Dear Investors & Shareholders,

Please find attached a self-guided investor presentation that provides a comprehensive overview of Buddy Platform Limited – detailing our business, our products and our corporate structure.

In recent weeks, we’ve seen a meaningful uplift in both share price and trading volume, and we’ve been pleased to welcome new investors to the company. For those new to Buddy, as well as those considering taking a position in the company, I wanted to provide this overview of our business to help ensure all investors are fully appraised as to the nature of our business and the opportunities before us.

The Internet of Things (“IoT”) space is so vast and evolving so quickly, that investors may be forgiven for not fully understanding the role that Buddy has carved out for itself in the industry. There are two steps we’re taking to ensure that investors and shareholders are as well informed as possible:

1) Buddy publishes a weekly newsletter of relevant and interesting news in the IoT arena. It is a comfortable, easy read (ie: not full of technical jargon) and informs the reader of innovations and business developments across the industry. It publishes Sunday morning US-time, and is intended for casual, weekend consumption (contact ir@buddy.com to add yourself to this mailing list).

2) We will publish an updated and revised Investor Presentation such as the one attached, on a regular basis to ensure that all investors are kept up to date on the breadth of the Buddy Platform business. Investors should not draw any conclusions as to the purpose behind these publications, other than to ensure a full and complete picture of the business is communicated to the market on a regular and ongoing basis.

This is an incredibly exciting time to be invested in, or following Buddy Platform Limited. Our Buddy Cloud product is growing significantly, our Buddy Ohm product is garnering interest well beyond our expectations and Parse on Buddy continues to grow rapidly, allowing us to soon monetise our alternative data product.
As always, Buddy's Board of Directors, executive leadership team and I encourage any and all comments, questions and feedback be directed to our Investor Relations team (email us at ir@buddy.com).

I thank you for your interest and/or shareholding in Buddy Platform Limited.

Sincerely,

David McLauchlan
CEO, Buddy Platform Limited.

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**About Buddy**

Buddy Platform Limited (BUD.ASX) provides highly scalable Internet of Things data aggregation and management infrastructure by way of three unique offerings – Buddy Cloud, Buddy Ohm and Parse on Buddy. The Buddy Cloud offers smart city providers a globally scalable data ingestion and management platform. Buddy Ohm, a complete and low cost solution for facility resource monitoring and verification, connects systems that were never designed to work together, while turning energy savings into a strategic asset. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world’s most popular BaaS technology. Buddy Platform is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit [http://www.buddy.com](http://www.buddy.com).

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Investor Presentation – June 2017
BUD.ASX

David McLauchlan
CEO

BUDDY PLATFORM LIMITED
Disclaimer

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Certain information in this presentation refers to the intentions of Buddy Platform Limited, but these are not intended to be forecasts, forward looking statements or statements about future matters for the purposes of the Corporations Act or any other applicable law. The occurrence of events in the future are subject to risks, uncertainties and other factors that may cause Buddy Platform Limited's actual results, performance or achievements to differ from those referred to in this presentation. Accordingly, Buddy Platform Limited, their directors, officers, employees and agents do not give any assurance or guarantee that the occurrence of the events referred to in this presentation will actually occur as contemplated.
The “Internet of Things” (IoT) describes the idea that everyday things in our lives will become connected to the Internet. This already includes “things” like mobile phones, cars, televisions, light bulbs, utility meters, home alarm systems and appliances. Cisco estimates that by 2020, there will be between 25 and 50 billion things connected to the Internet.
50 billion things will generate more data annually than the world has ever seen to date.

Making sense of that data – turning it into insights or actions will become one of the world’s most profitable industries.

There won’t be a single “winner” in this space; this isn’t a winner-take-all market, it is simply too big.
The fastest growing segment of the IoT is “smart cities” – connected buildings, parking, street lights, traffic, pedestrian movement, civic infrastructure, etc...

Spending in this segment alone will to grow to US$758 billion by 2020 (CAGR of 19.4%)

However...
“Trying to determine the market size of the Internet of Things is like trying to calculate the market size for plastics, circa 1940. At that time, it was difficult to imagine that plastics could be in everything.”

Michael Nelson
Professor of Communications, Culture & Technology
Georgetown University
Buddy turns the IoT data generated by smart city infrastructure into a valuable asset.

(in other words, we make smart city data insightful and actionable)

ASX listed on December 30, 2015

Corporate offices in Seattle, USA and Adelaide, Australia

First publicly traded Internet of Things (“IoT”) company listed on Australian Securities Exchange (BUD.ASX).
The Business
At the company’s core, we sell data.

We generate this data from three different products.

We manage and process it using our own technology.

We package it up and sell it – to a broad range of customers.
Buddy operates a 3-sided marketplace.

Customers pay us to service the (IoT device generated) data they send us.

Those same customers pay us to retrieve their (now insightful/actionable) data.

Buddy sells highly aggregated and anonymized data feeds to buyers such as financial services firms (amongst others).
Buddy is therefore a data exchange.

