



# INVESTOR PRESENTATION

# DISCLAIMER

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## Disclaimer

# COMPANY SNAPSHOT

Cycliq is the **No1 brand in HD camera & lighting combos** delivering cycling safety & action camera solutions for commuters, mountain bikers, racers and professional cyclists. Cycliq's flagship product, Fly12, is the only camera and light solution that can record in full HD for the entire length of a Tour de France stage.

**Sold in over 25 countries**, Cycliq's **patent pending technologies** deliver innovative and **award winning solutions for cyclists**. Cycling can be dangerous however Cycliq has developed technology that delivers a constant looping video along with highly visible lighting to assist while riding your bike. If any incident occurs, Cycliq's products are constantly recording to capture it all for use with the police, insurers or solicitors post incident.

Already capturing some of the most amazing footage in cycling, Cycliq's products capture a constant flow of organic content which is re-purposed and used as marketing material. Cycliq works closely with Strava, the world's leading social sports platform by delivering the only smartphone **app to harvest Strava metrics** and overlay the data on to the footage.

NO1 BRAND IN

**HD** CAMERAS  
& LIGHTING  
**COMBOS**

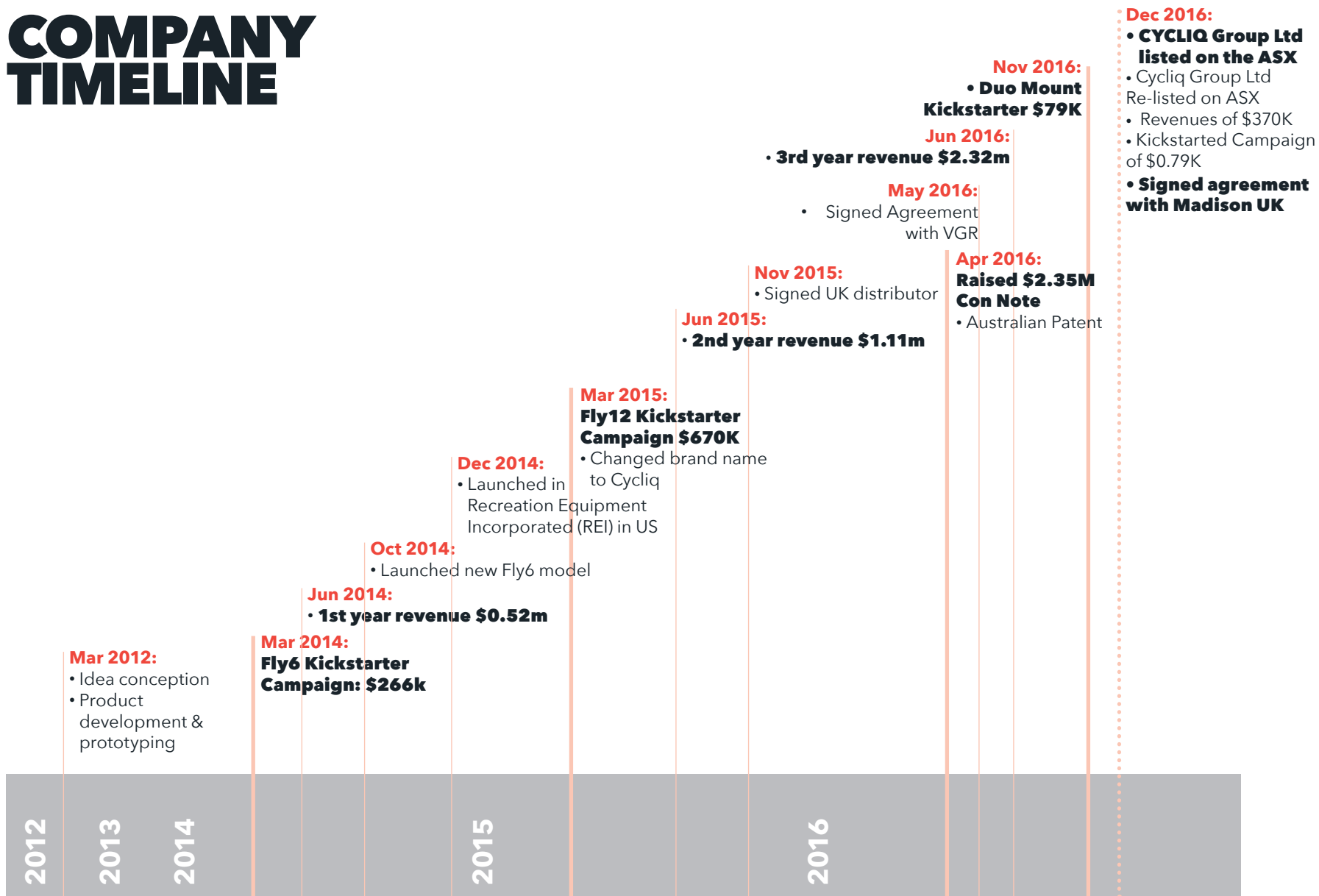
SOLD IN OVER

**25**  
COUNTRIES

APP TO HARVEST

**STRAVA**<sup>TM</sup>  
METRICS

# COMPANY TIMELINE





# CAPITAL STRUCTURE

## CAPITAL STRUCTURE

	CAPITAL STRUCTURE
SHARES	600,433,730
PERFORMANCE SHARES	200,000,000 <sup>(1)</sup>
PERFORMANCE OPTIONS	36,550,000 <sup>(2)</sup>
SHARE PRICE LISTING	\$0.02
SHARE PRICE ON 6 FEB 2017	\$0.04
MARKET CAP ON 6 FEB 2017	\$24,017,349

CYCLIQ GROUP LTD			
Top Holders Snapshot - Grouped			
