



# ASX MARKET RELEASE

## Buddy Launches Pre-Sales for LIFX Switch; New Weatherproof Certifications for LIFX Lights

### SUMMARY

- LIFX has launched direct to consumer pre-sales for its in-wall 4 button LIFX Switch, which will launch at A\$179.95, discounted during the pre-sale to A\$149.95
- Following an initial manufacturing run, the first commercial units of LIFX Switch have arrived in Australia, with the first batches of units reserved for trade and commercial customers to whom sales have commenced
- LIFX now invites consumers and non-trade customers to reserve their place in the queue for LIFX Switch, with deliveries to these customers anticipated in mid-late January 2020
- LIFX Switch is a smart in-wall light switch designed to work with both smart and non-smart lights. It is as easy to use as a regular light switch, but with the added functionality that the LIFX app can bring for those who want to do more
- LIFX announces new certifications for LIFX BR30 and BR30+ smart lights, certifying the products with an IP65 rating, and having passed testing down to temperatures of -30°C.

### 29 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 the launch of consumer pre-sales for LIFX Switch, the first in-wall switch product for smart and non-smart lights from LIFX, as well as new certifications for its LIFX BR30 and BR30+ smart lights for outdoor use.

### LIFX Switch

LIFX Switch is a beautiful, easy to use smart in-wall light switch that connects to the Internet via Wi-Fi and can be configured and controlled by mobile application (iOS and Android). It can make non-smart lights smarter by controlling them from the Switch, or it can more effectively integrate with a home of smart lights (never again accidentally turn the power off to smart lights).

The LIFX Switch will integrate with voice assistants including Amazon Alexa, Google Assistant and HomeKit/Siri bringing voice control to all lights in a room, not just smart lights. LIFX Switch will also support scheduling and full integration with the IFTTT platform.

With a modern, clean design, the LIFX Switch is available in both white and black glass finishes and features backlit buttons and haptic feedback on button presses.



Figure 1. LIFX Switch goes on pre-sale today for consumer and direct purchase customers

As LIFX Switch units roll off the production line, the first units will go to trade and commercial customers for whom sales have already commenced. Consumer and direct purchase customers now have the opportunity to reserve their LIFX Switches with the launch of this pre-sale, and deliveries are expected to commence in the mid-late January 2020 timeframe. Today's launch will enable customers to bundle their LIFX Switches with Black Friday promotions and bundles being offered on the LIFX online web store.

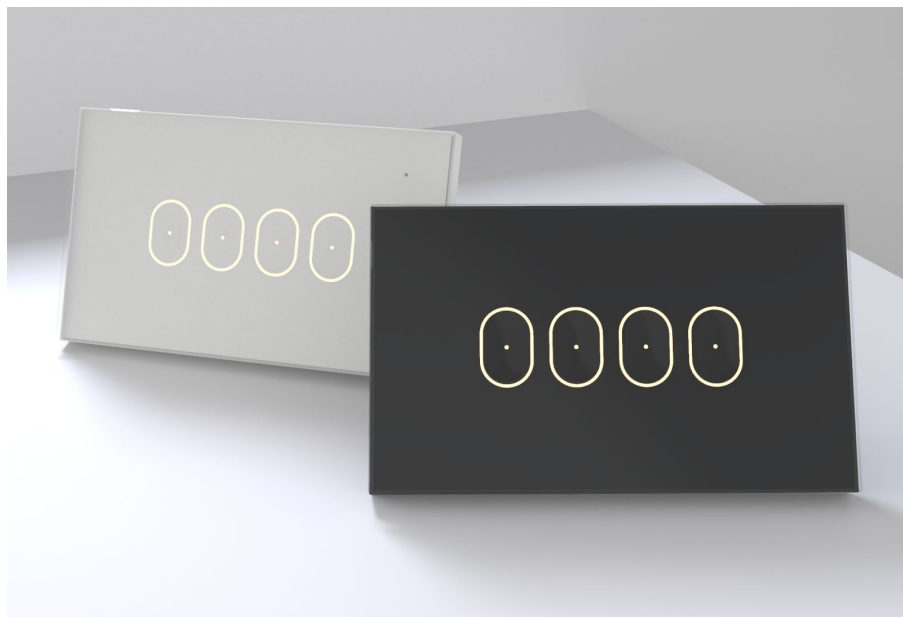


Figure 2. LIFX Switch will be available in both white and black versions.

LIFX Switch will be priced at A\$179.95, discounted for pre-sales purchases to A\$149.95.

**LIFX BR30 & BR30+ IP65 Certification & Cold Testing**

LIFX is today announcing that it has achieved IP65 certification for its popular BR30 and BR30+ range of smart lights. An IP65 rating is a measure of water and dust resistance of a product, and is the highest possible protection from solid ingress (ie: dust), and certifies protection against water projected from a nozzle (not just rain or splashes of water). In addition, both the BR30 and BR30+

are now guaranteed for operation down to -30°C (both the light and the smart functionality), as each successfully completed a range of 'cold start' tests (ie: each light still turns on successfully) down to -40°C.



Figure 3. LIFX's BR30 and BR30+ range is now IP65 rated and certified to operate down to -30°C.

As the Company continues to expand into new global markets, being able to support the climate requirements of customers in places as diverse as Canada to the Nordics is vital. These certifications and temperature range guarantees place LIFX's BR30 range at the very top of the market for outdoor resilience, will create new opportunities to sell these lights into commercial environments, and are relevant to all current LIFX BR30 and BR30+ products on sale.

For and on behalf of Buddy Technologies Limited,

Handwritten signature of David P. McLauchlan in blue ink.

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

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