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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Partners with BeEmotion to Transform Cycling Safety through Advanced AI

Cycliq, the global leader in cycling safety technology, is proud to announce a groundbreaking collaboration with BeEmotion.ai, a cutting-edge AI technology provider. This partnership marks a significant leap forward in enhancing cyclist safety through advanced computer vision and artificial intelligence.

HIGHLIGHTS

- Cycliq to provide BeEmotion.ai with a curated dataset of 13,000 high-quality cycling videos.
- Dataset collected over four years, representing diverse cycling scenarios.
- Collaboration aims to develop state-of-the-art AI models for improved cyclist safety
- Initial tests show promising results, with full dataset expected to yield exceptional outcomes

Cycliq's commitment to cyclist safety has taken a major step forward with the handover of an extensive, meticulously curated video dataset to BeEmotion.ai. This vast collection, amassed over four years, comprises approximately 13,000 high-quality videos capturing a wide array of cycling scenarios and environments.

"This dataset represents a goldmine of real-world cycling footage," said Cycliq Chairman Andrew Chapman. "By partnering with BeEmotion.ai, we're unlocking the potential of this data to create AI models that will significantly enhance the safety features of our products."

The collaboration leverages BeEmotion's expertise in artificial intelligence and computer vision to analyse and learn from Cycliq's comprehensive dataset. Early tests, utilizing just a fraction of the available data, have already yielded impressive results, indicating the transformative potential of the full dataset.

Virpi Pennanen, CEO of BeEmotion.ai commented, "We're excited to work with such a rich and diverse dataset. Our preliminary models have shown remarkable promise, and we're confident that the complete dataset will allow us to develop AI systems that set new standards in cycling safety technology."

This partnership underscores Cycliq's ongoing commitment to innovation in cyclist safety. By harnessing the power of advanced AI, Cycliq aims to introduce more sophisticated threat detection, improved situational awareness, and enhanced data analysis capabilities to its product line.

The companies expect to provide updates on the development of new AI models and their integration into Cycliq's products in the coming months.

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

About BeEmotion.ai: BeEmotion.ai is at the forefront of AI and computer vision technology, specializing in developing advanced models for real-world applications. Their expertise spans various industries, with a focus on fostering deeper and more meaningful interactions between humans and machines.

BeEmotion.ai focus on edge-based AI solutions, which, by design assure both private and real-time interactions. The software makes smart decisions on the spot, keeping data safe and only sharing it when absolutely necessary for compliance reasons.

Located in Australia, Switzerland and Japan, BeEmotion is a highly experienced provider of edge-AI solutions for Mobility, Health, Security and Smart Living applications.

For more information about BeEmotion.ai, please visit www.beemotion.ai