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Media & ASX Market Announcement

Australian Securities Exchange

Cycliq Group to sponsor cycling dynamo Caleb Ewan

Perth, 14 June 2017: Cycliq Group Limited is pleased to announce the signing of a 12-month sponsorship arrangement with Australian professional road cyclist Caleb Ewan.

The 22-year-old is on track for a long career in the sport after last month winning Stage 7 in the Giro d'Italia as the race marked its 100-year anniversary.

Mr Ewan has claimed a number of other victories including stages at the Vuelta a Espana (Tour of Spain) and the Tour Down Under where he dominated with five wins in 2017.

"While you are out on the road training, safety is constantly in the back of your mind. I really like that Cycliq is an Australian company that's doing something to make it safer for cyclists on the road," said champion cyclist Caleb Ewan.

After success in the under-23 ranks, Mr Ewan entered the professional scene in 2015 with 11 professional victories in his first season. His recent result in the Giro d'Italia confirms his status as one of the outstanding up-and-coming talents in world cycling.

"Cycliq is pleased to be able to support Australia's own cycling dynamo Caleb Ewan. He's an exceptional rider with an enormous future and will be a great ambassador for the Cycliq brand," said Cycliq Executive Chairman Chris Singleton.

Since commencing operations five years ago, Cycliq has grown into a leading brand for all-in-one HD bike camera and light safety devices.

Cycliq initially funded the development of its Fly6 and Fly12 devices with a successful Kickstarter crowdfunding campaign.

Cycliq is now listed on the Australian Stock Exchange and sells cycling safety accessories to customers in almost 50 countries.

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 Giro d'Italia or Tour de France stage.

"Our devices were developed by cyclists for other cyclists. They've been designed for riders that spend many hours out on the road, whether they are commuters, mountain bikers, racers or professional cyclists," said Mr Singleton.

Recent market research by Cycliq found that younger cyclists are particularly interested in Cycliq's safety light and camera devices because they are tech-savvy and looking for new bike gadgets.

“There is a real cult following among cyclists who are sharing videos of their rides on social media. Caleb Ewan has a significant following and as an ambassador for Cycliq, he’ll be sharing some of his life on the road with his community,” said Mr Singleton.

Cycliq also has a partnership with mobile app Strava, which allows cyclists to superimpose all their ride telemetry data recorded by their Cycliq device to create riding videos that resemble computer video games.

“Cycling may be one of the oldest forms of transport, but it’s undergoing a rapid technological transformation as innovation improves the overall cycling experience,” said Mr Singleton.

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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