



ASX MARKET RELEASE

LIFX Launches in Singapore; Investor Webinar

SUMMARY

- LIFX has entered another new market in Asia, having now launched in Singapore
- Launch commences via Singapore's leading online shopping platform, Alibaba-owned Lazada, on the Lazmall Flagship Store
- Rollout is expected to take 4-6 weeks, and will include assortment in stores across Singapore, including Apple Stores in Singapore
- An investor webinar to discuss the Q3 FY20 Appendix 4C is scheduled.

8 May 2020 - 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 that its subsidiary LIFX has launched sales of its smart lighting products in a new Asian country - Singapore. The country launch retailer is Alibaba-owned (NYSE:BABA) Lazada, Singapore's leading online shopping platform.

Singapore is an advanced and affluent country in south-east Asia, with strong consumer adoption of smart home technologies (24.3% of Singapore households have smart home technology), and significant segment growth (to A\$410 million in annual smart home consumer spend by 2023). Further, more than 90% of 2019's new residential construction projects in Singapore incorporated some form of smart home technology*.

"We're delighted to be bringing our products to Singaporean customers through their local and online retailers starting this quarter", said Matthew Lau, General Manager of Asia Pacific Sales at LIFX. "In particular, being selected to sell nearly our entire range on the Lazmall Flagship Store, is a tremendous entry in this attractive market, and as we add prominent retailers such as Apple Stores in the coming weeks, we expect to see continued growth through this year and beyond".

Investor Webinar

An Investor Webinar has been scheduled by the Company to allow investors to engage directly with Buddy management in a discussion of the Q3 FY20 quarterly results and accompanying commentary. The webinar will be held at 11am AEST (6pm US-PDT) on 12 May 2020 (11 May 2020 for U.S. based listeners), and interested parties may register for the event here: <http://bit.ly/BUDQ3FY20>.

For personal use only

For and on behalf of Buddy Technologies Limited,



David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

For personal use only

(*)
<http://www.jllapsites.com/research/smart-homes-soon-norm-singapore-residential-market/>
<https://www.businesswire.com/news/home/20191211005852/en/Singapore-Smart-Home-Market-Report-2019-2025->

For personal use only

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), Dublin (IE), Shenzhen (CN) and Silicon Valley (US).

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

###

Buddy Technologies Contact:
Ben Secrett, Company Secretary
Email: cosec@buddy.com

Buddy Technologies Limited
Level 3, 12 Pirie Street
Adelaide, SA 5000
AUSTRALIA

