



# Buddy



ASX

## ASX MARKET RELEASE

### With Substantial Near-Term Growth in Sight, Buddy Platform Announces Key Leadership Hire

#### October 6, 2016 – Seattle, Washington

Today, Buddy Platform Limited ([ASX:BUD](#)) announced that Mr. Richard Jacroux has joined the company as its Chief Financial Officer and Chief Operating Officer. With this strategic hire, Buddy Platform is filling a key role in the leadership team that will help the company maintain its growth trajectory while strengthening and expanding the company's product offerings. Mr. Jacroux's financial and operational experience working with NASDAQ and NYSE listed companies will prove invaluable, and comes as Buddy positions itself for very considerable business growth.

"Richard couldn't have joined Buddy at a more opportune time", said David McLauchlan, CEO of Buddy Platform Limited. "As the scale of operations and revenues that Buddy will be driving increases so substantially into 2017, we clearly needed a deeply experienced and strong operations & financial executive. I'm thrilled that a leader of Richard's calibre shares our vision and has agreed to help guide the business through this exciting next stage."

"I'm very excited to be joining Buddy – a company poised to be the market leader in such an exploding industry", said Richard Jacroux, CFO and COO of Buddy Platform Limited. "The promise of the Internet of Things is to make the world smarter and more useful. With Buddy's promise to help make that easy, I am humbled and honored to be part of this team."

Mr. Jacroux most recently was CFO at HackerAgency a data-driven, global direct marketing agency and has been an Officer at several other service-based and technology-based companies. Prior to his executive positions, Mr. Jacroux was a Senior Manager at Ernst & Young where he managed several IPOs on the United States NASDAQ. Mr. Jacroux holds an MBA from the Kellogg School of Management at Northwestern University near Chicago, IL. He has been a Certified Public Accountant (USA), has lectured and taught at public universities and sits on the Board of Directors of two private companies.

#### About Buddy

Buddy Platform Limited ([BUD.ASX](#)) provides one of the world's first data aggregation and management platforms for the IoT and connected devices. Buddy advances The Quantified Economy™ by providing the critical infrastructure by which businesses and organizations can, in real-time, access and analyze the data generated by connected devices, and unlock

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the economic opportunities delivered by this data. Buddy Platform users represent a wide variety of industries, including airlines, agriculture, automotive, consumer electronics, robotics, software development, telecommunications, and transportation. Buddy is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

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