

23 April 2024

**Media & ASX Market Announcement**

Australian Securities Exchange

## Fly6 Pro – Ready to Go

### Q3 Highlights

- **Development and production of Fly6 Pro finalised and the new product launched subsequent to quarter end**
- **Continued steady sales of core products**
- **Strong inventory position**

Cycliq Group Ltd ('Cycliq' or the 'Company') (ASX: CYQ) has released its Appendix 4C Quarterly Report for the quarter ending 31 March 2024.

### **Q3 Performance**

Receipts from customers were \$567,000 for the quarter compared to \$1.2 million for the quarter ending 31 March 2023 partly in anticipation of the 'Hero' product launch initially announced in July 2023 and a challenging e-commerce environment. During the quarter, the Company finalised development and production of the new Fly6 Pro, following rigorous quality and control testing. Cycliq continues to strengthen relationships with its manufacturing partners in order to maintain high production quality and production rates.

Subsequent to the quarter end, Cycliq unveiled the new product, which provides an upgrade path for existing and new customers from an entry level Fly6 Gen3 product to the fully fledged features of the Fly6 Pro. The greater range of product offerings will allow price positioning and a price ladder for customers to match their budget to their needs.

During the quarter, Cycliq improved and enhanced the consumers experience following the upgrade of its e-commerce product page layout and cart experience ahead of the Fly6 Pro Launch. The new product pages utilise enhanced UI, cutting edge 3D animations and product videos. The new layout has increased average customer engagement time by 46% and encouraged the purchase of bundled products and higher margin accessories. These changes are already showing an 11.7% improvement in items per order.

Cycliq continues to succeed in delivering high quality products and customer support by solidifying an all-time high TrustPilot rating of 4.5 at the end of Q3.

### **Additional ASX Information**

Cycliq Group Ltd provides the following information pursuant to ASX Listing Rule requirements:

1. ASX Listing Rule 4.7C.1: The Company's net cash outflow from operations for the quarter was \$604,000. The Company's operational expenses mainly comprised of product and manufacturing costs (\$346,000), administration and corporate costs (\$267,000) and staff costs (\$365,000).
2. ASX Listing Rule 4.7C.3: In item 6 of the attached Appendix 4C, payments to related parties of approximately \$63,000 comprising of Director services (\$37,000) and Non-Director Services – being registered office fees (\$4,000) and other (\$22,000).

\*\*\*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](http://www.cycliq.com)

## **\*Unaudited Financial Statement Disclosure**

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