

BOARD UPDATE

20 April 2023

BikeExchange Limited (ASX:BEX) (**BikeExchange** or the **Company**) is pleased to announce an update to the composition of the Board of Directors.

The Board of Directors have agreed to appoint current Non-Executive Director, Mr Dominic O'Hanlon as Chair of the Board. Mr Gregg Taylor has decided to step down as Chairman into the role of Non-Executive Director. These changes will be effective from 1 May 2023.

Mr Gregg Taylor stated "BikeExchange has undertaken a significant transformation over the last 12 months with the successful recapitalisation of the business and restructure of the business operations. This was in response to a shift in both the operating environment and capital markets in which BikeExchange operates. The focus now moves to executing the refined business plan on the path to profitability and unlocking the significant strategic value in the global BikeExchange platform. Dominic O'Hanlon is arguably one of the best credentialed operators in the Australian market to Chair BikeExchange to the next exciting stage of its growth. I would like to thank our loyal shareholders for their ongoing support and I look forward to representing their interests as a Non-Executive Director."

ENDS

This announcement has been authorised by the Board.

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ABOUT BIKEEXCHANGE

BikeExchange Limited (ASX: BEX) is a leading operator of global online cycling focused marketplaces that enable a dedicated and growing global audience of consumers to connect

and transact with thousands of retailers and brands. The Company was founded in Melbourne in 2007, with the aim of bringing together the fragmented global cycling industry to trade and scale. BikeExchange listed on the Australian Stock Exchange (ASX) in February, 2021. Today, it hosts over 1500 brands, 1650+ retailers and 900,000+ products globally, with an annual audience of 28+ million consumers.