
Please find attached a copy of a presentation that is being used to frame investor introduction and update meetings held by Buddy Platform Ltd CEO, David McLauchlan.

Investors with questions or comments are invited to contact the company by email at ir@buddy.com and a member of the Investor Relations Team will be pleased to respond.

- The Buddy Platform Investor Relations Team.
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David McLauchlan, CEO

11+ years business development @ Microsoft
Chair, MTP (iPhone connectivity protocol) – USB-IF
Chair, PDC (HP Printer connector) – CEA
Technical Contributor – WiFi, IEEE PWG, Bluetooth, USB
Recipient, Technology Achievement Award - CEA
Founder, TVinteract (sold March 2014)
3 patents

Technical Advisor, Bill & Melinda Gates Foundation

Adam Schultz, GM - Australia

Co-Founder & Director @ DGA Consulting
Principal Consultant @ DNV GL – Energy
Senior Engineering roles @ electric utility companies in
Australia and the US
Deep SCADA and Real Time Systems Expertise
Utility-Scale Solar Generation Expertise
Sub-station Automation Expertise

Based in Melbourne, Australia

ASX (trading under stock ticker ‘BUD’)
Board of Directors

Chairman – Sequoia Partners, Inc.; Silicon Valley investor and VC fund LP.

CEO @ Buddy Platform, Inc.; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation.

CEO @ Polyverse Corporation; ex CTO & EVP @ AOL; ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.

CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank

Managing Director @ Armada Capital Pty. Ltd.
Board of Advisors

Managing Director @ Circini Partners; Venture Partner @ Acumen Ventures; ex Investment Director @ Macquarie Venture Capital.

Founder @ Bread’n’Butter Digital; U.S. Portfolio Manager, Australian Fund; ex Senior Partner, GroupM; ex MEC; ex Wunderman.

ex Global CTO, Connected Services @ Ford Motor Company; ex Head, Developer Program @ Ford; ex Director @ Motorola.

Director of Product, Alexa & Echo @ Amazon.com; ex GM, Windows Phone @ Microsoft (21+ years).

VP Engineering & Product (CTO), Connected Solutions @ Sears; ex Executive Tech Advisor to Paul Allen; ex Architect, Amazon Fire TV.

Ron Spector
Jessica Michaels
John Ellis
Charlie Kindel
Parag Garg
## BUD.ASX Capital Structure

### Reconciliation of Share Capital:

<table>
<thead>
<tr>
<th></th>
<th>Quoted</th>
<th>Un-Quoted</th>
<th>Total</th>
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<tbody>
<tr>
<td>Ordinary Shares</td>
<td>259,532,863</td>
<td>499,999,956</td>
<td>759,532,819</td>
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<tr>
<td>Options (10c) Exp 17/11/2020</td>
<td>2,807,715</td>
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<td>2,807,715</td>
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<tr>
<td>Options (12.5c) Exp 30/11/2017</td>
<td>40,000,000</td>
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<td>40,000,000</td>
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<tr>
<td>Options (3c) Exp 30/11/2017</td>
<td>12,500,000</td>
<td></td>
<td>12,500,000</td>
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<tr>
<td>Performance Rights</td>
<td>32,270,858</td>
<td></td>
<td>32,270,858</td>
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<tr>
<td>Performance Shares</td>
<td>91,000,000</td>
<td></td>
<td>91,000,000</td>
</tr>
<tr>
<td><strong>FULLY DILUTED TOTAL:</strong></td>
<td></td>
<td></td>
<td><strong>938,111,392</strong></td>
</tr>
</tbody>
</table>
Financing History of the Company

Founded in late 2011

First product launched in May, 2012

Pivoted from mobile app backend to IoT platform in late 2014

Raised US$3.8MM from investors such as Transmedia Capital and Microsoft Ventures

Made decision to eschew further VC financing in favor of an ASX public listing (June 2015)

Including prior funds, raised total of US$4.1MM up to the public listing (December 2015)

Raised A$15.1MM in public listing capital raise / option conversions.
Operational headquarters located in Seattle, USA.

Business headquarters located in Adelaide, Australia.
50+ billion connected things in 2020.

That’s 50+ petabytes of data generated per day.

Much of it coming from cars, smart homes, wearables and home appliances.
Appliance companies who build things like dishwashers are not “big data” experts.

They’re building products that generate a huge amount of data, but they have no capability to manage or monetize that data.
And this data can’t simply be viewed in Excel. It needs to transit an “exchange” before being accessible to common software tools.
Introducing Buddy.

When companies can access the data their devices are generating, they get smarter and they make/save money.
...any organization can ask questions of their device or sensor data.

And get answers in real-time.

Securely & privately.

