Investors and shareholders are advised that a recording of the Buddy Platform Limited Q4 FY 16 Quarterly Review Webinar, hosted by Buddy CEO David McLauchlan, has now been posted online, and is available for viewing at http://bit.ly/BUDwebinar.

Topics covered include business fundamentals such as revenue, sales, pipeline and customer traction, in addition to an update on the pending acquisitions of Noveda Technologies, Inc. and Zentri, Inc. A walk-through demo of the Noveda product is included, and the webinar concludes with a Q&A session answering questions submitted from investors.

About Buddy
Buddy Platform Limited (ASX:BUD) 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 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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Q4 FY 16
Investor Webinar

David McLauchlan
CEO

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Quarter 4 & Appendix 4C Review
Q4 FY16 Appendix 4C Summary

- Second full quarter of operation as Buddy Platform Limited, following the relisting of the company as Buddy Platform Limited (ASX:BUD) on December 30th, 2015.
- Booked revenue for the quarter was A$186k, cash receipts of A$86k
  - Service revenue of A$51k
  - Finance income of A$35k
  - Year-to-date (since December 17, 2015) cash receipts total A$309k.
- Total cash balance of A$10.84 million as of March 31, 2016 (A$14.3 million as of July 29, 2016).
- Performance metrics guidance – peak traffic of 35.2 million transactions per day (up 367% on previous quarter); the Buddy Platform is now processing IoT data at a run rate exceeding 1 billion transactions per month.
Q4 FY16 Appendix 4C Summary

• Ended the quarter with A$3.7 million in pipeline value, A$2.7 million of which was in the final “proposal” or negotiation stage of the pipeline (up 154% on previous quarter).
  • Pipeline growth is accelerating - 40% growth in last 7 weeks, and in just last 30 days, 10 deals have been added to the pipeline worth A$1.72 million
  • Current (July 29, 2016) sales pipeline of A$4.7 million
• Announced development of Parse by Buddy with collaboration from Facebook’s Parse team; on track for late (northern) summer launch.
• Announced two pending acquisitions – Noveda Technologies, Inc. and Zentri, Inc.
• First performance milestone (20 million connections per day from discrete devices for three consecutive weeks) was reached, after traffic exceeded that figure in the final week of the quarter.
Revenue

A$186k of revenue booked in Q4 FY16

Most of the business “landed” in the quarter entered the pipeline pre-CES (January 2016)

Likewise the two latest stages of the pipeline (“Validation/Proof of Concept” and “Proposal”)

Too early to see IoT World deals (May 2016)

Current indications suggest Buddy will be able to deliver revenues well ahead of originally anticipated projections

Buddy tracking very well against published performance milestones - upon achievement of those milestones, it is envisaged that the Company will be in a position to declare profits on very meaningful revenue.
Cash position

Currently holding A$14.3 million in cash & short-term securities (A$10.84 million at quarter end)

The Company is in an extremely strong position to conduct all current activities in the pursuit of its’ strategic goals and performance milestones.
Sales pipeline

Pipeline growing rapidly – well ahead of expectations on both a dollar & percentage growth basis

Last 30 days, Buddy has added 10 deals worth US$1.27 million (A$1.67 million) to the pipeline (plus another 4 deals in June)

At close of the quarter, total pipeline value was A$3.7 million, with nearly three quarters of that value in either the “Proof of Concept” or “Proposal” stage

Current value of the pipeline is approximately A$5 million

Excludes closed deals – ie: exclusive of bookings and cash receipts. For a business at the stage we are, whose sales model is “enterprise software as a service” (enterprise SaaS), these are great numbers

Given our customers’ confidentiality requirements, we’re trying to be as transparent as we can about our pipeline (notwithstanding competitive issues).
Customer traction

First performance milestone reached – 20 million connections from discrete network connected devices per day, for three consecutive weeks

Milestone metrics were first reached at the end of Q4, but milestone not technically reached until early this quarter (Q1 FY17)

In these early days, device & data volume growth with be a step-function (ie: not “smooth”)

Connection volume driven by a breadth of customers, one of which continues to be Noveda – currently at 602 facilities across US, Canada and Middle East (4.4 million transactions per day)

Traffic now exceeding 1 billion transactions per month, and growing

Data coming in from smart meters, connected street lamps, global food chain locations, vehicle tracking installations, home appliances, connected home professional services and more.
Parse (Server) by Buddy

Announced in April that Buddy would be deploying an instance of Parse Server to replace Buddy's existing mobile backend as a service functionality.

Visited with Facebook at their HQ in California to solicit their support and cooperation for our efforts.

Discovered that open source version of Parse Server would not support high volume mobile apps.

Buddy has spent the past 3 months evolving that open source product into “Parse by Buddy” – scalable, capable of supporting high volume, nearly seamless to migrate to from FB-hosted Parse.

