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ASX MARKET RELEASE

Buddy Technologies Limited – June Quarterly 4C Review (Q4FY21)

30 July 2021 – Adelaide, South Australia
Buddy Technologies Limited (Company) (ASX:BUD), a leading provider of solutions for making spaces smarter, has today released its Quarterly Appendix 4C filing for the June 2021 quarter (Q4FY21).

SUMMARY

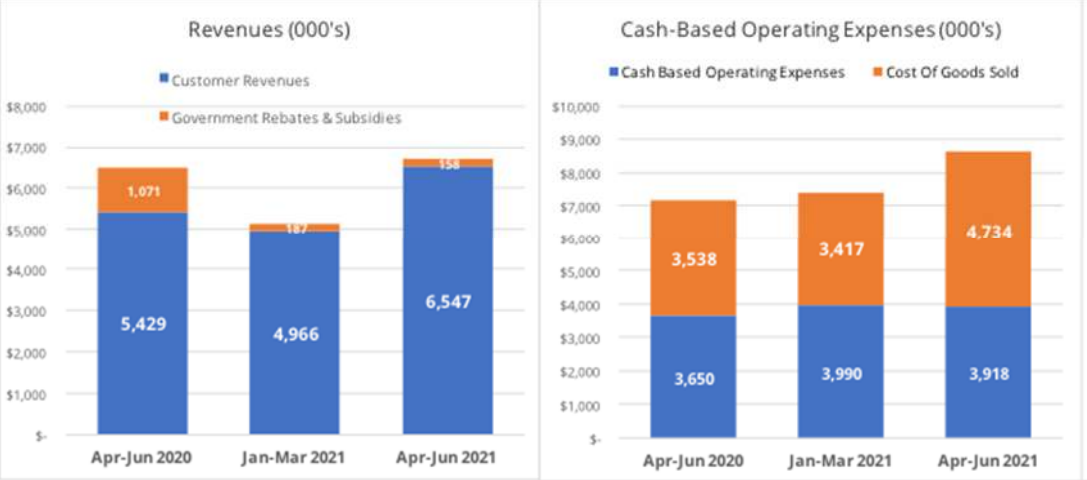
- **Revenues of A$6.7 million** including government rebates and subsidies of A$158k.
  - Customer revenues were up 32% over the prior quarter and up 21% over the prior year (Q4FY20)
- **Cash receipts of A$9.1 million**, including A$158k of government rebates and subsidies
  - Customer cash receipts were up 117% from the prior quarter and up 29% from the prior year
- **Adjusted EBITDA: negative A$1.9 million** for the quarter (compared to negative A$2.3 million for prior quarter and negative A$688k for the year-ago quarter)
- **Current assets of A$21 million**
  - **Cash on hand at 30 June 2021 totalled A$2.1 million** (excluding any cash from the July 2021 fundraise)
  - **Trade and other receivables** totalled **A$5.0 million**
  - **Inventories** (and prepayments) totalled **A$13.9 million**
- **Other major milestones**
  - Q4 FY21 was **net cashflow positive**
  - In July 2021, the Company completed a placement of shares to sophisticated and institutional investors to raise A$6.5 million (before costs) and has launched an entitlement offer to existing shareholders to raise up to A$10.0 million
  - A debt refinancing has been agreed whereby (amongst other matters) a debt forgiveness of US$3.02 million has been agreed, such that the Company will pay US$2.75 million to its primary manufacturer, Eastfield, in full and final settlement of a line of credit facility and historical accounts payable (from prior to the LIFX acquisition, with such amounts totalling ~US$5.77 million). Further, PFG (Buddy's secured lender) has also agreed to restructure its

existing term debt facility and, if required, fund part of the payment to Eastfield (refer to ASX announcements dated 16 July 2021 for further details).

*Adjusted EBITDA is equal to revenues (not including other income) less cash-based operating expenses (which excludes any non-recurring items such as acquisition or restructuring costs, costs relating to finance facilities and any share-based expenses).

QUICK LOOK

Revenues and Cash-based Operating Expenses*



* Note that Apr-Jun 2020 cash based operating expenses were unusually low due to the temporary staff salary cuts (of up to 50%) that were enacted that quarter, which have now been largely eliminated.

