



BIKEEXCHANGE (ASX: BEX)

Corporate Presentation

November 2023



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BikeExchange is an ASX-listed company with a unique online marketplace that is changing the way customers research, find and buy a bike.

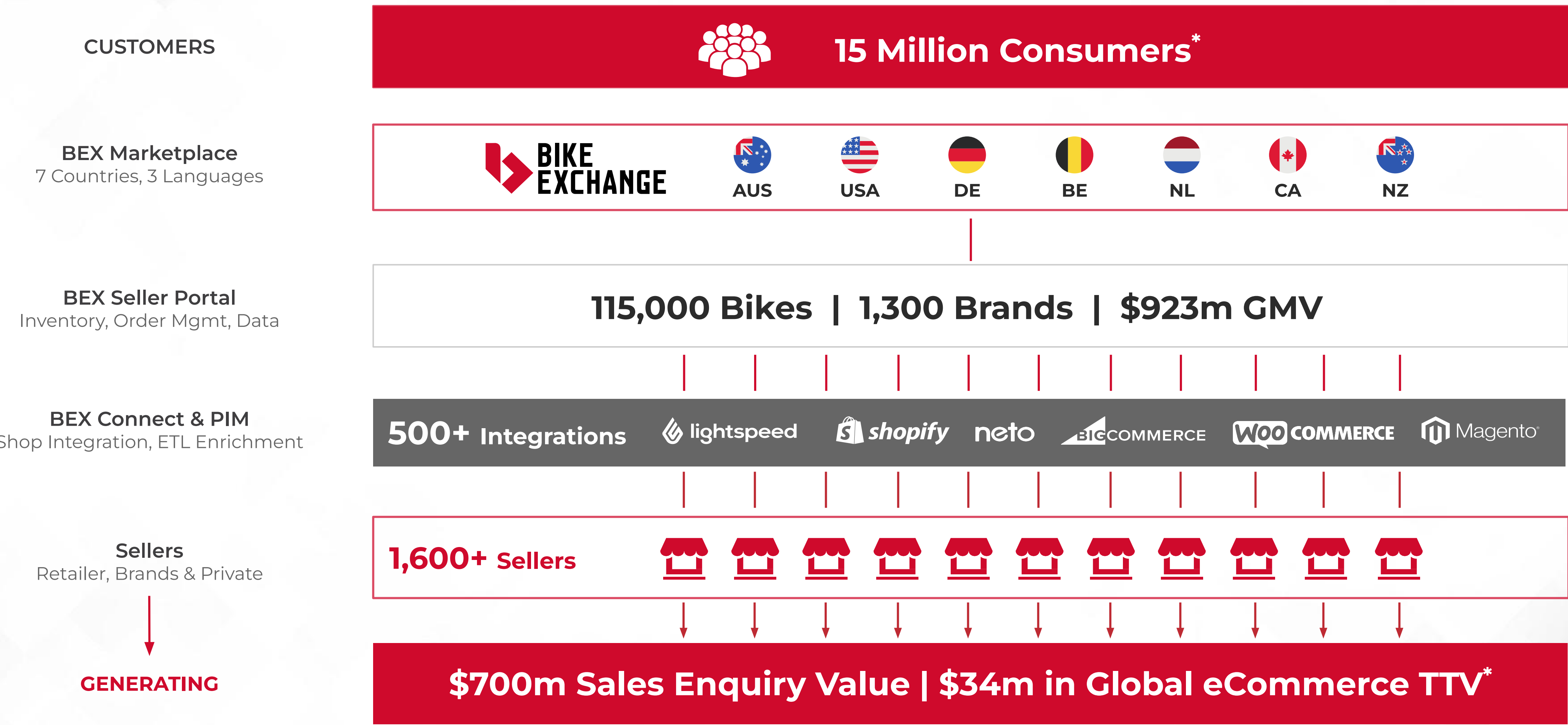
GLOBAL FOOTPRINT:

7 bike specific marketplaces operating in the worlds 3 largest regions, in 3 languages and over 15 million users



