



ASX MARKET RELEASE

Buddy Appoints New Chief Financial Officer & Chief Revenue Officer

SUMMARY

- Mr. Mark Sacco will be joining the Company as its new Chief Financial Officer, and Mr. Martin Carroll has been appointed Chief Revenue Officer
- Mark has 17 years of experience in finance and operating executive roles, was formerly the Chief Operating Officer at commercial lighting vendor, Light Project and previously served as Divisional CFO/COO at ComputerShare (ASX:CPU)
- Mark holds an Executive MBA from Melbourne Business School, is a Chartered Accountant, and was an Australian Financial Review BOSS Young Executive of the Year in 2020
- Martin Carroll, formerly the Company's General Manager for Europe, will now assume the role of Chief Revenue Officer, with responsibility for global revenue and margin attainment and growth
- Martin holds an Executive MBA from the Wharton School, and a Master of Business Administration from the University of Wales, Newport, United Kingdom.

14 March 2022 - Adelaide, Australia

Buddy Technologies Limited ("**Company**" or "**Buddy**") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is delighted to announce the appointments of Mr. Mark Sacco as Chief Financial Officer ("CFO"), and Mr. Martin Carroll as Chief Revenue Officer ("CRO") of Buddy Technologies.

Mark Sacco joins the Company having most recently served as Chief Operating Officer ("COO") at Light Project, a specialist lighting and control vendor in the commercial lighting space. Prior to Light Project, Mark served as Divisional CFO/COO and was a member of the Executive Leadership Team at ASX-listed share registry, ComputerShare (ASX:CPU).

Mark's finance career commenced in the audit group at KPMG, and he brings with him a demonstrated history of excellence in operational leadership, along with experience operating in the listed company regulatory environment and lighting technology space.

Mark is a chartered accountant, holds an Executive MBA from the Melbourne Business School, and was an Australian Financial Review BOSS Young Executive of the Year in 2020.

Martin Carroll has been appointed Chief Revenue Officer of the Company, to drive greater accountability within the organisation around global revenue and margin attainment.

Martin has been with Buddy for over four years, formerly serving as Managing Director, Europe and General Manager of EMEA. Martin is an accomplished executive, having previously held COO and Director roles at 26-nation Digicel Group, as well as executive roles at Vodafone. In addition to his executive and operational leadership experience, Martin has held various sales leadership roles across his 33-year career to date, and brings considerable experience in revenue attainment and growth, as well as mentoring, growing and curating high performing sales teams.

Martin holds an Executive MBA from the Wharton School and a Master of Business Administration from the University of Wales, Newport, United Kingdom.

Based in Melbourne, Mark Sacco will report directly into the CEO, while Martin Carroll will remain based in Dublin, Ireland and will also report directly into the CEO. Both appointments are effective immediately.

For and on behalf of Buddy Technologies Limited,



David 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’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 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 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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Buddy Technologies Contact:
Vicky Allinson, Company Secretary
Email: cosec@buddy.com

Buddy Technologies Limited
Level 3, 12 Pirie Street
Adelaide, SA 5000
AUSTRALIA

