



# ASX MARKET RELEASE

## Buddy Ohm Market Update

### SUMMARY

- Buddy has signed a Buddy Ohm deal with its 2<sup>nd</sup> UK government council, the Harborough District Council
- Buddy has been notified it won a competitive tender to supply its Buddy Ohm solution to an east coast Australian city
- Buddy has deployed its largest single-site installation (over 50 monitored points) at a major leisure centre in the UK
- Following early sales, first revenues from Spain are expected in Q2CY19
- Buddy Ohm is now launched and a featured solution on Ingram Micro's global "IoT Marketplace", enabling resellers to sign on to sell the product in all markets
- A deal has been secured to supply Buddy Ohm into one of the largest ski resort operators in North America, to monitor buildings, chairlifts and snow-making equipment
- Following the launch of Buddy Ohm Managed Services in January, the Company has sold and commenced delivery of all 3 service levels to customers in US, Europe, Latin America, and the Caribbean.

### 21 March 2019 – Adelaide, South Australia

Buddy Platform Limited (BUD.ASX) ("Buddy" or the "Company"), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to provide the following update in respect to the sales, reseller and distribution progress of its Buddy Ohm product.

### UNITED KINGDOM

The Company brought on several new Buddy Ohm resellers in Q4CY18 under the Rizon distribution relationship, which are in the early stages of pipeline building, while Buddy's European team is directly progressing our relationship with one of the three major mobile telephony operators in the UK. Buddy expects a number of new installations to complete this month in the UK which will also be able to be highlighted as customer use cases, including a large resort hotel, a food production company, a council managed leisure centre and a major council office.

Buddy has signed our second deal with the Harborough District Council, which after the Doncaster Council is our 2<sup>nd</sup> council in the UK. Nationwide, there are nearly 200 town, city and county councils in

the UK, who between them control over 10,000 buildings with requirements that could be serviced with a Buddy Ohm solution.

Harborough District Council is a forward-thinking local authority, based in Leicestershire, which has a keen focus on environmental sustainability. It has a strong reputation for innovation and looking at ways to reduce its carbon emissions whilst encouraging other organisations and businesses to follow suit. With this in mind, Harborough District Council is excited to be partnering with Buddy Platform to monitor utility resources within their main HQ in Market Harborough, to better understand how it can increase energy efficiency and cost-effectiveness, alongside other organisations also based within the multi-functional building.

As well as choosing Buddy Ohm for its HQ, Harborough District Council is also introducing Buddy Ohm at its sports centre in Lutterworth as part of the Council's planned improvements at this much-used and popular facility. This is a meaningful single-site deployment, with Buddy Ohm being used to measure more than 50 circuits or monitored points. The Council is keen to use real-time data to confirm its planned capital investment program is effective by providing data on the before and after result of the works. Over the longer term, the solution will be used to ensure a healthy baseline of energy usage is maintained, with alerts if the centre goes over typical usage. This will allow the Council to closely monitor any environmental improvements being made.

There are over 6,000 leisure centres in the UK, whose energy monitoring needs can be addressed with a similar solution to the one being deployed in Lutterworth Sports Centre. The Company looks forward to continuing to grow this market in-region.

The launch of the Streamlined Energy and Carbon Reporting ("SECR") legislation in the United Kingdom, which dictates that carbon consumption reporting must be included in company financial findings continues to generate new opportunities for the business in this market. Coupled with the EU focus on carbon reduction and reporting, these initiatives are driving significant industry level investment in energy reduction, sustainability monitoring and compliance activities.

**SPAIN**

In Q4CY18, the Company supported Ingram Micro Spain in their launch events for Buddy Ohm. Following this activity, there are now multiple resellers engaged and building their respective sales pipelines. Those resellers have signed multiple customer deals in the current quarter and Buddy anticipates that first revenues will be generated in Q2CY19. The Company has deployed our first Buddy Ohm implementation at a regional telecommunications carrier, running a pilot with this major organisation in advance of further discussions around our relationship with that customer.

**PORTUGAL**

This week saw the "launch event" for Buddy Ohm in Portugal with our partner in the region, Ingram Micro. Initial resellers are already signed up, one of which is a telecommunications carrier partner in the south of Portugal that has pitched the product to large 4 & 5 star resorts in the Algarve area. While these efforts have yielded multiple verbal sales commitments (which Buddy anticipates will convert to paid installations in Q2CY19), the Company awaits the completion of purchase order documentation which may not take place prior to the end of the current quarter.

