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BIKEEXCHANGE (ASX: BEX)

INVESTOR PRESENTATION

May 26th, 2022



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BikeExchange also proposes to undertake a non-renounceable entitlement offer of one (1) new BikeExchange Share ("**New Share**") for every one (1) existing BikeExchange share held by eligible shareholders on the Record Date, at an issue price of A\$0.02 (2 cents) per New Share ("**Offer Price**") to raise approximately A\$6 million (before costs) ("**Entitlement Offer**").

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# Disclaimer (continued)

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BIKEEXCHANGE (ASX: BEX)

## Overview

# BikeExchange overview

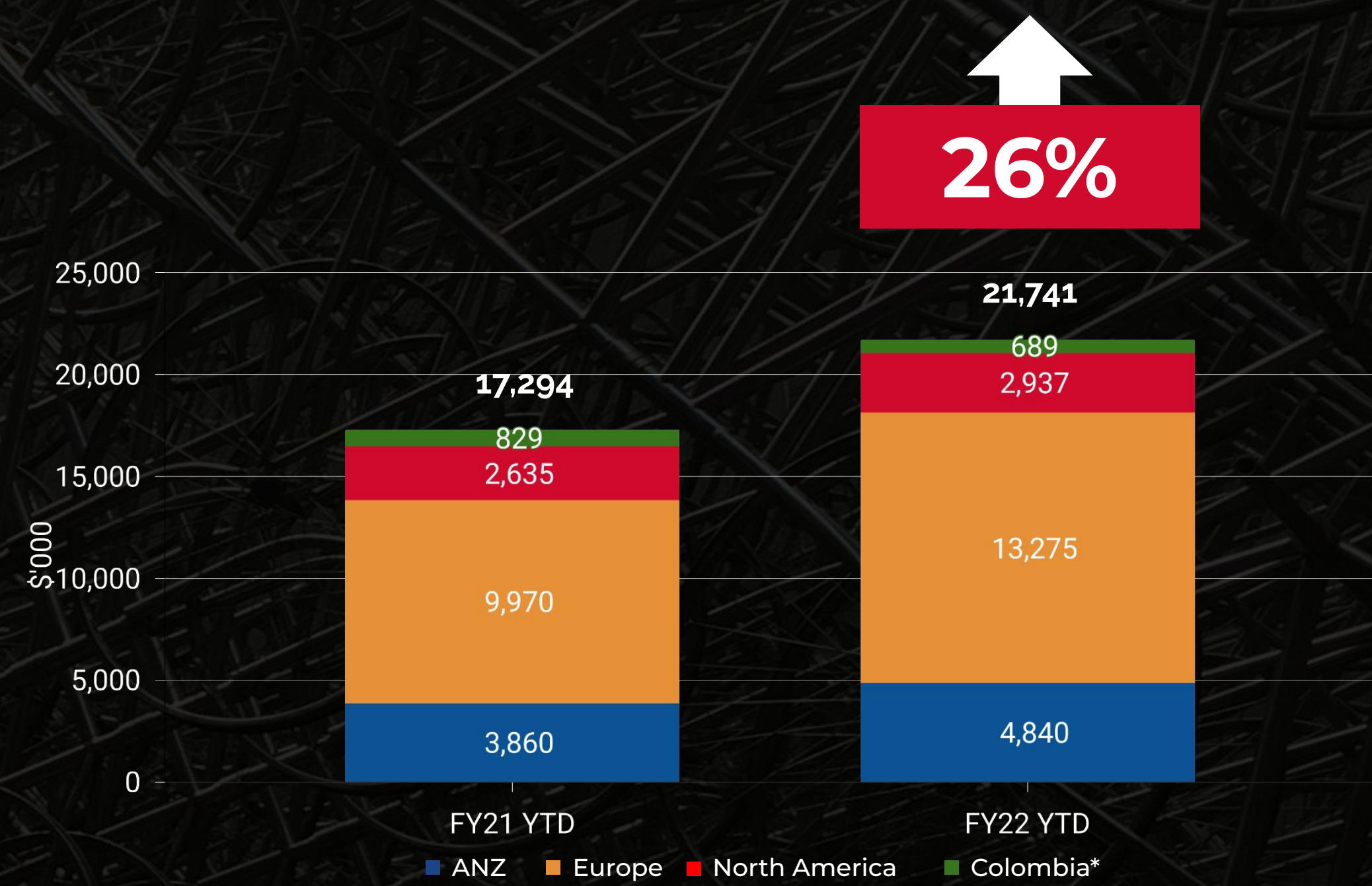
## WORLD'S LEADING BICYCLE MARKETPLACE

- **BikeExchange** is one of the world's largest online cycling marketplaces.
- Operations: 8 countries & 4 hubs - ANZ, North America, Europe (Germany, Belgium & Netherlands), LatAm (Colombia<sup>1</sup>).
- Enabling our network of brands, retailers and distributors to connect via single destination marketplaces.
- Executive team and global functional lead structure now in place, across Customer, Seller & Operations.
- Acquisition of Kitzuma in Dec 2021 offers key value-add service with delivery of 'ready to ride' bikes. Influence being demonstrated in North American market within industry and BikeExchange
- Partnership with North American electric mobility company, Simply EV, will give BikeExchange greater exposure to the fast growing e-mobility sector.
- Strategic shift to focus on e-Commerce first strategy and replicating the proven and successful BikeExchange European model into all regions.

