

4 December 2024

Media & ASX Market Announcement

Australian Securities Exchange

Black Friday campaign delivers strong results

Highlights

- **\$1.28 million of Gross Revenue for the month of November 2024***
- **Average Order Value (AOV) increased by 32% to \$541**
- **Closing cash at bank at November month end of \$1.1 million***

Cycliq Group Limited (ASX: CYQ) ('Cycliq' or 'the Company'), a global leader in vision technology, is pleased to announce the strong results delivered during the 2024 Black Friday campaign.

Key Performance Metrics

- Total revenue of \$1.28 million for November 2024, representing an 6.7% increase from November 2023
- 32% increase in Average Order Value to \$541
- 12% increase in gross profit margin

Operational Highlights

The Company's premium "Ultimate Bundle", which includes the new Fly6 Pro, has emerged as the leading product combination, demonstrating growing customer preference for comprehensive front-and-rear camera protection solutions.

The strong Black Friday performance reflects positive consumer sentiment towards our products and trust in the Cycliq brand, with customers showing preference for premium products and complete safety solutions. The introduction of the Fly6 Pro has driven higher order values, with customers increasingly purchasing additional accessories to maximise their Cycliq product experience.

Andrew Chapman, Chair of Cycliq, said: *"We are proud of the strong 2024 Black Friday campaign, resulting in a 6.7% increase in our November revenue compared to last year. This is recognition of Cycliq's technological innovation and our alignment to changing consumer preferences and reflects the work our team has undertaken to provide premium products and build trust in the Cycliq brand."*

The Cycliq Black Friday sale ends on 3 December 2024 and results for Q2 2025 will be released in January 2025.

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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