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Cycliq to sell products on Southeast Asia's largest e-commerce platform

Perth, 16 June 2017 - Cycliq Group Ltd has reached an agreement with Southeast Asia's largest e-commerce site Lazada to sell its products to customers in Singapore and Malaysia.*

Lazada was acquired by Chinese e-commerce juggernaut Alibaba last year for about US\$1 billion.* The Alibaba-backed platform manages a sophisticated logistics operation that spans six countries.

"Cycliq is pleased that our products will now be available on Lazada. This will allow us to connect to cyclists in Singapore and Malaysia while maintaining fast delivery times and customer support through a trusted portal," said Cycliq Chief Sales Officer, Terence Yap.

The agreement with Lazada builds on Cycliq's rapidly expanding global sales network, as the company seeks to reach more customers in new territories.

"Southeast Asia is a significant market for Cycliq. There are more than 620 million people in this region, and they are becoming increasingly comfortable with shopping online," said Mr Yap.

Cycling has evolved to become a strategic priority for Southeast Asian Governments. The Singaporean Land and Transport Authority has committed to developing 700 kilometres of cycling paths.*

"As recreational cycling increases in popularity, we would expect tech-savvy customers in this region will be attracted to Cycliq's HD bike camera and safety light devices," said Mr Yap.

A key feature of the Cycliq devices is their long battery life. The Cycliq Fly12 is the only camera and light device that can record in full HD for the length of a Tour de France stage.

"Cycliq's devices make cyclists more visible on the roads, while also functioning as a bike dash cam if something were to happen. Our devices give cyclists peace of mind," said Mr Yap.

Cycliq is a Perth-based tech company that has sold its products to almost fifty countries around the world.

About Lazada

Lazada Group is an e-commerce company that was founded by German-owned Rocket Internet in 2011. It grew to become Southeast Asia's largest e-commerce platform, with operations in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. In 2016, Lazada was acquired by Chinese internet company Alibaba Group for \$US1 billion.



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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