

Strategic Investment by Auteco Mobility in BikeExchange Limited (ASX: BEX)

16th February, 2021

Further to the ASX announcement on 9th February 2021 titled “*BikeExchange Limited & Auteco Mobility Announce Strategic Partnership*”, BikeExchange (BEX) are pleased to confirm that Auteco and associated parties were involved in the initial purchase of 10M BEX shares at the IPO price of \$0.26 per share.

The shares were purchased after the ASX listing and following the ASX release. In order to facilitate this strategic investment, a number of existing BEX shareholders sold a portion of their shares. This sale included a minority portion of Director’s Shares with entities associated with Sam Salter and Jade Wyatt (refer to separate filings) which was Board approved. The Directors of BEX are subject to escrow restrictions for a minimum of 12 months for their remaining shareholding.

BEX Global CEO Mark Watkin commented, “We are pleased to see Auteco and associated parties join the BEX shareholder register in the last week, as a sign of commitment to the partnership. We are excited about the potential of this partnership for the BEX business in the key LatAm region, together with any learnings we can take into our North American, European and Australian regions. We look forward to updating the market as the partnership and any resulting initiatives evolve.”

This announcement has been approved for release by the CEO.

Ends

MEDIA ENQUIRIES:

Jana Tsiligiannis

Cannings Strategic Communications

Mobile: +61 040 090 004

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).

For personal use only

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.

For personal use only