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Media & ASX Market Announcement

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Cycliq Group pushes into Canada with two new sales channels

Perth, 01 June 2017 - Cycliq Group Ltd is expanding its reach into Canada, announcing a direct sales agreement with Mountain Equipment Co-op (MEC), in addition to launching on the Amazon Canada platform.

MEC is a retail co-op which sells products directly to its membership base of about 4.3 million people in Canada and internationally.*

"As Canada's leading outdoor retailer, we're continually on the lookout for the latest innovative products. Cycliq's all-in-one light and camera devices offer good value and we expect them to be popular with cyclists and other outdoor enthusiasts," said MEC Product Manager Craig Oliver.

With over twenty large bricks and mortar stores across six provinces and a significant online retail presence, MEC is Canada's largest retail consumer co-operative.*

"Canada is a sizeable market for Cycliq and the agreements with MEC and Amazon Canada will introduce our products to new customers in the Northern Hemisphere just as they head into the summer cycling season," said Cycliq Executive Chairman Chris Singleton.

The new sales channels will allow customers to access Cycliq's products inside the physical MEC stores as well as online via the MEC website and Amazon Canada.

"Cycliq's recent market research indicated that buyer behaviour warrants a distribution model that includes a mix of both bricks and mortar retail, as well as online sales. The signing of both MEC and Amazon in Canada means our products will be readily available to our customers no matter the sales channel they feel most comfortable purchasing in," said Mr Singleton.

While Cycliq products are available indirectly on Amazon across the globe, Canada is the fourth country in which Cycliq has established a direct sales channel via Amazon's e-commerce platform.

"Amazon's online portal provides outstanding reach, which means customers can now shop online for Cycliq's products and expect Amazon's excellent user experience," said Mr Singleton.

Cycliq is the leading supplier of all-in-one safety lights and HD cameras.

About Mountain Equipment Co-op

Mountain Equipment Co-op (MEC) is a Canadian consumers' cooperative, which sells outdoor recreation gear and clothing exclusively to its members. MEC has over 4.3 million members in Canada and internationally. MEC operates 22 bricks and mortar stores across Canada, in addition to its online e-commerce site.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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

<https://www.mec.ca/>