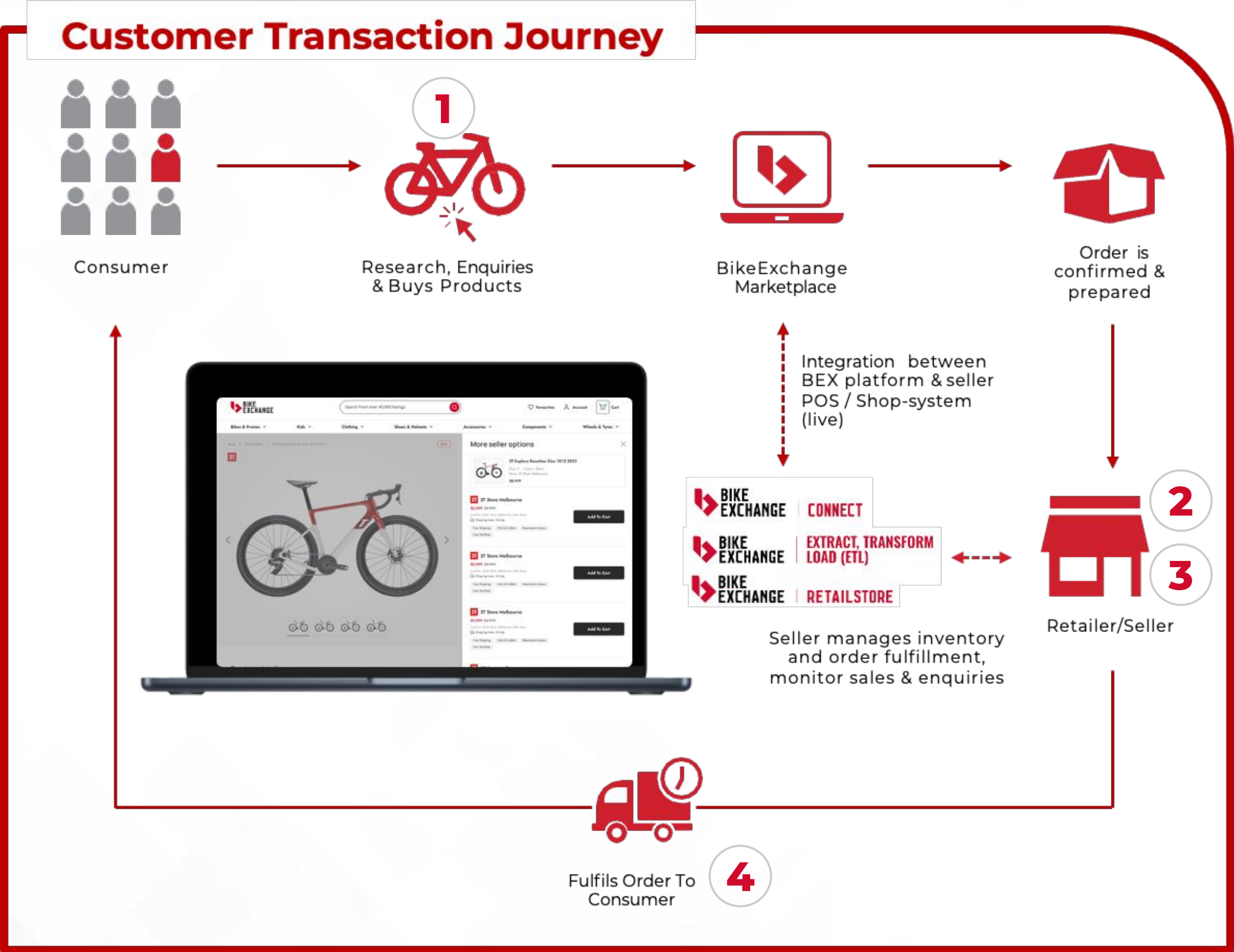
BEX Marketplace Overview

HOW THE BEX ECOSYSTEM WORKS



How BEX Makes Money

CUSTOMER CENTRIC EXPERIENCE | SUSTAINABLE & GROWING MODEL



Revenues by Category

- 1 eCommerce Transactional**
Commission on transactions completed on BEX
 - 2 Recurring Subscriptions**
Retail and Brand sellers pay a monthly recurring revenue subscription
 - 3 Media & Other**
Includes private advert sales, content, marketing, integration & other B2B services
 - 4 Logistics**
Revenue from Bike logistics services from consumers & sellers
- P BEX Data Services** (Planned)
Developing a subscription product for bike brands and retail providing access the strong data and insights capabilities
- P BEX Platform Services** (Planned)
Combining BEX inventory, seller and shopfont technology capabilities to offer platform services into the bike industry

Revenues by Market



EUROPE
53%



AUST/NZ
25%



NORTH AMERICA
19%



BEX Corporate Overview

SHAREPRICE OWNERSHIP & TICKER

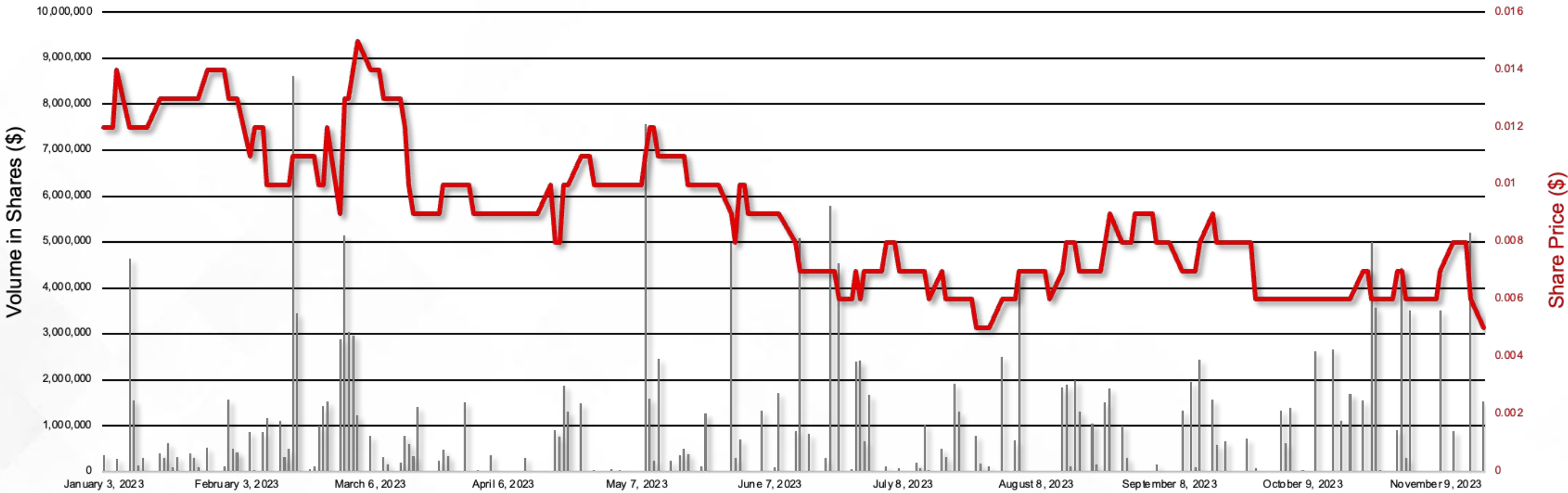
Ticker	BEX
Share Price (as at 27 November 2023)	\$0.006
Shares	1.43M
Options	39M
Market Cap	\$7M
Cash (as at 30 September 2023)	\$2.4M