ORDINARY FULLY PAID SHARES (TOTAL) As of 03 Feb 2017			
Composition : ES2, ES3, ORD			
Rank	Name	Units	% of Units
1	SUNSET ENTERPRISES WA PTY LTD <THE SUNSET ENTERPRISES WA A/C>	78,484,800	13.07
2	BREAKWATER (WA) PTY LTD <THE BREAKWATER (WA) A/C>	74,846,501	12.47
3	THE TRUST COMPANY (AUSTRALIA) LIMITED <MOF A/C>	50,254,545	8.37
4	AJAVA HOLDINGS PTY LTD	29,166,667	4.86
5	MR EDWIN POPE <CUMBERNAULD A/C>	19,780,374	3.29
6	TRANSCONTINENTAL ASSET MANAGEMENT PTY LTD	16,666,667	2.78
7	MR ROBERT FIEGERT + MS ANNETTE FIEGERT	14,091,836	2.35
8	SEEFELD INVESTMENTS PTY LTD	13,333,333	2.22
9	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	12,500,001	2.08
10	MR JOHN ANDREW RODGERS <JOHN RODGERS FAMILY A/C>	12,500,000	2.08
11	NAMEO PTY LTD	11,612,150	1.93
12	MRS DAWN EMMA KENNEDY <KENNEDY INVESTMENT A/C>	7,900,000	1.32
13	MRS MARINA KATY SEPAROVIC + MS BRIANNA MAREE CARVER <THE M K CARVER S/F A/C>	6,166,667	1.03
14	TUART PROPERTIES PTY LTD	5,921,077	0.99
15	MR PHILLIP RICHARD PERRY + MRS TETYANA ANATOLIYVNA PERRY <DONESKA SUPER FUND A/C>	5,583,333	0.93
16	ELDON HOLDINGS PTY LTD <THE MARSHALL FLOWER S/F A/C>	5,250,000	0.87
17	LANEWAY INVESTMENTS PTY LTD <JOLA FAMILY A/C>	5,140,187	0.86
18	MACARONIS PTY LTD <PINK LADY A/C>	5,140,187	0.86
19	M & J WALLIS HOLDINGS PTY LTD	5,011,190	0.83
20	MR KENNETH BARRY RIDLEY + MRS CATHERINE MARY RIDLEY <RIDLEY RETIREMENT FUND A/C>	4,698,732	0.78
Totals: Top 20 holders of ORDINARY FULLY PAID SHARES (TOTAL)		384,048,247	63.96
Total Remaining Holders Balance		216,385,483	36.04

1) UPON SUCCESSFUL ACHIEVEMENT OF PERFORMANCE MILESTONE(S), THE VENDOR SHAREHOLDERS WILL BE ISSUED THE EQUIVALENT NUMBER OF SHARES TO A VALUE OF \$4,000,000 BASED ON THE 20 DAY VWAP IN THE FINANCIAL YEAR IN WHICH THE MILESTONE(S) ARE ACHIEVED. WE HAVE ASSUMED FOR THE PURPOSE OF THE PRESENTATION THE SHARE PRICE IS \$0.02 PER SHARE.

