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## **Media & ASX Market Announcement**

Australian Securities Exchange

### **Cycliq Group firms Asian foothold with products on Amazon Japan**

**Perth, 18 April 2017** Cycliq Group Ltd has announced the launch of its cycling accessory products on Amazon Japan.

Amazon Japan is one of the fastest growing e-commerce sites in Asia, with revenue increasing by 31 percent to US\$10.8 billion in 2016. \*

“Cycliq anticipates strong demand for our Fly6 and Fly12, all-in-one safety lights and HD cameras in Japan. By law, cyclists must be equipped with a front light which needs to be turned on at night,” said Cycliq Chairman Chris Singleton.

Japan has an entrenched cycling culture, with 78 per cent of the population owning a bike.

A 2016 report by Global Industry Analysts values the bicycle industry in Japan at US\$1.95 billion. The same report predicts the annual market for parts and accessories will grow to US\$408.4 million by 2022. \*

“Cycliq views Japan amongst our top ten priority markets in the world. Cycling is a big part of the culture and people are technology oriented, which makes it the ideal place to sell our products,” said Mr Singleton.

Amazon Japan is accessible to consumers throughout Asia and offers reduced shipping rates to homes and businesses in mainland China, Macau, Hong Kong, Taiwan and South Korea.

“Amazon’s online portal provides outstanding reach, which means customers in Asia can now shop online for Cycliq’s products and expect Amazon’s excellent user experience,” said Mr Singleton.

Japan has a thriving cycling tourism industry and is a popular destination for cyclists and mountain bike riders due to its mountainous terrain and impressive scenery.

“Our Cycliq HD cameras have about ten hours of battery life, which means they are the best performing action cameras on the market. A Cycliq camera will be able to record the entire ride so you don’t miss any memorable moments,” said Mr Singleton.

Cycliq is the leading supplier of high-tech bike safety and action camera accessories, including the Fly6 and Fly12, all-in-one safety lights and HD cameras.



## 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

<https://www.bloomberg.com/news/articles/2017-03-14/amazon-japan-portal-adopts-unionpay-to-attract-chinese-shoppers>

BICYCLES · A GLOBAL STRATEGIC BUSINESS REPORT, Global Industry Analysts, Inc. 2016