Dear Investors,

Please find attached a copy of our latest Investor Presentation. It has been nearly a year since we released a standalone, fulsome discussion of the Buddy Platform Ltd business in a format designed for individual consumption. Earlier this year we committed in an investor webinar that we'd provide more frequent synopses of the business, and so this presentation today helps deliver on that commitment.

For those of you whose shareholding in the business is new, I invite you to take the time to read through the presentation slides and become familiar with the specifics of what we do and how we do it. We have a very exciting business, and we’re always thrilled not just to welcome new investors, but also to take the time to explain our products and how we delight our customers.

If you are a longer term shareholder, you will be familiar with much of the content of this presentation. However, the new information you should note includes:

- An updated top 20 shareholders list
- An updated capital structure outline
- Distributor and reseller update
- Upsell and attach rate update
- Customer update
- Outline of 2019 early planning

As has always been the case, investors are encouraged to reach out with any follow up questions or enquiries to ir@buddy.com; in the meantime, I look forward to providing a more specific update on the last quarter very soon when we release our Appendix 4C Quarterly Report for Q1FY19.

Sincerely,

David McLauchlan
CEO, Buddy Platform Limited.
About Buddy
Buddy Platform Limited (BUD.ASX) provides simple, affordable and engaging solutions for customers of any size to make their spaces smarter and their occupants more efficient, environmentally-aware and informed. Buddy Ohm, Buddy Cloud and Parse on Buddy are the company's core offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. **Buddy Ohm** is a resource monitoring solution that simplifies building operations and provides peace of mind by harnessing real-time utility and operational data to reduce or mitigate risk and improve operations, savings and sustainability. **Buddy Cloud** enables ubiquitous access to and storage of data from any environment – recreational vehicles, schools, commercial buildings or an entire city – in support of smarter, healthier spaces. **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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Buddy Platform Contact:
Brian Seitz, VP of Marketing & Communications
Phone: +1 (206) 745-9079
Email: ir@buddy.com
Disclaimer

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The Company
Corporate Snapshot

ASX CODE
Market Capitalisation
Cash (as at 30 June 2018)
Enterprise Value
52-Week Low/High
Top 20 Shareholdings

TOP 20 SHAREHOLDERS

<table>
<thead>
<tr>
<th>Shareholder</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>MR DAVID MCLAUCHLAN</td>
<td>11.86%</td>
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<tr>
<td>MR JEFFREY MACDUFF</td>
<td>7.04%</td>
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<td>DM CAPITAL MANAGEMENT PTY LTD</td>
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<tr>
<td>CITICORP NOMINEES PTY LIMITED</td>
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<td>J P MORGAN NOMINEES AUSTRALIA LIMITED</td>
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<tr>
<td>LSAF HOLDINGS PTY LTD</td>
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<tr>
<td>UBS NOMINEES PTY LTD</td>
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</tr>
<tr>
<td>BRISPOT NOMINEES PTY LTD</td>
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<tr>
<td>EDGEWOOD PARTNERS LLC</td>
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</tr>
<tr>
<td>MR BRADLEY SERBUS</td>
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</tr>
<tr>
<td>MR JEFFREY MATTOX &amp; MS HELEN MATTOX</td>
<td>1.03%</td>
</tr>
<tr>
<td>ACEQUIA CAPITAL LLC</td>
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<tr>
<td>MR JAMES MATTOX</td>
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<tr>
<td>EQUITY CAPITAL AUST PTY LTD</td>
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<td>MR JOHN FARMER</td>
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<tr>
<td>MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED</td>
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<tr>
<td>MR SHAWN BURKE</td>
<td>0.76%</td>
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<tr>
<td>MR CHARLES E KINDEL</td>
<td>0.76%</td>
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</tbody>
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BUD.ASX

Board of Directors

Rick Borenstein
Non-executive Chairman
(US) Chairman – Sequoia Partners, Inc.; Chairman – trellis.co.il; former Board of Trustees, National Public Radio (NPR); MBA, Harvard

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

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

John van Ruth
Non-executive Director
(AUS) CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.
<table>
<thead>
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<th></th>
<th>Quoted</th>
<th>Un-Quoted</th>
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<tr>
<td>Ordinary Shares</td>
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<td>1,091,410,055</td>
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<td>Performance Shares</td>
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<td>Replacement Options ($0.10, expiry 17/12/2020)</td>
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<td>Unvested Employee Incentive Performance Rights</td>
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<td><strong>TOTALS</strong></td>
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<td>94,329,367</td>
<td>1,185,739,422</td>
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The Buddy Team
Rick Borenstein
Chairman, Buddy Platform Limited

