

12 December 2023

Media & ASX Market Announcement

Australian Securities Exchange

CYQ completes successful 2023 Black Friday campaign

Highlights

- **\$1.2 million of Gross Revenue for the month of November 2023***
- **Continued successful sales of the Cycliq Fly12 Sport**

Cycliq Group Limited (ASX: CYQ) ('Cycliq' or 'the Company') is pleased to announce the successful completion of its 2023 Black Friday campaigns.

This Black Friday showed that the core Cycliq offering remains an essential cycling purchase as demonstrated by a strong increase in the number of individual orders (total order count increased by 29%) and \$1.2 million in unaudited Gross Revenue for the month of November 2023. Consumer sentiment towards the brand has also continued to improve with an increase in the TrustPilot rating to 4.1/5 stars - up from 2.4 stars in November 2022.

The Cycliq Group continues to observe a shift in cycling consumer spending - whereby consumers are reducing their average order value (AOV down 28.3% to \$449), by purchasing our core offerings of safety, action and sport cameras and reducing their spend on other accessories such as mounting systems and product protection packs. We believe the reduction in AOV was, in part, due to the unusually deep 60% to 80% accessory discounts offered by Chain Reaction, Wiggle, Sigma Sports and others.

Some 2,000 new customers entered the Cycliq family this November making it the single largest monthly increase in recent years. Also, the number of videos being uploaded to our community site (www.UpRide.cc) has increased 37% year on year.

Sales in November by geographic location were:

United States	29%
United Kingdom	23%
Australia	15%
Korea	11%
Rest of World	22%

The Company's new flagship product is reaching the end of pre-production testing and is slated for launch in Q3.

ENDS

This announcement has been authorised by the Board of directors of the Company.

Contact: **Xavier Kris**
Chairman
info@cycliq.com

About Cycliq

Cycliq is an Australian-based smart safety, action and sport cycling company, manufacturing and marketing the world-first, all-in-one, light and camera safety system, the Fly6 and Fly12.

Cycliq has operations in Australia and China, with direct-to-consumer sales from the company website and Amazon, and access to more than 6,000 retail points of presence through a network of regional distributors and retail partners in the USA, UK, EU and Asia-Pacific.

Cycliq's ultra-high-definition cameras integrate powerful safety lights and are engineered with numerous safety functions to give cyclists peace of mind, so they can enjoy their ride. In the event of an incident, the cameras act as a black box, capturing everything that happens for later review.

More than 200,000 Cycliq products have been shipped around the world to over 50 countries since the company was founded in 2012.

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

***Unaudited Financial Statement Disclosure**

This press release contains information based on unaudited financials. This information is not a guarantee or prediction of performance and may be affected by inaccurate assumptions, expectations and estimates and by known or unknown risks and uncertainties and other factors; and may or may not be achieved or prove to be correct. There can be no assurance that audited outcomes will not differ materially from this information.