Cash Receipts and Gross Operating Cash Outflows*



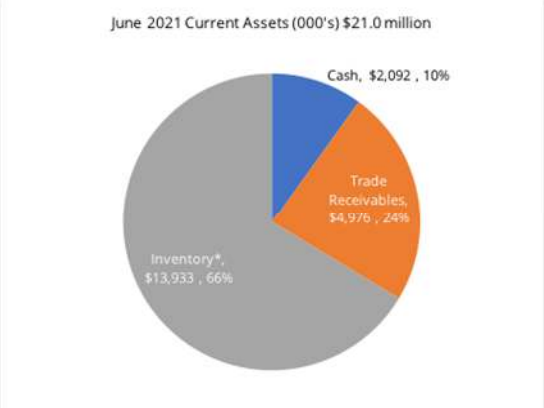
*Cash-based operating expenses exclude any non-recurring items such as acquisition-related costs, restructuring costs, costs relating to finance facilities and any share-based expenses. Gross operating cash outflows are the amounts listed under item 1.2 in the Appendix 4C report.

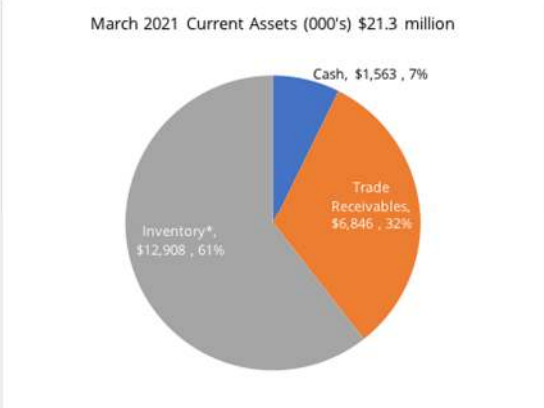
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Cash Position and Current Assets

Current assets decreased approximately A$300k quarter-on-quarter. As of 30 June 2021, the Company had utilised all of its US$10 million trade and inventory finance facility.





Q4FY21 FINANCIALS COMMENTARY

The quarter saw a 32% lift in customer revenues (to A$6.5 million) over the prior quarter (21% over the prior year), reflecting the Company's growing inventory position while managing the impact of component shortages, and increased customer ordering in advance of the Amazon Prime Day promotional period (which was 21 to 22 June 2021).

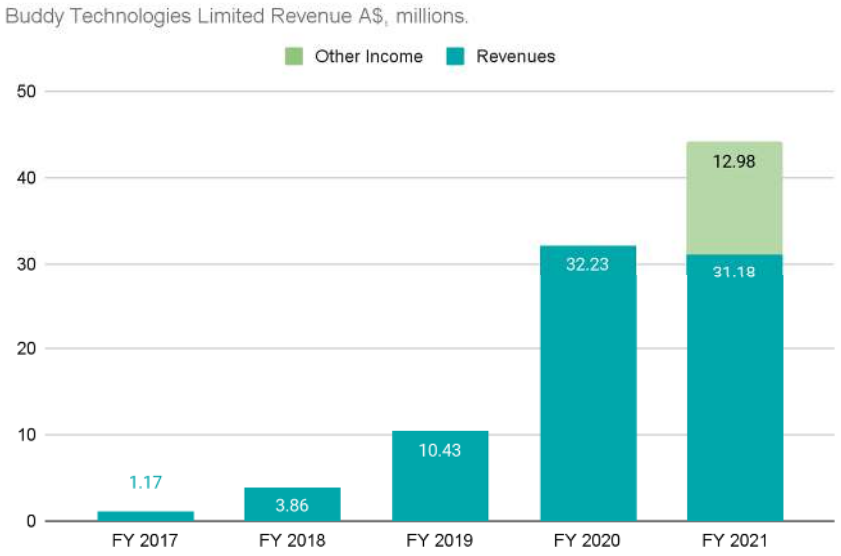
Cash receipts more than doubled quarter on quarter (up 117%) to A$9.1 million (and up 29% on the prior year), helped by accelerated payment terms being put in place with Amazon U.S. and Australian retail customers.

Pleasingly, this meant that the Q4FY21 quarter was net cashflow positive for the Company, and indeed cashflow positive from operations (ie. not due to any debt or equity financing).

Adjusted EBITDA was negative A$1.9 million, which was improved over the prior quarter's negative A$2.3 million (and greater than the year ago quarter, which was negative A$688k). We note that the year ago quarter benefitted from the impact of significant government rebates & subsidies due to the COVID-19 pandemic, and the temporarily reduced salary cost base (from voluntary staff pay reductions during the COVID period).