2) REFER TO VESTING CONDITIONS DETAILED IN SCHEDULE 3 , ITEM (E) OF NOTICE OF ANNUAL GENERAL MEETING, LODGED WITH THE ASX ON 31 OCTOBER 2016

# LEADERSHIP TEAM

## THE BOARD & KEY MANAGEMENT



**Chris Singleton**  
Chairman



**Andrew Hagen**  
CEO  
Executive Director



**Kingsley Fiegert**  
COO  
Executive Director



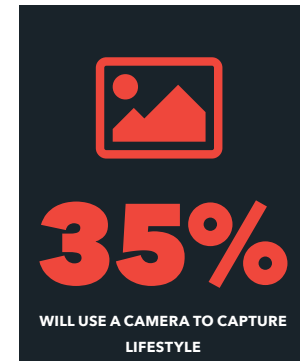
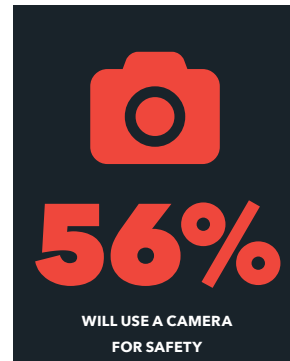
**Piers Lewis**  
Company  
Secretary & NED



**John Turner**  
CFO

# THE MARKET

987 Respondents  
Independent Survey with BikeRumor.com



**TOTAL: 97 MILLION CYCLISTS AND ACCESS TO 9,000+ BIKE STORES**

GLOBAL CYCLING MARKET<sup>1</sup>

**2019**  
**\$58BILLION**

PARTS AND ACCESSORIES MARKET<sup>1</sup>

**2019**  
**\$16.5B**

ACTION CAMERA MARKET TO GROW<sup>2</sup>

**2020**  
**\$6BILLION**

OVER **38,000 UNITS** SOLD GLOBALLY

**3** IN LESS THAN  
**YEARS**

OVER

**1MILLION**  
**KICKSTARTER**

KEY PARTNERSHIPS  
WITH GLOBAL DISTRIBUTION  
COMPANIES

**CYCLIQ**

wiggle

**REI**  
www.rei.com

**EASTERN MOUNTAIN SPORTS**

**MADISON**

**TREK**

**PUSHYS**

<sup>1</sup>Bicycletrade.com.au <sup>2</sup>Businesswire.com

# PRODUCT BENEFITS

- Engenders a feeling of safety
- Easy to share footage
- Set and forget functionality
- Simplifies cockpit through elegant design and engineering

**ALL-IN-ONE  
HD BIKE CAMERA AND  
SAFETY LIGHT**



**FLY12**

- 1080P FULL HD CAMERA WITH AUDIO
- WIFI AND BLUETOOTH CONNECTIVITY
- UP TO 400 LUMEN LIGHT OUTPUT
- UP TO 10HR BATTERY
- STRAVA INTEGRATION

