



ASX MARKET RELEASE

LIFX Clean Given Green Light for U.S. Sales

SUMMARY

- Buddy has been advised that LIFX Clean will not require any specific or additional regulatory compliance from the U.S. Environmental Protection Agency and therefore can be sold into the U.S. market as an antibacterial product
- The U.S. EPA recognises efficacy results from qualified laboratories such as those within the Department of Chemistry and Biotechnology at Swinburne University of Technology
- With this news, the Company confirms its launch plans for LIFX Clean will include the United States, along with Australia, New Zealand, United Kingdom, and the European Union in calendar Q4
- Investors are reminded of a LIFX Clean Investor Webinar commencing at 11am AEST today (details below); a recording will be made available thereafter.

1 September 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 provide a regulatory & compliance update to its recently announced LIFX Clean product, the world's first disinfecting antibacterial smart light (refer to the ASX announcement dated 28 August 2020).

The Company has been advised that LIFX Clean will not require any changes, modifications or additional testing to achieve regulatory compliance from the United States Environmental Protection Agency ("EPA") and therefore can be sold into the U.S. market.

While the EPA recognises efficacy results from qualified laboratories such as those within the Department of Chemistry and Biotechnology at Swinburne University of Technology, the Company is in the process of engaging further testing at a U.S.-based laboratory to both provide secondary validation of the efficacy results, as well as further evaluate the effectiveness of the product on additional ranges of target substances. This will also meet U.S. consumers' preference for domestic testing.

The Company is continuing to evaluate the regulatory environment in Canada, and will advise the market of any updates (by way of ASX announcements) as they occur. Management remains confident of the ability to launch in Canada by calendar Q4.

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Figure 1. LIFX Clean, the world's first germicidal, antibacterial disinfecting smart light, will launch in the U.S. in Q4.

Webinar Reminder

By way of reminder, the Company will host an investor webinar to discuss this important new product and its impact on the business, opportunities for expansion into new markets, and early reaction by retailers and customers. The webinar will be held today at 11am AEST, Tuesday 1st September 2020 (6pm US-PDT, Monday 31st August 2020), no advance registration will be required, and attendees may participate at <http://bit.ly/LIFXClean>.

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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