

**Buddy****ASX**

## ASX MARKET RELEASE

LIFX Clean, LIFX Filament, LIFX Switch (US) Commence Pre-Sales;  
Amazon, Best Buy & HSN Commit to LIFX Clean in U.S.

### SUMMARY

- LIFX Clean, the world's first antibacterial, germicidal smart light will commence pre-sales on Monday 19 October, with units being delivered to customers in early December
- LIFX Filament, a premium quality exposed filament smart light featuring real glass and available in three shades of tint, will also commence pre-sales on Monday 19 October
- LIFX Switch, which first delivered to customers in Australia earlier this year, will go on pre-sale for the U.S. and Canadian markets on Monday 19 October, with first deliveries in December
- Amazon, Best Buy and Home Shopping Network (HSN) have all committed to stock LIFX Clean, subject to final U.S. regulatory approvals which are expected in time for product to be on sale for holiday 2020.

### 16 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 announce the arrival of three important new products for the Company.

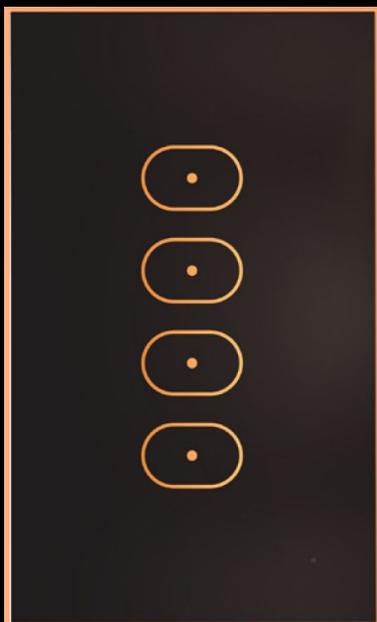
LIFX Filament is the long awaited "Edison-style" lamp built upon LIFX's Wi-Fi based smart light platform. Featuring real glass and exposed to view LED "filament" bars, LIFX Filament will be available in three tints of glass - smokey, amber (pictured right) and no tint.

LIFX Filament will retail for US\$39.99 / A\$69.99 and to help manage what is expected to be very significant demand for this ground-up new product, pre-sales for the amber tint version of LIFX Filament will commence on Monday 19 October and will be limited to two per customer.

LIFX Clean is the world's first antibacterial, germicidal smart light, and since it was first announced (refer to the ASX announcement on 28 August 2020) both customer and retail interest has been overwhelming. The Company is presently concluding U.S.-based testing of LIFX Clean, and state-level regulatory approvals in the



U.S. Upon completion, Amazon, Best Buy and Home Shopping Network (HSN) have all agreed to immediately stock LIFX Clean, which will begin as soon as certifications are granted and inventory is delivered. Orders are being taken for the handful of weeks between the expected street date and end of calendar year, and then further orders are expected for calendar Q1 of 2021 (which



are anticipated to be larger, and encompass a great many more retail channels). In the meantime, pre-sales for LIFX Clean will commence for the Australian market on the Company's website on Monday 19th October, with deliveries expected to take place in early December. Pricing will be A\$99.99 / US\$69.99.

The third product to enter pre-sales this week is LIFX Switch (U.S.). Priced at US\$99.99, LIFX Switch (US) is identical in appearance to LIFX Switch (AU), however has been specifically certified for the U.S. market and will fit in U.S. 1-gang installations.

LIFX Switch has been sold out in Australia recently, but a replenishment shipment is arriving in the coming weeks and that will satisfy continued local demand in Australia/New Zealand, while beginning to start meeting the needs of the DIY'er market in the United States.

Priced at US\$99.99, there is no competitor at this price point with these features. In addition to offering LIFX Switch on pre-sale this Monday 19 October, LIFX Switch is also available

at JB Hi-Fi, and will expand into other consumer electronics and electrical supply stores in 2021.

As these various products graduate from pre-sales to in stock at retailers around the region, or world, the company will advise shareholders by way of ASX announcements.

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 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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