Chairman, Sequoia Partners Inc.
Chairman, Trellis.co.il
Former Chairman, Finance Committee
Board of Trustees, National Public Radio
Over 250 M&A transactions for tech companies in the US & Europe
MBA, Harvard Business School
AB, Economics – University of Michigan
Early angel investor in Buddy, 2012.
David McLauchlan
CEO, Buddy Platform Limited

Co-Founder of Buddy

11 years at Microsoft Corporation

Member, Technical Advisory Board
Bill & Melinda Gates Foundation

Led or advised 3x US-company ASX listings/IPOs

Ex-PricewaterhouseCoopers

B.Eng Electronic Engineering
M.Eng IT & Telecommunications

40+ career M&A transactions
Richard Jacroux  
CFO/COO, Buddy Platform Limited

CFO / COO of Buddy

Ex-CFO, Cole & Weber

Co-Founder, MobilEvolution

Ex-Ernst & Young & Grant Thornton

Public fundraising: Part of 4 IPOs and 1 follow-on offering raising over US$200M

M&A: 7 acquisitions at 4 companies and 2 company sales

B.S. – Accounting; MBA (Kellogg)
Tim Ritchie  
VP, Global Sales & Partnerships  
[LinkedIn](https://www.linkedin.com)

Paul W. Russell  
VP, Engineering  
[LinkedIn](https://www.linkedin.com)

Charles Eliot  
VP, Product + Chief Data Scientist  
[LinkedIn](https://www.linkedin.com)

Brian Seitz  
VP, Marketing & Communications  
[LinkedIn](https://www.linkedin.com)

Adam Schultz  
VP, Business Development  
GM, Australia  
[LinkedIn](https://www.linkedin.com)

Travis Gerber  
VP, Customer Success  
[LinkedIn](https://www.linkedin.com)
About Buddy Platform Limited
Buddy exists to

Make Every Space Smarter.

We believe that every occupied space – offices, homes, schools, community sites – will have “smart” technology.

Our company exists to enable people to live better lives in these smart spaces.
Trillions of dollars will be spent on smart space technology.*

Energy efficiency and cost reductions will drive a large percentage of this.

Government regulation will also be a major driver of this technology.

We intend to build a global business at the intersection of these opportunities.

(*) US=$2.5T - Grand View Research, Feb 2018
We are an “Internet of Things” technology company that provides simple, affordable and engaging solutions for customers of any size to make their spaces smarter and their occupants more efficient, environmentally-aware and informed.

We are still modestly sized at 46 people across offices in Seattle (US), Adelaide (AU), Miami (US) and Dublin (IE).

We are committed to building a world-class organization that is a global leader in making every space smarter.
Buddy – Three Lines of Business
Buddy Ohm is our flagship product. It is new (about a year in market – very new in enterprise terms); significant growth driver in 2019.

Buddy Cloud generates the largest portion of our current revenue.

Our Buddy Alternative Data business will launch in 2019.
Buddy Ohm is an energy monitoring & verification solution. It comprises hardware + cloud and is sold as a service to commercial customers.

Buddy Cloud powers Buddy Ohm, but is also sold to enable customers with their own hardware solutions.

Buddy Alternative Data will monetize the “exhaust data” generated by mobile & IoT devices (incl. Buddy Ohm).
Buddy Ohm is the most beautiful, simple and easy to use energy & resource monitoring solution in the world.
Buddy Ohm collects data on building electricity, gas and water consumption, solar generation and internal temperature & humidity levels.
Buddy Ohm displays this data so that building occupants can understand their impact on energy consumption.

The cost of the service can often be offset simply by savings from showing occupants their consumption.
Olympic Plaza
 RESOURCE MONITOR

3,478 kW
CONSUMING
3,342 kW
AVERAGE

323 L/h
CONSUMING
305 L/h
DAILY AVG

467 kW
GENERATING
853 kWh
TODAY'S TOTAL

Building Load
Real-time monitoring

Water Usage
Real-time monitoring

Solar Generation
Real-time monitoring

Energy Score
Federal Energy Star Energy Efficiency Score

Stratton Tower
Building Class: 50,000 sq.ft.

(LEED) of the Greener, Greater Buildings Plan.
**Portal:** User-friendly, modern way to monitor building or portfolio

**Emails:** Daily or weekly status & recommendation emails
Buddy Ohm is a family of hardware monitoring devices combined with a cloud-based software solution. The product is sold as a service – providing annuity revenue.
We track over 140 competitors in the energy monitoring space.