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## **CARIBBEAN**

Following the removal of sales exclusivity in the Caribbean with Digicel, the Company has now brought on five new resellers in this market (with at least one more to come) to complement Digicel (which continues to sell across the region). Some new customers of interest include:

- 1) The US Consulate in Curacao, where Buddy Ohm is being used to measure total energy consumption, a power generator, air conditioners and water consumption for 7 buildings
- 2) A Baskin Robbins location to monitor and alert a freezer installation
- 3) Our oldest known building being monitored – the 300 year old building housing the offices of global investment management firm, Trustmoore
- 4) Monitoring data centres and even individual racks at four sites belonging to Ansa McAl
- 5) Alstons Marketing Company to monitor and alert on temperature and humidity in their main cold storage warehouse
- 6) Quick service restaurant, Pizza Boys, to monitor and alert on temperature and humidity in their main cold storage warehouse.

## **AUSTRALIA**

Buddy was recently notified that it has been successful in winning a competitive tender for Buddy Ohm with an east coast Australian city. The initial scope of the project is 7 buildings comprised of 51 monitored points (a combination of power, water and climate), including installation, monitoring, managed services and insights & recommendations (from a facilities management consulting partner). The project is initially scheduled to run for 3 months with an option to extend the duration and expand the footprint.

Shareholders should note that the tender remains subject to the execution of formal documentation. Buddy will provide shareholders with an update on the progress of such documentation by way of ASX announcement.

## **NORTH AMERICA**

A variety of Buddy Ohm deployments are underway across the United States, with some recent customers of interest including:

- 1) A large orange and grape farm growing fruit for one of the largest fruit juice companies in North America. Buddy Ohm is monitoring energy production from their 300kW, 860 panel solar array as well as their overall energy consumption
- 2) Buddy has won a contract to supply energy monitoring services to Culver Academy in Culver, Indiana. This installation involved 11 buildings monitored, with the intent of creating energy reduction competitions between student dormitories on campus, as well as being an educational tool in the classroom
- 3) One of the largest ski resorts operators in North America is installing Buddy Ohm in its more than 10 resorts to monitor buildings, chairlifts and snowmaking to extract a more granular level of data to better understand their operating costs. Using Buddy Ohm's Portfolio Manager, they will be able to easily visualize all of their resorts' energy data monitored by Buddy Ohm from one pane of glass, in real time.

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## INGRAM MICRO

The Company's relationship with Ingram Micro Europe continues to grow and is now delivering first results. From a US perspective, the recent launch (last week) of the Ingram Micro IoT Marketplace places Buddy Ohm within direct reach of all Ingram Micro resellers worldwide, with the product featuring on the IoT Marketplace homepage (see below). Accordingly, resellers in the US market are just now being signed up, and further updates will be provided as this market continues to gain traction. From a European perspective, the Ingram Micro teams in the UK, Spain and Portugal are now all trained and are actively onboarding resellers with the product.

The screenshot shows the Ingram Micro IoT Marketplace homepage. At the top is the Ingram Micro logo and navigation links for Marketplace, Services, and Company. There are buttons for Sign In and Contact Us. A dark blue bar contains links for Solutions, Kits, and Vendors. The main content is divided into two sections: 'Featured Solution' and 'Recently Added'. The 'Featured Solution' section highlights 'Buddy Ohm' with a video thumbnail of the device and a call to action 'EXPLORE SOLUTION >'. Below this is a category navigation bar with icons for Logistics, Retail, Building (highlighted), City, Agriculture, Healthcare, and Industrial. The 'Recently Added' section features 'Smart IT Infrastructure Monitoring' by modius and 'Cognimatics TrueView® Suite' by AXIS COMMUNICATIONS. At the bottom, there are two larger image thumbnails for Buddy Ohm and Smart IT Infrastructure Monitoring.

Figure 1. Ingram Micro's IoT Marketplace, featuring Buddy Ohm

### **MANAGED SERVICES**

After launching our new Buddy Ohm Managed Services offering in January we have already sold and commenced delivery of all 3 service levels to customers in US, Europe, Latin America and the Caribbean. Feedback from partners and customers has been very positive and we expect to continue to drive increased Ohm sales with this new capability.

### **AIRSTREAM**

We were pleased to learn that Airstream's 2019 Smart Classic won the "Best of What's Next" at the "Big Reveal" at one of North America's premier recreational vehicle shows, RVX. The host described the judges as "amazed" by the app.

The Buddy team continues to work diligently to drive increased Buddy Ohm sales in all regions into which we sell globally. We were particularly pleased to see the Ingram Micro relationship progress to the point of general availability of Buddy Ohm worldwide and expect to begin onboarding more resellers in the coming months.

Regards,



**David P. McLauchlan**

Chief Executive Officer  
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 Cloud, Buddy Ohm 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 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. **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. **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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