(and it isn’t just device manufacturers that need Buddy – any organization that deploys devices that generate data like kiosks, mobile apps, barcode readers, cash registers, entertainment systems, appliances, medical devices, factory equipment, auto OEMs, etc... we can service)
We take data that comes “raw” from devices looking like this...

```json
{
    "id": "efb62577a8a34f9a83938d649d8abc4b",
    "info": "354898040645409,4002,2016/05/25,12:40:30,-34.86854,138.68582,91.0,0,0,0,0,0,9,0.9,342,0.0,13.0,15,1,0,95.3#
354898040645409,4002,2016/05/25,12:50:30,-34.86854,138.68582,91.0,0,0,0,0,0,0,9,0.9,342,0.0,13.0,15,1,0,95.3#
354898040645409,4002,2016/05/25,13:00:30,-34.86850,138.68584,84.0,0,0,0,0,, "unique_id": "efb62577a8a34f9a83938d649d8abc4b"
}
```

(Buddy doesn't manufacture any hardware - this OBD-II connector is an example of a commodity device that once loaded with Buddy code, can pull data from a vehicle and upload it to our platform)

(this is an example telemetry stream inbound to Buddy from a connector like the example to the right)
We run that data through the customer’s choice of datacenters in these locations...

(We “sandbox” our customer’s data, meaning we keep each customer’s data separate and secure – customers choose us because we’re not reselling their proprietary data, nor using it to sell ads or other services)
And by publishing special “APIs”, we answer questions that customers have of their data.

Example: “How many DeLorean cars in NYC have their air conditioning turned on right now?”

https://api-us.buddyplatform.com/dashboards/bbbbbbc.qPbbvGdxGdHp/55b1881c4e76cf0f5cbd8c01?reset=true

Go ahead and click on this link. It is an “API” - application programming interface - that when clicked, performs a live query on real data (Firefox & Chrome browsers only).
Customers can plug those APIs into “control room” style dashboards.

No developers nor BI tools needed.
Or, connect the data straight from Buddy into the world’s most popular business tools.

There’s no quicker way on earth to get data from “things” into the software that organizations already buy and use.
Best yet, Buddy can send control signals back to devices, so that the Platform can adjust devices based on the data they generate, no matter how remote.

Buddy is a fully contained automated monitoring and control engine for connected devices.
Earlier this year, Buddy announced a collaboration with Facebook.

Facebook shutting down mobile app backend technology called “Parse” they bought for ~$85MM (~$150MM post-earnout).

Over 1.1 million mobile apps use Parse to power their applications/manage their data.

Buddy is collaborating with Facebook to deploy a version of Parse on the Buddy Platform.

Beta version deployed to production. Current focus is scale & stabilization. FB reports only 3,500 of 1.1MM apps have migrated, expect volume in Nov-Jan 2017.
How Buddy drives revenue.

Data In (to Buddy)
- Monthly access fee
- Storage per TB.

Data Out (to customer)
- Visualizations & dashboards
- Business tool integrations
- M2M / big data exports
- Device control / monitoring.

On-Premise
- Setup fee + recurring maintenance fee.

(starts at $1,000/mo + $150/TB for storage)
(Bulk data exports start at $5,000/mo, or pay $100 per 10 transactions per second)
(starts at $250,000 + $50,000/mo)
Current pipeline snapshot
(before any announced acquisitions)

540 individual leads
(a prospect becomes a lead when contact is made, an opportunity exists, budget exists and the decision maker is identified)

Leads

UK public utility company
Building management company
European mining technology company
Asian consumer electronics company
Australian IoT technology company
European consumer electronics company

Mutual Interest

Mobile IoT control application
Australian mining technology company
Major US HVAC technology vendor
Prominent silicon manufacturer (in global top 20 by sales)
Connected streetlight sensor vendor
Prominent smart-home device manufacturer

Negotiating

Retail technology company
Prominent silicon manufacturer (in global top 20 by sales)
Connected streetlight sensor vendor
Prominent silicon manufacturer (in global top 20 by sales)
Prominent smart-home device manufacturer

Vehicle fleet tracking vendor
US cellular carrier negotiating increase in monthly spend (third time)
Transportation network company
International airline
Power utility
**Current pipeline funnel.**

(before any announced acquisitions; 25 current opportunities, 540 leads)

- **Mutual Interest**
  - US$335,400
- **Needs Analysis**
  - US$36,000
- **PoC/Validation**
  - US$204,000
- **Proposal**
  - US$1,960,000
- **Negotiating**
  - US$102,000
- **Remarket**
  - US$110,000
- **Closed**

First Half 2016
25 opportunities
US$2.75MM total value
(based on 12 month contract value, to be booked in 2016)

Known traffic uplift from pipeline – 31.1MM transactions per day.
(note: first performance milestone – 20MM transactions per day)
We see M&A as a highly effective use of equity to accelerate growth in our business.

To succeed in the IoT data management space, Buddy needs to vertically integrate our product.

Where it makes sense we will build additional components & functionality ourselves.

Otherwise we may seek to acquire / asset purchase.

We’ve announced our intent to conclude a transaction with New Jersey-based Noveda Technologies, Inc.

As due diligence concludes, an update will be published to the market shortly.

One option currently under review is an all-scrip acquisition of a company that would add much needed technology + talent + several tens of millions of dollars in three year revenue.
The simplest way to make use of data from any connected device.

www.buddy.com

info@buddy.com