Investor Webinar – LIFX Acquisition

Buddy Platform Limited is pleased to provide the following slides to be used in a webinar scheduled for today, February 6 2019 at 11:00am AEDT. Registration may be found at http://bit.ly/BUD-LiFX.

Please don’t hesitate to send any questions for the webinar presentation to ir@buddy.com.

-The Buddy Platform Investor Relations Team
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 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.

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Investor Webinar - LIFX Acquisition

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About Buddy Platform Limited
Buddy exists to

Make Every Space Smarter.

We believe that every occupied space – offices, homes, schools, community sites – will use “smart” technology to become more efficient and sustainable.

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

Energy awareness and cost management will drive a large percentage of this.

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

We are building a global business at the intersection of these opportunities.

(*) US=$2.5T - Grand View Research, Feb 2018
Buddy Ohm is the most beautiful, simple and easy energy 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 is a family of hardware monitoring devices combined with a cloud-based software solution. The product is sold as a service – providing annuity revenue.
Buddy Ohm displays this data so that building occupants can understand their impact on energy consumption. This can include cost of energy consumption in local currency.
Portal: User-friendly, modern way to monitor building or portfolio

Emails: Daily or weekly status & recommendation emails
Buddy Ohm is a monitoring and control platform.

The more it monitors or measures, the more valuable it becomes to customers.

It monitors more by connecting to more sensors and data, even those not made by Buddy; to date this has been the “Works with Ohm” program.

The most prevalent, useful and easy to access network of sensors in buildings will be smart lighting.

Smart lighting is also the easiest entrée to home energy monitoring – our most requested product evolution.
Buddy’s primary product helps buildings become smart.

This from General Electric recently →
Smart lighting systems globally will be used to sense:

- Energy usage
- Occupancy
- Space utilisation
- Fire/smoke detection (safety)
- Motion detection (security)
- Air quality, temperature (comfort)

Smart infrared lights can also be used to send control instructions to IR controlled devices (TVs, air conditioners, etc...).
Tim Peters
Chief Executive Officer, LIFX

Marc Alexander
Chief Product & Technology Officer, LIFX
We are on a mission to share incredible experiences with light.

The delight of touching and talking to your space.

The utility of thoughtful automation and saving energy.

The satisfaction of enjoying your environment, making it yours, your family's and friends - wherever they may be in the world.
Company
Offices in San Francisco, Melbourne & Shenzhen

Offering
Mainstream and new smart home products with differentiated features and performance.

Reach
Shipping to over 100 countries worldwide.

US Retail
Best Buy, Amazon, The Home Depot, Apple Stores, Microsoft Stores, T-Mobile, and more...

RoW
JB Hi-Fi, Bunnings, Officeworks, Beacon Lighting, Amazon [worldwide], Best Buy Canada, Apple Stores, and more across EU, UK, AU, NZ, EMEA.
RANGE

BROADEST AND BRIGHTEST IN SMART LIGHTING.

Everyday

Security

Feature
**Key Metrics**

- **Gross Margin**: ~30%
- **2018 Gross Revenue**: A$45.3M
- **2018 Net Revenue**: A$38.5M
  - [total sales revenue before deductions]
- **CY2018 4th Quarter Net Revenue**: A$17M
  - [A$284k EBITDA]
- **CY 2019**: Targeting Profitability
  - (all figures unaudited)

- **Unique devices active**: 1,200,000+
- **Devices sold**: 1,800,000+
- **Production capacity per month**: 1,000,000+
Partnerships

- Amazon
- Apple
- Nest
- Samsung
- SmartThings™
- Microsoft
- Logitech
- Google
- IFTTT
- Arlo
- Purple
- Ring
- August
- Withings
- Flic
- SkyBell™
- Peel
- Nuimc
- Bixi
- AnyMote
- Stringify
- Muzzley
- Yonomi
app experience
SMART LIGHTING,
SMART SENSING,
SMART DEAL.
WITH NO BRIDGE OR HUB, YOU ONLY NEED ONE LIFX LIGHT TO START A SMART HOME.