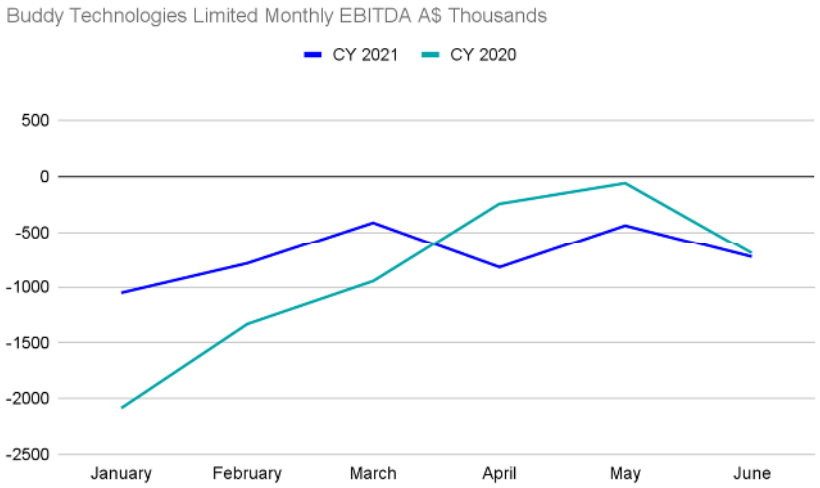
As a function of recording a cashflow positive quarter, the Company ended the quarter with A$2.1 million in cash, up 31% on the prior quarter. Trade receivables totalled A$5.0 million, and inventories & prepayments totalled A$13.9 million. While this is an outsized inventory position for the Company to ordinarily be in at this stage of the year, this figure includes inventory in transit from the factories, inventory in production, and materials purchased or pre-purchase amounts made to secure materials.

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*Other Income represents the A$13.0 million of debt forgiveness achieved by the Company in Q3FY21 as part of the refinancing of the Company's debt with PFG.

The Company is continuing the path of improving its fiscal position, with calendar year-to-date EBITDA losses in 2021 being A$1.1 million less than the prior corresponding period in 2020: A$(4.2m) calendar year-to-date in 2021 vs. A$(5.3m) calendar year-to-date in 2020. This is largely due to cost reductions and efficiencies achieved due to changes made in the business to address the COVID-19 pandemic.



* Calendar year to date EBITDA is improved in 2021 over 2020: 2021 YTD = A$(4.2m) vs. 2020 YTD = A$(5.3m).

Debt Restructure

We were pleased to announce that the Company refinanced its US$10 million term debt facility with primary financier, Partners For Growth ("PFG"), whereby (amongst other matters) BUD has agreed to make a pre-payment of US$2.5 million of amounts owing to PFG ("PFG Payment") and has negotiated a settlement with its primary manufacturer, Eastfield, of amounts owing under a line of credit facility and historical accounts payables (which totalled ~US$5.77 million) via the payment of US$2.75 million to Eastfield (being US$3.02 million of debt forgiveness) ("Eastfield Payment)".

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While the final amounts of the PFG debt restructure are dependent upon the funds raised in the entitlement offer, in all circumstances, the Company benefits from lower principal payments in the near-term and potentially lower interest payments, with early pre-payment of a portion of the term debt either from funds raised under the entitlement offer or via the issue of convertible notes/promissory notes to PFG.

PFG and Buddy have made no changes to the US$10 million working capital facility that will continue to be used to fund manufacturing and other working capital requirements.

For further details on the debt restructure, refer to the ASX announcement dated 16 July 2021 and the prospectus dated 20 July 2021.

Critical Component Supply

On 27 April 2021, the Company announced the suspension of manufacturing scheduling, as the Company's allotment of a critical semiconductor component had been sold by the component's supplier to a third party.

A functionally identical part from an alternative supplier was evaluated, successfully tested & ordered. Additionally, spot purchases of the original component were sourced to enable partial manufacturing to resume:

- ~134,000 units arrived in May vs. expected ~195,000 (~68%)
- ~72,000 units were built in June
- The critical component shortage is estimated to have a net impact of 12-week shift in production
- 1.0 million parts of the critical component (of 2.8 million ordered for balance of 2021 production) have been allocated and are anticipated to be delivered to the Company's manufacturers by the end of August.

Additional Manufacturing

Since early 2021, the Company has been working to broaden its manufacturing base to de-risk supply and provide opportunities for new product development, or significant cost reductions in the supply of existing products.

- LIFX Switch (Glass) is in production with our newly online second factory
- LIFX Switch (North America) commenced production on June 8th with the second factory
- LIFX Color will be the first LIFX smart light redesigned, cost-reduced and produced entirely at the second factory. Mass production commences in September to supply the high-demand holiday period (Thanksgiving, Black Friday, Cyber Monday, Christmas).

