

05 April 2017

Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group launches online sales portal for Australian bike dealers

Perth, 05 April 2017 Cycliq Group Ltd has launched an online sales portal which will allow independent bike dealers to purchase Cycliq products direct from the website at wholesale prices.

The direct order solution was developed as part of Cycliq's revised Australian distribution strategy to optimise domestic sales of its safety and action camera products.

"There are hundreds of independent bike stores across the country, and Cycliq needed to create a mechanism to enable them to buy direct from us and meet the needs of their customers," said Cycliq Chairman Chris Singleton.

The online sales portal will provide bike retailers with an efficient ordering system which will improve engagement and brand awareness of Cycliq and its products in the Australian market.

"Cycliq's vision is to progress from a niche bike accessory supplier to a mainstream provider of bike safety equipment. Every person who rides a bike will be safer on the road with one of Cycliq's products," said Mr Singleton.

Cycliq is the leading supplier of high-tech bike safety and action camera accessories, including the Fly6 rear-facing, all-in-one safety light and HD camera.

For dealers looking to register for the online portal, please email sales@cycliq.com

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

Media Contact

Heidi Cuthbert

0411 272 366