



ASX MARKET RELEASE

LIFX to be Stocked at U.S. Retailer Lowe's; Investor Webinar

SUMMARY

- LIFX has executed a vendor agreement with Lowe's (NYSE:LOW), the world's second largest hardware store chain, to stock LIFX products
- Lowe's does not stock LIFX's largest competitor, opening up a significant positioning opportunity for LIFX in the U.S. market
- The Company has scheduled an investor webinar for members of the Buddy management team to discuss the recent Q4FY20 Appendix 4C and Quarterly Commentary.

4 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 announce that today it has executed a vendor agreement procuring the sale of LIFX smart lights in Lowe's Companies, Inc. ("Lowe's") stores across the United States.

Lowe's is the world's second largest chain of hardware stores, and an important new partner for LIFX, as Lowe's stocks a much larger range of lighting fixtures than their larger competitor and also does not stock LIFX's largest competitor. This provides an opportunity for LIFX to become the premium smart light offering across Lowe's more than 2,000 locations U.S.-wide.

The vendor agreement governs the relationship between LIFX and Lowe's and provides for standard terms (including those governing returns, payment terms, various allowances and rebates, and tax certifications) applicable to purchase orders submitted on a demand driven basis by Lowe's for LIFX products. As is standard with such agreements, there is a 12 month term with provision for subsequent renewal.

Under the vendor agreement just executed, the first LIFX product is anticipated to reach stores in time for the holiday period. Further details will be made available via ASX announcements.

Investor Webinar

A webinar has been scheduled by the Company to allow investors to engage directly with Buddy management in a discussion of the Q4 FY2020 quarterly results and accompanying commentary.

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The webinar will be held at 11am AEST (6pm US-PDT) on 6 August 2020 (5 August 2020 for U.S. based listeners), and interested parties may join the videoconference here: <http://bit.ly/BUDQ4FY20>. No registration in advance is needed, and questions may be submitted in advance to ir@buddy.com or via the live Q&A tool available during the webinar.

The investor webinar will be recorded, and the recording will be published on the Company's website under the section labeled 'Investor Relations'.

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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