



ASX MARKET RELEASE

Record LIFX Smart Light Orders Increased to A\$4.3m

SUMMARY

- Earlier today the Company announced the receipt of purchase orders for approximately US\$2.6m (A\$3.6m) of LIFX White, the Company's recently introduced low-cost white smart light
- Subsequent to that announcement, those purchase orders have been amended to include additional units, with a new total value of US\$3.1m (A\$4.3m)
- This new total means this largest set of orders for smart lights the Company has ever received now eclipses the previous largest orders by 33% in terms of unit volumes
- The Company will not ordinarily announce each purchase order for LIFX White or other products in its portfolio, except where orders exceed those typically placed in the ordinary course of business.

21 August 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 update investors on its earlier announcement today (refer to the ASX announcement dated 21 August 2020 - "LIFX Receives Largest Ever Orders for Smart Lights, at A\$3.6m"). The purchase orders received today have subsequently been updated, for a new total value of US\$3.1m (A\$4.3m) from existing retail & distribution partners.

This now represents a 33% increase in unit volume of lights ordered over the previous record.

As previously disclosed, the purchase order terms remain commercially standard for orders of this nature and no additional retailer deductions or accruals will apply.

For clarity, the Company will not ordinarily announce purchase orders for products except where those orders exceed in value or volume those typically placed in the ordinary course of business.

For and on behalf of Buddy Technologies Limited,

A handwritten signature in blue ink, appearing to read "David P. McLauchlan".

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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