

Change of Company Secretary

12 March 2021

BikeExchange Limited (ASX: BEX) (**BikeExchange or the Company**) announces wishes to advise, in accordance with ASX Listing Rule 3.16.1, that David Hwang and Ashlee Zileski from the Automic Group have been appointed as Joint Company Secretaries of the Company, effective immediately.

David is an experienced corporate lawyer specialising in listings on ASX (IPOs and reverse listings), equity capital markets, mergers & acquisitions and providing advice on corporate governance and compliance issues. Ashlee is a corporate lawyer with over 6 years' experience advising both listed and unlisted companies on an array of corporate transactions, corporate governance compliance and general commercial matters.

David is a Principal of Automic Legal, which as part of the Automic Group, provides market-leading, cloud-based share registry technology, compliance and governance solutions, supported by a tailored range of professional services. Ashlee is a Senior Associate of Automic Legal.

Further to these appointments, Mr Andrew Whitten will step down as Company Secretary of the Company effective immediately. The Board wishes to thank Mr Whitten for his services to the Company.

For the purpose of ASX Listing Rule 12.6, David Hwang will be the person responsible for communications between the Company and ASX.

This announcement has been approved for release by the Board of Directors.

Ends

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ABOUT BIKEEXCHANGE

BikeExchange Limited (ASX: BEX) is an international company, founded in 2007 in Australia. Its simple purpose is to fuel the passion for riding by making it easy to buy and sell.

BikeExchange brings together millions of buyers and sellers around the world for cycling purchases, with over 600,000 products available from 1,450 retailers and 1,500 brands. It reaches a global audience of consumers, with annualised global traffic of over 29.1 million site visits (H1 FY21 annualised).

It has four hubs (North America, EU, ANZ & LatAm) which currently service eight countries: USA, Canada, Germany, Netherlands, Belgium, Australia, New Zealand & Colombia.

H1 FY21 e-commerce transactions volumes grew by 154% (compared to the previous corresponding period) and generated over AU\$1.5 billion of sales leads and enquiries (H1 FY21 annualised) into retailers and brands.

From January 1st 2021 BikeExchange became the title sponsor of the GreenEdge UCI mens and womens professional cycling team, Team BikeExchange.

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