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## **Media & ASX Market Announcement**

Australian Securities Exchange

### **Cycliq Group expands online sales network by adding Pushys Online**

**Perth, 24 April 2017** - Cycliq Group Ltd has announced it has added Australian cycling and multi-sport retailer Pushys Online to its rapidly expanding online sales and distribution network.

Pushys is one of Australia's largest online cycling retailers and was recently included in the 2017 Power Retail Top 100 list.\*

"The agreement with Pushys is further evidence of Cycliq implementing our revised sales and marketing strategy. Cycliq is focused on increasing the channels by which our customers can access our products," said Cycliq Chairman Chris Singleton.

The direct sales account with Pushys will increase the visibility of the Cycliq brand across Australia as Pushys promotes Cycliq's products on its online sales platforms.

Direct sales accounts with online retailers streamlines the distribution process for Cycliq products and results in higher margins for both Cycliq and the retailer.

"We are pleased to include an Australian-owned and operated cycling safety device to our product range. We believe local consumers support Australian initiatives and are anticipating sales will be strong," said Pushys spokesperson Peter Van Oeveren.

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

"Road safety for cyclists is at the core of the value proposition for our products, but we anticipate the agreement with Pushys will introduce Cycliq to a new segment of customers who are involved in multi-sport activities such as triathlons, BMX and mountain biking," said Mr Singleton.

In the last three months, Cycliq has added ten new online retailers to its network of global distributors including Amazon Japan and Cycle Life in Malaysia.

"Cycliq is already beginning to see encouraging sales figures as a result of the shift in our distribution strategy. Ultimately we are focused on making it easier for our customers to buy our products, whether in store or online anywhere in the world," said Mr Singleton.

### **About Pushys**

Pushys is Australia's leading online bike retailer selling top brand Road, Mountain and BMX bikes, Scooters and Multisport accessories with unequalled knowledge and skills in the local market. The business has a very strong customer focus, maintaining a full stock level of a wide range of products all year round.

For more information about Pushys Online, please visit <http://pushys.com.au>

### **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)

### **References**

\* <https://www.pushys.com.au/about-pushys-online.html>