



ASX MARKET RELEASE

New Global VP of Sales To Join LIFX

SUMMARY

- LIFX has hired a new Global VP of Sales - Mr. Donald Hicks, formerly VP of Global Retail Sales at smart home security company, Ring
- Mr. Hicks was the first salesperson to join Ring, and led their global sales team to over US\$1 billion in annual sales, resulting in the acquisition of Ring by Amazon
- With over 20 years experience placing products and brands in U.S. and international retail channels, Mr. Hicks joins LIFX with a mandate to mirror the success he's had in his prior roles and help facilitate profitable LIFX U.S. and international growth in 2020 and beyond
- Mr. Hicks' expected start date is 16 April 2020.

20 January 2020 - Adelaide, Australia

Buddy Technologies Limited ("Company" or "Buddy") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce that Mr. Donald Hicks will join LIFX in the role of Global VP of Sales. Mr. Hicks is joining LIFX after more than 5 years at Ring, a fast growing smart home security company that was acquired by Amazon in 2018 for US\$1 billion.

Mr. Hicks was VP of Global Retail Sales at Ring, and was the first sales lead hired by the company, growing revenues more than 200 fold in five years from US\$5M when he joined, to over US\$1 billion and the ultimate acquisition of the company by Amazon. He has over 20 years of experience placing products and brands in national retail chains for distribution as well as experience expanding internationally. Mr. Hicks has a strong background in increasing the sales of a company by prospecting, negotiating and managing distribution agreements with major U.S. and global retailers such as Amazon, Best Buy, Home Depot, Lowes, Wal-Mart, Target, Costco, Sam's Club, JB Hi-Fi, Harvey Norman, Aldi, Dixons, Media Saturn, and more.

"I sought out LIFX as the next step in my career because I'm a fan of their products, I'm passionate about smart home technology, and when I look at the number of lights a given home has (vs. any other smart home product), I see enormous potential for growth," said Don Hicks, LIFX's incoming Global VP of Sales. "I've not only sold smart home products into retail channels, but also into commercial channels, trade channels and even new home construction channels. I can't wait to get started and expand the footprint of LIFX products around the world."

"Don comes to us with a passion for driving rapid growth, and a clear mandate to do so," said David McLauchlan, CEO of Buddy Technologies. "He was instrumental in growing one of America's great startup success stories in Ring, and we couldn't be more pleased to welcome him to LIFX to

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do it all again. His deep experience and familiarity with all the major retailers globally will be invaluable as we target profitable growth opportunities in 2020 and beyond”.

In addition to being a retail sales expert, Mr. Hicks served as a United States Marine, and has a track record of building, leading and mentoring high-performance sales teams. He will remain based in Los Angeles, CA and is expected to start in his new role in mid-April.

For and on behalf of Buddy Technologies Limited,



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.

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