



# ASX MARKET RELEASE

## Update on Reseller Arrangements in Australia

### SUMMARY

- Telstra and Buddy cease negotiations for Telstra to become the primary Buddy Ohm reseller in Australia
- Dicker Data will continue to act as a distributor of Buddy Ohm in Australia but will become the primary distribution channel for Buddy Ohm in Australia
- Dicker Data will maintain the ability to supply Buddy Ohm into their existing Telstra channels in the future if needed
- By way of a related update on Buddy Ohm distribution, the Company has expanded Buddy Ohm distribution through Ingram Micro to the UK, Spain and Germany with additional European regions to follow.

### 18 April, 2018 – Adelaide, Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, advises that Buddy and Telstra Corporation Limited (ASX: TLS) ("Telstra") have ceased negotiations for Telstra to become the primary Buddy Ohm reseller in Australia.

Whilst the Company considered negotiations were close to being finalised for some time (refer to the announcement on 3 November 2017) no agreement has subsequently been able to be reached between the parties.

Dicker Data Limited (ASX: DDR) ("Dicker Data") will continue to act as a distributor of Buddy Ohm in Australia (refer to the announcement on 21 November 2017) and Buddy intends to switch its sales focus and efforts in Australia to Dicker Data such that they'll become the primary distribution channel for Buddy Ohm in Australia.

In late March 2018, the Company hosted Buddy Connect 2018, where Jason Hall, General Manager of Services & IoT at Dicker Data, spoke on behalf of his company's experiences and expectations with respect to the Buddy Ohm product. "We (first) deployed the Ohm system as a demo system; we put it into our own staging centre as a way to be able to show resellers and our customers to get hands on with the technology." Jason continued, "we're now planning to roll out Buddy Ohm across the organisation so that we get a really accurate perspective of how we utilise energy... Our end user experience has been fascinating and we're looking forward to seeing our customers and their end users go on the same journey whereby installation goes in, and then grows as people understand what they can do with it (Buddy Ohm)... we're really looking forward to sell-through in 2018".

Sale of the Buddy Ohm in Australia by Dicker Data have now commenced.

### **Other Distribution News**

In related news, and pursuant to Buddy's previous announcements around global distribution for Buddy Ohm via Ingram Micro, the Company will now distribute through Ingram Micro into the United Kingdom, Spain and Germany. This milestone is a direct result of the investment made by both Buddy and Ingram Micro to exhibit together at Mobile World Congress in Barcelona back in late February 2018.

The Company can further share that sales of Buddy Ohm in the United Kingdom by way of authorised reseller, Rizon IoT, have commenced. An event was held on Monday to celebrate the growing engagement between Rizon IoT and the City of Doncaster in Yorkshire, UK where Buddy Ohm devices are seeing their first UK rollouts.

The Company will continue to keep investors apprised as major milestones in distribution or resale occur.

### **About Buddy**

Buddy Platform Limited ([ASX:BUD](#)) 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 Adelaide, Australia, with offices in Seattle, Washington.

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

### **About Dicker Data**

Dicker Data Limited ([ASX:DDR](#)) was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The Company is Australia's largest and longest established Australian owned distributor of information technology products. Its vendors include Hewlett-Packard, Cisco, Microsoft, Lenovo, Symantec, RSA, Toshiba, Samsung, ASUS and others.

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

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