**FLY6[v]**

- 720P HD CAMERA WITH AUDIO
- UP TO 30 LUMEN LIGHT OUTPUT
- UP TO 6HR BATTERY
- INCIDENT PROTECTION

**CYCLIQ**  
cycliq.com

# REVENUE

1

## Products & Accessories

2014 Revenue \$529K  
2015 Revenue \$1.11M  
2016 Revenue \$2.32M

2

## Key Geographic Regions

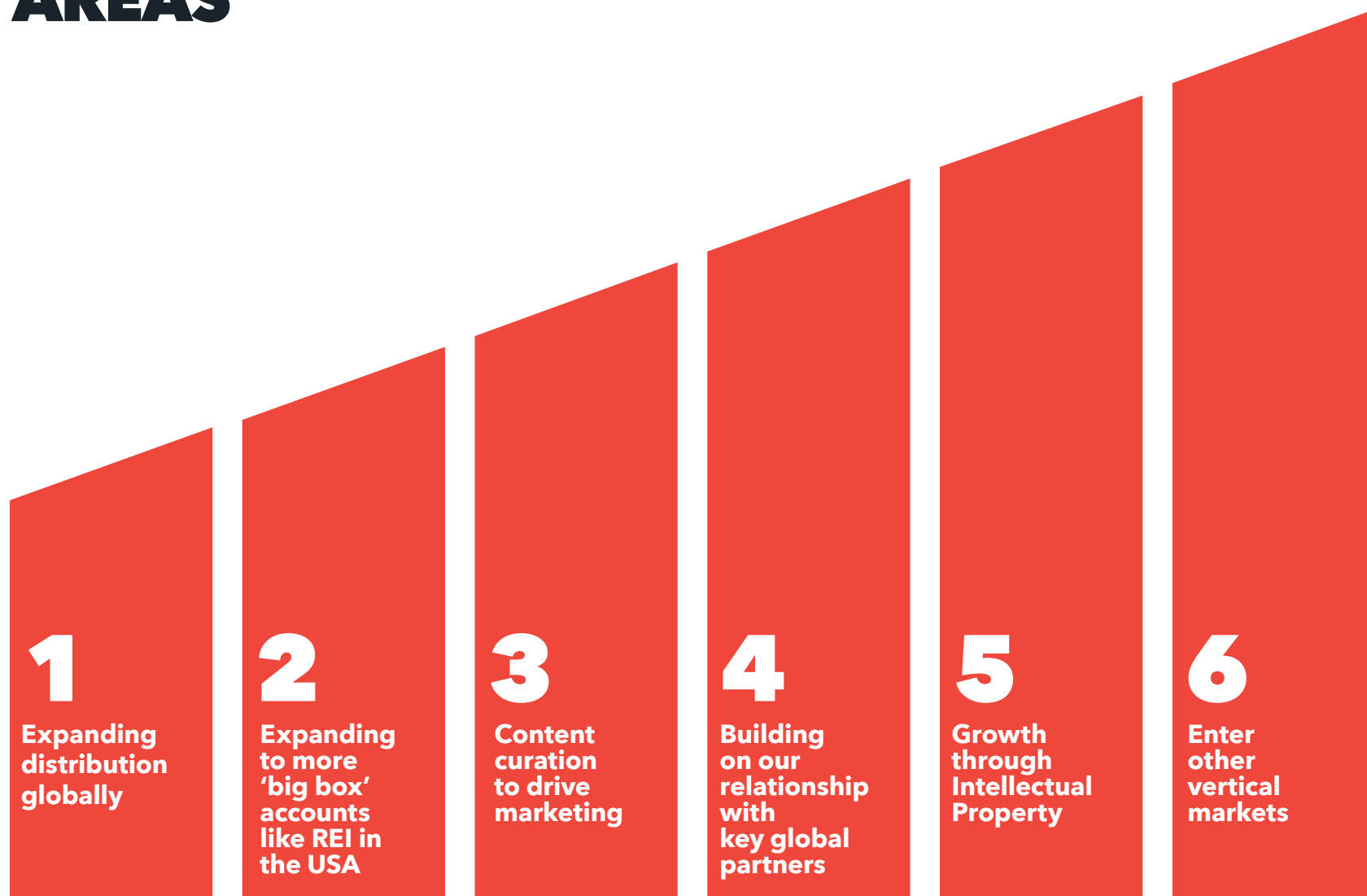
America  
UK  
Australia  
Asia  
Europe

