



ASX MARKET RELEASE

Appendix 3Y - Marc Alexander

Friday 26 April, 2019

Dear Shareholders,

Please find attached an Appendix 3Y filed by the Company on behalf of LIFX Chief Product & Technical Officer and Buddy Board of Directors member, Marc Alexander.

In accordance with Buddy's trading policy, and with the support of our chairman and me, Marc has sold a small portion of his unescrowed holdings (ie: not his consideration from the sale of LIFX to Buddy, for which his consideration shares are escrowed for up to 12 months) to help fund a family member's medical procedure.

Per the attached Appendix 3Y, Marc has disposed of 600,000 shares for a total value of \$47,700. He does not anticipate any immediate further selling.

Given the recent acquisition of LIFX, and Marc's subsequent appointment to the Board of Directors of Buddy, I wanted to take this opportunity to assure the market of Marc's ongoing and very clear commitment to the business, his performance milestones and to Buddy overall. Notwithstanding that, and especially given the circumstances of this transaction, Marc's trade carries my full support and that of the Board of Directors.

A handwritten signature in blue ink, appearing to read "David P. McLauchlan".

David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

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About Buddy

Buddy Technologies Limited (BUD.ASX) helps customers of any size to “make every space smarter”, by way of two subsidiaries – **Buddy Platform** and **LIFX**. Within Buddy Platform, 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.

For more than six years, LIFX has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Seattle, Melbourne, Silicon Valley and Shenzhen.

For more information, visit www.buddy.com and www.lifx.com.

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Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	BUDDY TECHNOLOGIES LTD
ACN	121 184 316

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Marc Alexander
Date of last notice	5 April 2019

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	N/A
Date of change	16-Apr-2019

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No. of securities held prior to change	<p><u>Direct Interest</u></p> <p>2,228,922 Fully Paid Ordinary Shares</p> <p>12,000,000 Performance Rights (LIFX)</p> <p>12,000,000 Performance Shares (LIFX)</p> <p><u>Indirect Interest</u></p> <p>39,159,441 Fully Paid Ordinary Shares</p> <p>Merrin Alexander <ATF M&M Alexander A/C> Marc Alexander is a beneficiary of the trust</p>
Class	<p>Ordinary Shares</p>
Number acquired	<p>-</p>
Number disposed	<p>600,000</p>
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	<p>\$47,700</p>
No. of securities held after change	<p><u>Direct Interest</u></p> <p>1,628,922 Fully Paid Ordinary Shares</p> <p>12,000,000 Performance Rights (LIFX)</p> <p>12,000,000 Performance Shares (LIFX)</p> <p><u>Indirect Interest</u></p> <p>39,159,441 Fully Paid Ordinary Shares</p> <p>Merrin Alexander <ATF M&M Alexander A/C> Marc Alexander is a beneficiary of the trust</p>

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<p>Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>On-market trade</p>
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Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
<p>No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed</p>	
Interest acquired	
Interest disposed	
<p>Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation</p>	
Interest after change	

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

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