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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group expands sales footprint in Europe

Perth, 21 February 2018 - Cycliq Group Ltd has announced it has signed a new channel partner agreement with the large European cycling and outdoor equipment supplier, AGU Holdings.

Operating in the Benelux (Belgium, Luxembourg and the Netherlands), Dutch based AGU Holdings supplies cycling products through more than 3,500 retail partners.

"The signing of the agreement with AGU represents a substantial milestone in Cycliq's push into the European market, offering the first large scale opportunity to have Cycliq products in physical stores in Western Europe," said Cycliq Executive Chairman Chris Singleton.

The agreement forms part of Cycliq's sales strategy, which includes dedicated sales resources operating in the key regions of North America, Europe and Asia Pacific.

The current strategy has been delivering positive results in terms of increased gross margins and sales volumes, with several more substantial channel partner agreements in advanced stages of negotiation.

"We expect sales volumes to continue increasing as we fully implement the next stage of our channel development and sales strategy. We are also looking forward to improved margins as a result of our manufacturing JV," said Cycliq Executive Chairman Chris Singleton.

Cycliq will continue to expand its network of global sales channels through a mix of direct accounts and channel partners – particularly in regions where language barriers need to be overcome.

"Our new CE range has been very well received, and now we are focused on introducing our products to new customers in new territories to grow sales," said Mr Singleton.

Cycliq recorded record sales in the December quarter following the introduction of its new range of front and rear facing bike dashcam devices.

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

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About AGU Holdings Group

Established in 1966, AGU Holdings Group specialises in the marketing and distribution of high-end branded cycling products across the Benelux region of Europe (Belgium, Netherlands, Luxembourg). Headquartered in the Netherlands, AGU has two large warehouses stocking over 25,000 unique products, and has received numerous 'supplier of the year' awards.

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 powerful lights provide safety and visibility.

The design emphasis focuses on four principal components: video, lights, battery and utility. The video (with audio) functions to record the ride. The camera is effectively a dash cam recording all that happens for later review. The batteries last up to 10 hours - longer than a bike ride.

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

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