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Media & ASX Market Announcement

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New distributors show organic growth in Cycliq's global sales network

Perth, 04 October 2017 - Cycliq Group Ltd's global sales network is now growing organically, with new distributors in Norway and the Philippines approaching Cycliq directly to establish a house account.

Lilland Sport AS is a Norwegian cycling equipment supplier catering to the Nordic countries with an online sales presence via its online portal *Bikeshop.no*. 2Wheel Nation is a growing retail presence based out of Quezon City catering to the burgeoning Philippine cycling industry.

"Cycliq is pleased that both companies approached us to distribute our products. This is a significant development as it demonstrates there is a growing appetite amongst cycling retailers to ensure they are stocking our products," said Cycliq Executive Chairman Chris Singleton.

Cycliq has spent the past ten months expanding its global presence with notable recent distribution agreements with Amazon France, and MEC in Canada, as well as cultivating an overseas marketing agreement with prominent global brand, Ridley Bikes. The Lilland Sport AS signing represents the first direct signing of a European mainland retailer.

Cycliq products have now been sold in over 50 countries worldwide, with international sales accounting for approximately 80 per cent of Cycliq's total revenue.

"Cycliq is rapidly becoming a globally recognised brand, and for the first time we are seeing organic growth in our sales network. This is evidence that our marketing activities are having an impact on the visibility of our brand in overseas markets," said Mr Singleton.

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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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