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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq signs co-marketing agreement with Ridley Bikes

Perth, 29 September 2017 - Cycliq Group has signed a 12-month co-marketing agreement with premium bike maker Ridley to participate in their X-over marketing campaigns, the first of which will take place during the Telenet Superprestige cyclocross event in Asper-Gavere in November of this year.

Running concurrently with major cycling events during the European season, the Ridley X-over campaigns provide a platform in which select journalists are invited to participate in exclusive briefings and demonstrations of newly released products.

"Cycliq is thrilled to be a part of this unique opportunity to showcase our products alongside other quality cycling brands. As these campaigns are run concurrently with globally broadcast events, the exposure for the Cycliq brand will be significant," said Cycliq Executive Chairman Chris Singleton.

Driven by Ridley, the marketing sideshow initiative has attracted participation of premium cycling brands as Sram, Lazer, Garneau, Continental, Etixx, and now Cycliq.

Under the terms of the agreement, Cycliq will provide its latest Fly12 and Fly6 products for critique and review. The Cycliq logo will also be prominently displayed in the promotional gift packs given to media at the X-over campaigns at Asper-Gavere, and up to three additional premier cycling events.

"Cycliq's camera devices are truly innovative and already have a cult following amongst cyclists. Brand exposure at these events will introduce Cycliq's products to a new audience of hard core cyclists," said Ridley Bikes founder Jochim Aerts.

The agreement with Ridley builds on Cycliq's sponsorship platform, which includes the appointment of Australian cyclist Caleb Ewan as a brand ambassador.

"Through the mass media interest in our ambassadors, and the combined power of their social media network, Cycliq is increasing brand recognition which improves intention to purchase amongst key target audiences," said Mr Singleton.

Online sales account for a substantial component of Cycliq's total revenue, which has underpinned the company's strategic marketing focus on building digital equity in the brand.



“We have been engaging global cycling influencers such as GCN, Chain Reaction Cycles and Bicycling as we seek to build third party advocacy for Cycliq’s brand online. The brand association with Ridley will send a powerful message to the global cycling community,” said Mr Singleton.

About Ridley

Ridley Bikes is a Belgium-based premium racing bike manufacturer, which is owned by parent company Race Productions NV. Ridley was started by Jochim Aerts in 1997 and quickly became the market leader in Belgium for racing bikes. It has always been a key part of Ridley's product development to create a strong alliance with their teams. Ridley works on a very close basis with the riders and the team mechanics to develop their models. The sponsored teams compete on ‘stock’ frames which enables Ridley to test under extreme riding conditions.

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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