

21 November 2024

Media & ASX Market Announcement

Australian Securities Exchange

Board Changes

Cycliq (ASX: CYQ), the global leader in vision technology, is pleased to announce the appointment of Mr Andrew Cotterill and Mr Gareth Jakeman as Non-Executive Directors at today's Annual General Meeting. The appointment coincides with the resignation of Mr Chris Mews, who will step down from the board.

Director Appointments

Mr Andrew Cotterill

Andrew is an experienced Executive and Director who specialises in building and scaling fast-growth organisations. He brings a practical understanding of how to build, integrate and commercialise technology across a number of different industries and a detailed understanding of the organisational capability required to deliver products and services in line with customer expectations.

Andrew's executive experience comes from senior roles building the businesses of Eagle Boys Pizza, National Tiles and Foundation Education/Australian Institute of Personal Trainers, where he was involved in designing and building the go to market strategies for each brand.

More recently, Andrew has led, as Managing Director, a ground-up redesign of process flows, design, and build of the OnDeed technology platform which redefined industry best practice in services to institutional owners and managers of property.

Mr Gareth Jakeman

Gareth is an experienced Director who specialises in strategy execution for tech enabled enterprises. He brings the knowledge acquired from owning and operating a successful diversified Financial Services and Accounting business since 2004 as well as experience as a Director, Advisory Board or Adviser to companies in Financial Technology, Agricultural Technology, Artificial Intelligence, Construction and Digital Infrastructure.

Gareth's experience will complement the financial and risk management experience on the board while providing specific practical experience gained from investing, operating and advising across a number of different industries, including Technology and Artificial Intelligence via Territory Funds Management, which participated in the latest placement and is also an investor in BeEmotion.

Furthermore, Cycliq advises that Mr Chris Mews has resigned from the position of Non-Executive Director effective today, 21 November 2024, to focus on his other business interests and directorships. The Board is wholeheartedly grateful to Mr Mews for his significant contribution to the Company and wishes him all the best with his future endeavours.

Andrew Chapman, Chair of Cycliq, said: *"Cycliq is a vision company that has specialised in development and delivery of our Fly6 and Fly12 all-in-one light and camera safety system. Following our recent licensing of the AI technology from BeEmotion, we are laying the*

foundations to expand our capability in vision systems by leveraging BeEmotion's expertise in multi-modal applications on the extreme edge.

The combination of the proprietary video data points owned by both companies and BeEmotion's Edge AI expertise will allow us to develop more comprehensive vision solutions across a range of real-world applications, but informed by the extensive information rich scenarios that our cycling users record and upload across the world every single day.

The appointment of Andrew Cotterill and Gareth Jakeman to the board adds significant capability to our ability to execute as a business. Their experience in understanding technology build, international supply chain, deployment at scale and customer use cases will be important as we diversify and scale our offering.

We also thank Mr Mews for his contribution to the Company over the past 3.5 years and wish him all the best with his future endeavours.

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

Contact: **Andrew Chapman**
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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