### KEY 9M YTD FY22 HIGHLIGHTS



### LOOKTHROUGH TOTAL TRANSACTION VALUE<sup>2</sup> BY GEOGRAPHY – Q3 YTD FY22



1. All countries are 100% owned except for Colombia\* (which was 50% Joint Venture until 2 March 2022 and then owned 100%). 2. Lookthrough Total Transaction Value and Revenue includes 50% of BikeExchange Colombia's TTV up to 2 March 2022, and 100% from then on. All metrics above are for Q3 YTD FY22 vs pcp (active accounts as at 31 March 2022 vs 31 March 2021) and exclude BikeExchange Colombia except for Active Accounts or those marked as lookthrough. See page 27 for metric definitions.

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**Capital Raise**

# Capital Raise

## Capital Raise

- A Placement raising \$347,863 from Institutional, sophisticated and professional investors (Placement) at an issue price of A\$0.02 (2 cents) per New Share (Offer Price); and
- A Non-Renounceable Entitlement issue of one (1) new BikeExchange share (New Share) for every one (1) existing BikeExchange share held by eligible shareholders on the Record Date, at an issue price of A\$0.02 (2 cents) per New Share (Offer Price) to raise approximately A\$6,000,000 (before costs) (Entitlement Offer).
- Based on the bookbuild process, BikeExchange has received strong indicative support from existing shareholders and potential new investors for the Entitlement Offer. BikeExchange has the ability to place any Shortfall funds to new investors within 3 months of the Entitlement Offer.
- BikeExchange is continuing to evaluate its funding options and is in discussions with a number of potential investors regarding a proposed convertible note issue to raise up to \$5 million on terms to be finalised. BikeExchange will keep the market informed of any material developments in accordance with its continuous disclosure obligations.

## Use of funds

- Use of funds to support working capital and additional organic growth initiatives.

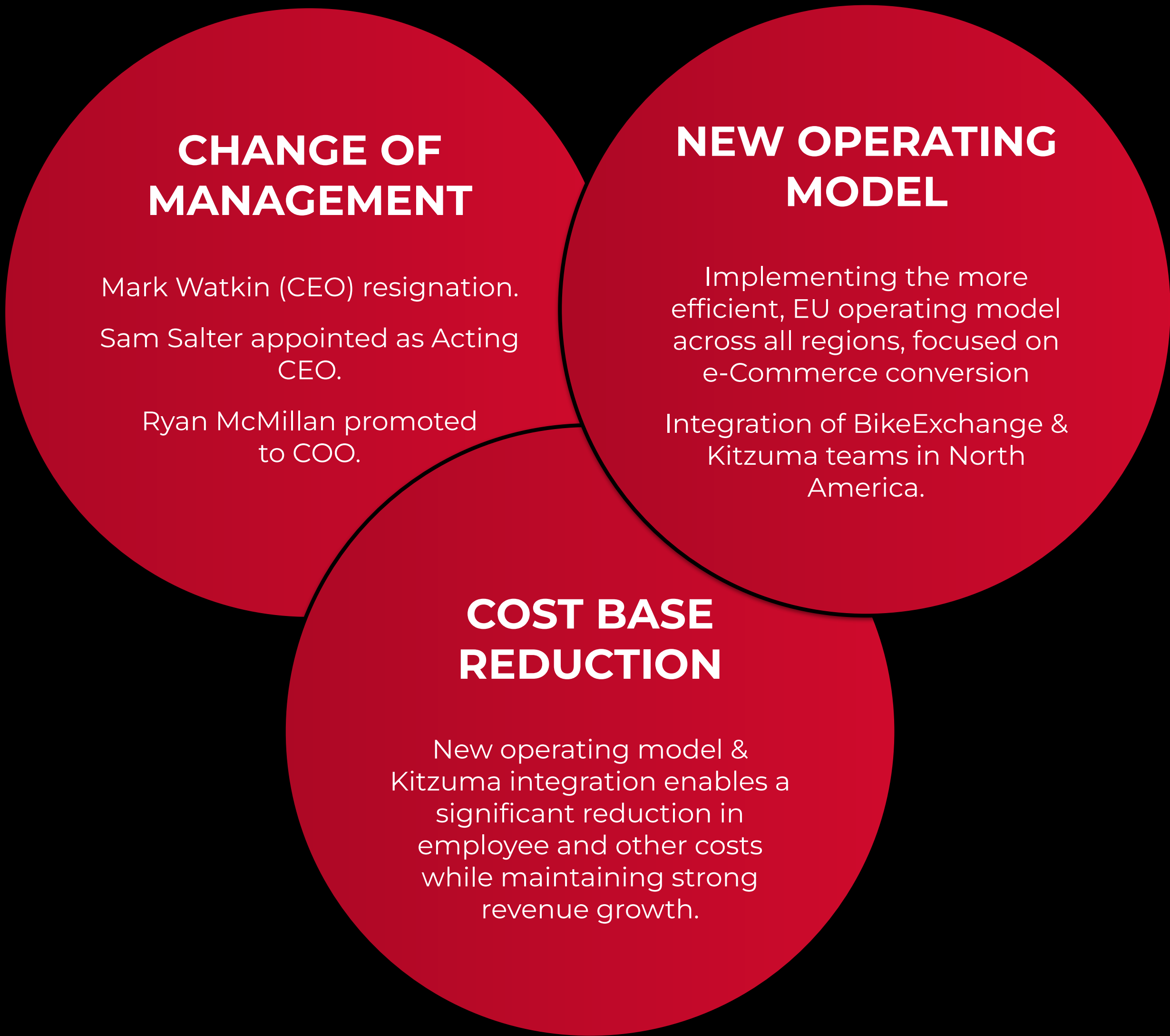
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**Operating Update**

# Operating Update



# Q4 Management Update

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## 01 Mark Watkin CEO resignation

- After his 5-year tenure as CEO we thank Mark for all of his inputs and efforts.