JUST ONE LIFX LIGHT PER HOME IS ENOUGH FOR A POTENTIAL RESIDENTIAL BUDDY OHM SERVICE TO BE DELIVERED.
COMPLETE LIGHTING CONTROL FROM ANYWHERE.

OUR WORLD CLASS CLOUD INFRASTRUCTURE MEANS USERS CAN SEE WHAT’S HAPPENING AT HOME, WHEREVER THEY ARE.

BUDDY CLOUD AND LIFX CLOUD ARE ALREADY CAPABLE OF COMMUNICATING AND COLLABORATING TODAY.
PLAYS WELL WITH ALL VOICE ASSISTANTS.

Turn on living room lamp.
YOU CAN TURN THE LIGHTS OFF AT THE SWITCH—WHEN THEY COME BACK ON THEY REMEMBER THE WAY YOU HAD THEM SET.
WE’VE GOT THE FULL SPECTRUM.

16 MILLION COLORS.
FEATURE LIGHTING TO SUIT YOUR STYLE.

SENSORS STILL INCLUDED - TOUCH, ENERGY CONSUMPTION AND MORE.
A MORE SECURE SMART HOME.

LIFX+ ENHANCES YOUR SECURITY CAMERAS NIGHT VISION—AND DOES EVERYTHING ELSE A LIFX LIGHT DOES.

FOR ENERGY AND SPACE MANAGEMENT - INFRARED MEANS BUDDY CLOUD CAN SEND CONTROL SIGNALS TO DEVICES USING LIFX+
LIFX ON
THE RISE
GROWTH

POSITIONING FOR 2019

Completed 4 consecutive years of 70% - 100% growth.

January 2019 has continued this growth rate into 2019.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (A$)</th>
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<tbody>
<tr>
<td>2015</td>
<td>5.5M</td>
</tr>
<tr>
<td>2016</td>
<td>11.3M</td>
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<tr>
<td>2017</td>
<td>22.7M</td>
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<tr>
<td>2018</td>
<td>38.5M</td>
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*Revenue figures unaudited*
COMING SOON: LIFX CANDLE

LIFX CANDLE - COLOR (ZONED)
LIFX CANDLE - TUNABLE WHITE

E14 / E12
“TILE TOUCH”: NEW FEATURE, LATENT TECH
WHY BUDDY?

Energy awareness will be a key driver to growing sales; adding Buddy Ohm to the LIFX experience solves this.

Joining with a publicly traded company, LIFX can now target greater growth.

LIFX continues to grow and sell in the consumer retail channel; joining with Buddy opens up additional commercial, enterprise and government markets.

We have always intended to build a consumer energy, value and service layer on top of our lighting products. With Buddy’s help, we can now achieve this.

We are here to grow and win, and joining Buddy allows us to remain fully invested in becoming an even larger global business.
LIFX’s lights are the world’s “most compatible” and easy to install energy and sensing sources for Buddy Ohm.

LIFX provides Buddy with a ready-built retail channel for a consumer or home version of Buddy Ohm.

LIFX lights consume 85% LESS energy than comparable legacy lighting - instant ROI when bundled with Buddy Ohm in commercial environments.

LIFX technology is ready to be licensed into many product categories, enabling Buddy and LIFX to make advanced IoT and self-energy monitoring products.
LIFX has a control and energy monitoring module.

We can turn on a “Powered by LIFX” experience with many products and integrate it seamlessly into Buddy Ohm.
The Deal
MAJOR TERMS

US$51 million consideration value for 100% of LIFX
(+US$1 million earnout if LIFX reaches US$70M in CY2019 revenues)

In addition, LIFX will retain a trade finance facility to be carried forward

51% of the consideration paid in cash (approx. A$36.5M) to
majority shareholder (Luminous Wide Ltd) at close; placement to
raise capital, balance to be debt financed by Buddy

49% of the consideration paid to the remaining shareholders
in BUD.ASX stock at close

Three-year manufacturing commitment (at least 80% of total volume of
existing product family) in side agreement with the manufacturer

Expected to close by end of March 2019, subject to
finalisation of debt financing and shareholder approval.
MAJOR TERMS

A$18.1M raised in placement (subject to completing debt financing and shareholder approval), with remaining balance to be raised via debt financing.

