



ASX MARKET RELEASE

LIFX Expands to Apple Stores Japan

SUMMARY

- All Apple Stores in Japan will now stock LIFX products - both in-store and online, in the first nation-wide retail assortment deal for LIFX in Japan
- LIFX products are also sold in selected BIC Camera and Softbank stores in-country
- Online, customers can purchase LIFX products from Amazon Japan and Rakuten - both very prominent online retailers in Japan
- As the result of a strong relationship between LIFX and Google Japan, the two companies have created a bundle sold in BIC Camera stores, comprising a Google Home Mini and a LIFX Mini White.

4 July 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 advise shareholders that it will be expanding retail assortment in Japan, having reached agreement to be stocked nationally in all Apple Stores in Japan as well as Apple's online store in Japan.

The Japanese market is still very much in an emergent state, and so being assorted in Apple Stores will provide a level of credibility that is especially culturally important in Japan.

Across Japan, LIFX sells the Mini Colour, Mini Day & Dusk, Mini White, LIFX A19, LIFX A19+ and LIFX Z ranges in localised packaging, with localised manuals and mobile apps. In addition to the Apple Store rollout, LIFX products are also sold through a selection of BIC Camera and Softbank stores.

Further, LIFX has developed a bundle with Google that includes a Google Home Mini and a LIFX Mini White. This bundle, known as a "hard bundle" (because the items are physically packaged and sold together), is offered through BIC Camera stores.

LIFX is also currently sold online through Amazon Japan and Rakuten channels, both of which are prominent and respected online retailers in the Japanese market.

The Apple Store assortment represents a further step taken by the LIFX sales team to continue to expand retail channels and to enter new markets, all in support of the Company's growth targets for 2019.

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Fig. 1 - Example localised LIFX packaging for the Japanese market



Fig. 2 - LIFX offers a fully localised app for the Company's Japanese customers.

For and on behalf of Buddy Technologies Limited,



David P. McLauchlan

Chief Executive Officer
Buddy Technologies 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 and Buddy Ohm 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.

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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