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**ASX Media Release**

**Cycliq Group Ltd announces distribution partnership in Korea**

Cycliq Group Ltd (ASX: CYQ) is pleased to announce the appointment of Sportson55 Inc. as its exclusive distributor in Korea. Pursuant to our recently announced review of Cycliq's global distribution and sales network, Sportson55 aligns with our strategic objectives, and further enables Cycliq to enhance its international sales footprint.

Headquartered in Seoul, Sportson55 is one of the leading distributors in the cycling industry with an extensive network of up to 800 retailers across the country. Effective immediately, Sportson55 will commence rolling out Cycliq products throughout their extensive physical store, and online networks.

Cycliq CEO Andrew Hagen was quoted as saying, "This is a great opportunity for Cycliq given the significant reach and experience that Sportson55 provide in such a cycling centric culture. This highlights the huge untapped potential for Cycliq as we continue to explore our global opportunities."

Mark Kee, CEO of Sportson55 said "We are so excited to be distributing this amazing brand into Korea. The cycling community here are already anticipating Cycliq's arrival and we are confident of a solid uptake through our identified dealer network. The market for cycling accessories here is pretty substantial and estimated at \$100M (USD) with Korea having approximately 12 million cyclists and a developed consumer electronic culture. With our well-established business to customer website, we are able to address both the online and brick and mortar marketplaces which are substantial."

**About Sportson55**

Owned and managed by Mark Kee, Mark brings 21 years of bicycle industry experience in Korea. Exclusively distributing several premium cycling products including Argon18, Fox Racing Shox, Park Tools, Finish Line, and North Wave, Sportson55 provides a very strong dealer and customer network.

**About Cycliq**

Cycliq is the number one brand in HD camera and lighting combinations, delivering cycling safety and action camera solutions for commuters, mountain bikers, racers and professional cyclists alike. Cycliq products are aimed at helping our customers around the globe to enjoy their journey safely.

For more information about Cycliq, please visit [www.cycliq.com](http://www.cycliq.com)

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