Full ownership of this functionality is with the Adelaide engineering office of Buddy.

Unique opportunity – nearly all other Parse Server offerings are hosted versions of open source.

Managed launch in August, full launch end of US summer, expecting demand Nov ’16 – Jan ’17.
Staffing & server performance

Current staffing levels – 24 headcount in total, 17 in the United States, 7 in Australia

Projecting staffing levels to jump to 56 immediately post-completion of pending acquisitions

Further hiring will be necessary (sales & marketing especially), however the Company will continue to take a cautious hiring approach

Strong technical performance from the Buddy Platform in Q4

API average response time plummeted from 83ms to 33ms this quarter (good). Uptime was 99.997% for the US, 100% for both EU and AU regions

No SLA events this quarter.
Pending Acquisition – Zentri, Inc.
Why Zentri?

Zentri solves 3 real problems for manufacturers of connected devices:

1) Getting devices connected to a wireless network
2) Getting devices securely connected to a control point (ie: mobile device)
3) Managing fleets of devices

If you believe that the IoT will lead to millions or billions of connected devices, it follows that there will need to be a way to manage those devices

Buddy's customers need these services – question was whether Buddy should partner, build our own, or acquire. We found a world-class solution from a world-class team who were interested in a deal

Due diligence is currently underway and moving as fast as possible – complex technical product and customer relationships (ie: contract reviews), but team is very cooperative, progressing well.
Zentri financials

The Zentri deal is a three-tranche deal, with a mix of fixed payment (for IP, team, etc...) and revenue-based earn-out (customers, revenue, etc...)

Maximum cost of the transaction is 300 million shares (A$31.5 million as of today)

To reach this earn-out, Zentri will need to contribute at least US$14.4 million (A$19.3 million) in revenue to Buddy by December 31, 2017

Zentri booked A$4.0 million in revenues in CY2015, with cash receipts of A$3.1 million (NOT audited)

Zentri YTD bookings are A$4.2 million in revenue (backlog + shipments)

Not offering guidance on FY2017 results, but investors should note mutually agreed earn-out figures.
Pending Acquisition – Noveda Technologies, Inc.
Why Noveda?

Research shows the largest purchaser of IoT services over next five years will be government, followed by enterprise. Overlap of those two segments is very substantially smart infrastructure tech

These customers are notoriously difficult to win, but once won, tend to be long-term contracts

Noveda has live, shipping technology that is loved by (and purchased by) customers that Buddy would find resource-intensive to win, and would take a substantial investment of time to win

We feel that Noveda’s customers are ready to buy more, and Buddy can offer them more

Buddy’s customers want more easy-to-consume visualizations of their data

Noveda’s team is deeply experienced in working with major US East Coast utilities, infrastructure, government organizations.
# Noveda customer base

<table>
<thead>
<tr>
<th>Customer</th>
<th>Scope of Monitoring &amp; Verification Engagement</th>
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<tbody>
<tr>
<td>Deutsche Bank</td>
<td>Electricity consumption and solar production</td>
</tr>
<tr>
<td>Major US retail chain</td>
<td>Electricity consumption in all retail stores in the US + solar &amp; fuel cell production in the US</td>
</tr>
<tr>
<td>Prudential</td>
<td>Electricity consumption &amp; solar production in the US + sustainability reporting</td>
</tr>
<tr>
<td>Global US bank</td>
<td>Electricity consumption &amp; solar production (pilot)</td>
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<tr>
<td>Rolls Royce</td>
<td>Electricity consumption in UK manufacturing facilities</td>
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## Noveda customer base

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<tr>
<td>New York City Department of Education</td>
<td>Resource monitoring and verification for 1,800 NYC schools (pilot)</td>
</tr>
<tr>
<td>Natural Research Defense Council</td>
<td>Electricity, gas, water &amp; renewable energy resources monitoring &amp; verification for all offices in NYC, Washington DC, Chicago, California and Beijing.</td>
</tr>
<tr>
<td>Avis Budget Group</td>
<td>Electricity monitoring &amp; verification for HQ building</td>
</tr>
<tr>
<td>Sheik Zayed Desert Learning Center</td>
<td>Electricity consumption and solar generation in Abu Dhabi facility</td>
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Noveda customer base

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<tr>
<td>Honeywell</td>
<td>Noveda’s monitoring and verification platform can natively integrate with building HVAC and management systems from global leaders such as these key customers.</td>
</tr>
<tr>
<td>Johnson Controls</td>
<td></td>
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<tr>
<td>CBRE</td>
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<tr>
<td>Jones Lang Lasalle</td>
<td>Currently using the Noveda platform to monitor stadiums they manage. Currently installed in 4 stadiums, opportunity to expand to Comcast’s full portfolio of 135 stadiums.</td>
</tr>
<tr>
<td>Comcast</td>
<td></td>
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Major Noveda deals

Previously shared details of Energy Ottawa – Noveda has entered into a contract to provide energy monitoring software and services for smart/connected metering devices. The contract provides for a 5-year deal covering 350,000 meters targeted up to US$5 million (A$6.8 million) per month at contract maturity.

