

Numbat ebikes Strategic objectives 2025/26

Numbat ebike's (NEB's) strategic objectives for the financial year 2025/26, as approved 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 NEB'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 NEB 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 NEB'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 NEB e-bike batteries.