

BikeExchange Offers Ideal Solution for Global Inventory Normalisation

As pandemic-related supply chain issues ease and inventories rise, companies look to BEX for additional channels to market

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As the cycling industry struggles with a post-pandemic twist – excess inventory following normalisation of supply chain shortages – online marketplace BikeExchange (BEX) is proving an ideal option for retailers and manufacturers alike. Through BikeExchange's unique platform, bike sellers can significantly increase their potential consumer base, driving online sales and bringing more customers in store.

In business since 2007, BikeExchange's combination of offerings is proving especially successful in the current climate, as brands wrestle with overflowing inventories and slowing sales. The latest retailers, brands and distributors to sign up or extend their cooperation on the BikeExchange platform by region include:

- **Australia Brands:** Specialized Bikes, Factor Bikes; **Retailers:** Bikes Online, 99 Bikes
- **North America Brands:** Priority Bikes, Cinelli; Blaupunkt **Retailers:** Decathlon, Playtri
- **EU Brands:** Simplon Bikes, Eonic One; 4 Gold Addict (distributor) **Retailers:** Little John Bikes, Amacom
- **Latin America Brands:** Specialized, Shimano, Benelli

"The supply chain has caught up, and bike brands and retailers previously impacted by long delivery delays are now grappling with the opposite challenge, being oversupplied," says BikeExchange's Global CEO Ryan McMillan. "This has led to increased price competition and increased demand from sellers looking for additional channels to market. Our platform has proven itself fully capable to support consumers and sellers alike – we make it easier for consumers to find the bike they are looking for, regardless of where that bike may be located, while providing sellers access to a market of millions of active shoppers."

German retailer Little John Bikes, with more than 50 stores across the country, recently made the jump to the BikeExchange platform, and Group Sales Manager Frederic Keip says it's already paying off: "We are looking to improve our presence online and see BEX as a great partner for this. The BEX team was professional and effective in its onboarding, and they've even supported us in creating marketing campaigns. The results have been almost immediate both online and in stores. We are now looking at options to connect the rest of our network with BEX."

BEX remains focused on working with quality sellers and delivering a great customer experience and is buoyed by the quality of brands and retailers that are joining the platform.



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ABOUT BIKEEXCHANGE

BikeExchange Limited (ASX: BEX) is a leading operator of global online cycling focussed marketplaces that enable a dedicated and growing global audience of consumers to connect and transact with thousands of retailers and brands. The Company was founded in Melbourne in 2007, with the aim of bringing together the fragmented global cycling industry to trade and scale. BikeExchange listed on the Australian Stock Exchange (ASX) in February, 2021. Today, it hosts over 1500 brands, 1650+ retailers and 900,000+ products globally, with an annual audience of 28+ million consumers.