We are unique in our SaaS sales model/price point, the fact we measure all of electricity, gas, water, steam, solar, temperature & humidity.

We differentiate on providing monitoring data to building occupants, not just facility managers.

Buddy Ohm also runs on a cellular network, meaning no connection to a building network is required.
Buddy Ohm installs in hours, not days & can be configured in real-time by installers using an app.

It is fully updateable over the air with new features and functionality.

While there are many competitors in this space, none have our combination of ease, features and SaaS sales model (no capex).

In a busy market, Buddy Ohm stands out to customers & resellers.
In addition to selling through resellers, we white-label and sell through carriers, such as Digicel in the Caribbean.
“Buddy remains one of our most exciting IoT vendors and we can't begin selling Buddy Ohm soon enough.” (Ingram Micro USA).

Buddy Ohm launched with Ingram Micro Spain at the Ingram Micro Digital summit in Madrid (18 Oct).

Dicker is currently selling Buddy Ohm in Australia and New Zealand. Have also purchased Buddy Ohm for their own facilities.

Digicel was our first major reseller of Buddy Ohm, selling into the Caribbean market. Through their network of sales staff and resellers, they sell into 26 markets in the Caribbean.

Rizon acts as UK-wide distributor for Buddy Ohm, as well as a reseller (for partners like Pangea) in the UK.
There are numerous other resellers in other markets around the world – however, current focus is on these territories:

- Australia
- United States of America
- Canada
- United Kingdom + Ireland
- Latin America (Colombia and Dominican Republic)
- Caribbean (26 markets)

Expecting to add new sales channel (via a carrier arrangement) – currently in progress.
Vancouver Aims for Zero Carbon 2030

by Sarah Lozanova on Tuesday, Mar 14th, 2017

City of Sydney pushes for a net zero office sector

Mirvac is aiming for a net-positive portfolio by 2030. Here's how it plans to get there.

Sydney Opera House targets 'carbon neutral' status by 2023

Towards a carbon-neutral Malaysia by 2050

Boston begins initiative to become carbon neutral by 2050

By Kristin Musulin • Nov 28, 2017

Large New York City buildings will now post energy efficiency grades

By SAM LUBEI • December 29, 2017
Every major city in the world is seeking to transition to carbon neutrality and/or net zero emissions status.

We asked ourselves, if you own/operate a building in one of these cities – what do you buy to get your building to carbon neutrality?

We decided the answer should be Buddy Ohm, so last March we introduced “Carbon Offsets as a Service”.

Buddy Ohm
Carbon Offset Service

Redding Medical Pavilion
RESOURCE MONITOR

- 3 ACRES OF FOREST GROWN IN ONE YEAR
- 6 BARRELS OF OIL CONSUMED
- 67.1 TREE SEEDLINGS GROWN FOR 10 YEARS
- 86.6 INCANDESCENT LAMPS SWITCHED TO LEDS
- 10,209 KILOMETERS DRIVEN BY AN AVERAGE PASSENGER VEHICLE
- .279 HOME’S ENERGY USE FOR ONE YEAR
- .014 RAILCARS WORTH OF COAL BURNED
- .0007 WIND TURBINES RUNNING FOR A YEAR
- 291 GALLONS OF PETROL CONSUMED

Tuesday | November 21

3011kWh
Buddy Ohm’s Carbon Offset feature measures total building envelope energy consumption. Buddy then calculates carbon emissions from this building envelope consumption.

Finally, Buddy automatically purchases Gold Standard carbon offsets & bills the customer.

Locally sourced offsets, all with “one-click”.

Gold Standard
Climate Security & Sustainable Development
As far as we can tell, this is a world first product.

We’ve turned one of the fastest growing problems for global cities into a service solution.

Currently launched in the US, expanding to Australia and ROW over coming quarters.

We expect this to drive unit volume sales, margin on offsets is minimal (today).

This feature also demonstrates Buddy Ohm feature momentum – important for enterprise customers.
In Q1FY19, we sold more Buddy Ohm sites (each site has one or more systems) than we had in the prior history of the company. We expect to do this again in Q2 (despite holidays).

Upsell attach rate (customers who return to purchase more monitoring) is now 35% of customers (up from 30% in Q1), who spend 98% (up from 78% in Q1) more on their subsequent purchases.