## 02 Sam Salter (BA) Acting CEO

- The process to find a permanent CEO will start immediately. In the meantime Sam Salter will step in as acting CEO.
- Sam is a Co-Founder of BikeExchange. His innate knowledge of of the BEX business and the bicycle industry as a whole well positions him to see the business through this next phase.
- Sam will continue to have a focus on driving strategic partnerships with major industry brands.

## 03 Ryan McMillan (CA) COO

- Aligned with our pre-planned rollout of the new operating model, Ryan has been promoted to COO.
- Ryan has been with BikeExchange for over 10 years and founded our European region. He is deeply attuned to the BEX business.
- Over recent years he has fine-tuned our EU operations, leading the region to become our most successful and highest performing. It is this operating model that we are rolling out globally, led by Ryan.

## 04 Taylor Essick Head of North America

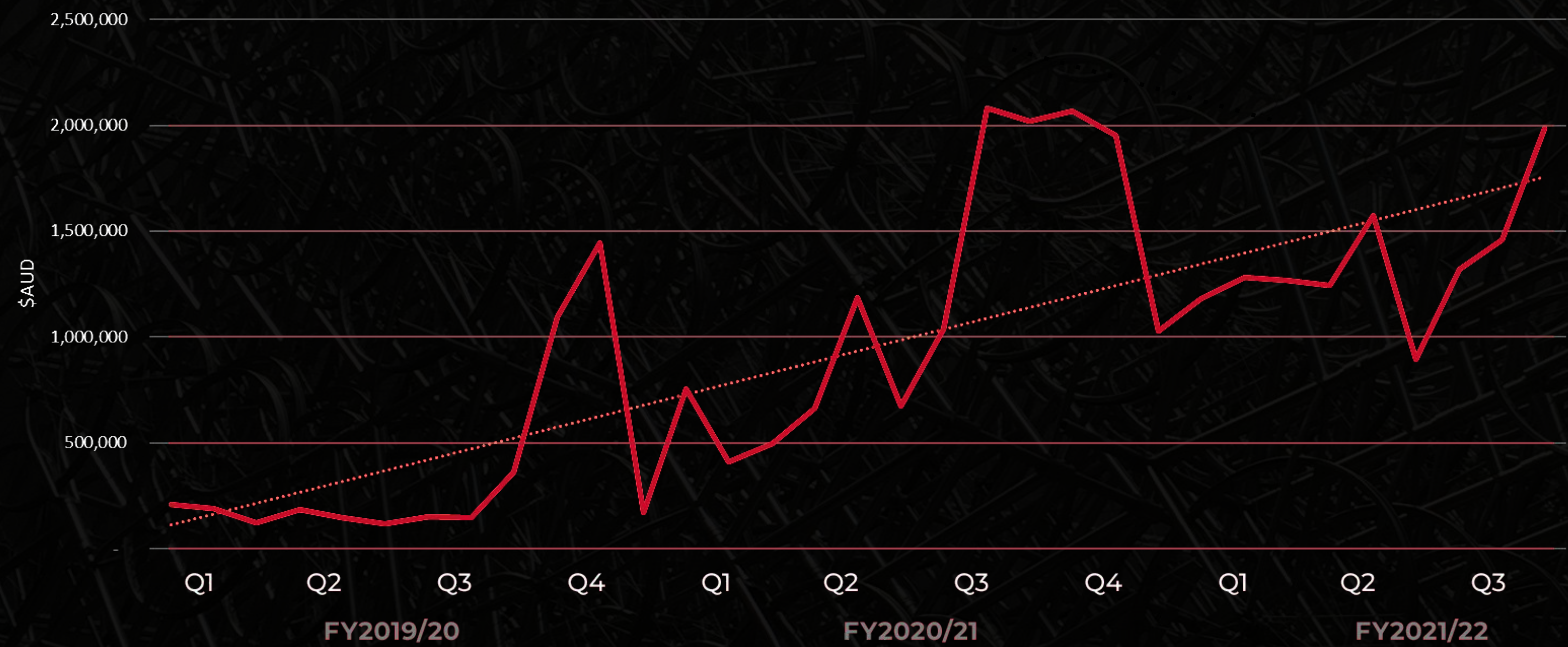
- Taylor Essick, co-founder and CEO of Kitzuma has a deep knowledge of the industry and the opportunities we collectively have across BEX and Kitzuma. Taylor will extend his role across the North American region to the combined BEX and Kitzuma businesses.
- Taylor will have particular focus on industry, sales and strategy across the business.

## 05 Strong Leadership Team

- Sam and Ryan will continue to be supported by the existing leadership team:
  - Rebecca Boxall - Chief Customer Officer.
  - Joe McArdle - Global Head of Seller & Merchant Success.
  - Regional Leads - Felipe Arango (Colombia), Andreas Liertz (EU), Taylor Essick (NA).

# e-Commerce growth & BikeExchange EU model replication

**BikeExchange Europe Gross Transaction Value Growth**



- Applying the learnings, skills and processes from EU to other regions - across:
  - Merchandising of product and ensuring accuracy of availability.
  - POS integrations of product and data mapping.
  - A bike first e-Commerce approach.
  - e-Commerce enablement of sellers vs enquiries.
- AU has strong conversion potential with larger enquiry-only listings - 100% focus on e-Commerce and bike-first trading.
- A unified model also enables greater centralisation, with team members working across multiple brands and regions. This creates resource efficiencies at both management and team levels.

Applying the same growth profile as BEEU between Q3 FY19 and Q3 FY23 could see a 114% CAGR lift in combined annual e-Commerce revenue for NA and AU to \$5.4m from \$0.6m.

