

BikeExchange Bolsters Tech Game with New Consumer and Shop Integration Platforms

Partners with best-in-class MACH eCommerce technology brands to deliver next-generation experience to consumers and retailers

16 January, 2023: Global online marketplace [BikeExchange](#) (BEX) is proud to announce new partnerships with industry-leading eCommerce software companies to enhance its marketplace offering, significantly improving the experience for its consumers and retailers.

By partnering with the eCommerce specialists at [commercetools](#) and implementation partner [Overdose](#), BEX will upgrade its technology stack to a best-in-class, composable commerce architecture, enhancing the experience for the modern buyer and seller including search, content, payments, AI driven recommendations and personalisation.

BikeExchange is committed to its strategy of generating scale and expects the technology upgrades will significantly improve all key conversion metrics including pagespeed, SEO, search performance and usability. The result, along with the better experience for existing customers, will provide an ideal pathway for BEX to scale globally via technology.

“We are especially excited about what this means for our customers: a modern and personalised buying experience driven by market-leading eCommerce components and bike-specific functionality helping consumers find exactly the right bike, size, specification and options that suit them and their riding styles,” says Ryan McMillan, BikeExchange’s Global CEO. “With a clear focus on building out its technology IP and capabilities, the BEX team is driven by the goal of building a destination that changes the way bikes are bought and sold.”

As the global leader in digital commerce and inventor of ‘headless commerce’, [commercetools](#)’ MACH (microservices-based, API-first, cloud-native and headless) technology is now being widely adopted by leading global brands looking for a next-generation commerce solution. With an architecture backed by microservices, BEX will be able to introduce a wealth of commerce functionalities and unique customer experiences.

Overdose shares the excitement about the new partnership. “Being entrusted with the future innovation and technology of BEX is the type of project that doesn’t come around often,” says Dan Gray, Chief Composable Officer. “When we were presented with the BEX team’s vision, it was a project we knew we had to be a part of. We can’t wait to showcase our commercetools and Marketplacer expertise, as we bring cyclists around the world a new standard of customer experience.”

MEDIA ENQUIRIES:

Scott Rochfort, Cannings Strategic Communications

Email: srochfort@canningscomms.com.au

Mobile: +61 0435 878 614

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.