



Buddy



ASX MARKET RELEASE

Additional Amazon Alexa Devices + LIFX White Bundle Information

13 October 2020 - Adelaide, Australia

Further to the ASX announcement dated 13 October 2020, Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to provide additional information to clarify statements made in that announcement.

The Company announced that it anticipated record LIFX unit sales from Amazon Prime Day 2020, a 48 hour sales event hosted by Amazon.com, Inc. ("Amazon") (NASDAQ:AMZN). The data supporting this statement follows:

1. Amazon has ordered approximately 1 million LIFX smart lights to support their Prime Day and holiday sales events, of which Prime Day is typically their second biggest of the year (after the Black Friday/Cyber Monday holiday weekend).
2. This year for Prime Day, Amazon is bundling LIFX White (retail value of US\$9.99) with devices such as an Amazon Echo Dot (retail value of US\$49.99, combined retail value of US\$59.98) for just US\$18.99.
3. As stated in the 13 October announcement, Amazon Echo Dot has historically been one of the highest selling products across all of Prime Day, when last year Amazon sold in excess of 175 million items in total.
4. Amazon will be promoting the bundle deal using the resources and breadth of reach that it has available to it.
5. The Company has previously announced various orders within which this demand has been supplied (refer to ASX announcements dated 31 March 2020, 22 May 2020, 21 August 2020, 10 September 2020 and 16 September 2020). All revenue from lights expected to be sold over Prime Day is accounted for by the Company in the aforementioned announcements, and the Company expects subsequent replenishment orders to backfill sold units.

Given the enormous pricing discount on offer, the historical sales performance of the products referenced, the very significant orders and deliveries already made to Amazon to service this demand, the fact that LIFX units bundled in this particular promotion have already been delivered to Amazon, and the several hundreds of thousands of LIFX lights that Amazon has positioned across its network of fulfilment centres to service demand over the next 48 hours, the Company has confidence that it will indeed see record end user sales over the duration of this sales event.

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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