# BikeExchange NA and Kitzuma integration

- The Kitzuma "Ready to Ride" shipping proposition is compelling in the market and will drive more e-Commerce transactions for BikeExchange.
- To date we have already been working together across BikeExchange and Kitzuma with success. We are bringing the BikeExchange and Kitzuma team closer together across key skills and disciplines - particularly Sales, Customer Service, Seller Success, Finance and Technology. This will deliver significant cost efficiencies across the North American region.
- Concentrating on the same seller base will be an increased focus for the team. This includes quality brands and sellers with strong e-commerce desires and shipping potential.
- Taylor Essick, Co-Founder and CEO of Kitzuma will extend his role across the North American region over the combined BEX and Kitzuma businesses. Taylor has a deep knowledge of the industry, how it's transforming and the opportunities presented across BEX and Kitzuma. Taylor will have particular focus on industry, sales and strategy across the business.

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# Core BEX Cost Base Reductions

## BikeExchange Core Operation Cost savings

Cost Type	A\$m
Employee Costs	3.9
Marketing Costs	0.9
Other Costs	0.7
<b>Total</b>	<b>5.5</b>

- Underlying cost savings of \$5.5m anticipated to be achieved in FY23 vs FY22 H2 existing cost base run-rate.
- This represents around a third of the FY22 core BEX base (on a reported basis, including corporate and head office costs).
- Employee costs savings reflect the like for like reduction of 20 roles across the business compared to FY22, with associated reductions in employee overhead costs and incentive payments. This is enabled by further centralisation of operations and focus on leveraging the successful EU operating model.
- Marketing costs reflect anticipated marketing efficiency improvements on increase gross e-commerce transaction value with marketing costs to reduce from ~8% of gross transaction value to under 6%.
- Other costs reductions are across a range of overheads including property costs, corporate costs, travel and IT related spend.

# Operating Model Update & Focus Update

01

## Replicate successful EU model into other regions

- Applying the learnings, skills and processes to other regions.
- Further centralisation of skills and team.
- AU has strong conversion potential with larger enquiry-only listings.
- Applying the same growth profile as BEEU over the last 3 years could see a 114% CAGR lift in combined e-Commerce revenue for NA and AU to \$5.4m from current \$0.6m.

02

## Integrating Kitzuma into operations to drive growth

- Active partnership discussions for Kitzuma to finalise and assist with achieving gross margin break even point by Q1 FY23.
- Focused on integrating teams and skills in North America so the proposition across BEX and Kitzuma is unified.

03

## Reducing operating costs and driving e-Commerce first model

- \$5.5m of operating cost reductions identified and being implemented in Q4 for FY23 + BENA / Kitzuma realised cost synergies.
- e-Commerce first skills a priority in the business matching new e-Commerce operating model, replicating EU template.

04

## Activating more strategic partnerships to support e-Commerce strategy

- Leverage the Kitzuma service & BikeExchange through partnerships.
- Execute Simply EV / Revolution Brands operational partnership.
- Discussions across industry and strategic partnerships with potential capital, with a view to finalise in the near term.

**Expected pathway to profitability by FY25**

**Target revenue CAGR of greater than 80% over next 3 years**

# Summary & Outlook

**Replicate  
successful EU  
model into other  
regions**

**Integrating  
Kitzuma into  
operations to  
drive growth**

**Activating more  
strategic  
partnerships to  
support  
e-Commerce  
strategy**

**Focus on  
reducing  
operating costs  
& driving  
e-Commerce  
first**

- Q4 FY22 trading into April 2022 is indicating a positive trend with e-Commerce volumes showing growth on pcp in the European region's seasonally strong months. Kitzuma trading and performance is seeing continued positive growth with seller volumes of shipments increasing.
- Replication of the e-Commerce first BikeExchange model is being successful in the EU, across our other markets.
- Integrating Kitzuma more deeply into our operations will drive transaction volumes and expand customer relationships in the large North American market.
- Activating partnerships such as the recently announced Simply EV relationship will provide further support for our e-Commerce first strategy. The Group continues with a number of other advanced discussions with global strategic partnership opportunities that include strategic capital injections to further scale the business and network.
- We have identified meaningful operating cost reductions and are implementing these in Q4 and realising cost synergies from the Kitzuma acquisition.
- Under our pathway to profitability plan, we are targeting revenue CAGR of greater than 80% over the next 3 years in order to achieve profitability in FY25.
- TTV and revenue growth rates for FY22 are expected to be significantly above FY21. Including the acquisitions of Kitzuma and BikeExchange Colombia, the Company anticipates achieving FY22 revenues that are broadly in line with consensus revenue expectations of \$7.5m.



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## Appendix

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No advertisement, invitation or document relating to the New Shares has been or will be issued, or has been or will be in the possession of any person for the purpose of issue, in Hong Kong or elsewhere that is directed at, or the contents of which are likely to be accessed or read by, the public of Hong Kong (except if permitted to do so under the securities laws of Hong Kong) other than with respect to the New Shares that are or are intended to be disposed of only to persons outside Hong Kong or only to professional investors (as defined in the SFO and any rules made under that ordinance). No person allotted the New Shares may sell, or offer to sell, such securities in circumstances that amount to an offer to the public in Hong Kong within six months following the date of issue of such securities.

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- is an investment business within the meaning of clause 37 of Schedule 1 of the FMC Act;
- meets the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act;
- is large within the meaning of clause 39 of Schedule 1 of the FMC Act; • is a government agency within the meaning of clause 40 of Schedule 1 of the FMC Act; or
- is an eligible investor within the meaning of clause 41 of Schedule 1 of the FMC Act.

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# Key Risks

## Introduction

This section outlines some of the key risks associated with an investment in BikeExchange shares. This is not an exhaustive list of the relevant risks and the risks set out below are not in order of importance.

