

28 October 2025

**Media & ASX Market Announcement**

Australian Securities Exchange

## Platform Transition and Peak Season Preparation

**Q1 Highlights**

- **Shopify e-commerce platform successfully launched with three localised stores**
- **CycliqPlus Garmin Edge integration launched**
- **Strategic inventory deposits secured for Cyber November**
- **Customer receipts of \$0.78\* million for the quarter**

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

**Q1 Performance**

Q1 FY2026 was a transitional quarter for the Company, with a major focus on platform deployment and strategic preparation for the peak retail season. Customer receipts for the quarter were \$0.78\* million; a 35% decrease compared to Q1 FY2025 as operational resources were directed towards infrastructure implementation and inventory positioning.

The Company successfully launched its new Shopify e-commerce platform in August 2025, completing the migration from the legacy 2017/18 system. The deployment consists of three distinct stores: US/Global, Australia, and UK. This multi-store architecture enables localised content and imagery, regional payment methods, and seasonally targeted campaigns specifically tailored to each market. The modernised platform delivers improved mobile functionality and customer experience across all regions.

In September 2025, the Company launched its CycliqPlus Garmin Edge integration, allowing customers to seamlessly connect their Cycliq cameras with Garmin cycling computers, providing added functionality for users of both platforms.

During the quarter, the Company secured inventory deposits for key products targeted for the Black Friday sales period. These advance commitments ensure production capacity and delivery timing align with peak season demand requirements.

**Corporate**

Following the quarter end, on 14 October 2025, the Company announced that Mr Andrew Cotterill resigned as Non-Executive Director to focus on other business interests.

**Opportunities and outlook**

With the platform transition complete and inventory commitments in place, the Company is well positioned for the critical Cyber November trading period. The focus now shifts from implementation to execution and optimisation of the new infrastructure.

## 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 outflow from operations for the quarter was \$341,000. The Company's operational expenses mainly comprised of product and manufacturing costs (\$502,000), administration and corporate costs (\$307,000) and staff costs (\$137,000).
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.

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## 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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