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Media & ASX Market Announcement

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Cycliq Group expands global reach with new distributor in Malaysia

Perth, 10 April 2017 - Cycliq Group Ltd has announced a non-exclusive distribution partnership with Kuala Lumpur-based bike accessory supplier Cycle Life.

Cycle Life is a prominent distributor of leading brands, including Castelli and San Marco, to bike retailers throughout Malaysia.

"Cycliq's partnership with Cycle Life represents a foothold into Asia, where we see enormous potential for our safety and action camera solutions," said Cycliq Chairman Chris Singleton.

Malaysia has a strong cycling culture and is host to the International Cycling Union road race – The Tour de Langkawi.

The Asian country has also become a destination for cycling tourists after the Tourism Ministry began offering cycling holiday packages to foreign visitors.*

"Cycliq's high definition cameras will allow cyclists to capture their ride through some of the most stunning terrain in the world. They will be able to return home from their cycling holiday and relive their experiences," 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.

"Cycle Life is proud to be able to supply the Malaysian bicycle market with Cycliq's innovative cycling accessories. Safety is a major issue in Malaysia and we believe this will be a key driver of demand," said C.K. Lee, spokesperson for Cycle Life.

The distribution agreement in Malaysia forms part of the company's global expansion strategy, which is focused on growing customers in new markets.

"Cycliq's new sales channel in Malaysia highlights our significant growth potential as we look to establish a truly global presence," said Mr Singleton.

About Cycle Life

Cycle Life Trading was established in 2000 with the aim to become a major player in the Malaysian wholesale distribution of bicycle parts and accessories. With support from their business partners, they have experienced high level growth and intend to expand on their already successful track record, supplying high quality and affordable bicycle parts & accessories to the Malaysian market.

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

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References

* <http://www.wonderfulmalaysia.com/news/interest-in-cycling-tourism-increases.htm>