Ownership



- Retail
- Institutional
- Management

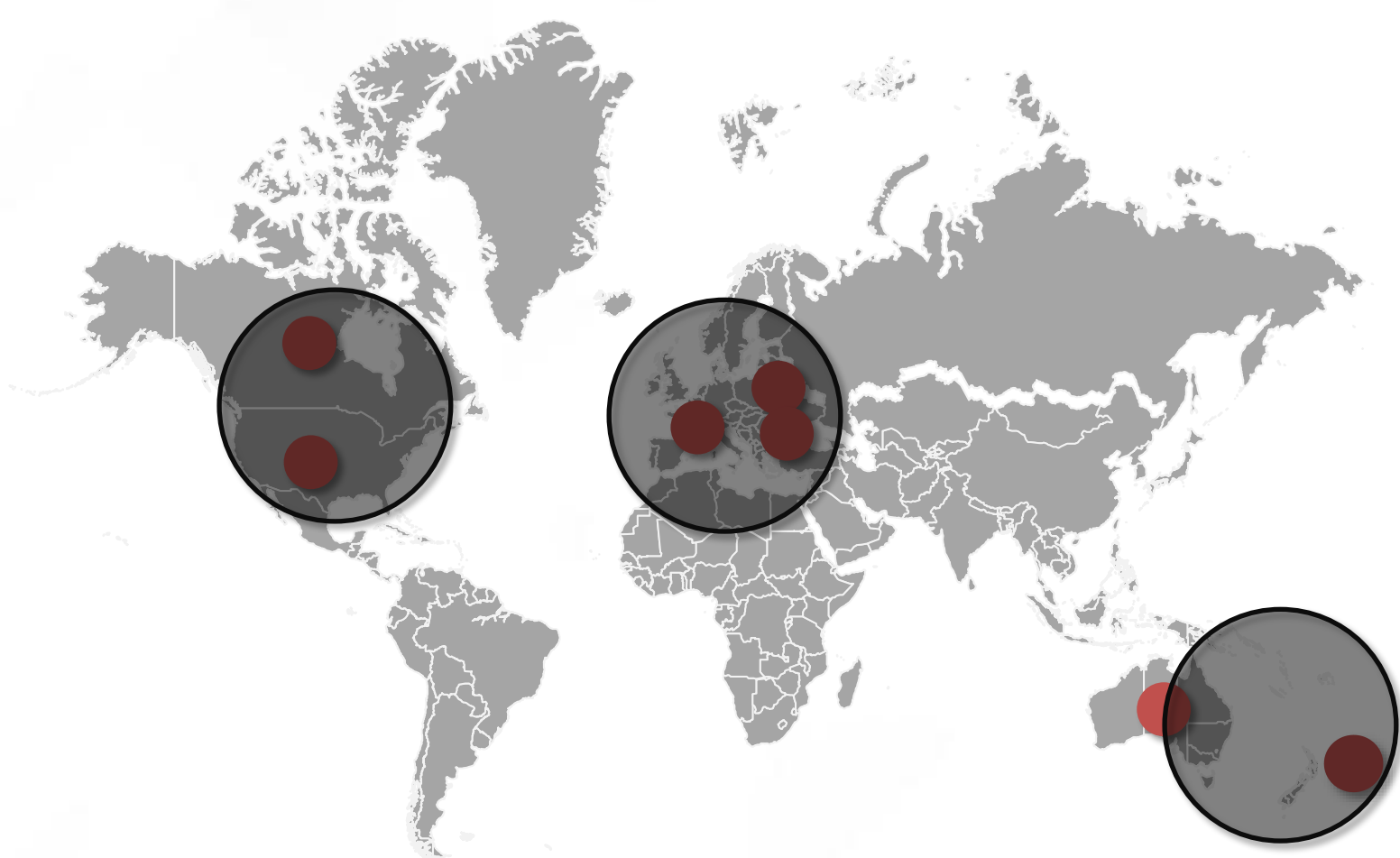
Shareprice



Why BikeExchange?

