

2 December 2021

Media & ASX Market Announcement

Australian Securities Exchange

Over Two Million Dollars in Sales During Cyber November

Highlights

- **\$2,151,000 of Gross Revenue for the month of November**
- **Average Order Value (AOV) increased by over 34% to \$496**

Cycliq Group Limited (ASX: CYQ) ('Cycliq' or 'the Company') is delighted to announce that, due to a targeted early sales campaign commenced well before Black Friday and the ability to ship immediately, Cycliq achieved strong sales figures for the month of November. Average Order Value (AOV) increased by \$127 to \$496 versus the same time last year, driven by the bundling of our core Fly12 and Fly6 Generation 3 units with new accessory product lines.

Inventory was built up over the past few months to ensure that sufficient stock was on hand to meet anticipated customer demand. All stock purchased is now in the process of being shipped directly to customers, with fulfillment expected to be completed in early December.

Cycliq continues its recent policy of not selling product until inventory arrives from the manufacturer. All products sold were direct to consumer, ensuring maximisation of sales margins.

Additional lines of accessories including highly reflective jackets are expected to be in stock in the coming days to provide additional product for December sales.

Sales in November by geographic location were:

USA	29%
Australia	19%
United Kingdom	17%
Singapore	10%
European Union	8%
Korea	7%
Rest of World	10%

Cycliq Chairman Craig Smith Gander exclaimed *"We are extremely proud of our restructured and refocused sales and marketing team in achieving this outstanding result during November. Sales have been brisk, ahead of plan and , more product is arriving to continue the sales momentum into the New Year."*

ENDS

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

Contact: **Craig Smith-Gander**
 Chairman
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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 systems, the Fly6 and Fly12.

Since the Company was founded in 2012, more than 100,000 of the Fly cycling light and camera safety systems have been shipped to over 50 countries around the world with key markets being the USA, UK, and AU. Cycliq has operations in Australia and China, with direct- to-consumer sales from the Company's website Cycliq.com and also Amazon.com.

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

