

Eskandari Bicycle Co's (EBC's) strategic objectives for the financial year 2025/26, as established on 16May25, are as follows:

**Sales growth:**

To grow sales by 10% in FY 2025/26 by selling more e-bikes and accessories through a greater focus on in-store promotion and event participation

To grow commuter range e-bike sales by 15% in FY 2025/26 through more intense promotion in collaboration with local distributors in local events and sponsorships, especially in inner-city suburbs.

To grow sales of both commuter range and off-road range e-bikes in FY2025/26 to female riders by 20% and younger riders (19-35) by 20% by increasing promotional activities in inner-city suburbs targeting these two market segments.

To establish the brand in at least one international market in FY 2025/26, selling at least 500 e-bikes through a local distributor in that market

**Enhanced promotion**

To mildly reposition the brand away from older male customers towards a younger rider market, especially as a lifestyle choice for younger (18-35 year old) inner-city commuters, including those who do not presently own a bicycle or e-bike

To recruit additional brand ambassador(s) who can assist in enhancing the awareness and affinity of the brand to female riders and to young commuters in inner-city suburbs

**Greater brand awareness and affinity**

To build brand awareness generally, and especially to younger (18-35 year old) commuters and to female riders, especially those in the inner-city suburbs and those who do not presently own a bicycle or e-bike through greater investment in promotional activities.

**More visible innovation**

To relaunch one (improved) model from each of the three model ranges in the year 2025/26, as part of the company's strategy to do this each year. To communicate the e-bike (including battery) improvements to consumers and distribution partners effectively, ensuring that customers and distributors view the brand as market leading in its innovation

**More distribution partners and better value perception and relationships with them**

To grow the number of distributors (bicycle and e-bike specialty retailers) from 27 to 30 in FY 2025/26, where new distributors are located in inner-city locations.

To strengthen EBC's value proposition to existing retail partners, strengthening the company's relationships and collaboration with them in promotional activities and after-sales service activities and to ensure that these partners view selling EBC products as better than distributing competitor's e-bikes and better than distributing their own branded e-bikes

### **More sustainable e-bikes and batteries**

To enhance EBC's environmental management systems so as to achieve ISO 14001 certification in FY 2025/26.

To meet ambitious internal targets for energy generation; energy use; renewable energy use; waste elimination; proportions of e-bike parts which are recycled; water used; elimination of hazardous chemicals (eg in paints); and general recycling

To work with distribution partners to establish a cash-back system for customers to earn cash and/or discounts at the retail stores when they return old EBC e-bike batteries.