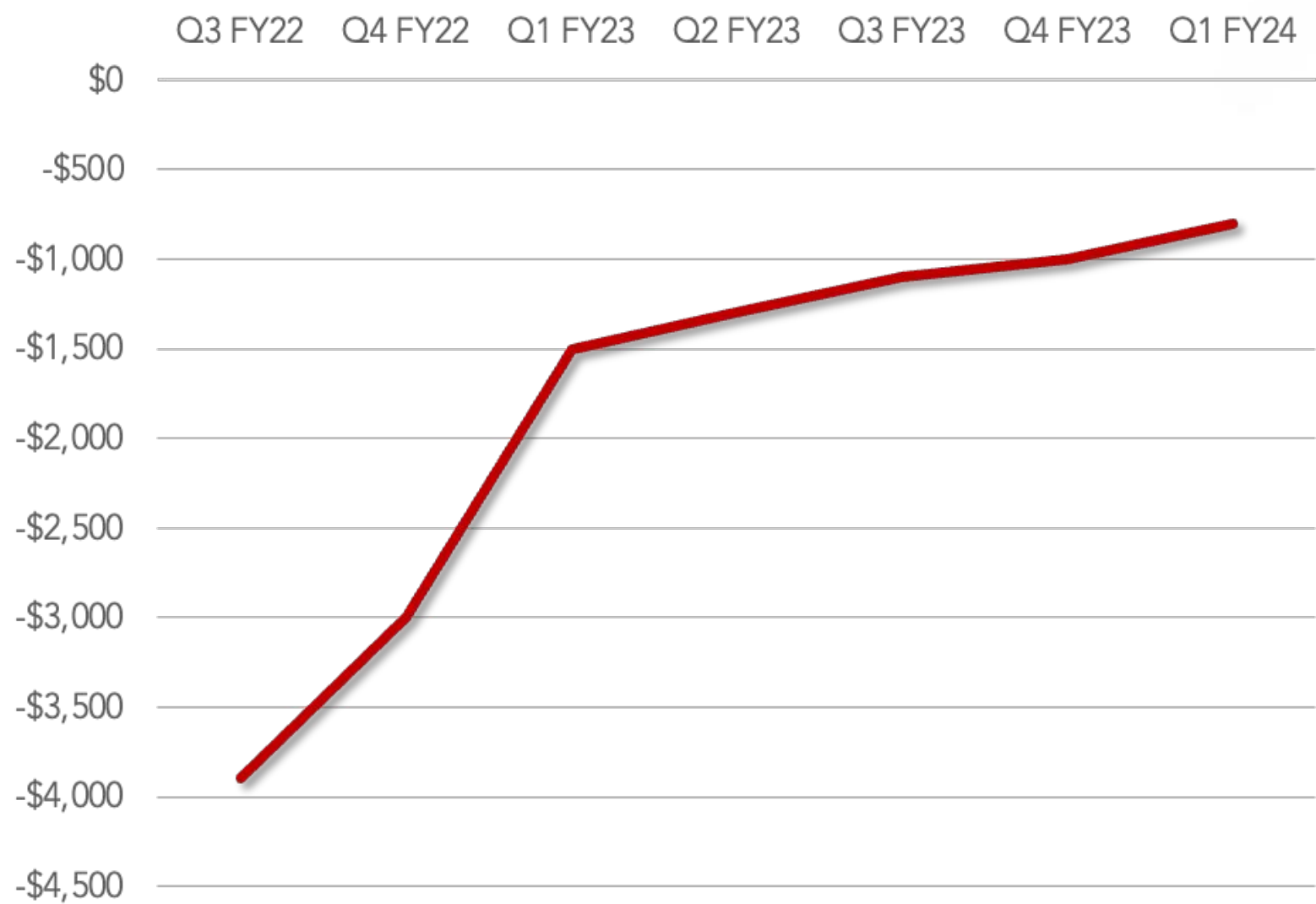
OPPORTUNITY FOR HIGH EBITDA MULTIPLE

We are in the Largest Bike Markets



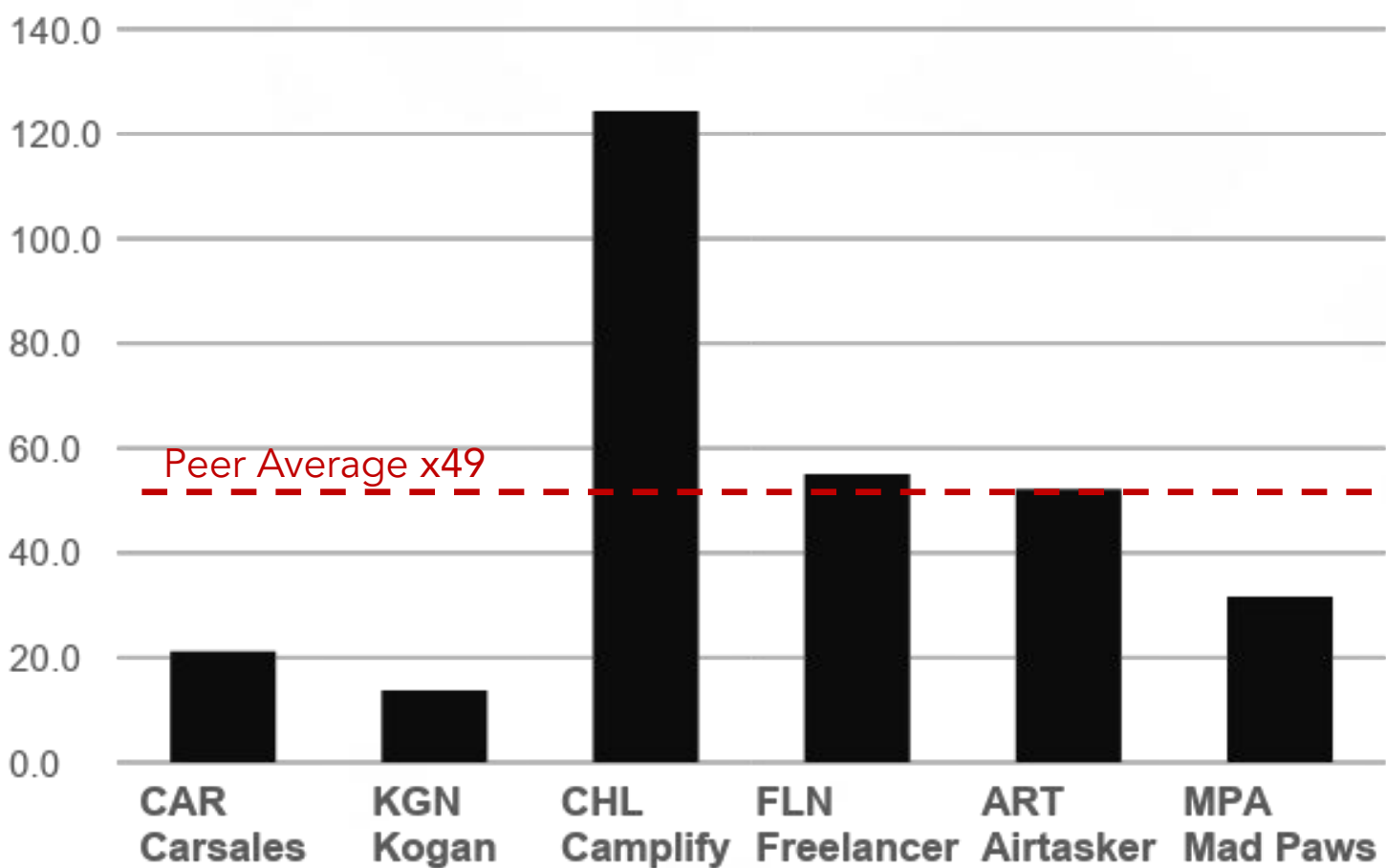
Global platform established focused on three high-value priority regions
North America | Europe | Australia/NZ

Visible Pathway to Profitability



Restructure of BEX Core operations with reduced headcount expenditure and investment in scalable technology.
Successful launch of AI Consumer platform in largest market Germany. Rollout to remaining markets in next months

