



ASX MARKET RELEASE

Buddy and Gimbal Team Up To Make Location And Proximity Data More Accessible To Joint Customers

SEATTLE, WASHINGTON – February 4, 2016 – [Buddy Platform](#) and [Gimbal, Inc.](#) today announced a strategic partnership that streamlines the process for joint enterprise customers to incorporate location and proximity data from the Gimbal Platform. Gimbal is the leader in location intelligence and proximity-based mobile engagement. Under the partnership, the two companies will provide joint customers a fast, secure and scalable system that leverages Buddy's cloud based data platform. Data generated from Gimbal's mobile engagement platform comprised of a unique combination of geofencing and Bluetooth Low Energy beacons, can now be made available to any analytics, machine to machine system or business intelligence toolset.

"We are pleased to be partnering with Buddy, a leader in IoT device telemetry and data processing to give unparalleled insight and data access for enterprises looking to understand their own consumer behavior in the physical world," said Brian Dunphy, Gimbal's SVP of business development and strategic partnerships. "Our two platforms working together will give enterprise customers faster access to the insights that drive the performance of location enabled experiences.

A retailer using the Buddy and Gimbal platforms together would be able to unify and connect shopper's first party location and proximity data from Gimbal, with existing business systems. The combined data collected from a retail mobile app, Gimbal beacons and CRM data can show rich information like demographics, purchasing history and inventory, enabling rich insights around shopper behavior and activities to deliver more meaningful, targeted services.

"Devices and sensors like Gimbal's world-leading Bluetooth Low Energy Beacons are making IoT real for organizations and individuals in industries like retail, hospitality, healthcare and beyond," said David McLauchlan, CEO, Buddy Platform. "By combining Buddy's cloud based device data infrastructure with Gimbal's unmatched security features and privacy controls across their beacons and geofences, customers will benefit from an even deeper and highly secure view of device and user behavior."

Additional Resources

- Visit www.Buddy.com and www.Gimbal.com
- Follow @BuddyPlatform and @Gimbal on Twitter

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 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>.

About Gimbal

Gimbal, Inc. is connecting enterprises with their customers in exciting new ways by providing leading-edge mobile technologies and solutions. With advanced geofencing, the world's largest deployment of industry-leading Bluetooth Smart beacons, location-based engagement, analytics, unmatched security features and privacy controls, the Gimbal platform helps drive mobile app engagement and loyalty. Visit www.gimbal.com for more information.

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