Additional risks not presently known to BikeExchange, or that are not presently considered by BikeExchange to be material, may also become important factors that adversely affect BikeExchange. If any of the following risks materialise, BikeExchange's business, financial condition and financial performance, and the price of its shares may be adversely affected. Investors should note that the occurrence or consequences of some of the risks described in this section are partially or completely outside of the control of BikeExchange, its directors and senior management.

Before making any investment decision, potential investors should read this presentation in its entirety and carefully consider the risks outlined in this section. You should also read this presentation in conjunction with BikeExchange's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange ("ASX"), which are available at [www.asx.com.au](http://www.asx.com.au) (ASX:BEX). You should also have regard to your own investment objectives, financial situation and particular needs, and consider consulting your financial or legal adviser for professional guidance.

The risks are categorised as follows:

1. Key Business Risks; and
2. General Risks.

References to BikeExchange in the key risks section of this presentation include BikeExchange and its related bodies corporate (as defined in the Corporations Act), where the context requires.

# Key Risks (continued)

## 1. Key Business Risks

Topic	Summary
Growth and profitability dependent on active community	BikeExchange's future growth and profitability is dependent upon consumers and retailers utilising the marketplace. If retailers do not renew their subscriptions or consumers do not purchase products, this will affect financial performance.
Customer growth	BikeExchange's revenues depend upon attracting and retaining customers to its platform. A decline in traffic coming to the BikeExchange platform or the rate of conversion could adversely impact on its financial performance and operations.
Fraud perpetrated and fictitious transactions	BikeExchange may face fraudulent activities on the marketplace resulting in goods or payment not being received by buyers or sellers. Negative publicity and user sentiment generated as a result could severely diminish consumer confidence and impact business engagement and performance
Platform Risks	The BikeExchange platform is critical to attracting and retaining customers and maximising sales conversion. Any irrecoverable loss would incur a financial cost. Further, if there is a disruption in hosting services, BikeExchange's platform may not be accessible to users.
Reliance on third party technology providers	The BikeExchange platform and other information technology systems are all hosted on servers owned by third party providers. Thus, the platform may experience interruptions from system failures, service outages or similar resulting in delays or unavailability. BikeExchange's service offering may also become outdated or obsolete through the introduction of superior technology and/or product offerings.
Cybersecurity and data protection	BikeExchange collects and holds a large amount of personal information about its sellers and customers. BikeExchange's systems may fail or be subject to disruption as a result of external threats or system errors. This could result in reputational damage, a loss of system integrity and/or breach of BikeExchange's obligations under applicable privacy laws.
Intellectual property	The commercial value of BikeExchange's intellectual property is dependent in part on operational procedures to maintain confidentiality. BikeExchange's intellectual property may be compromised by breach or misappropriation by an employee or a third party gaining insights or developing competitive technology. Third parties may claim that the technology used in the operation of the BikeExchange platform infringes on their intellectual property rights. BikeExchange may become the subject of a claim that results in litigation or a dispute, which in turn, may result in high legal costs.
Competition	Existing competitors or new entrants in the market may increase the competitive landscape and in turn, erode BikeExchange's revenue and market share. BikeExchange may be unable to respond to such competitive pressures which in turn will adversely impact BikeExchange's operational and financial performance.
BikeExchange may not identify, execute and realise benefits from acquisitions or strategic partnerships	BikeExchange may not be successful in identifying attractive opportunities. There is also a risk that BikeExchange will not successfully integrate new businesses or assets into its existing operations in a timely manner, or that new businesses or assets do not result in the benefits anticipated.
Key personnel	The departure of key personnel, or a shortage of skilled employees with adequate expertise, could adversely affect the business and/or its future ability to pursue its growth strategies, as under-resourcing can cause development delays and reduce the speed at which BikeExchange is able to deliver new features or enhancements to the market.
Challenges in expanding cross-border operations	As BikeExchange plans to continue expanding its cross-border operations into existing and new markets, there is a risk that BikeExchange may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. BikeExchange may be unable to anticipate competitive conditions or could face other difficulties in attracting a sufficient number of retailers and consumers in those new markets.
Foreign exchange rate fluctuation	As BikeExchange has operations in various jurisdictions, the revenues of entities in the BikeExchange group are collected in different currencies. This exposes BikeExchange to fluctuations in exchange rates, which is beyond BikeExchange's control. This could adversely impact the profitability of BikeExchange's foreign operations.
Marketplacer contractual risk	As BikeExchange licences its platform from Marketplacer and relies on Marketplacer for the provision of certain services to operate the platform, there is a risk that should these services not be available then BikeExchange will have difficulty operating until such time as that technology and services were replaced.
Additional requirements for capital	The Company's capital requirements depend on numerous factors. Depending on the Company's ability to generate income from its operations, the Company may require further financing in addition to amounts raised under the Offer. Any additional equity financing will dilute shareholdings, and debt financing, if available, may involve restrictions on financing and operating activities. If the Company is unable to obtain additional financing as needed, it may be required to reduce the scope of its operations and may be prevented from progressing the commercialisation of its technology. There is however no guarantee that the Company will be able to secure any additional funding or be able to secure funding on terms favourable to the Company.