3

## Fly6 Fly12 Accessories

30,100 units  
7,100 units  
2,300 units

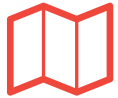
# KEY GROWTH AREAS



# WORLDWIDE SALES



# RESEARCH & DEVELOPMENT = BRAND



**Extensive quantitative and qualitative market research**



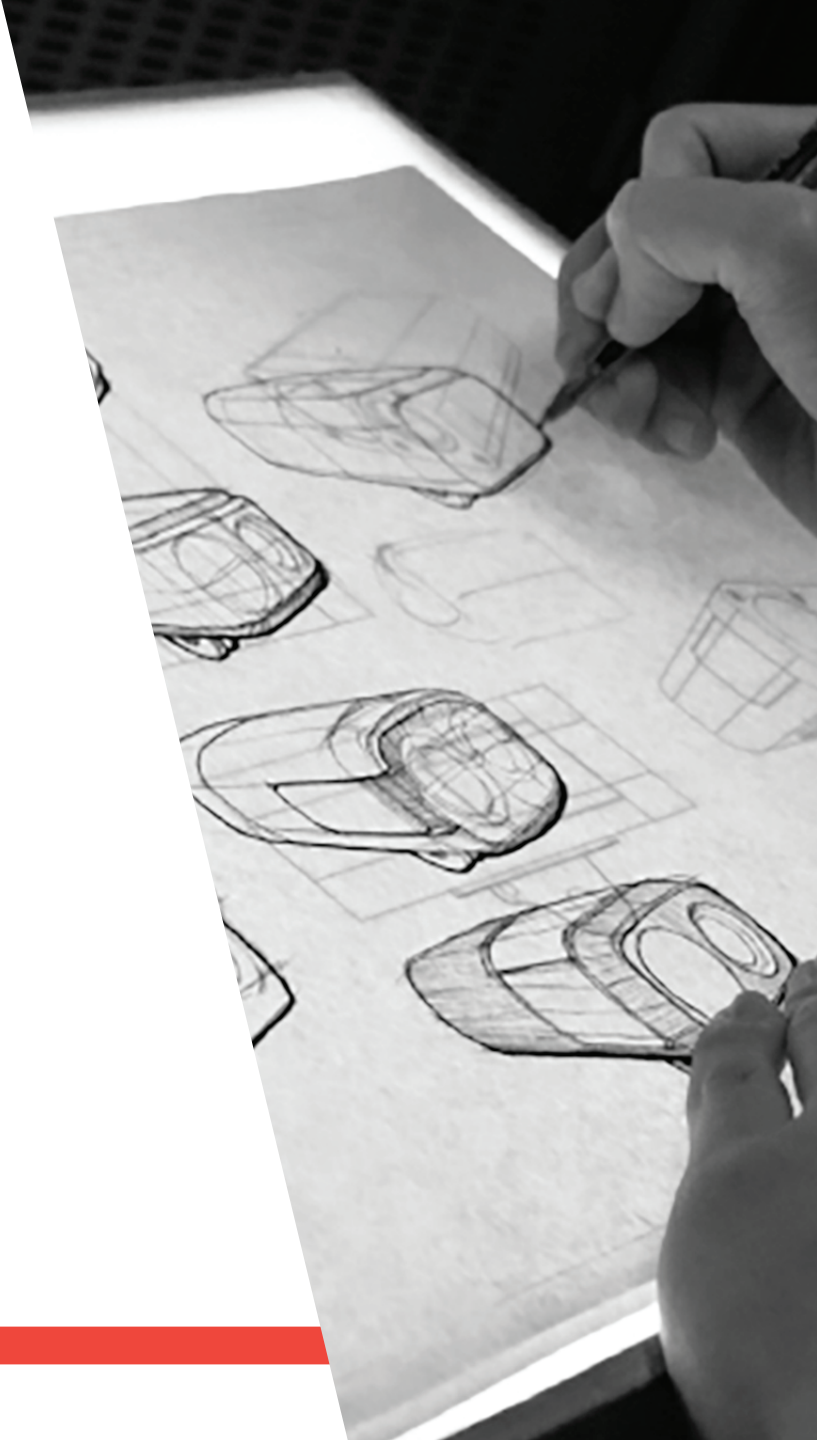
**Inhouse app and software development**



