



# ASX MARKET RELEASE

## Best Buy US Expansion for LIFX

### SUMMARY

- LIFX currently has a fully illuminated showcase display in all Best Buy stores, featuring a broad set of the LIFX product portfolio
- LIFX will be expanding into an additional display area in all Best Buy stores across the United States, featuring key LIFX products paired with a product category outside of Smart Home
- The new category expansion will roll out this quarter (Q2CY19), with contractual execution of fabrication of the displays commencing yesterday
- The additional point of presence inside all US Best Buy stores is expected to add to Best Buy's revenue and EBITDA contribution, which was the largest contributor to LIFX revenues in 2018.

### 10 April 2019 – Adelaide, South Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that LIFX will be expanding its presence in all US Best Buy stores (just over 1,000 stores) to an additional display area.

LIFX, a worldwide leader in smart lighting solutions, currently holds a premium retail position in the Smart Home section of Best Buy stores, and this new expansion will see two of its most popular products (the A19 light and the LIFX Z-strip) be presented to a new audience paired with a new product category (other than Smart Home).

Contracts to commence fabrication of the new retail displays were executed last night, and roll out of the category expansion will commence next month.

This expansion of LIFX's point of presence inside Best Buy reflects the strength of relationship between LIFX and Best Buy, and forms part of LIFX's growth strategy for 2019, which includes adding more lighting SKUs to more retailers and capturing more shelf space within those retailers.

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For and on behalf of Buddy Technologies Limited,



**David P. McLauchlan**

Chief Executive Officer  
Buddy Platform Limited.

**About Buddy**

Buddy Technologies 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.

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](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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