# Key Risks (continued)

## 2. General Risks

Topic	Summary
General market and share price risks	There are general risks associated with any investment in the share market. The price of BikeExchange shares may increase or decrease due to a number of factors. Those factors include fluctuations in domestic or global financial markets and general economic conditions, including interest rates, inflation rates, exchange rates, commodity and oil prices, changes to government fiscal, monetary or regulatory policies, legislation or regulation, the removal or inclusion of BikeExchange from market indices, and the nature of markets in which BikeExchange operates.
Tax and accounting	Australian accounting standards and tax laws (including GST and stamp duty taxes), or the way they are interpreted, are subject to change from time to time, which may impact BikeExchange's financial position or performance.
Dividends	There are a range of factors that determine the payment of dividends on BikeExchange shares. These include the profitability of the business, its cash reserves, future capital requirements and obligations under debt facilities. BikeExchange's Board will determine any future dividend levels based upon its operating results and financial standing at the time. There is no guarantee that any dividend will be paid by BikeExchange.
Litigation	Legal proceedings and claims may arise from time to time in the ordinary course of BikeExchange's business and may result in high legal costs, adverse monetary judgments and/or damage to BikeExchange's reputation which could have an adverse impact on BikeExchange's financial position or performance and the price of its shares.
Forward-looking information	The forward-looking statements, opinions and estimates provided in this presentation rely on various contingencies and assumptions. Various factors and risks, both known and unknown, many of which are outside the control of BikeExchange, may impact upon the performance of BikeExchange and cause actual performance to vary significantly from expected results. There can be no guarantee that BikeExchange will achieve its stated objectives or that forward-looking statements or forecasts will provide to be accurate.
Other risks	For further information in relation to other risks which might affect BikeExchange, please refer to BikeExchange's 2021 Annual Report announced to market on 27 August 2021.

# A leading competitive position

**The cycling category is experiencing a once in a generation revolution**

- Global cycling market worth over \$80 billion.
- The micromobility category is set to grow to US\$198 billion by 2030<sup>#</sup>.
- Continued consumer take up and growth in the mass market - outside of sport related cycling.
- Shaped by continued government investment in cycling infrastructure - cycling an active transport solution.
- Increased proactive awareness by consumers on the environmental, health & convenience aspects of cycling.
- 5.8 million\* Australian adults (29% of adults between 18 & 90) spent money on cycling in 2020.

**BEX is the world's largest network of cycling focused marketplaces**

- BEX has the first mover advantage, built over a decade. 1,784 active accounts\* and growing, in a four region market worth over \$15 billion.
- An established presence with a 28 million+ audience\* across ANZ, Europe, North America and Colombia, to scale with capital deployment.
- Established relationships with a network of brands, retailers and sellers, delivering a compelling customer value proposition.
- Strong scalable technology foundation already in place.

**Diversified business with significant growth potential**

- e-Commerce enabled marketplace model with diverse revenue model, and significant room to extend.
- Strong growth metrics established to date with selective capital deployment showing strength of our model.
- Key acquisition in Q2 FY22 of Kitzuma, a logistics business for the delivery of 'ready to ride' bikes from retailers to customers.
- Partnership with electric mobility company, Simply EV, announced in Q4 FY22 will add a key retailer to BikeExchange's global network, provide further opportunities for Kitzuma and strengthen our North American presence.

\* Active Accounts as at 31 March 2022. Audience reflects annual traffic sessions for the FY21 year. Refer to basis of preparation of page 27 for metric definitions.

+ Australian Cycling Economy Report Published October 2021 by EY and We Ride.

<sup>#</sup>Precedence Research, 'Micro-mobility Market Size to Surpass US\$ 198.03 Bn by 2030', January 2022

# Q3 FY22 YTD Summary & Highlights

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- **Europe (EU)** continues to grow in the current climate with 33% TTV growth for Q3 gM YTD FY22 vs pcp.
  - TTV was down 7% on Q3 FY21, due a softer January and February due to some supply issues and seasonality. March trading was one of the strongest months on record.
  - Trend continued into April with the seasonally strong months into June.
- **Australia (AU)** recorded solid e-Commerce transaction volumes driving 9% TTV growth for Q3 FY22 vs pcp and 25% growth vs Q3 gM FY21 as more sellers joined the platform.
  - Average Order Value (AOV) has increased 15 % in Q3 FY22 YTD driven by a greater portion of sales of bikes.
- **North America (NA)** delivered 25% TTV growth for Q3 and 11% increase on Q3 YTD FY21, driven by the addition of Kitzuma revenue.
  - Average Order Volume (AOV) increasing 71% to \$1,441 driven by more bikes being sold.
- **Kitzuma** is progressing well with a record month of shipments in March delivering 33% month on month growth.
  - Annualised shipments now total 7,800.
  - Positive impact from a brand partnership and e-commerce of bikes in NA. Some phasing on partnership onboarding into Q4 FY22.
- **Colombia (COL)** TTV decreased by 17% for Q3 YTD FY22 driven by stock issues and payment gateway problems, however TTV is up 53% compared to Q3 FY21, in part due to the acquisition.
- **Website traffic** globally is down in Q3 by 27% vs PCP as post Covid traffic normalises to prior levels. This is countered by conversion increasing 38% YTD to 0.19% and 16% for Q3 driven mainly by stock availability, implementation of customer experience improvements and performance marketing.
  - While transactions for Q3 are down on pcp, AOV is up 9% for Q3 to \$817 globally, driven by the focus on bikes.

**North America improved trading.**  
**Kitzuma influence with partners being felt.**

**Europe continues good performance.**  
**e-Commerce & Bike First strategy model executed.**

**Kitzuma delivered record monthly shipments**

**Traffic reduction & normalisation**  
**Conversion and AOV increased**

**Australia delivered transaction growth**  
**More active sellers on platform**

# Robust growth across most key metrics FY22 Q3 YTD

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\$21.7m

↑ 26%

Lookthrough TTV\*

\$4.5m

↑ 31%

Lookthrough Revenue\*

0.19%

↑ from 0.14%

Traffic conversion

\$0.5m

Logistics revenue

\$2,794

↑ 8%

ARPA

26,096

↑ 5%

e-Commerce transactions

\$696

↑ 19%

Average Order Value

1,661

Logistics shipments

Over \$0.89b

↓ 33%

Enquiry value\*

7.5%

↑ from 7.3%

Average Commission Rate

1,784

↑ up 9%

Active Retail Accounts\*

↑ Up 33% Mar 22  
on Feb 22

Logistics shipments

\* All metrics for the 9 month period to 31 March 2022 vs the comparable period in FY21 and unless otherwise stated by \* (enquiry value and active retail accounts) or defined as lookthrough metrics exclude BikeExchange Colombian for the full period. Refer to basis of preparation of page 27 for metric definitions. Active Retail Accounts increase of 9% vs 31 March 2021.