We invest in mechanisms to collect and generate more data

We invest in mechanisms to make that data useful/actionable

We expand the customer-base for the data we have to sell.
The Products – (1) Buddy Cloud
Buddy Cloud

The Buddy Cloud is the data exchange technology taking data from connected things and making it accessible, useful and valuable.
The Buddy Cloud is the core of Buddy Platform’s IP.

Buddy Ohm and Parse on Buddy both are built upon the Buddy Cloud technology platform.

Microsoft – an investor in Buddy Platform since 2012 – is a key technology partner providing global infrastructure (Azure).
Buddy Cloud targets high volume, civic infrastructure IoT data management needs.

The product is highly customizable and scalable at a global level.

Customers are typically large companies with significant IoT device or technology deployments.

Expect 2-3 major deals a year, all US$1MM or larger.
Buddy Cloud Case Study

Recreational Vehicle Manufacturer

A provider of high-end travel trailers and caravans – multi-billion US$ “Thor Industries” – wants to offer a ‘smart trailer’ experience to its customers, integrating on-board systems with an IoT enterprise platform and smartphone and tablet apps.

Buddy is developing a fully end-to-end solution delivered upon the Buddy Cloud.

The solution involves mobile and web apps, custom hardware that can be updated over-the-air, all powered by the Buddy Cloud.
The Products – (2) Buddy Ohm
40% of the world’s energy usage is within buildings.

40% of the world’s carbon footprint is from buildings.

20% of the world’s available drinking water is consumed in buildings.
New buildings must be emissions neutral by 2030

Existing buildings by 2050

Building sector = 23% of Australian emissions

Top priority to achieve goals: “promote energy efficiency”
We thought: what if we created a “FitBit” for buildings?

...a device that would capture the resource consumption metrics for buildings?

Like a FitBit, it would provide real-time actionable feedback

... and could be sold into any market.
Products exist that do this... but they’re terrible
(some combination of: expensive, hard to use, no access to data, only monitor electricity, ugly).
Buddy Ohm is affordable

Offers real-time data

Data can be easily accessed and understood

And it looks gorgeous

Buddy Ohm is a “FitBit for buildings” (if designed by Tesla!).
Buddy Ohm measures electricity, gas, water and steam consumption, along with solar generation + temperature/humidity via small remote sensors.

It is designed for small-medium buildings.

It has a self-contained cellular modem, so it is always connected to the Buddy Cloud.

Because it is always connected, we can update it with new functionality remotely, just like an iPhone app.
Buddy Ohm is a complete game changer for smart city infrastructure monitoring.
We offer a family of sensors and extensions

The product is sold as a service – providing ongoing annuity revenue

Initially targeted buildings 9,000m² – but market proving to be much broader.
After launching the product in March, we uncovered additional market opportunities.

Initially we were selling/pricing to customers who would use Buddy Ohm to save energy costs.

Turns out that’s only a third of the customer base.

Another customer segment wants Buddy Ohm to verify their existing energy costs – they want 3rd party verification of the bills they’re paying.

Yet another customer segment has sustainability as a corporate mission and seeks a visible way to demonstrate this to customers.
Accordingly we’re now selling Buddy Ohm into locations as small as 90m² (quick service restaurants, retail locations, etc...)

This results in an adjustment of pricing, but is made up by the fact these customers have vastly more locations into which we have an opportunity to sell Buddy Ohm.

We’ve also learnt of new sensor opportunities relevant to these smaller footprint locations.

For now, we’re aiming for a blended mix of roughly USD$750/month per Buddy Ohm set across all customer facility footprints.
Aside from the hardware, there are two software components to Buddy Ohm – the management portal, and the dashboard.

**Management Portal**

- Manage multiple properties in a portfolio in a single web view
- Configure settings & alerts simply and easily
- Easy to understand data and actions to be taken.
Public-facing Dashboard

Designed for lobby viewing

Gently animated

At-a-glance information – by itself can create 6-8% in annual building energy savings.
Olympic Tower

RESOURCE MONITOR

5,285 kW Consuming

2,006 kW Producing

624 L Consuming

29 g Consuming

650 L Today's Target

35 Currently

Carbon Footprint

Real-time monitoring

Unplug electronics such as cell phones and laptops once they're charged. Adapters plugged into outlets use energy even if they're not charging.

Energy Saving Tip

Real-time Energy Savings $4,214
RRP:

US $300 to US $1,500+

per month, depending on facility size & complexity

All inclusive – hardware, connectivity, sensors, service, dashboard, portal and all future upgrades.
Sales launch: May 29 2017

First installations: early June 2017

Initial interest has been staggering – customers representing potentially tens of thousands of facilities across US & AU have requested trials or submitted purchase orders for first buildings.

Includes government, military, retail, hospitality, quick service restaurants, multi-family dwellings, office towers, etc…
Buddy Ohm is expected to be the Company’s fastest growing line of business in 2017/2018.

