



ASX MARKET RELEASE

2 Button LIFX Smart Switch Launches, LIFX Clean to Be Demonstrated Live on U.S. Television

SUMMARY

- LIFX has launched its newest product – the LIFX Smart Switch 2-button Glass, targeted at the Australia/New Zealand retail, trade and wholesale markets
- LIFX Smart Switch Glass 2-button will be priced at A\$109.99/NZ\$109.99, will deliver margins back to the business exceeding 40% and is the fourth product manufactured by the Company's new manufacturers in China
- The release of this new product forms an important pillar in the Company's commitment to grow margins, diversify its supply chain and grow further its business into trade and wholesale channels
- LIFX Clean will feature in U.S. morning television and radio segments starting tomorrow, in the first live television demonstrations of this new product for 2021
- The live demonstrations are expected to air in locations as diverse as Washington DC, Charleston, Baltimore, Oklahoma City, Las Vegas, Raleigh, Wichita, Dallas and Atlanta.

29 September 2021 - Adelaide, Australia

Buddy Technologies Limited ("**Company**" or "**Buddy**") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that it is introducing a brand-new product today - a new glass version of its LIFX Smart Switch, in a 2-button, 2-gang form factor. Furthermore, the Company can further share that its new anti-bacterial, germicidal smart light, LIFX Clean, will appear for the first time tomorrow in live television demonstrations as part of a series of smart home segments to air on morning television and radio programs across the U.S.

New Product Launch - LIFX Smart Switch 2-Button Glass

Today, LIFX is launching the Company's newest product to help customers make their spaces smarter. The LIFX Smart Switch 2-Button Glass is a premium grade smart switch designed to seamlessly control both LIFX smart lights and non-smart lights on traditionally switched

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circuits. The product complements the 4-button version that was launched in 2020 and brings all the same functionality and features in a 2-button (2-gang) form factor.



Figure 1: LIFX Smart Switch 2-Button Glass will come in both black and white finishes.

LIFX Smart Switch 2-Button Glass is the fourth and latest product from the Company to be manufactured at its new manufacturing facility in China, providing for continued diversification of its supply chain which was a key commitment made by management for FY22.

LIFX Smart Switch will be further enhanced in October with a software update that will allow consumers to fully customise the button brightness, backlight colour and haptic feedback, and will also add multi-way switching of both LIFX smart lights and non-smart wired circuits. Support for Amazon Alexa and Google Home are included today, with Apple HomeKit support expected to be added by Christmas. As with all LIFX Smart Switches, the product includes Buddy Ohm energy monitoring hardware built-in.

Priced at A\$109.99/NZ\$109.99, the LIFX Smart Switch 2-Button Glass delivers margins in excess of 40% back to the business and forms a further pillar of the Company's FY22 commitment to elevate aggregated global margins across the business, while growing revenues in additional channels such as trade and wholesale markets. LIFX Smart Switch 2-Button Glass is immediately available online with retail and trade/wholesale assortment expected in the coming months.

LIFX Clean Demonstrations on Live U.S. Television

On morning TV and radio shows across the U.S. tomorrow, LIFX Clean will be demonstrated as part of a smart-home themed segment called "The Connected Mom – Tech Ideas to Help Busy Back to School Families". Carley Knobloch, a tech lifestyle expert who regularly features on local and national television, will educate consumers about the germicidal and anti-bacterial benefits of LIFX Clean in a series of short live to air crosses and pre-recorded segments airing on morning TV and radio shows nationwide.

Airing in major U.S. media markets like Washington DC, Dallas, Las Vegas, Atlanta, Baltimore and the New York tri-state area, in addition to smaller markets like Raleigh, Wichita, Santa Barbara, Norfolk and South Bend, this new exposure for LIFX Clean comes as the product is now assorted at major retailers like Amazon.com and Best Buy. Looking forward, the Company is preparing to enter the peak holiday sales calendar, with Halloween, Thanksgiving (Black Friday and Cyber Monday), the Christmas shopping period and in certain regions, the Boxing Day sales all in the coming quarter.

Following the television demonstrations of LIFX Clean, the Company will post selected clips to its social media channels.

For and on behalf of Buddy Technologies Limited,

Travis Gerber

Chief Operating 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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