Churn continues to be under half industry norms – very pleasing, but we do expect to trend back towards "normal".

So far, each quarter more customers return to buy more monitoring and spend an increasing amount doing so.
Buddy Ohm is currently being used to monitor commercial refrigeration systems, salmon research facilities, quick service restaurants, municipal buildings, data centres, museums, university and school facilities and many more.
In 2019, expect to see Buddy Ohm monitoring more sensor types, in different types of spaces, with larger property portfolios. Buddy Ohm also used to audit facility energy consumption / verify billing.

Also expect to see Buddy Ohm bundled with other products such as servers, lighting, meters.
Buddy Cloud
Buddy Cloud was our original product.

It is now a dynamic smart spaces data and control platform – for spaces large and small.

It is “the cloud” at the core of everything we do.
Airstream (subsidiary of Thor) – maker of the world’s most famous recreational vehicle is our largest Buddy Cloud customer.
Remotely control and monitor your most essential features.

- Locate your RV.
- Control vent fans and speed.
- Control Wi-Fi & 4G LTE connections.
- Control your AC and heat pump.
- Open and close your awning.
- Turn your lights on and off.
- Monitor tank levels.
- Check propane level.
- Monitor battery voltage.

Stay connected to the comforts of home, even when you’re far from home.
All Airstream control and monitoring is powered by the Buddy Cloud.

Airstream has laid out a five-year roadmap for working with Buddy Cloud – more vehicles coming.

A$3.5 million (so far) + monthly royalty per RV shipped.
Buddy Cloud is being expanded to support our “Works with Ohm” offering – enabling third party sensors, meters and devices to connect into Buddy Ohm.

Buddy Cloud will remain the core technology foundation of the company.

We expect to continue selling Buddy Cloud as a solution for third party customers (like Airstream) in 2019.
Buddy
Alternative Data
Coming in 2019.

System to take “exhaust data” from IoT devices and monetize in accordance with GDPR requirements.
The EU’s General Data Protection Regulation (GDPR) has severely limited the use of third-party data.

Some entities have elected to depart the data monetisation business altogether.

We’ve announced that we’ll follow the lead of Google, Microsoft, etc... but in the meantime will focus our data collection on Ohm + Works with Ohm (WWO) sources.

Our WWO partners – like LIFX – have enormous caches of exhaust data that are GDPR compliant – this is where we’ll source our initial data in 2019.
Coming in 2019
Buddy’s primary product helps buildings become smart.

This from General Electric recently →

Creating an Intelligent Environment

Intelligent Lighting as a Foundation for Smart Buildings

This new era of intelligent environments gathers information that enables better business decisions and can empower organizations to reduce costs, find new avenues for investment and streamline operations. But how are companies collecting this data? And how can it be applied in a way that helps the bottom line?

Join Current by GE as we walk through several real case studies of customers who gained valuable insights from intelligent lighting solutions. Our experts will show just how LEDs can help collect data and analytics and then transform it into meaningful action.

You’ll learn:
- What a smart building is
- What other companies are doing to deliver on operational excellence with reduced energy management costs
- The path to delivering a smart building for your business
- How other companies have taken the journey and the business value they have identified
We recently announced that smart lighting from LIFX would join our Works with Ohm program.

We believe smart lighting will grow to become a primary mechanism for collecting environment data in a building.
Last quarter we added 9 new meters and sensors to the Works with Ohm program. Last week we added 2 more – all in support of major new partners or customer opportunities/tenders.

Expect to see continued expansion of the Works with Ohm program to include new sensor types and new monitoring scenarios.
In addition to reseller and distributor sales efforts, the Company continues to direct sell into very large opportunities via tenders/bids.

An additional such opportunity (AU/EU based) was added this month.

These are all quite long lead time opportunities – all hundreds or thousands of properties in the customer’s portfolio.

All remain in play, but investors are reminded these have been long-lead time opportunities – updates to come.
Expect to see more advancements in automated carbon offsetting, and sales of Buddy Ohm systems to customers explicitly seeking this service.
Expect to see increased sell-through of Buddy Ohm – direct, resellers and distributors

Also increased upsell attach rate and increased follow-on purchase spend amount.
Expect to see additional engagement with Thor Industries (NYSE: THO; brands include Airstream, Jayco, CrossRoads, Dutchmen, Entegra Coach, Thor Motor Coach, etc...).
And of course our annual product event will be held in March in Sydney – Buddy Connect 2019.
Make every space smarter.

@BuddyPlatform  |  www.buddy.com