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## Media & ASX Market Announcement

Australian Securities Exchange

### Cycliq Group to sell via Cycling Express to grow online sales in Asia-Pacific

**Perth, 20 April 2017** - Cycliq Group Ltd has secured an agreement with online bike supplier Cycling Express which will expand the availability of its products across the Asia-Pacific region.

Cycling Express is an internet-based bicycle retailer, distributor and wholesaler which has a sales network that covers Taiwan, China, Singapore, Malaysia, Hong Kong and Australia.

“Cycliq has been proactive in securing new sales channels here in Australia as well as overseas. It’s part of our strategy to become the dominant global supplier of cycling safety and action camera solutions,” said

Cycling Express CEO and founder George Hu said he is pleased to be adding Cycliq’s products to his range.

“We have tested Cycliq’s Fly6 and Fly12 devices and we are confident these products will quickly become top selling items for us,” said Mr Hu.

Cycling Express has a unique inventory management system which is operational 24/7. The company guarantees on-time product delivery for customers.

“Cycliq is excited about our partnership with Cycling Express, because it will improve the availability of our products in a region where we see significant potential to increase our sales volumes,” said Mr Singleton.

The agreement with Cycling Express is in line with the recent shift in Cycliq’s global sales strategy as the company seeks to deal direct with retailers to increase margins for both Cycliq and the retailer.

“The direct sales account with Cycling Express streamlines the process of getting our products to the end customer. We will see an immediate lift in our margins and are predicting a lift in sales,” said Mr Singleton.

Cycliq is the leading supplier of high-tech bike safety and action camera accessories, including the Fly6 rear-facing all-in-one safety light and HD camera.

#### About Cycling Express

A visionary group of Australians with more than 20 years combined experience in the cycling industry founded Cycling Express in 1999. Since that time, they have continually built upon their already extensive networks, further enabling them to compete on a global scale. As passionate cyclists themselves, Cycling Express strives to make sure each and every cyclist who reaches them receives the best possible “bang for their buck”.

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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](http://www.cycliq.com)

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## References

<http://www.cyclingexpress.com>

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