Opportunity for High EV-EBITDA Multiple*

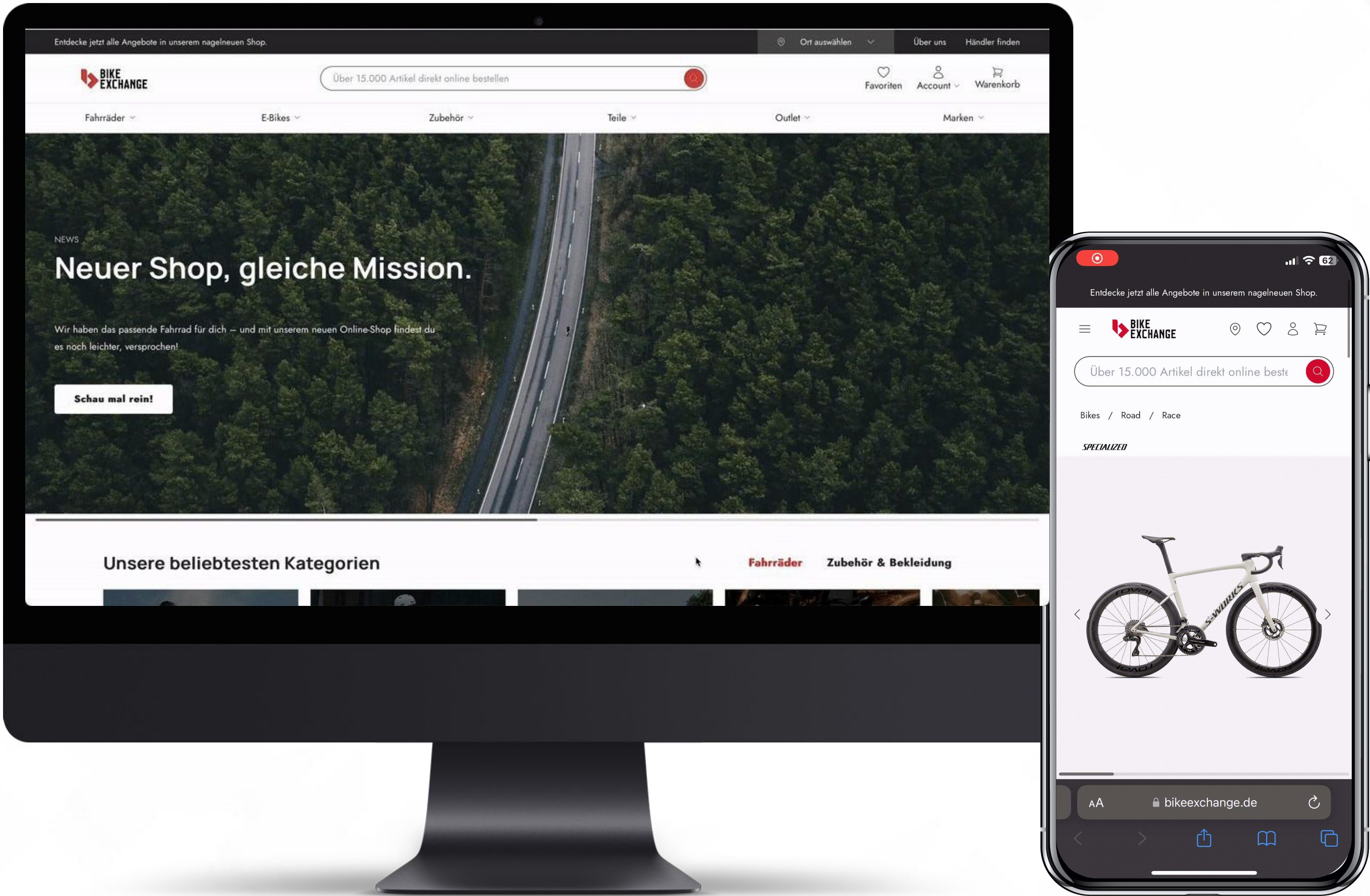


Marketplace peers trade an average of 49 times EBITDA.



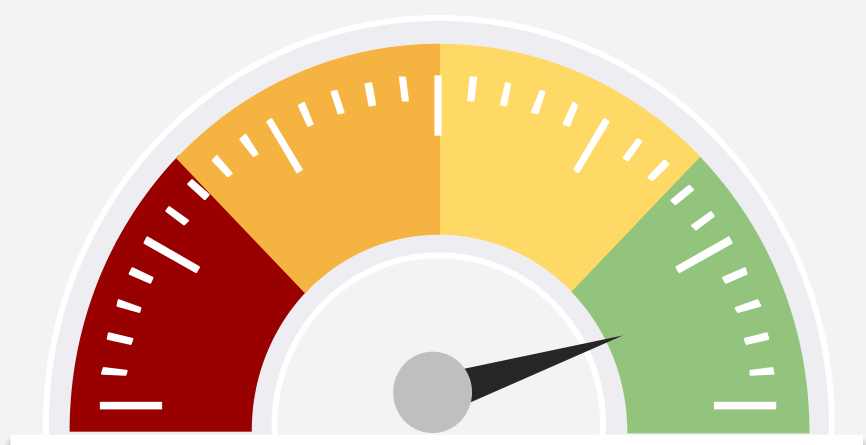
Why BikeExchange?

PROPRIETARY AI CONSUMER PLATFORM LAUNCHED TO DRIVE BETTER CONVERSION & REVENUE



Site Performance - First Results

Page Speed



(NEW FE) BEX - Germany **85%**



BEX - Australia **31%**



BEX - USA **33%**

KPIs Performance

85%
↑ 175%

Pagespeed

A\$533k
↑ 20%

Best Ever Trading Day

5:18m
↑ 66%

Time on Page

25%
↑ 833%

New On Page Transactions

79%
↑

Avg. Pages / Session

\$6,660
↑ 263%

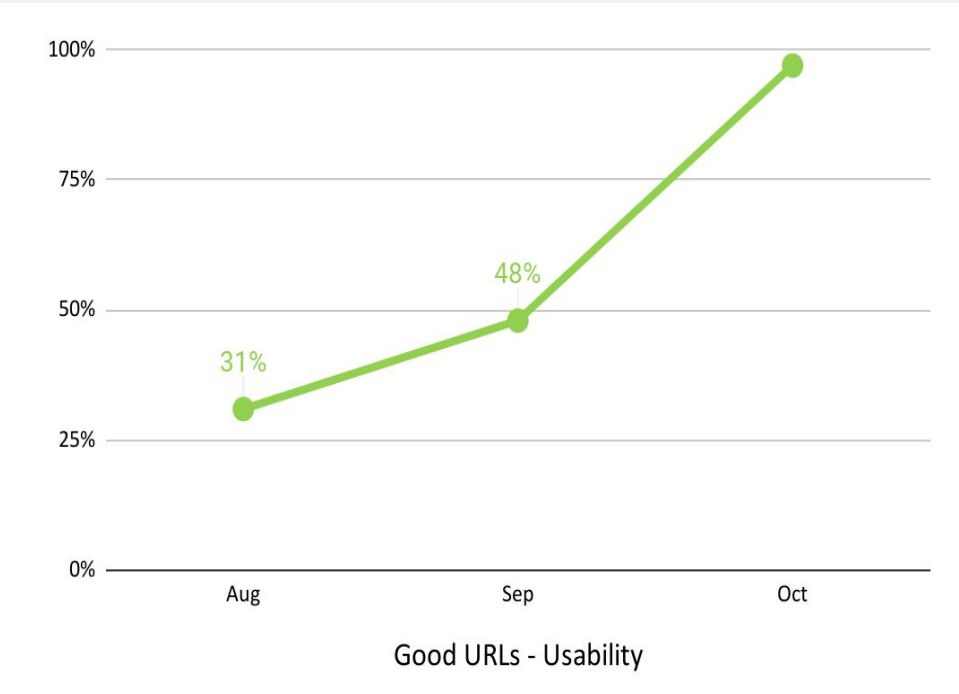
Ave. Order Value (Leasing)

