



ASX MARKET RELEASE

LIFX to Launch in Walmart's Warehouse Club Chain, Sam's Club; U.S. Stock Flowing to Best Buy, Lowe's

SUMMARY

- Sam's Club, owned and operated by Walmart and the world's second largest warehouse club chain, has agreed to stock LIFX's range of smart lights
- Sam's Club will move to stock LIFX Clean in a 2-pack bundle for \$99.99 for the holidays, expanding to LIFX's broader range in 2021
- Stock will initially be sold via the Sam's Club online site; in-store availability of LIFX products anticipated in 2021
- New retail partnership takes LIFX into substantially more than 3,000 new major retail locations in the U.S. in 2021, more than tripling current on-shelf availability
- Following a stock-low position last month, inventory of smart lights is now flowing again, with Best Buy and Lowe's reaching full-stock levels in time for Thanksgiving, the traditional start of the holiday sales period in the U.S.

6 November 2020 - Adelaide, Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to welcome Sam's Club, the world's second largest warehouse club chain, as the newest U.S. retailer of its LIFX smart lights. Sam's Club, which is wholly owned by Walmart, Inc. (NYSE:WMT) has nearly 600 warehouses across the United States, and is second only to Costco Wholesale Corp. (NASDAQ:COST) in the warehouse club retail segment.

Sam's Club is expected to launch their LIFX range with a 2-pack of LIFX Clean, slated for US\$99.99, and to be available on their online shopping site (www.samsclub.com). The broader range of LIFX products will be stocked next quarter, with LIFX and Sam's Club anticipating in-store availability at their warehouse club stores in 2021. Together with the Company's previous announcements about assortment at Costco and Lowe's (refer to the ASX announcement dated 1 October 2020), this new partnership is expected to take LIFX to substantially more than 3,000 new major "big box" retail locations in 2021, more than tripling the on-shelf availability of LIFX products in the United States.



Figure 1. The new LIFX Clean 2-pack bundle, launching into Sam's Club this holiday.



Figure 2. Lowe's is launching with a front of store promotion on LIFX Z Strips.

Following the Company's recent commentary about emerging from a low-stock point on LIFX smart lights (refer to the ASX announcement on 2 November 2020), it can be confirmed that significant replenishment stock has arrived in the United States (with Europe and Australia following shortly). This stock has already commenced distribution to Best Buy stores, and will shortly commence distribution to Lowe's stores such that both will be stocked against their full orders prior to Thanksgiving, the traditional commencement of the American holiday shopping season.



Figure 3. LIFX is launching new packaging that is lighter weight, lower cost and more visually appealing.

Finally, the Company is pleased to share that all stock going to new retailers will be in the Company's new lower-cost, lighter-weight and more environmentally friendly packaging. In addition to realising real cost savings, the new packaging designs have tested very positively in terms of consumer awareness and shelf presence. This is an important step in the Company's Big Eight Goals for 2020 (refer to the ASX announcement on 28 May 2020), and will have a direct positive impact on margins.

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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