



ASX MARKET RELEASE

LIFX Announces Exclusive Black Friday Weekend Partnership with Flic Smart Buttons; LIFX App 4.0 Beta is Released

SUMMARY

- LIFX to exclusively partner with Swedish smart button manufacturer, Shortcut Labs, to offer LIFX lights + Flic 2 button bundles for Black Friday through Cyber Monday
- LIFX and Flic will continue to co-promote each other's bundles beyond the initial sales period through direct to consumer channels
- The companies have agreed to integrate the Flic platform within the LIFX smart-home ecosystem for simplified setup and control of Flic buttons by way of the LIFX mobile app experience
- LIFX has released a beta test version of its new Mobile App 4.0 release, which is a ground-up redesign and rethinking of how customers engage with LIFX smart lights and other compatible products.

27 November 2019 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce an exclusive partnership with Stockholm, Sweden-based Shortcut Labs AB ("Shortcut Labs") - maker of the much-loved Flic smart buttons - for the upcoming Black Friday through Cyber Monday sales period. Flic smart buttons are battery powered, weather-resistant indoor/outdoor smart buttons that can be used to control a wide range of connected devices including LIFX smart lights. Following the success of the original Flic smart button (nearly 400,000 sold; over 40 million connected button pushes), Shortcut Labs has developed the Flic 2 - which will be exclusively bundled with LIFX lights this Black Friday/Cyber Monday period.

Since launching six years ago, the Flic button has been one of the most popular ways customers have controlled their LIFX smart lights. Indeed, LIFX is the most popular integration for Flic's customers, and so with the two companies agreeing to bundle their products together, each gains access to a channel of customers already bought into the ecosystem and seeking to expand their solutions.

LIFX and Shortcut Labs will each co-market LIFX lights and Flic 2 smart button bundles through their direct to consumer channels, including LIFX.com, LIFX.com.au and Flic & LIFX's other regional websites. While the initial focus is the all-important post-Thanksgiving sales period in the US, the companies will continue to co-promote each other's products subsequent to the coming sales.

The Flic 2 button was the subject of a highly successful crowdfunding campaign, which saw nearly A\$1.2m raised by passionate customers and supporters looking for the next generation of a

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battery operated smart button. Accordingly, the Flic 2 button has been re-engineered to support Bluetooth Long Range and a much greater battery life. With this new and enhanced version of the Flic 2 button, LIFX customers will have improved ways to streamline their smart home lighting experience. Flic 2 will also be a strong complement to the coming LIFX Switch, with Flic smart buttons being battery operated and thus able to be installed in places where LIFX Switch can't.

"Being able to offer our LIFX customers a portable button solution that requires no installation, integrates with other products in the ecosystem and is incredibly easy to use meets a rapidly growing need amongst our customers", said David McLauchlan, CEO of Buddy Technologies Limited. "Customers who are not ready or able to install our coming in-wall LIFX Switch, such as renters or those new to smart home technology, can simply connect a Flic to their LIFX, Sonos or other connected devices. This is a tremendous customer win just as we enter our busiest period of the year."



Figure 1. The all new Flic 2 smart button, from Swedish company Shortcut Labs.

"We are excited to partner with LIFX from both a retail and technical viewpoint. The new Flic 2 has an open platform which will allow us to further integrate the Flic experience within the LIFX user experience", said Amir Sharifat, Co-Founder of Shortcut Labs. "We hope to make the experience of using a Flic with LIFX so easy to use that it becomes an integral part of your smart home."

The companies have further agreed to integrate Flic's new open platform within the LIFX ecosystem for simplified setup and control. This will eliminate the need for a LIFX user to download the Flic mobile app and will instead allow them to set up Flic buttons within the LIFX mobile app directly.

Mobile App 4.0 Beta Release

LIFX has released a beta test version of its all-new mobile application experience, called App 4.0. The app is designed to be more engaging, simpler and easier to use, with fewer taps required to complete popular tasks. This version is a ground-up redesign of the overall mobile app experience and the beta test program will allow the Company to solicit a wide range of user feedback before the full public release of App 4.0 in early 2020.

For and on behalf of Buddy Technologies Limited,

A handwritten signature in blue ink, appearing to read "David P. McLauchlan". The signature is fluid and cursive, written over a white background.

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 “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business. **Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and 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 Melbourne (AU), Seattle (US), Shenzhen (CN) and Silicon Valley (US).

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

About Shortcut Labs

Founded in 2013, with headquarters in Stockholm, Sweden. Shortcut Labs has sold and shipped over 380,000 buttons to date with over 40M button pushes. The most recent product launch of the Flic 2, raised over AU\$1.17M from 6335 backers across Kickstarter and Indiegogo. The Flic product range consists of the Flic, Flic 2 and The Flic Hub which removes the need for a mobile phone connection to control the Flic buttons. It can connect to up to 60 buttons, has infra-red control and up to a 100 ft control range.

For more information, visit <http://flic.io/>.

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