Usability & Web Performance

USABILITY INDEX - GOOGLE FROM 31% TO 97% GOOD URLS

- Good URL's increased +213%
- Includes Mobile Usability Index

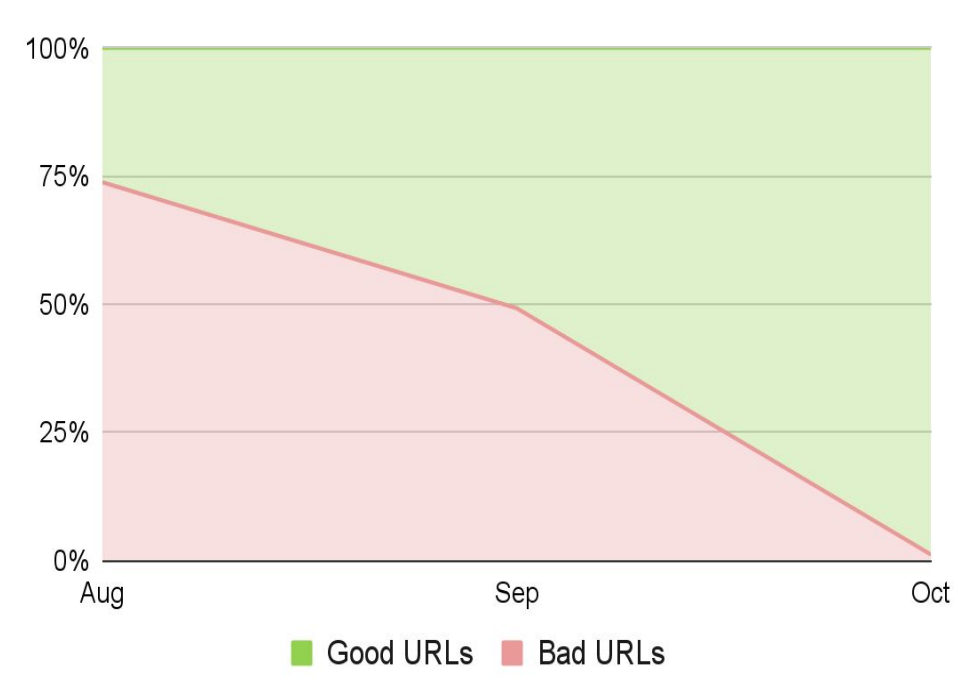
213%



CORE WEB VITALS - GOOGLE FROM 4,500 BAD URLs TO 27

- Web Vitals +99%
- Measures loading performance, site responsiveness, visual stability

99%





BIKEEXCHANGE (ASX:BEX)

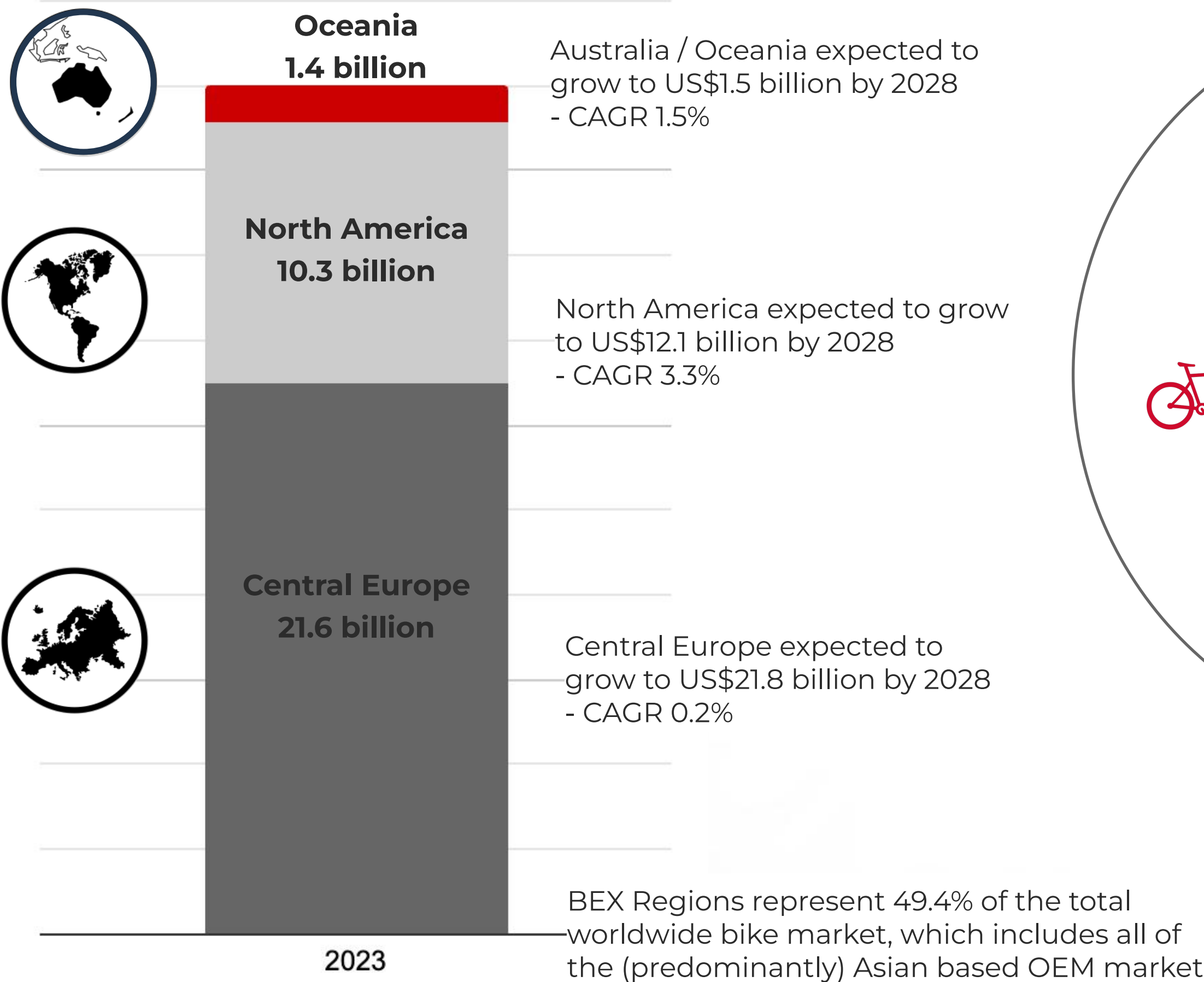
Why BikeExchange?

