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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq completes joint venture with Hong Kong manufacturer

Perth, 14 November 2017: Cycliq Group Ltd is pleased to announce it has formalised its joint venture with Hong Kong manufacturer Thompson & Kenneth Cheung - the founding shareholders of Glory Horse Industries Limited.

The newly created Cycliq Research & Development (HK) Ltd has been formed with 50-50 shareholdings by Cycliq Group Limited and Glory Horse Investment Holdings Limited, a Hong Kong entity owned solely by Thompson & Kenneth Cheung.

There were no material changes from the details of the Memorandum of Understanding announced on the 23rd of June 2017.

“Cycliq Research and Development will develop and produce the next generation of Cycliq products. This marks a significant hurdle in Cycliq’s evolution from tech startup to becoming a self-sustaining and profitable venture,” said Cycliq Executive Chairman Chris Singleton.

It is expected the JV will be commissioned to commence research and development work on the next generation of Cycliq products in the coming months in anticipation of a 2018 release date.

“Cycliq is transitioning from a supplier of bike camera devices to a manufacturer of consumer electronics. It’s a strategic shift in focus that will improve our ability to deliver more products to market and rapidly scale the business,” said Mr Singleton.

Cycliq’s manufacturing joint venture will give the company greater control over the cost of manufacturing its products.

“As a new entrant to the consumer electronics market we have been a price taker, but this JV will allow us to more effectively utilise our cash, and become more competitive internationally,” said Mr Singleton.

Cycliq generates about 80 per cent of its revenue from overseas markets.

About Thompson Cheung and Kenneth Cheung

Thompson Cheung started his career in 1965 as an electronics engineer. He went on to establish himself as one of the foremost electronic goods manufacturers and tooling experts in the Hong Kong and Chinese manufacturing industries. Establishing Glory Horse Industries Limited in 1996, Thompson remains a Director of the company he founded, which has grown to become a large-scale manufacturer of consumer electronic products. Glory Horse has worked with an extensive

portfolio of customers including global brands such as Aiwa, Bosch, Casio, Eton, Hilti, Milwaukee Electric Tool Corporation, Twinbird, Ridgid and Radio Shack.*

Kenneth Cheung has been a Director of Glory Horse Industries Limited since 2007, responsible for the corporate finance, business development and strategic planning of the company. Educated in Canada, he has a degree in Applied Science and Engineering and an Executive Masters of Business Administration from the University of Western Ontario. Before joining Glory Horse Industries Limited, Kenneth spent the first decade of his career working as an electronics engineer, specializing in wireless telecommunications with Nortel Networks in both Canada and the Asia Pacific.

About Cycliq

Cycliq is a consumer technology company that produces electronic safety accessories for cyclists. Our leading range of integrated bike cameras include the rear-facing Fly6 and front-facing Fly12.

Cycliq's bike cameras are highly engineered with multiple safety functions to give cyclists peace of mind so they can enjoy their ride.

The design emphasis focuses on four principal components: video, lights, battery and utility. The video (with audio) functions to record the ride whether for training, competition, travel or the daily commute.

In the event of an incident, the cameras act as dash cams, recording all that happens for later review. The powerful lights provide safety and visibility.

We've engineered our batteries to be small enough, yet last up to 10 hours - longer than a bike ride. The Fly6 and Fly12 are simple to use and durable enough to survive all sorts of conditions.

Cycliq's aim is to produce a durable digital trip recording device for all cyclists at an affordable price. The long-term goal is to see bike cameras as an everyday piece of cycling equipment along with the helmet, sunglasses and water bottle.

The Flys keep an eye on the road so that cyclists can enjoy the journey

For more information about Cycliq, please visit www.cycliq.com

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References

<http://www.510.tradebig.com/>