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## **Media & ASX Market Announcement**

Australian Securities Exchange

### **Cycliq Group adds 99 Bikes to its list of Australian distributors**

**Perth, 12 April 2017** - Cycliq Group Ltd is expanding its Australian footprint with an agreement to establish a direct sales account with cycling retailer 99 Bikes.

99 Bikes becomes the second large online and brick and mortar retailer to stock Cycliq's products across its extensive Australian network.

"Cycliq's research shows that cyclists expect to be able to purchase electronic accessories in-store. 99 Bikes' hybrid sales model means customers have a choice about buying Cycliq's products in-store or online," said Cycliq Chairman Chris Singleton.

99 Bikes is one of the largest cycling retailers in Australia, with 32 shopfronts and a highly engaged community of cyclists across its online platforms and social media channels.

"Road safety is important for our community of cyclists. If Cycliq's Fly6 and Fly12 safety light and camera products encourage more people to grab their bikes and go for a ride with confidence, then we are providing a good service for our customers," said 99 Bikes Managing Director Matt Turner.

The agreement with 99 Bikes follows a shift in Cycliq's global sales strategy as the company seeks to deal direct with retailers which increases margins for both Cycliq and the retailer.

"This agreement is another positive milestone in the execution of our new sales and marketing strategy. We will see an immediate lift in our margins and are hoping to see a marked increase in our sales volumes in Australia," 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.

"There are more than 3.6 million people in Australia who ride a bike every week. Every single one of them would be safer on the road with one of Cycliq's products," said Mr Singleton.

#### **About 99 Bikes**

99 Bikes opened its first retail store in 2007 and has expanded to 32 bricks and mortar stores across Australia. It also has a large online sales system and a highly engaged community of cyclists across its social media channels. 99 Bikes is a ground breaking bicycle business supported by passionate sales people, skillful mechanics and exciting products.

## **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)

## **Media Contact**

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\*\* References

[http://99 Bikes.com.au](http://99Bikes.com.au)