Had also previously shared that Noveda’s existing customer contracts target upwards of US$15 million – US$20 million (A$20.3 million to A$27 million) in revenues over the coming 36 months.

New York State Energy Research & Development Authority ("NYSERDA") has selected Noveda to be one of only two vendors of real-time energy management ("RTEM") services eligible for up to US$36 million in grants – largest deal by dollar value in Noveda’s history.

US$30 million will be offered, to fund up to 30% of installation and 5-year service costs for NY building managers and operators.
Noveda deal terms

Maximum cost of the proposed Noveda acquisition is US$24 million in Buddy stock (all consideration expected to be paid in Buddy ordinary shares, but can be in cash at Buddy’s election)

Earn-out tied to revenue contribution – 3x Noveda revenues in year 1, 2x Noveda revenues in year 2, 1x Noveda revenues in year 3

Due diligence is complete, and now implementing learnings into binding commercial agreements

Sales & marketing teams preparing to launch efforts with immediate effect upon deal closure

We’ll update shareholders with progress as it happens – very excited to get this deal closed and continue to evolve our already strong relationship with Noveda’s leadership.
Noveda Live Demo
Solar Performance Cluster

What is our Carbon Footprint (CO₂ impact)?

Metric Tons of CO₂

With renewable energy: 1,459.64
Without renewable energy: 1,716.55

How much electricity have we generated?

Energy Production and Use

Total Solar Energy Generated - kWh: 894,842.73
Facility Electrical Consumption - kWh: 5,978,936.8

How well is our system working?

System Performance

0 kWh: 79.4%
1,200,000 kWh: 50%
960,000 kWh: 25%
...

How many homes could we power?

Residential Home Equivalent

We've generated enough electricity to power 129 homes over the time period.

* based on 365 day sample.
AC power in kiloWatts

How much electrical power are we using right now?

AC kW

BASELINE 715.9 1000

ACTUAL 690

Grid kW avg/min

Electrical Performance Index

How's my overall electrical energy consumption?

ACTUAL : BASELINE +0.3%

Performance Index
Based on current and historical Electrical Consumption....

**What is this facility’s CARBON footprint and ENERGY footprint?**

This facility’s current energy use (ACTUAL) can be compared to its historical BASELINE consumption.

The use of renewable energy allows this facility to offset and reduce its annual carbon emissions (CARBON footprint*).

This graphic depicts the carbon emission reduction contributed by a renewable energy system as well as any other energy saving measures.

The reduction in CARBON footprint impacts the forest by reducing the amount of new trees (ENERGY footprint*) that would have to be planted to sequester the metric tons of CO₂ gas produced each year.

This facility with renewable energy requires: 437.9 acres

This facility BASELINE without renewable energy would require: 444.541 acres
Audience Q&A
Justin – Please explain how the 3 businesses contribute both separately and combined to the overall data/revenue kitty.

Justin – Before the acquisitions Buddy seemed very broad in its approach – now it seems you’re prioritising the utility sector. Is this correct?

Justin – How do the acquisitions affect Buddy’s long-standing pipeline, can this be accelerated from here?

Paul – Please explain how the IoT and what Buddy does differs to an old fashioned SCADA system?

Vladimir – In your March qtr, your service revenue was $145k, yet in the June qtr service revenue was $51k. Can you explain this drop? You recently announced an increase in managed device connections, how does this correlate to a drop in service revenue?

Vladimir – Do you expect to complete the acquisitions of Zentri and Noveda before the end of calendar year 2016?

Vladimir – If you were to receive a $1B buyout offer for Buddy, would you take it? Or do you view the company as being worth more? You’ve said there’s room for multiple $1B+ IoT companies – do you still believe this goal is realistic?

Andrew – Given that Buddy met the performance milestone 17mo ahead of schedule thus triggering a substantial share issue to directors, what would you say to claims that the targets were set much too low?
Audience Q&A

**Ernesto** – Is there any scope for the platform to use the blockchain to secure the data and use the properties of a decentralized distributed network?

**Steve** – When will the cash receipts start to flow for the Noveda acquisition, assuming this closes in the planned timeframe?

**Adam** – Please confirm how revenue will be accounted for on long term contracts – will there be a close relationship between revenue and cash receipts or will revenue on long-term contracts be front loaded?

**Andrew** – In regards to the 22M shares Buddy holds in Weebit Nano (formerly Radar Iron) – could you expand on the connection Buddy holds with this company? And your opinion of the Weebit Nano technology?
The simplest way to make data from any connected device valuable