

8 July 2026

Media & ASX Market Announcement

Australian Securities Exchange

Appointment of Chief Technology Officer

Cycliq Group Limited (ASX: CYQ) (Cycliq' or 'the Company') is pleased to announce the appointment of Rhys Campbell as Chief Technology Officer (CTO), effective 8 July 2026.

Rhys Campbell is an engineering leader with more than 20 years scaling venture-backed technology platforms across fintech, gaming and SaaS, with a recent focus on production AI and cloud-native, edge-capable architecture.

He was VP of Engineering at VGW (Virtual Gaming Worlds), where he built the engineering organisation from a small team and led it through the company's hyper-growth phase to A\$3.5B+ in revenue and a multi-billion-dollar valuation, on provider-agnostic infrastructure he designed. Most recently he was VP of Engineering at AMP (useamp.com), rebuilding its engineering team and platform and driving its pivot to AI as the business scaled.

Earlier, Rhys was a technical co-founder and Head of Technology at PickStar, Australia's leading sports-talent marketplace, and Technical Programme Director on Societe Generale's Alpha single-dealer trading platform in London. Through his advisory practice JFSI, he provides fractional CTO and technical due-diligence services to founders and boards, including helping build the founding engineering team and appointment of the CTO at ARB Interactive.

Rhys holds a B.Sc. from the University of Auckland and is an AWS Certified Solutions Architect and Developer.

Andrew Chapman, Chair of Cycliq, said: *"Cycliq is a vision company, built on the development and delivery of our all-in-one light and camera safety systems. Rhys joins us at a pivotal moment, charged with developing the next generation of our vision technology and the platform behind it."*

"We are laying the foundations to expand our capability in vision systems by leveraging BeEmotion's expertise in multi-modal applications on the extreme edge. Rhys brings exactly the engineering leadership we need to execute — a track record of scaling cloud-native platforms and shipping production AI in high-growth, capital-efficient environments."

Rhys will be engaged on a consulting basis, through JFSI Pty Ltd, under a consulting agreement with the Company. Rhys will not be an employee of the Company and will provide services on a fractional basis.

Under the consulting agreement, JFSI Pty Ltd will be entitled to consulting fees of \$5,000 per month. The agreement may be terminated by either party on 7 days' notice, and otherwise on customary terms including confidentiality and IP assignment provisions.

ENDS

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

Contact: **Andrew Chapman**
 Chairman
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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