

12 December 2025

**Media & ASX Market Announcement**

Australian Securities Exchange

## **CYQ Black Friday 2025 Generates \$1.3M Gross Revenue**

### **Highlights**

- **\$1.3 million of Gross Revenue over the campaign period\***
- **Average Order Value (AOV) \$558**

Cycliq Group Limited (ASX: CYQ) 'Cycliq' or 'the Company' is pleased to announce the successful completion of its 2025 Black Friday campaign which ran from mid-November to early December.

### **Key Performance Metrics**

- Total gross revenue of \$1.3 million
- Average Order Value \$558
- Conversion Rate up from 1.1% to 1.73%

### **Operational Highlights**

The transition to the new Shopify platform resulted in meaningful efficiency gains, with conversion rate rising from 1.1% to 1.73%. Enhanced site speed, refined navigation, and a streamlined checkout process contributed to a more frictionless customer experience.

### **Financial Performance**

Compared to 2024 campaign period there was a 19% decline in gross revenue which is consistent with continued headwinds in the wider bicycle market. While overall sales and order volumes declined, customer engagement with Cycliq safety products and accessories remained steady, supported by a 3% uplift in average order value.

### **Outlook**

With the Shopify platform now established, Cycliq is well positioned to roll out complementary products that enhance the customer experience and support our wider ecosystem strategy.

\*\*\*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.