Existing institutional investors ready to participate. (Buddy Chairman + CEO will also invest in the placement, subject to shareholder approval)

Keep all employees, new employment agreements for CEO+CTO.

Minority shareholders will escrow 90% of their consideration stock for one year, 10% for three months;
Buddy CEO will escrow his converted performance shares for another year.

Performance share grants for LIFX principals at three milestones:
1) A$100 million in cumulative LIFX revenues (18 months),
2) A$200 million in cumulative LIFX revenues (30 months),
3) A$250 million in cumulative LIFX revenues (36 months).
Buddy is buying a strong business with tremendous growth potential for 1.8x CY2018 net revenues (excluding trade finance facility)

The Buddy Board considers this to be a very attractive deal for all shareholders.

The Buddy Group will exit CY2019 with a significantly expanded product footprint, integrated customer base and global reach.
BUD Share Price: 9.5c
BUD Market Cap: A$104M

Post-deal approx. market cap: A$168M*

*assuming share price of 9.5c
Make every space smarter.

@BuddyPlatform  |  www.buddy.com
Questions & Answers
Appendix - Buddy 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  
Executive Director
(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.

Rosey Batt  
Non-executive Director
(AUS) CEO @ Rosey Batt & Associates; Facilitator, Australian Institute of Company Directors; Board Member, Litigation Assistance Fund, Law Society of SA.
APPENDIX - ADDITIONAL INFORMATION
PRODUCT PORTFOLIO
3 TYPES

- Mini Color 16 million colors, 1000 white shades
- Mini Day & Dusk sunlight to warm amber tones
- Mini White warm white

LUMENS
650-800
Equivalent to 60W

POWER
9W
Ultra-efficient. Certified for Energy Star

LASTS
22.8 YEARS
Based on average use of 3 hours per day

Smaller size to fit more lamps

For personal use only
LIFX

A 19

16 million colors
1000 shades of white

LUMENS
1100
Equivalent to 75W

POWER
11W
85% more efficient than incandescent

LASTS
22.8 YEARS
Based on average use of 3 hours per day

$59.99 (SRP)
LIFX
BR30

Perfect for can lights and outdoor flood lights
16 million colors
1000 shades of white

LUMENS
1100
Equivalent to 75W

POWER
11W
85% more efficient than incandescent

LASTS
22.8 YEARS
Based on average use of 3 hours per day
Added night vision to enhance security camera visibility.

Traditional size 16 million colors

LIFX
A19 / BR30

Indoor and outdoor

Lumens 1100
Equivalent to 75W

Power 11W
85% more efficient than incandescent

Lasts 22.8 years
Based on average use of 3 hours per day

$79.99 (SRP)
For personal use only
Infrared night vision boost

**WITHOUT**

**WITH**
LIFX

GU10

16 million colors
1000 shades of white

LUMENS
400
Equivalent to 40W

POWER
11W

LASTS
22.8 YEARS
Based on average use of 3 hours per day
LIFX
100MM DOWNLIGHT

16 million colors
1000 shades of white

LUMENS
800
Equivalent to 60W

POWER
13W

LASTS
22.8 YEARS
Based on average use of 3 hours per day
LIFX

2 M / 6' 6" STARTER KIT

8 color and white zones per meter.

LUMENS

1400

700 lumens per 1M / 3' 3" piece to a maximum of 2800 lumens and 10M

POWER

7W

Per 1M / 3' 3"

MAX length

10x

1M / 3' 3" pieces

2 x 1m piece starter kit or 1m Extensions
LIFX BEAM KIT

10 blended color zones per piece.

Each kit contains
6 x Beams
1 corner piece
power source
3M adhesive strips

LUMENS     POWER
1200        34W
Per 6 beams  Per 6 beams

SIZE
11.8x1.4x0.8” 300mm x 35mm x 20mm
LIFX TILE KIT

Each kit contains
5 x Tiles
connecting cables
power source
3M adhesive strips

Modular light surface.
64 color zones per Tile piece.

LUMENS
2100
Per 5 tiles

SIZE
8x8x1”
200mm x 200mm x 25mm