

25 July 2025

**Media & ASX Market Announcement**

Australian Securities Exchange

**Solid Year-End Results****Q4 Highlights**

- **Successful UpRide Birthday Sale generating \$605,000 in revenue**
- **Customer receipts of \$4.8 million for the year representing a 7% increase compared to Q4 FY2024**
- **Net operating cash inflow for the full year of \$141,000 demonstrating improved operational efficiency**

Cycliq Group Ltd ('Cycliq' or the 'Company') (ASX: CYQ) has released its Appendix 4C Quarterly Report for the quarter ending 30 June 2025.

**Q4 Performance**

Strong sales continued during Q4 FY25 with customer receipts for the quarter of \$1.1 million, boosted by another successful annual UpRide Birthday sale and the strong uptake of bundle offers. Average Order Value (net) increased from \$425 in June 2024 to \$658 in June 2025 – an increase of 55%. The Company achieved a net operating cash inflow of \$141,000 for the full year, demonstrating improved operational efficiency across the supply chain.

Social engagement remained strong with 43.8m impressions on Cycliq owned channels. The CycliqPlus app officially launched to customers in April 2025 and was well received. Development work on the new Shopify e-commerce platform continued, with launch expected at the end of July.

**Opportunities and outlook**

The new Shopify e-commerce platform is scheduled to launch at the end of July, delivering improved mobile functionality and customer experience.

Looking ahead to FY2026, the Company's primary focus will be building inventory levels to capitalise on the Cyber November sales period. The combination of the enhanced e-commerce platform and strengthened inventory position will support the Company's growth objectives for the new financial year.

**Additional ASX Information**

Cycliq Group Ltd provides the following information pursuant to ASX Listing Rule requirements:

1. ASX Listing Rule 4.7C.1: The Company's net cash inflow from operations for the quarter was \$176,000. The Company's operational expenses mainly comprised of product and manufacturing costs (\$371,000), administration and corporate costs (\$132,000) and staff costs (\$255,000).
2. ASX Listing Rule 4.7C.3: In item 6 of the attached Appendix 4C, payments to related parties of approximately \$51,000 comprising of Director services (\$46,000) and Non-Director Services – being registered office fees (\$5,000).

\*\*\*ENDS\*\*\*

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

**Contact:**        **Andrew Chapman**  
                         **Chairman**  
                         [info@cycliq.com](mailto: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](http://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.

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