**New products**

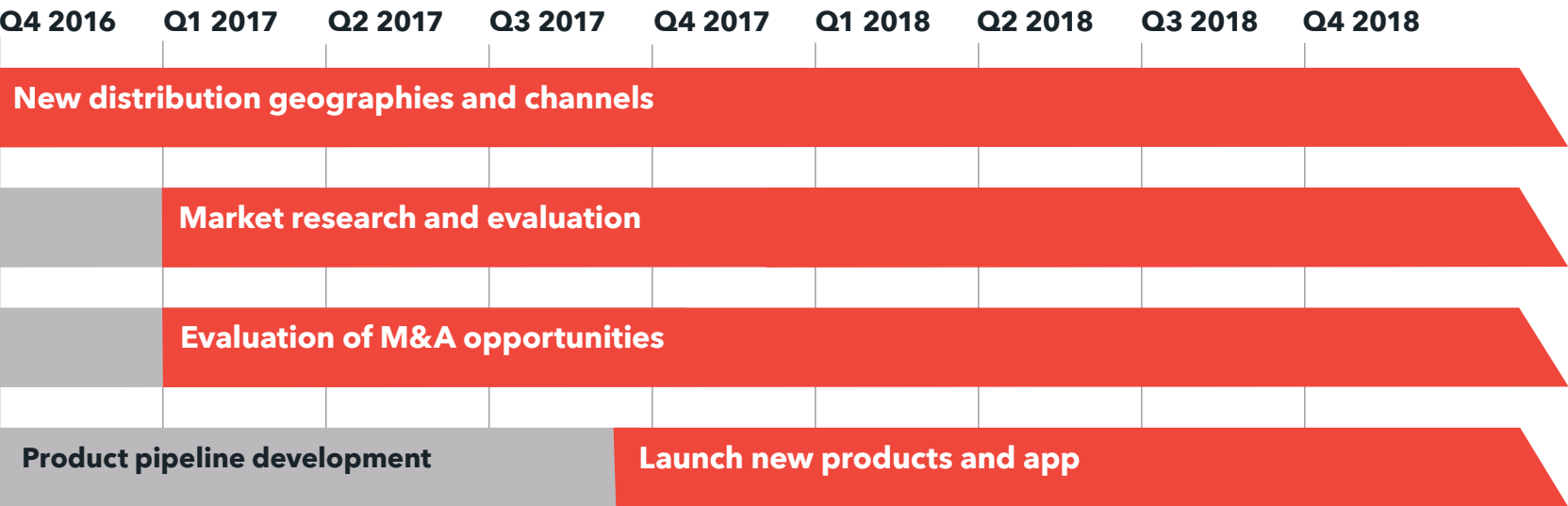


**Brand**





# ROADMAP



# APPENDIX



# MARKET ENGAGEMENT



**Expanding Points of Purchase**



**Global Marketing Campaign**



**User Generated Content**

2015/16: 1.95 million views across YouTube/Vimeo/Facebook  
and a growth of 350% in social media following.