- Unique established business with high barriers to entry
- New CEO and Chairman delivering results
- Our focus is on our base business and driving to a positive EBITDA
- Improved operating results and cash position incl. 6 consecutive quarters of improved EBITDA performance Q3, FY22 - Q1 FY24
- Proprietary AI Consumer Platform live in largest market and driving better conversion & revenues.
- Significant upside opportunities to existing & new revenues as well as an enhanced trading multiple



Addressable Market

GLOBAL MARKET & BEX ACTIVE REGIONS



Worldwide
US\$67 billion

Priority Markets
All Bike and Accessory sales*

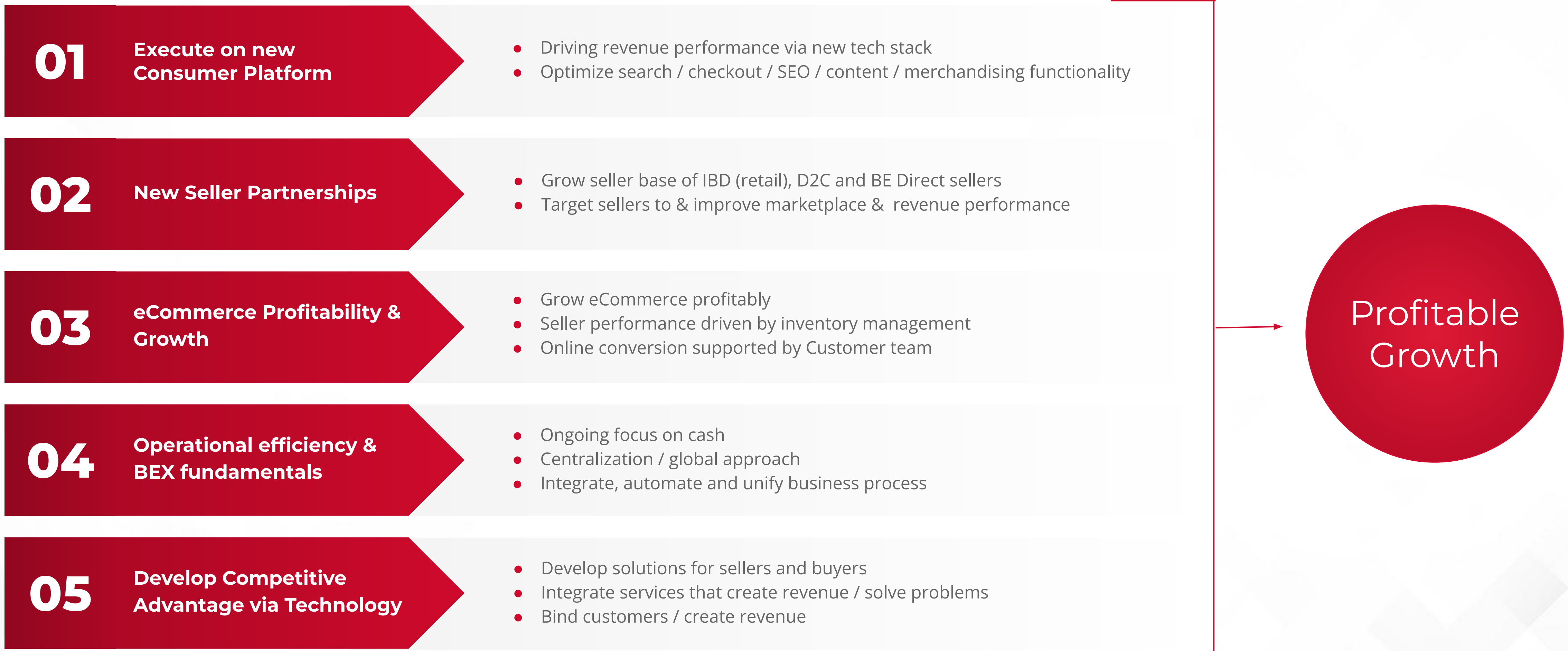
Expected to grow to \$74billion by 2028 at a CAGR of 1.9%



* Source: Statista – Worldwide Bicycle Market Size
Bike market includes Road, Hybrid, All-Terrain, and E-bicycles

