



About Cyql

What is Cyql?

Cyql is working on developing the ultimate platform for cycling clubs. We centralize all the tools a cycling club needs—from ride planning to payments, and from communication to administration—so users can focus on what really matters: cycling together.

How does Cyql provide a solution?

With over 40,000 users and partnerships with major organizations like the Dutch Cycling Federation (NTFU), Cyql offers tools for planning rides, managing payments, and maintaining communication, making the platform an essential tool for cyclists.

What are the growth ambitions?

Cyql aims to become profitable within three years and achieve over €1 million in revenue. The platform is working to strengthen its position in both current and new markets. This growth can be supported through its own revenue or through strategic partnerships in the cycling world.

Cyql has a roadmap to capture part of the market. This plan focuses on product improvement, targeted marketing, and expansion into new areas. Initially, Cyql aims to expand into countries like Germany, Denmark, and Belgium, followed by larger markets such as the United Kingdom, the United States, and Southern Europe. Ultimately, the company aims to operate worldwide, with further expansion into Asia and Oceania. Cyql targets a market of around 8 million cyclists with a total value of €12 billion, expecting this market to grow by 10% annually.

How will Cyql use the raised funds?

Cyql aims to raise €650,000 in growth capital in this investment round. The funds will be used for the following purposes:

- Product development
- Expansion into new markets
- Strengthening the team

More information on how your investment will be used can be found in the pitch deck. You can find this [here](#).



About investing

When does the investment round open to everyone?

Starting on November 21, 2024, the round will be open to the public, meaning anyone can become a shareholder of Cyql from as little as €500. Before the investment round, you'll have the chance to reserve your shares. If the interest in reservations exceeds the number of available shares, reservations will no longer apply, and it will shift to a "first-come, first-served" basis on November 21.

What am I actually buying?

When you invest in Cyql, you are purchasing a share certificate from Stichting Administratiekantoor Cyql. Technically, you're not buying a direct share, but a certificate of a share. By purchasing a certificate, you become an economic co-owner of Cyql and are entitled to dividends (profit distributions) if distributed. You may also benefit from potential increases in the certificates' value.

Why am I buying a share from Stichting Administratiekantoor Cyql Sharefunding rather than directly from Cyql B.V.?

Stichting Administratiekantoor (STAK) Cyql Sharefunding acts as an intermediary that manages the shares. A STAK separates voting rights from profit rights, meaning that you don't have voting rights, but as an investor, you can still participate in Cyql's success.

How was Cyql's business valuation determined?

Cyql's business valuation is based on the value built up so far. Cyql B.V.'s pre-money valuation is €2.4 million. With a target of raising €650,000 in this investment round, the post-money valuation would be €3.1 million.

We strive for transparency in our campaign and believe it's essential to clarify the valuation. Our advisors and specialists calculated Cyql's value based on the business case for the next five years, considering industry multiples relevant to Cyql.

Click [here](#) to view the valuation report.

What are Cyql's certificates worth?

The price per certificate is calculated by dividing the company's value (€2,359,000) by the number of outstanding certificates (100,000). The price of one certificate is €23.59. Currently, all certificates are held by existing shareholders. Initially, 27,555 new certificates will be issued during this sharefunding round. The minimum investment is €518.98, which means you receive 22 shares.



What happens after I purchase certificates?

Once you've bought certificates from Cyql, you'll receive a confirmation email of your successful transaction. This email serves as proof of your investment and includes information about your purchase for your records. The certificates will then appear in your dashboard.

Cyql uses its own investment platform powered by Broccoli's IT solution. Broccoli holds an ECSP license issued by the Netherlands Authority for the Financial Markets (AFM) and De Nederlandsche Bank (DNB), allowing them to provide this digital solution for Cyql. Through this collaboration, we offer our investors a user-friendly platform that complies with applicable laws and regulations. Your shares are digitally administered via the platform.

Can I sell my certificates later?

You can sell shares once the "lock-up" period has expired. For Cyql, the lock-up period is 730 days (2 years). During this time, your shares are locked in and cannot be traded. The 730 days begin counting down after the round closes.

If you wish to sell your shares after this period, you can offer them to other Cyql investors or individuals with a Cyql account. This differs from a stock exchange, where a "sell order" can be placed and automatically executed. As the seller, you set the sale price. Potential buyers may respond to your sale listing, and it's up to you to accept the desired bid. The sale and administrative update are handled digitally.

The platform provider charges a transaction fee of 2.5% of the total sale amount to you as the seller.

What is the expected return?

It's important to emphasize that returns on an investment can never be guaranteed. However, as a co-owner, there are two ways you may potentially earn returns:

- Dividend distribution: This is determined annually after the financial statements are finalized. At the shareholder meeting, Cyql's board decides whether to distribute profits or reinvest them in Cyql's growth.
- Profit from a potential sale of your certificates: When value is added to Cyql, it impacts the revenue, results, and therefore the value of the share certificates you own. If you can sell your shares at a higher price than what you paid, you make a return.

Do I, as a buyer, pay fees to purchase a share?

No. The investment platform charges transaction fees to the seller, which is Cyql in this case. Note that if you decide to sell your certificates later, you'll pay the transaction fees



as the seller. You'll be charged 2.5% per transaction on your sale. The buyer does not pay any fees.

If I invest in Cyql, will it bring any obligations?

As a certificate holder, you are fully exempt from any liability. You are not held responsible for Cyql's decisions, past or future, as an investor.

Are there risks involved?

Yes, every investment carries risks. It's essential only to invest money that you can afford to lose. Cyql accounts for risks that could negatively impact its financial performance and value. These adverse effects could also affect the value of your certificates. For more detailed explanations on these risks, refer to the Essential Investor Information document. You can find this document on Cyql's investment page under "Documentation."

About Administration

How do I manage my administration if I invest?

For your own records, you will receive an investment certificate immediately after purchase. Additionally, the platform offers the option to export your transaction(s) at any time of the day.

On January 1st of each new year, you can also export your annual statement from the platform. This statement includes the number of certificates you own in each company and their respective value. You can use this information for your own records or for your tax return.

What about taxes?

Tax rules vary by country, so it's important to consider the specific legislation in your country of residence. We cannot provide tax advice, so we recommend reaching out to a tax advisor or the tax authorities in your country for more information on how your investment in Cyql will be treated for tax purposes.

It's always wise to ensure that you are well-informed about the tax obligations associated with your investments.

Can I invest through my company?

Yes, that is possible. To make a business investment on the platform, you need to create a business account and make the investment through your company's bank account. After a successful payment, you will have made a business investment.



Is the funding round governed by Dutch law?

Yes, Stichting Administratiekantoor Cyql Sharefunding operates under Dutch law. It was established and registered with Elements Legal in Amsterdam. For more information about the funding round or relevant laws and regulations, please refer to the Essential Investor Information document available in the "Documentation" section on the platform. Be sure to read this document carefully before finalizing your investment.