It will primarily be sold through channel partners (carriers, cable companies, electrical contractors, national facilities managers of major organisations, etc...)

A consumer (ie: retail/home) version can be rapidly deployed with the right partner (funding + volume guarantees) – focus is currently on small-medium buildings, but with the right partner, Buddy can execute on this product quickly.
The Products – (3) Parse on Buddy
In 2011, three ex-Google employees created “Parse” – a cloud platform to help mobile app developers build apps.

In 2013, Parse was bought by Facebook for US$85+MM.

In 2016, Facebook announced they were turning Parse off.

Facebook agreed to license logo + components of Parse for Buddy to operate; Parse was shut down in January 2017.
Parse became the global “defacto standard” for mobile backend as a service (mBaaS) functionality...

...Buddy now operates the world’s most scalable, enterprise-grade mBaaS built on the Parse technology.

Over 26 million phones run apps that use Parse on Buddy, and that number grows by 120,000+ daily.

So how does this correlate to Buddy’s “Smart City” infrastructure monitoring & verification mission?
Parse on Buddy allows us to meet smart city data needs such as understanding the movement of people/things, cell tower/signal strength, traffic or pedestrian movements, building inflow/outflow, etc...

Parse on Buddy is offered as a “forever free” service to mobile app developers worldwide; every time a phone running an app connects to Parse on Buddy, data is exchanged.

Buyers of this data (financial services firms, mobile carriers, municipalities, etc...) are spending millions of dollars for similar data; and it is all anonymous, aggregated data (ie: no personally identifiable info, no sales to advertisers).
Buddy will continue to build this asset in terms of volume and value through 2017.

With additional metadata, 3rd party estimates of the value of our current data asset is US$10MM – $15MM, with similar data being sold at between US$10k – US$100k per month per customer.

The Company is about to release a new developer SDK that collects this additional metadata.

We have buyers ready to buy this “alternative data”.
We anticipate alternative data revenues becoming material in Q3FY18.

Why not immediately? We need to collect a deeper bench of data, and we need more history.

The most valuable data is “quarter on quarter” and “year on year” comparisons – ie: we need a full year of data to effect this.

It is clear that once these milestones are complete, we’ll have a multi-million dollar (and growing) asset – hence Q3FY18 expectation.
<table>
<thead>
<tr>
<th>Buddy Platform Limited</th>
<th>Reconciliation of Share Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Escrowed (Unquoted)</td>
</tr>
<tr>
<td></td>
<td>Quoted</td>
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<tr>
<td>Ordinary Shares</td>
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<tr>
<td>Options ($0.10, expiry 17/11/2020)</td>
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<tr>
<td>Options ($0.125, expiry 30/11/2017)</td>
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<td>Options ($0.03, expiry 30/11/2017)</td>
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<td>Employee Incentive Performance Rights</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>603,985,025</td>
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</tbody>
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(Appendix 3B to be lodged this week)
| 1 | MR DAVID MCLAUCHLAN | 16.21 |
| 2 | MR JEFFREY MACDUFF  | 9.07  |
| 3 | A2 PARTNERS PTE     | 3.55  |
| 4 | MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED | 2.12 |
| 5 | HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED-GSCO ECA | 1.69 |
| 6 | EDGEWOOD PARTNERS LLC | 1.52 |
| 7 | MR BRADLEY SERBUS   | 1.42  |
| 8 | MR JAMES MATTOX     | 1.34  |
| 9 | MR JEFFREY MATTOX & MS HELEN MATTOX | 1.33 |
| 10| ACEQUIA CAPITAL LLC | 1.32  |
| 11| MR JUSTIN LAURENCE BARRY | 1.30 |
| 12| MR JOHN FARMER      | 1.12  |
| 13| MR ED JENNE         | 1.04  |
| 14| MR AL GRIFFIN       | 1.04  |
| 15| BNP PARIBAS NOMINEES PTY LTD | 1.00 |
| 16| DM CAPITAL MANAGEMENT PTY LTD | 0.96 |
| 17| CITICORP NOMINEES PTY LIMITED | 0.95 |
| 18| LSAF HOLDINGS PTY LTD | 0.94 |
| 19| MR KUOHUANG YEN & MS YUSHIN TU | 0.91 |
| 20| MR PETER JOHNSON    | 0.86  |

Total 49.68%
Balance of Register 50.32%
Grand Total 100.00%
BUD.ASX
Board of Directors

Rick Borenstein  
(Chairman)  
(US) Chairman – Sequoia Partners, Inc.; Silicon Valley investor and VC fund LP; adviser to Silicon Valley & Israeli startups.

David McLauchlan  
(US) CEO @ Buddy Platform Ltd; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation.

Alex Gounares  
(US) CEO @ Polyverse Corporation; ex CTO & EVP @ AOL; ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.

John van Ruth  
(AUS) CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.

Ananda Kathiravelu  
(AUS) Managing Director @ Armada Capital Limited.