Execution Plan

5 STRATEGIC PILLARS TOWARDS PROFITABLE GROWTH



Execution Plan

FY24 - EXECUTE WITHIN NEW AI CONSUMER PLATFORM

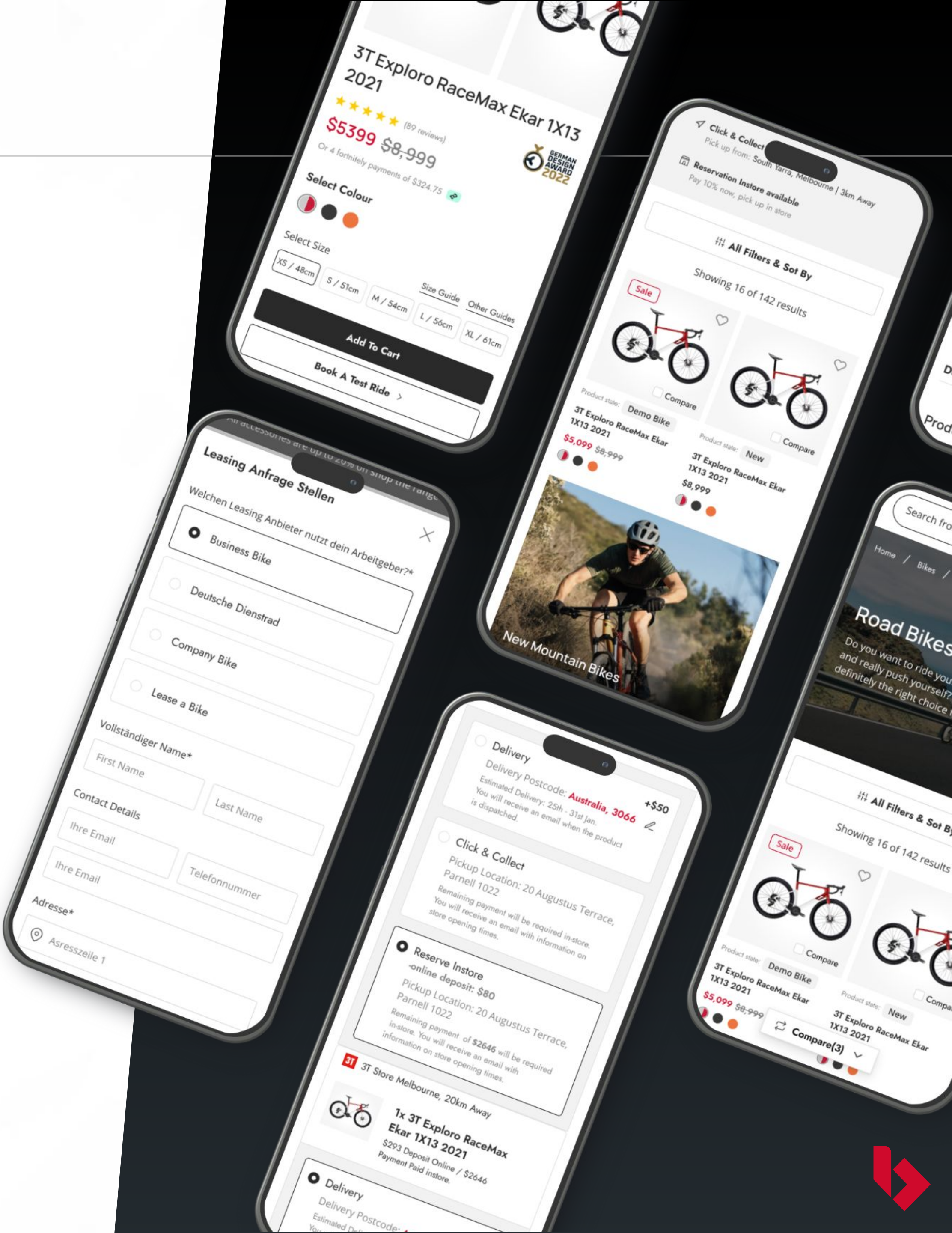
Technology Execution

LAUNCH, ITERATE & OPTIMISE
ONPAGE CONVERSION
SCALE



Marketplace Execution

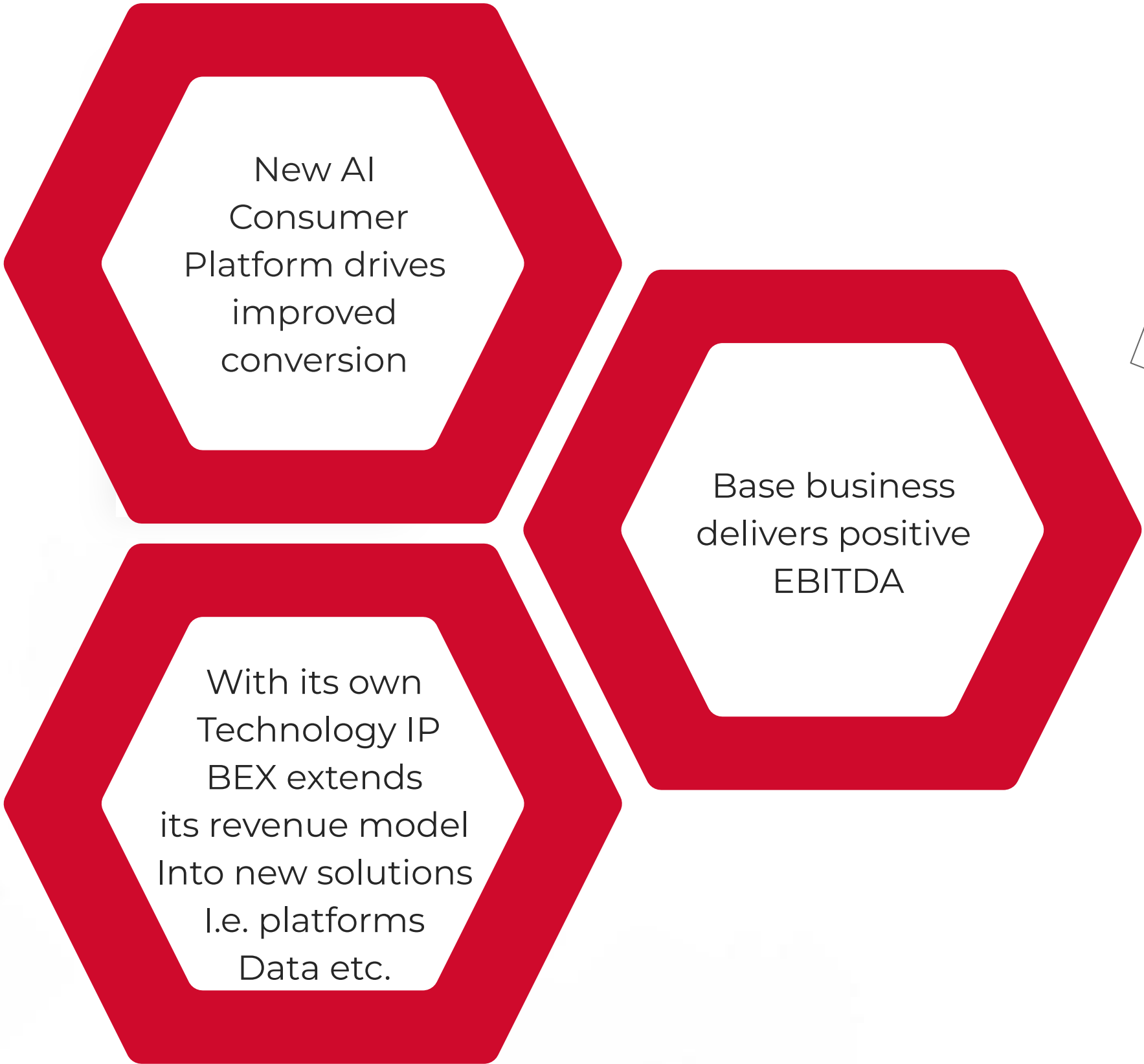
ROLLOUT GLOBALLY
RIGHT SELLERS, PRODUCTS & PRICES
MARKETPLACE HEALTH METRICS



What Success Looks Like

OPERATIONS & CORPORATE

OPERATIONS



CORPORATE





BIKEEXCHANGE (ASX:BEX)

Summary

- Unique established business with high barriers to entry
- New CEO and Chairman delivering results
- Our focus is on our base business and driving to a positive EBITDA
- Improved operating results and cash position incl. 6 consecutive quarters of improved EBITDA performance Q3, FY22 - Q1 FY24
- Proprietary AI Consumer Platform live in largest market and driving better conversion & revenues.
- Significant upside opportunities to existing & new revenues as well as an enhanced trading multiple



Ryan McMillan

Chief Executive

ryan@bikeexchange.com.au

Dominic O'Hanlon

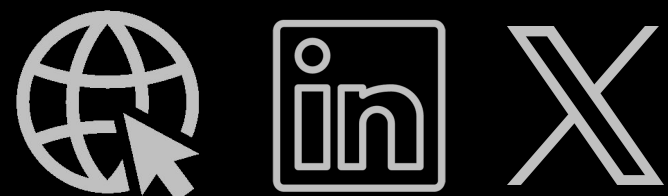
Chairman

dominic@bikeexchange.com.au

Elvis Jurcevic

Investor Relations

ej@bikeexchange.com.au



THANK YOU

BikeExchange Limited | ASX:BEX | ABN 24625 305 240

investorrelations@bikeexchange.com.au | bikeexchange.com.au

Level 5, 126 Phillip Street, Sydney NSW 2000

AU | BE | CA | DE | NL | NZ | US

