

Form 603
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To Company Name/Scheme Buddy Platform Limited

ACN/ARSN 121 184 316

1. Details of substantial holder (1)

Name Sequoia Capital USV XIV Holdco, Ltd. (**Sequoia**), Sequoia Capital U.S. Venture Fund XIV, L.P., SC U.S. Venture XIV Management, L.P., Sequoia Capital Operations LLC and SC US (TTGP), Ltd. (**Sequoia Group Members**)

ACN/ARSN (if applicable)

The holder became a substantial holder on 1/04/2019

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

| Class of securities (4) | Number of securities | Person's votes (5) | Voting power (6) |
|----------------------------|----------------------|--------------------|------------------|
| Fully Paid Ordinary Shares | 110,606,012 | 110,606,012 | 6.62% |

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

| Holder of relevant interest | Nature of relevant interest (7) | Class and number of securities |
|-----------------------------|---------------------------------|--------------------------------|
| See Annexure A | | |

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

| Holder of relevant interest | Registered holder of securities | Person entitled to be registered as holder (8) | Class and number of securities |
|-----------------------------|--------------------------------------|--|--------------------------------|
| Sequoia Group Members | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | 110,606,012 ordinary shares |

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

| Holder of relevant interest | Date of acquisition | Consideration (9) | | Class and number of securities |
|-----------------------------------|---------------------|-------------------|--|--------------------------------|
| | | Cash | Non-cash | |
| Sequoia and Sequoia Group Members | 1 April 2019 | N/A | Nil. 110,606,012 ordinary shares issued in connection with the acquisition of Lifi Labs, Inc by Buddy Platform Limited. Refer to Buddy Platform Limited's ASX Announcements dated 6 February 2019, 22 February 2019 and 19 March 2019 for further details. | 110,606,012 ordinary shares |

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

| Name and ACN/ARSN (if applicable) | Nature of association |
|-----------------------------------|-----------------------|
| | |

7. Addresses

The addresses of persons named in this form are as follows:

| Name | Address |
|-----------------------------------|--|
| Sequoia and Sequoia Group Members | 2800 Sand Hill Road #101 Menlo Park CA 94025 |

Signature

print name Jung Son capacity US CCO

sign here

DocuSigned by:
Jung Son

date 3/04/2019

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
- any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).
- See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown."
- (9) Details of the consideration must include any and all benefits, moneys and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

Annexure 'A'

This is Annexure A of 1 page referred to in Form 603 Notice of initial substantial holder signed by me and dated 3 April 2019.

Print Name Jung Son**Capacity** US CCO**Signature**DocuSigned by:
Jung Son
0C4E6AA6153E4D0...**Date**

3 April 2019

Present relevant interests

| Holder of relevant interest | Registered holder of securities | Person entitled to be registered as holder (8) | Nature of relevant interest (6) | Class and number of securities | Person's votes |
|---|--------------------------------------|--|---|--------------------------------|----------------|
| Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Registered Holder | 110,606,012 ordinary shares | 110,606,012 |
| Sequoia Capital U.S. Venture Fund XIV, L.P. | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Relevant interest pursuant to section 608(3)(a) of the Corporations Act by having control over Sequoia Capital USV XIV Holdco, Ltd by holding greater than 50% of the shares on issue. | 110,606,012 ordinary shares | 110,606,012 |
| SC U.S. Venture XIV Management, L.P. | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Relevant interest under sections 608(1)(b) and (c) of the Corporations Act by having power to control the exercise of voting or disposal of shares as general partner for Sequoia Capital U.S. Venture Fund XIV, L.P. | 110,606,012 ordinary shares | 110,606,012 |
| Sequoia Capital Operations LLC | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Relevant interest under sections 608(1)(b) and (c) of the Corporations Act by having power to control the exercise of voting or disposal of shares as investment manager for Sequoia Capital USV XIV Holdco, Ltd. | 110,606,012 ordinary shares | 110,606,012 |
| SC US (TTGP), Ltd | Sequoia Capital USV XIV Holdco, Ltd. | Sequoia Capital USV XIV Holdco, Ltd. | Relevant interest under sections 608(1)(b) and (c) of the Corporations Act by having power to control the exercise of voting or disposal of shares as general partner for SC U.S. Venture XIV Management, L.P. | 110,606,012 ordinary shares | 110,606,012 |

3 April 2019


Company Secretary
Buddy Platform Limited
Level 2, 333 King William St
Adelaide SA 5000
By email: Stuart@buddy.com

Dear Sir

Form 603 (Notice of initial substantial shareholder) in relation to Buddy Platform Limited (ASX:BUD)

Attached is a Form 603 (Notice of initial substantial shareholder) in relation to Buddy Platform Limited ("Buddy") given by the substantial holders outlined in the notice.

Yours Sincerely,

DocuSigned by:

0C4E6AA6153E4D0...

Jung Son

US CCO, Sequoia Capital Operations, LLC

For personal use only