



# ASX MARKET RELEASE

## Ingram Micro Extends Distribution of Buddy Ohm to Mexico and Brazil

### SUMMARY

- Ingram Micro and Buddy have executed an "adoption agreement" to extend the distribution relationship between the companies to Mexico, Brazil and 18 additional Latin American markets
- The new markets included in this agreement are Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, French Guiana, Guadeloupe, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela
- Latin American market is nearly double that of the United States (by population), and the region covered by this agreement includes 47 cities whose population exceeds one million
- Agreement constitutes the first major expansion of sales territories for Buddy Ohm following the Buddy Platform – Ingram Micro global partnership announcement.

### 22 February, 2018 – Miami, Florida

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announced it has extended its agreement with the world's largest distributor of technology products and supply chain services – Ingram Micro Inc. – to distribute the Buddy Ohm product line into Mexico, Brazil and eighteen (18) additional new markets in Latin America with a combined population exceeding that of the United States. US headquartered Ingram Micro has turnover of more than US\$43 billion, operations in 52 countries, and more than 200,000 reseller customers in 160 countries around the world.

The new markets included in this Adoption Agreement include Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, French Guiana, Guadeloupe, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela.

"Expanding into LATAM countries with Buddy demonstrates Ingram Micro's commitment to delivering IoT solutions to our resellers globally. We look forward to working closely with Buddy on this rollout across key markets in LATAM", said Ben Xiang, Director of Global IoT at Ingram Micro.

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"We're very pleased to be working with Ingram Micro to extend our reach into the Latin American market", said David McLauchlan, CEO of Buddy Platform. "Having established a dedicated Buddy team for this region based in southern Florida, and now with our primary distribution partner opening these markets up for us, we will start expanding into Latin America right away".

As per previous guidance, the Company is taking a careful approach to expansion, rolling out into new territories and markets only with the support of distributors and resellers, and once market demand has been established. That said, it is expected that entering all of these new territories will continue through 2018 and into 2019.

Since this Adoption Agreement is an addendum to the Ingram Micro USA distribution agreement, it terminates automatically upon termination of that agreement.

Buddy management is presently unable to offer guidance on revenue potential from this agreement, however will provide a market update should this change.

### **About Buddy**

Buddy Platform Limited ([BUD.ASX](http://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 ingestment 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 Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit [www.buddy.com](http://www.buddy.com).

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