



**Buddy**



**ASX**



# ASX MARKET RELEASE

## Amazon Launches Prime Day LIFX White + Alexa Device Bundles; Record Sales Expected

### SUMMARY

- Record LIFX unit sales anticipated from Amazon Prime Day 2020, following the launch of Prime Day deals where Amazon will bundle a free LIFX White smart light with the purchase of select non-screen Alexa devices such as Echo Dot and Echo Flex
- Amazon has purchased quantities of LIFX White smart lights to facilitate these deals, which will be promoted by Amazon and sold as part of Amazon's U.S., Canadian, Mexican and European Prime Day promotions
- Amazon Prime Day is historically Amazon's largest shopping event, with deals offered exclusively for Amazon Prime members, and will be held October 13-14
- Amazon has previewed one such deal, offering an Amazon Echo Dot and a LIFX White together for US\$18.99
- The 2019 Prime Day event saw over 175 million items sold, from more than 1 million deals offered to Amazon Prime members, eclipsing the previous Black Friday and Cyber Monday sales (combined).

### 13 October 2020 - Adelaide, Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is delighted to announce that Amazon.com, Inc. ("Amazon") (NASDAQ:AMZN) will today launch Prime Day bundle deals offering LIFX White free with the purchase of select non-screen Alexa devices such as Echo Dot and Echo Flex. Previewing one such deal, Amazon will be offering an Echo Dot and a LIFX White bundled together for just US\$18.99 (normally US\$59.98).

Amazon Prime Day (which in all regions starts at midnight local time on 13 October and runs through the next day) is an annual shopping event hosted by Amazon for its Prime members, and is historically the largest such event all year (last year's Prime Day exceeded the prior year Black Friday and Cyber Monday in combined sales). One of the top selling products during Prime Day in 2019 was Amazon Echo Dot, and smart lights are amongst the devices that drive the most engagement with voice assistants like Amazon Alexa - making these deals perfect consumer product pairings.

LIFX White was one of the Company's first products to support Amazon's Wireless Simple Setup ("WSS"), which reduces or removes complicated steps to connect devices to home Wi-Fi networks and Amazon Alexa accounts. With WSS support, customers are assured of a smooth setup

experience with Alexa, that may be as easy as removing the LIFX light from the box and simply screwing it into a lamp fixture (the connectivity to Wi-Fi networks and the customer's Alexa account is automatic and invisible to the customer).

"We were thrilled to have been selected by Amazon's Devices team to help drive engagement of Alexa Smart Home through these Prime Day bundle deals", said David McLauchlan, CEO of Buddy Technologies Limited (and parent of LIFX). "Adjusting a home's lighting by using only your voice remains one of the most impactful uses for the Alexa Smart Home by consumers, and to enable that we're exceptionally proud of our close relationship with Amazon's Alexa team. Over the next two days, hundreds of thousands of households that have never before experienced the convenience and joy of voice controlled lighting powered by LIFX and Amazon, will do so for the first time. Our global team stands ready to welcome them to the LIFX family, and to help them further grow their LIFX home installations."



Figure 1. Amazon will today launch their "buy a selected non-screen Alexa device and get a free LIFX White" bundle deal for Amazon Prime Day (October 13-14). The bundle pictured will be US\$18.99 in the U.S. (normally US\$59.98).

In preparation for this mammoth global sales event, the Company has strengthened its cloud capabilities in anticipation of a major uplift of new customers to the platform, and members of the global Buddy team will be standing by to assist with any additional customer support demand of a sales or technical nature.

All LIFX White units to be bundled with select non-screen Alexa devices as deal units for Prime Day have been purchased by Amazon and are currently held in Amazon Fulfillment Centres. Amazon will offer these Echo + LIFX White bundle deals in the U.S., Canada, Mexico, U.K. and continental Europe. The Company anticipates record LIFX unit sales (both bundled LIFX White lights, and upsold units from the rest of the LIFX product range), which would make Prime Day the largest selling-through event in the Company's history.

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](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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