **About Cycliq**

Cycliq is a smart safety company based in Perth, Australia, manufacturing and marketing the world-first cycling light and camera safety system the Fly6 and Fly12.

More than 100,000 of the Fly bike cameras have been shipped around the world to over 50 countries since the company was founded in 2012. Cycliq has operations in Australia and China, with direct to consumer sales from the company website and Amazon, and access to more than 6,000 retail points of presence through a network of regional distribution and retail partners in the USA, Asia-Pacific, EU and UK, as well as major online players including Wiggle (global) and Backcountry.com (USA).

For more information about Cycliq, please visit [www.cycliq.com](http://www.cycliq.com)