# Kitzuma progress & Q3 Update

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- Achieved a run rate of ~**AU\$2.3 million annualised sales** (based on March 2022) with shipment rates accelerating 33% growth month on month to March 2022 which was a record month.
- Annualised shipment run-rate of 7,800 (based on March 2022) - off a base of 40+ active accounts.
- Growing brand sign ups accelerated over the last quarter. Strong brand growth potential is demonstrated through existing relationships with key brands such as Wahoo, 3T Ventum, Litespeed, Quintana Roo, LeMond, Alchemy and ENVE.
- Active partnership discussions for Kitzuma to finalise and assist with achieving gross margin breakeven point (~1,200 shipments / month) by Q1 FY23. Average shipment revenue over AUD\$300 per bike.
- Key partnership announced in April FY22 between electric mobility company, Simply EV and their portfolio of brands, and BEX presents another key growth opportunity for Kitzuma, given the assembly, delivery and servicing of e-bikes is a key difficulty in the customer journey.
- Kitzuma delivers across all major regions of North America with 90% + Coverage.
- Focused on integrating teams and skills in North America for a unified go to market proposition across BEX and Kitzuma in Q4 for FY23.

**\$0.5m**

**Logistics revenue**

**1,661**

**Q3 Logistics shipments**

**↑ Up 33% Mar 22  
on Feb 22**

**Logistics shipments**

**7,800**

**Annualised Shipment Rate**

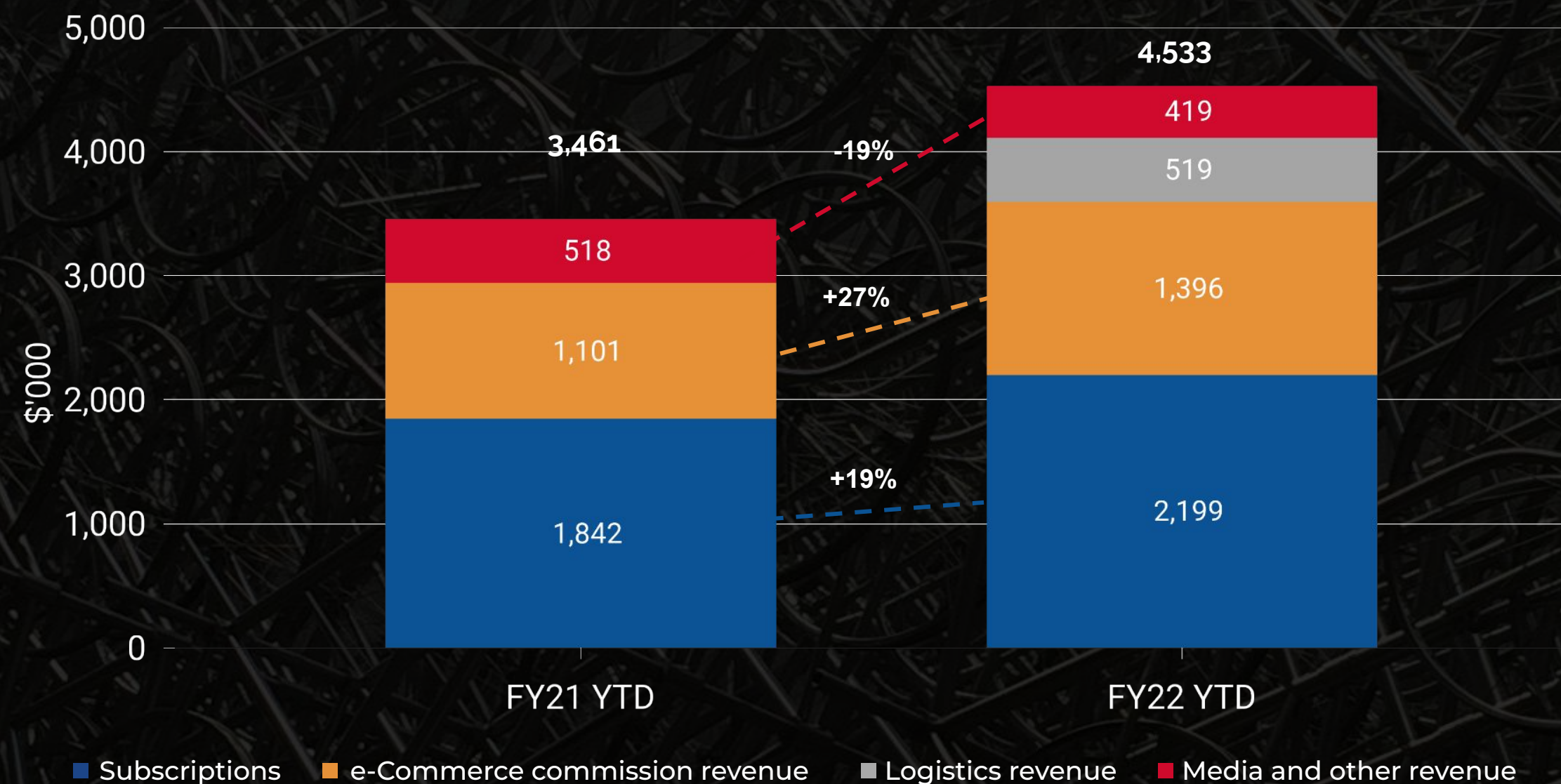
# e-Mobility partnership announcement : Simply EV

