

28 April 2025

Media & ASX Market Announcement

Australian Securities Exchange

Strong sales performance continues

Q3 Highlights

- **Receipts from customers were \$731k for the period – a 29% increase from same period last year**
- **Continued investment in eCommerce platform and enhanced digital presence**

Cycliq Group Ltd ('Cycliq' or the 'Company') (ASX: CYQ) has released its Appendix 4C Quarterly Report for the quarter ending 31 March 2025.

Q3 Performance

Strong sales performance continued during Q3 FY2025 with receipts from customers of \$731,000 for the quarter - a 29% increase compared to the same period last year. This growth reflects the continued strength of the Cycliq market presence, and the success of strategic marketing initiatives implemented throughout the quarter. Despite stock limitations for the Fly12 Sport, demand remained strong throughout the quarter.

March marked the first full month of Cycliq's enhanced product offering strategy, which now features three distinct purchasing options for the main hero items. This approach is designed to increase Average Order Value (AOV) while creating effective price anchoring to highlight the value proposition of bundled offerings.

During the quarter, Cycliq made significant strides in enhancing its digital presence. The Company's UpRide platform achieved remarkable engagement, with two viral videos in March alone helping the Instagram account reach 4.6 million views – an 80% increase from March of the previous year. This surge in social media engagement has strengthened brand visibility, expanded Cycliq's paid media audiences, and raised awareness about cycling safety concerns.

Opportunities and outlook

Cycliq is preparing for the launch of its new e-commerce platform based on Shopify, a global leader in digital commerce solutions. This significant upgrade from the current platform, will substantially improve the mobile shopping experience and create a more seamless customer journey across all devices.

The Company is also preparing for its annual UpRide birthday and End of Financial Year (EOFY) sales events, which have historically driven strong sales performance.

The ongoing development of Cycliq software capabilities, including the new desktop application, represents a key strategic focus as the Company continues to build out its digital ecosystem around its core hardware products.

Corporate

On 7 April 2025, the Company announced the expiration of 2,626,395 options.

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 \$677,000. The Company's operational expenses mainly comprised of product and manufacturing costs (\$688,000), administration and corporate costs (\$186,000) and staff costs (\$380,000).
2. ASX Listing Rule 4.7C.3: In item 6 of the attached Appendix 4C, payments to related parties of approximately \$59,000 comprising of Director services (\$54,000) and Non-Director Services – being registered office fees (\$5,000).

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

*Unaudited Financial Statement Disclosure

This press release contains information based on unaudited financials. This information is not a guarantee or prediction of performance and may be affected by inaccurate assumptions, expectations and estimates and by known or unknown risks and uncertainties and other factors; and may or may not be achieved or prove to be correct. There can be no assurance that audited outcomes will not differ materially from this information.