



ASX MARKET RELEASE

Microsoft Certifies LIFX Power Automate Connector

SUMMARY

- Microsoft (NASDAQ:MSFT) has certified LIFX's Power Automate Connector, and is deploying it to all Azure regions
- The LIFX Power Automate Connector allows enterprises the world over to integrate LIFX smart lights into their business workflows seamlessly and automatically
- Customers can now use Microsoft Power Automate to have their LIFX smart lights flash when conference calls are about to start, when emails arrive from particular people, once documents have been signed; or have lights turn a set brightness and colour scheme once video calls start - there's limitless possibilities
- Most importantly, this automation support from Microsoft allows LIFX to sell smart lighting solutions alongside enterprise-deployed software and into corporate environments, and especially for work-from-home situations.

17 May 2020 - Seattle, Washington

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that Microsoft Corporation has completed certification of the LIFX Power Automate Connector, and deployment has commenced to all Azure regions worldwide. The Connector is now live in the Southeast Asia, East Asia, Europe, Brazil, Canada, Japan, and India regions, with the remainder expected to follow by the end of the month (there are presently 58 Azure regions worldwide, reaching 140 countries).

The LIFX Power Automate Connector provides a seamless and automatic way to integrate LIFX smart lighting into business workflows. Customers in deployed regions are now able to connect their LIFX lights to business actions using Microsoft Power Automate - even if those business actions don't include Microsoft software. This means that LIFX smart lights can be used as virtual business dashboards, indicators or warning lights.

The list of use cases for LIFX smart lights when connected to business processes via Microsoft Power Automate is nearly endless. Example scenarios might include:

- Flash my office lights 2 minutes before every meeting in my calendar marked "Important"
- Flash my office lights red before video conferences, and blue before phone calls
- Turn a light outside the meeting room red when a meeting has started
- Turn a light red until all signatories have signed and executed a document
- Change a light when a key prospect advances inside a Salesforce CRM account
- Automatically configure lighting at the start of a video call, and revert to normal after.

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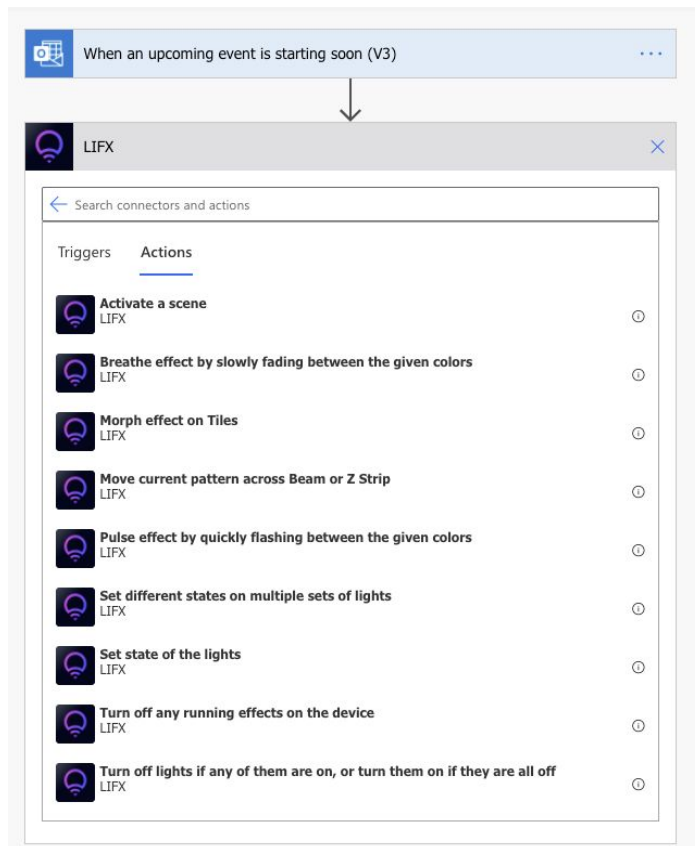


Figure 1. In this example, for a given Outlook email event (such as email received) the above LIFX smart light options are available as a resulting action.

LIFX's integration with Microsoft Power Automate was driven by the recent rapid growth of Microsoft Teams, the hub for team collaboration in Microsoft 365. With COVID-19 pandemic forcing much of the world's information workforce to work from home, usage of Microsoft Teams has skyrocketed, creating a need for integrations into technologies found in homes, and for making work from home environments more efficient.

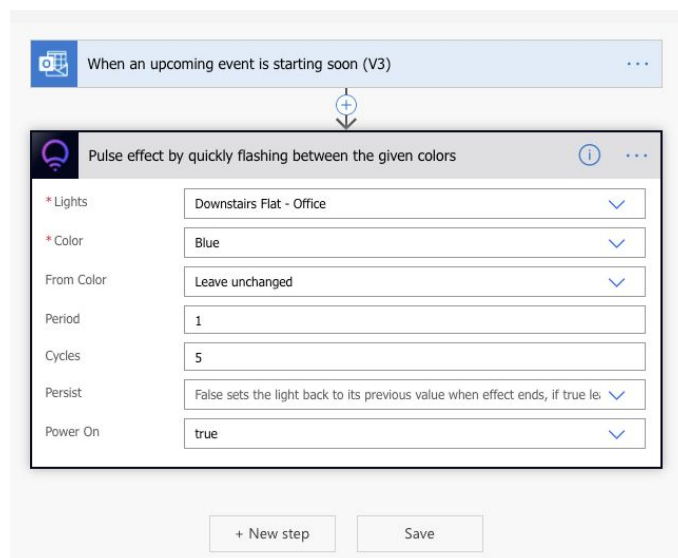


Figure 2. In this example, the customer is choosing to flash their office lights blue 5 times upon receipt of email from a particular sender.

In April, Microsoft reported that Microsoft Teams had surpassed 75 million daily users*, growing 37% in only one week early in the pandemic. While these numbers reflect a mass migration to working environments more in need of team collaboration software, it also represents a

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significant opportunity for LIFX to become a key enabler of business workflows that previously were not feasible or easy. The certification and deployment of the LIFX Power Automate Connector will enable LIFX's sales teams to sell into commercial and work from home environments, and alongside enterprise software vendors that also offer Power Automate Connectors (of which there are over 130 - including SAP, Salesforce, DocuSign, Twitter, Dropbox, Facebook, Atlassian Jira and many more).

Microsoft 365 customers in regions where the LIFX Power Automate Connector has been rolled out can start using their LIFX powered automations immediately.

For and on behalf of Buddy Technologies Limited,



David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

* <https://www.reuters.com/article/us-microsoft-results/microsoft-revenue-beats-as-remote-work-boosts-teams-idUSKBN22B34B>

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

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

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