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Media & ASX Market Announcement

Australian Securities Exchange

New Action Sport Camera Delivers Strong Results

Highlights

- **\$1,296,000 of Gross Revenue for the month of November 2022***
- **Average Order Value (AOV) increased by over 20% to \$604**
- **Successful launch of the Cycliq Fly12 Sport**

Cycliq Group Limited (ASX: CYQ) ('Cycliq' or 'the Company') is delighted to announce that, on the back of a successful Fly12 Sport product launch in September and strong inventory levels, Cycliq again delivered solid sales for the month of November.

Complimentary product lines, accessories and shopping cart upgrades continue to deliver success in key checkout metrics, with Average Order Value (AOV) jumping from \$495 to \$604 for the month of November.

The Company was pleased by an increase in Gross Profit percentage in the two months of October and November, from 53% in 2021 to 58% in 2022, on revenues of \$1,795,000 (2021: \$2,171,000).

Promisingly, Cycliq experienced an especially strong revenue month in October 2022 (Gross Revenue of \$499,000), following the September launch of the Fly12 Sport, with Cycliq returning a 110% increase in receipts from customers in Q1 FY23 (\$898,000) compared to Q1 FY22 (\$424,000).

With its greater processing power, battery life and image capture system, the Fly12 Sport is reaching beyond cycling safety and into the Action Camera market and is the first Action Camera in the new Sport line to be released. Since launch, thousands of new customers have joined the Cycliq ecosystem, with 61% of all Fly12 sport sales going to new customers. The Fly12 Sport has been well received by the existing Cycliq customer base, with praise directed in particular towards the action and safety camera's long battery life.

Cycliq Chairman, Xavier Kris, said, *"We are proud of our restructured and refocused sales and marketing team for achieving this strong result during the month of November. The team's focus has been on gross margin contribution rather than generating revenue for revenue's sake. Nevertheless, sales have been brisk, ahead of plan and inventory is in place to continue the sales momentum into Christmas and the New Year."*

About the Cycliq Fly12 Sport



The Cycliq Fly 12 Sport is a purpose-built light and camera safety system for cyclists. Compared with previous Fly12 models, the Fly12 Sport has optimised battery life, new intelligent features to increase usability and improved recording capabilities.

Improvements include:

- Size: 25% lighter than the Fly12 CE, the Fly12 Sport weighs only 148 grams/5.02 ounces
- Battery life: Software optimised to provide 7 hours of continuous recording in camera only mode and 6.5 hours of continuous recording with the light on in low pulse mode (*camera resolution set at 1440p.*)
- Resolution: Fully upgraded Quad High-Definition imaging system.
- Screen: Intuitive OLED screen.

Sales in October to November by geographic location were:

USA	32%
United Kingdom	27%
Australia	18%
European Union	8%
Singapore	4%
Korea	4%
Rest of World	7%

Independent reviewers have commended the new product's feature set:

Always Another Adventure commented:

"It's the dashcam you don't notice until you really need it." "What you are buying here is usability, it just works, and when it comes to safety that is undoubtedly valuable."

Shane Miller – GPLama stated:

"With the latest upgrades it's [Fly12 Sport] becoming quite a capable sports action camera." "150g vs 152g it's [Fly12 Sport] actually lighter than the GoPro".

ENDS

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

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About Cycliq

Cycliq is an Australian-based smart safety, action and sport cycling company, manufacturing and marketing the world- first, all-in-one, light and camera safety system, the Fly6 and Fly12.

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 distributors and retail partners in the USA, UK, EU and Asia-Pacific.

Cycliq's ultra-high-definition cameras integrate powerful safety lights and are engineered with numerous safety functions to give cyclists peace of mind, so they can enjoy their ride. In the event of an incident, the cameras act as a black box, capturing everything that happens for later review.

More than 200,000 Cycliq products have been shipped around the world to over 50 countries since the company was founded in 2012.

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

***Unaudited Financial Statement Disclosure**

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