



ASX MARKET RELEASE

LIFX Launches New Downlight and Candle Smart Lights

SUMMARY

- Today, LIFX launches two brand new smart lights available for immediate pre-order - the new LIFX Downlight White to Warm, and the new Candle White to Warm
- LIFX Downlight White to Warm will be available for the Australian, New Zealand and European markets, in both plug and bare wire versions
- LIFX Candle White to Warm will be available for all global regions in which LIFX lights are sold, in E12, E14 and B15 (base type) versions
- Update provided on LIFX White manufacturing - first pallets of LIFX White lights (for the U.S. market) to be delivered by factory prior to the end of June.

19 June 2020 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce the launch of two new products joining the LIFX family of smart lights - LIFX Downlight White to Warm and LIFX Candle White to Warm.

LIFX Downlight White to Warm

The new LIFX Downlight White to Warm joins the Company's existing downlight product, the LIFX Downlight Colour, which is LIFX's highest selling SKU in Australia. LIFX Downlight White to Warm will be offered for sale at A\$69.99 (compared to A\$99.99 for the colour version), and will produce 700 lumens of light from just 10 watts with no hub required. This compares very favourably to competitive products which produce only 600 lumens of light, require a separate hub to connect to the Internet and cost the same as LIFX Downlight White to Warm.

LIFX Downlight White to Warm is an exciting product to launch, as it provides a lower cost entry point into self-contained, hub-less smart lighting. In Australia, where self-contained downlights are a staple of residential lighting, the LIFX Downlight White to Warm will be offered for sale via retail channels, alongside LIFX Switch through trade channels (most downlights are sourced by the electrician performing the installation) and direct to consumer via the LIFX.com.au website. Furthermore, the Company expects to develop multi-packs of Downlights for the trade channel, as well as bundles with LIFX Switch to provide whole-room or even whole-home solutions.

Customers will be able to place pre-orders for LIFX Downlight White to Warm starting today, with a plug version available for Australia/New Zealand and a bare wire version available for Europe. First units are expected to be shipped to customers by the end of September, with production reaching scale in time for the fourth calendar quarter holiday period.

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LIFX Candle White to Warm

The new LIFX Candle White to Warm will only be the Company's second Candelabra-type product, following the launch and release of the LIFX Candle Colour last year. LIFX Candle White to Warm will be offered for sale at A\$49.99, and will produce 480 lumens of light from just 6 watts with no hub required.

While perhaps a little less common in Australia, the E12/E14/B15 base types are popular in the U.S. and Europe, and market data suggests the LIFX Candle White to Warm could grow to become a meaningful contributor to the portfolio. LIFX Candle White to Warm will go on pre-order starting today, on all LIFX global websites.



Figure 1. Introducing the new LIFX Downlight White to Warm (L) and the new LIFX Candle White to Warm (R).



Figure 2. New indicative packaging designs seek to tie the box, the light and the mobile app experience today into a compelling on-shelf proposition.

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Both LIFX Downlight White to Warm and LIFX Candle White to Warm are tunable white products that can offer illumination anywhere on a wide warm-cool colour temperature range. As with all LIFX lighting products, Downlight and Candle both support Amazon Alexa, Google Assistant, Samsung SmartThings, Apple HomeKit and IFTTT. Pre-orders are now being taken on both products, with a targeted ship date of late September.

“Introducing new products and expanding the LIFX product range is a key metric in our Big Eight Goals for 2020”, said David McLauchlan, CEO of Buddy Technologies. “Last year in 2019, aside from a small release of LIFX Candle Colour in Q4, we went the rest of the year without a single new product. New products can be such significant contributors to sales growth that the absence of new products in any given year can be deeply impactful. These two lights represent only the beginning of new products that will be released in 2020, which will serve to expand LIFX’s customer base, product range and strategic position in the global market”.

Update on LIFX White

The Company has previously announced a new LIFX White light, and significant purchase orders that have been placed for it (see ASX announcements dated 31 March 2020 and 22 May 2020). By way of update, the Company can now report that it expects retailers to take receipt of their first lights from the initial production run before the end of June 2020 (with initial orders all being satisfied by the end of July).

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

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

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