



Buddy



ASX



ASX MARKET RELEASE

LIFX Clean Passes U.S. Testing, Ready for Retailer Orders; Webinar

SUMMARY

- LIFX Clean has passed its United States efficacy testing, conducted by Q Laboratories in Cincinnati, Ohio, an FDA registered testing facility specialising in disinfectant efficacy testing
- Q Laboratories' results have exceeded management expectations, having affirmed the initial results from Swinburne University testing in Australia, while also successfully tested additional scenarios, including ceiling lights to kitchen countertop cleaning
- Today's results are now being provided to retail partners, who may now place their orders for the balance of 2020, with 2021 stock orders expected mid-late Q4
- Regulatory compliance has been passed for Australia, New Zealand, the United States, the European Union and the United Kingdom, with Australia, NZ and the United States markets slated for launch in early December 2020
- Buddy will hold an investor webinar on Monday 26 October 2020 at 11:00am AEST.

23 October 2020 - Adelaide, Australia

Buddy Technologies Limited (Company) (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to advise that it has completed United States based efficacy testing on LIFX Clean, the world's first antibacterial, germicidal smart light. Testing results surpassed expectations, not only affirming the initial test results measured at Swinburne University of Technology (refer to the ASX announcement dated 28 August 2020), but demonstrating that installation of the product in ceiling fixtures will have a material kill rate on bacteria at kitchen or bathroom counter height.

Testing was conducted by Q Laboratories in Cincinnati, Ohio, using a pre-production batch of LIFX Clean smart lights, on two representative organisms most commonly used in such efficacy tests - escherichia coli ATCC 11229 (e.coli) and methicillin resistant staphylococcus aureus (MRSA) ATCC 33592. Q Laboratories is registered with the U.S. FDA for pharmaceutical testing, is GMP/GLP compliant, ISO/IEC 17025 accredited, and has been in operation for more than 50 years.

The new test results demonstrated up to a 75% kill rate of the tested representative organisms at 122cm (4ft) over 12 hours. Previous test results on the prototype product demonstrated a kill rate of greater than 80% in 2 hours in a typical desk lamp or

under-counter fixture, and more than 99.99% kill rate overnight (40cm distance for 8 hours). This new result affirms the benefits offered by continuous disinfection in an environment to augment episodic disinfection practices and rituals.

LIFX Clean remains on track to launch in early December in the United States, with the passing of federal requirements and all state based requirements, except for Hawaii and Indiana (both expected in the coming weeks). The U.S. based testing was conducted to support the requirements of retailers in the United States who sought local test results on LIFX Clean, however it was also an opportunity to conduct additional testing on a pre-production, but otherwise mass production-ready, set of LIFX Clean bulbs (the Swinburne University test results were conducted on earlier generation prototypes).

While the Q Laboratories' testing repeated the Swinburne University tests, additional tests were also conducted at greater distances to replicate installation of LIFX Clean in ceiling light fixtures such as hanging lights or even downlight "cans". This testing confirmed that LIFX Clean can have up to a 75% kill rate on common bacteria in overnight exposure on typical-height kitchen or bathroom counter surfaces, when installed in a ceiling fixture. This is a remarkable result that substantially expands the use cases and sales opportunity for LIFX Clean.

"When we launched LIFX Clean, we pitched the product as being ideal for near-field surface and surrounding air disinfection", said David McLauchlan, CEO of Buddy Technologies. "As our expanded testing has shown, we now have a demonstrable use case of LIFX Clean in ceiling lights cleaning typical height surfaces. This is expected to open up entirely new sales opportunities and provide appealing point of sale messaging to our major retail partners."

The Company is currently evaluating paper test strips that are expected to ship in the box with LIFX Clean. These can be placed by the customer on surfaces around their LIFX Clean light to measure surface exposure, and to help guide the customer on the placement of (and purchase of additional) LIFX Clean lights to maximise their disinfection effect.

Regulatory compliance for LIFX Clean is now in place in Australia, New Zealand, the United States, the European Union and the United Kingdom. LIFX Clean will be available for sale in early December in Australia, New Zealand and the U.S., with pre-sales already commenced on LIFX.com.au and big box retailers now able to place their orders for the balance of 2020 (orders for 2021 are expected in mid-late Q4). Full test results will be published on the LIFX website prior to the retail availability of LIFX Clean in early December.

Investors are reminded that while LIFX Clean has been tested for safety and efficacy in an anti-bacterial capacity, it has not been tested for any antiviral impact, including impact on SARS-CoV-2. Accordingly, no claim is being made that the product has any effect on SAR-CoV-2, however it remains in the queue to be tested as such, and once results are known, details will be made available by way of further ASX announcements.

Investor Webinar

In light of the Company's recent news around its US\$10m debt forgiveness and multi-year vendor debt refinancing, in addition to the Company's disclosure of its record monthly results for September 2020 and first EBITDA positive quarter, management will hold an investor webinar on Monday 26 October 2020 at 11 am (US-PST: Sunday 25 October at 5pm). These topics, as well as the latest news on LIFX Clean, LIFX Filament and the lead up to holiday 2020 will be discussed.

FOR PERSONAL USE ONLY

Shareholders and investors may attend without pre-registration by visiting this URL on Monday morning: <http://bit.ly/BUDOct2020>.

For and on behalf of Buddy Technologies Limited,



David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

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 well over a million homes, and considered to be the #2 brand of smart lights globally. 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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