**Influencers**



**Content Curation**



**Athletes & Teams**



**Events & Tradeshow**



# FUTURE TARGET MARKETS



**Snowboarding & Skiing**



**Motorbike 'dash-cams'**



**Scuba Diving & Caving**



**Wearable Spaces**



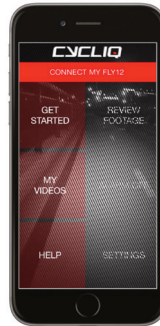
**Military & Emergency Services**



**Security & Protection**



# FLY12, THE APP & STRAVA



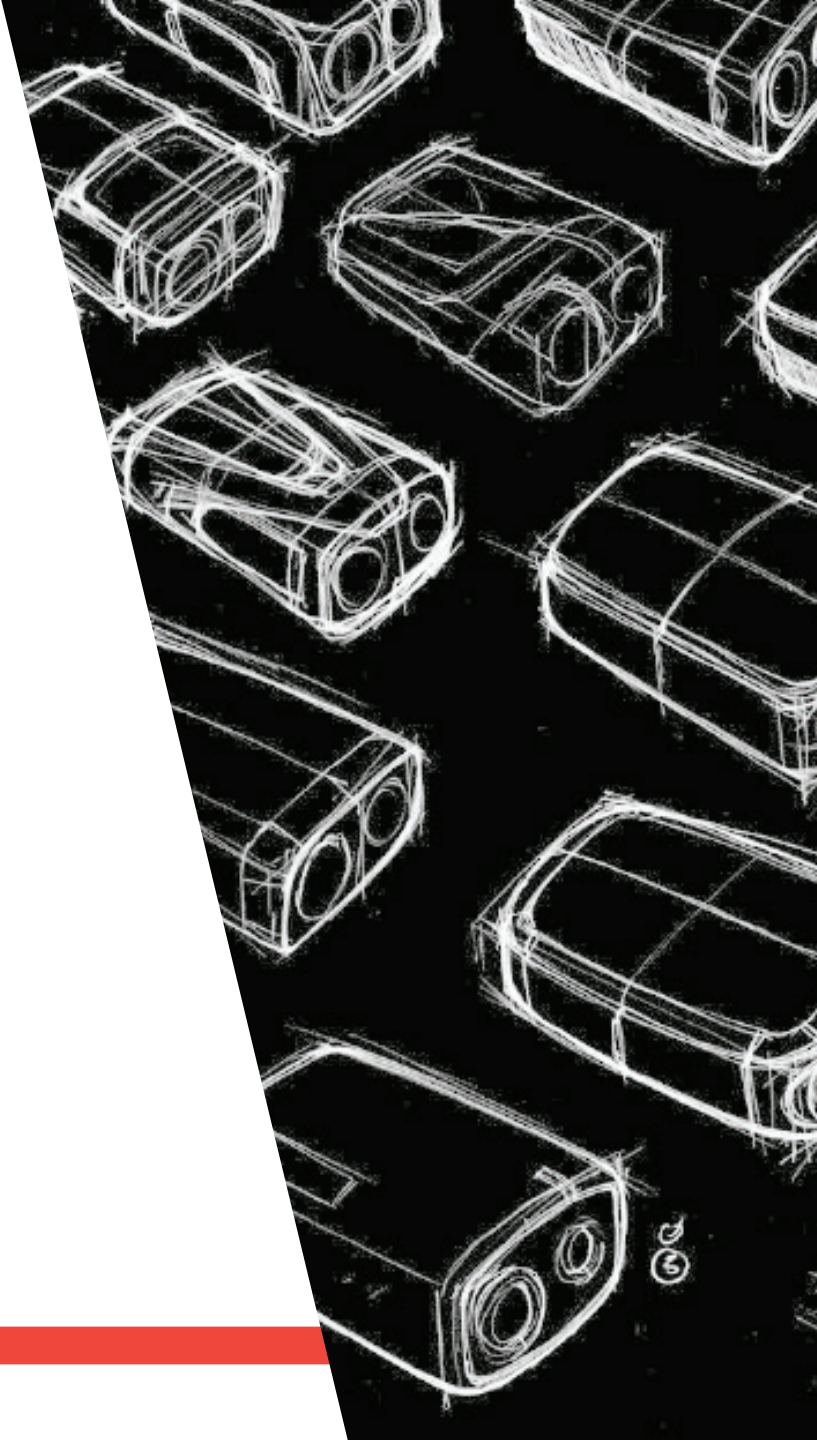
**STRAVA™**



**CYCLIQ**

# FUTURE PRODUCTS

- Smaller
- Lighter
- Brighter
- Power management
- Versatility
- Ability to work in new verticals
- Incorporate new technologies
- Live streaming



# INTELLECTUAL PROPERTY SUMMARY

## TITLE: BICYCLE CAMERA

COUNTRY / JURISDICTION	APPLICATION NUMBER	STATUS	EXPIRY DATE
AUSTRALIA (PROVISIONAL)	201390068	CLOSED (PCT FILED)	N/A
PATENT COOPERATION TREATY DESIGNATED FOR: ALL STATES	PCT/AU2014/000185 PUBLISHED AS WO2014/131086	COMPLETED	N/A
AUSTRALIA	2014223307	PENDING	27 FEB 2034
AUSTRALIA	2015101126 (INNOVATION)	CERTIFIED	27 FEB 2034
JAPAN	2015-559395	PENDING	27 FEB 2034
JAPAN	14/770372	PENDING	27 FEB 2034
UNITED KINGDOM	1517181.2	PENDING	27 FEB 2034

## TITLE: BICYCLE CAMERA AND BICYCLE CAMERA SYSTEM

AUSTRALIA	2015900560 (PROVISIONAL)	COMPLETED	N/A
PATENT COOPERATION TREATY DESIGNATED FOR: ALL STATES	PCT/AU2016/050109 PUBLISHED AS WO2016/131104	PENDING	N/A

## TITLE: MOUNTING BRACKET

AUSTRALIA	2016902539 (PROVISIONAL)	PENDING	N/A
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# TRADEMARK SUMMARY

## PLAIN WORD MARK: FLY6

COUNTRY / JURISDICTION	APPLICATION NUMBER	STATUS	RENEWAL DATE
AUSTRALIA	1569660 / 1569660	REGISTERED	27 JULY 2023

## PLAIN WORD MARK: CYCLIQ

AUSTRALIA	1645755 / 1645755	REGISTERED	10 SEP 2024
INTERNATIONAL (MADRID PROTOCOL) DESIGNATED FOR US AND CHINA	1256600 / 1256600	REGISTERED	13 FEB 2025

## PLAIN WORD MARK: FLY12

AUSTRALIA	1672549 / 1672549	REGISTERED	4 FEB 2025
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## LOGO MARK:

AUSTRALIA	1770501	ACCEPTED	TBC
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## LOGO MARK: *CYCLIQ*

AUSTRALIA	1770497	FILED	TBC
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## LOGO MARK: **FLY 6**

AUSTRALIA	1771500	FILED	TBC
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## LOGO MARK: **FLY 12**

AUSTRALIA	1770498	FILED	TBC
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## PLAIN WORD MARK: FLY SMART

AUSTRALIA	1770498	1770499	TBC
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**QUESTIONS**