- Announced partnership with Simply EV, North American e-mobility portfolio of brands and investment company (April 2022).
- Expands BikeExchange's e-bike customer base, driving higher revenue through larger transactions and offers greater exposure to the expanding micro mobility market which is set to grow to US\$198 billion globally by 2030\*.
- Simply EV is part of Revolution Brands International, with an extensive portfolio of companies and brands in the electric mobility value chain including e-mobility retailer Simply EV, with 50+ retail and e-commerce stores in the US offering a mix of e-bikes, e-scooters, electric motorcycles, e-marine and accessories.
- Simply EV is the preferred retailer for active fashion brand, Kimoa, majority owned by Revolution Brands.
- Initially, the partnership will focus on onboarding all Simply EV brands and stores onto BikeExchange's platform, adding an important retailer to BikeExchange's growing network.
- Partnership will also leverage Kitzuma's capabilities, given the transport and assembly of e-bikes is a key difficulty in the customer journey.



# TTV and revenue performance – Q3 FY22 & Q3 FY22 YTD

## LOOKTHROUGH REVENUE BY CATEGORY Q3 YTD



Q3 YTD FY22 (9M) in \$ thousands	Australia and New Zealand	Europe	North America	Colombia <sup>1</sup>	Total
Lookthrough TTV	4,840	13,275	2,937	689	<b>21,741</b>
Growth on pcp	25%	33%	11%	(17%)	<b>26%</b>
Lookthrough Revenue	1,355	1,942	959	277	<b>4,533</b>
Growth on pcp	17%	33%	74%	(4%)	<b>31%</b>

1. Lookthrough TTV and revenue includes 50% of the BikeExchange Colombia's TTV and revenue respectively for all periods up to 2 March 2022, after which the Group acquired the remaining 50% and 100% of TTV and revenue is included respectively. Refer to basis of preparation on page 27.

# Basis of preparation

## BASIS OF PREPARATION

The information contained in this presentation is based on the historical financial information (BEX Financial Information) for the BikeExchange Group and should be read in conjunction with the BikeExchange Ltd FY21 Annual Report. It has not been reviewed or audited by the Group's auditor, Deloitte Touche Tohmatsu.

The BEX Financial Information in this presentation is that of BikeExchange Limited Group which is made up of a consolidation of all entities within the Group, except as specifically noted in this basis of preparation. The legacy BikeExchange Holdings Pty Ltd Group was acquired by BikeExchange Limited (previously RPro Holdings Ltd) on 5 February 2021, prior to the Group's listing on the ASX on 9 February 2021. The purpose of the BEX Financial Information is to show certain financial results of the Group for the 9 month financial period ending 31 March 2022 ( Q3 YTD FY22) and 31 March 2021 as a comparative (Q3 YTD FY21).

BikeExchange Limited generated no revenues and acted as an investment holding company prior to the transaction with the BikeExchange Group and so the acquisition of the BikeExchange Holdings Pty Ltd Group by BikeExchange Limited is treated as a reverse acquisition for accounting purposes. Therefore this presentation presents the financial results of the BikeExchange Holdings Pty Ltd Group for Q3 YTD FY21 and the consolidated results of BikeExchange Limited and the BikeExchange Holdings Pty Ltd Group for Q3 YTD FY22.

The BEX Financial Information has been prepared and presented in accordance with the accounting policies set out in the FY21 Annual Report.

## NON-AIFRS FINANCIAL INFORMATION

BikeExchange's results are reported under Australian International Financial Reporting Standards (AIFRS). This presentation also includes certain non-AIFRS measures including "KPIs", and "look through". These measures are used internally by management to assess the performance of our business and our Joint ventures, make decisions on the allocation of resources and assess operational management. Non-AIFRS measures have not been subject to audit or review. The following non-AIFRS measures are defined below:

- **Total Transaction Value (TTV)** is the aggregate of revenues, net of sales taxes, generated from display/media sales, retail subscriptions and other online sales and the gross merchandise value for e-Commerce transactions that are executed on the BikeExchange network of websites.
- **Lookthrough basis** - For equity accounted joint ventures and consolidated subsidiaries, add the total revenue or TTV within the reporting period multiplied by the Group's % ownership. All entities are owned 100% by the Group with the exception of the Group's interest in BikeExchange Colombia, which was 50% owned for all periods up to 2 March 2022 when the Group acquired the remaining 50% and consolidated 100% of the entity from that date.
- **Average Revenue per account (ARPA)** is the total revenue for the period for subscriptions earned from retailers and affiliates divided by the average number of paying retailers accessing BikeExchange network of websites for the period, and does not include revenues or accounts relating to BikeExchange's 50% interest in BikeExchange Colombia, prior to the completion of the acquisition on 2 March 2022.
- **Unique Monthly sellers (Sellers)** is the average number of retailers for the period who fulfilled at least 1 e-Commerce order in a individual month.
- **Traffic** represents total unique sessions visiting the Group's network of sites across the period.
- **E-commerce transactions** are the total number of e-Commerce transactions occurring on BikeExchange network of websites in each period. A transaction is defined as a single item or basket of items paid for in a single payment transaction through the BikeExchange network of websites.
- **Average Order Value (AOV)** is the gross merchandise value for e-Commerce transactions that transact on the BikeExchange network of websites divided by the number of e-Commerce transactions for the financial period.
- **Average Commission Rate** - calculated as e-Commerce commission revenue divided by the gross e-Commerce transaction value for all transactions across the relevant period.
- **Prior corresponding period (pcp)** means the equivalent period in the previous financial year.

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