Board of Directors

Three non-executive directors resigned and have been replaced with two interim executive directors. The Board is in the process of identifying board members with retail, manufacturing and technology experience to complement the Board.

Reporting Error

On 27 April, the Company announced a reporting error and retracted an overstatement of its revenues for March 2021 that stemmed from intercompany sales having been accidentally counted as revenue and reported as sold inventory. The Company believes this is a one-off

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error, and audits/checks have shown no other prior occurrence. The Company has added staff to the finance team and put in place processes to mitigate the risk of such an error occurring in the future.

Reducing Expenses

We have adopted an updated business plan, including implementing various measures to continue to reduce expenses in respect to personnel, research and development and general and administrative expenditure, while seeking to grow revenues through (amongst other matters) resolving inventory constraints and restructuring certain aspects of its businesses.

Equity Raising

Shortly after the Q4 FY21 quarter ended, we undertook a placement and launched an entitlement offer to retire certain existing debts and strengthen our balance sheet (refer to the ASX announcement dated 16 July 2021 and prospectus dated 20 July 2021 for further details).

In respect to the placement, the Company has raised A$6.5 million (less costs) from sophisticated and institutional investors. These funds will be used to pay US$1 million of the Eastfield Payment and provide the Company with additional working capital.

In respect to the entitlement offer, the entitlement offer will seek to raise up to A$10 million from existing shareholders. The funds raised will first be used to pay the remainder of the Eastfield Payment and the PFG Payment (up to US$4.25 million) with any remaining funds utilised to increase working capital.

COVID-19 UPDATE

In our ongoing response to the COVID pandemic, the Buddy team worldwide continues to prioritise safety and most team members continue to work from home. This remains a successful approach and has afforded the team extra flexibility and cost-savings at the same time. As promised to staff, in mid-April, the Company took the 10% reductions in compensation (for a substantial portion of staff) back to 5%, and by the beginning of July had returned nearly all staff back to pre-COVID compensation levels.

Setting aside workplace and salary changes, it is clear that the greatest impact of the COVID-19 pandemic has been on both supply chains and customer purchasing behaviour (in particular the mix between in-store and online purchasing). We have been (and may continue to be) impacted by the global semiconductor shortage, part and shipping cost inflation and shipping delays that have been a major focus for the industry and headlines in the popular press. Our team continues to work every day to manage through these issues and their efforts have resulted in us navigating these choppy waters with inventory in our warehouses and the impact of delays being managed as best as possible.

ASX LISTING RULE DISCLOSURES

CASH FLOW DISCUSSION

As at 30 June 2021 the Company's cash balance was A$2.1 million (up from A$1.6 million on 31 March 2021), and cash flows regarding the Company's activities reported above are summarised below.

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Cash flows from operating activities during the quarter comprised:

- Receipts from customers of A$8.9 million from the sale of LIFX products and provision of commercial services/products
- Expenditure of A$331k on research and development and web costs for new products and the Company's online presence
- Product manufacturing and operating costs for manufacturing LIFX and commercial products of A$3.8 million
- Advertising & marketing costs of A$682k
- Staff costs totalling A$2.3 million
- Administration and corporate costs of A$333k
- Interest and other income received of A$16k
- Payment of interest of A$778k
- Receipt of A$158k of government rebates and subsidies for COVID-19 support
- Payment of A$326k for non-recurring costs related to the debt restructuring (such as legal fees) and FX costs.

Cash flows from investing activities during the quarter was primarily made up of the payment of A$152k for capital expenditures primarily related to tooling for new products.

Cash flows from financing activities included:

- A$500k of proceeds from draws on debt facilities
- Repayments of A$792k on the PFG term debt facility.

RELATED PARTY TRANSACTIONS

As noted in Item 6 of the Company's Appendix 4C for Q3FY21, payments to related parties and their associates totalled A$13k during the quarter for the CEO's cash salary (which is fixed and paid in US$ but may fluctuate with changes in exchange rate as it is reported here in A$). The CEO and CFO elected to defer their salaries starting from mid-April pending resolution of certain matters facing the Company.

WHAT'S NEXT

In the quarter we continued to roll out our newly repackaged products world-wide and introduced the brand new LIFX Switch product in the U.S. These new and updated products which will join new products coming to market in the first half of FY22, allow us to solidify our retail and partner relationships, while bringing higher margin products to market.

Our retailer marketing efforts are designed to drive product sell-through, thus generating replenishment orders and gaining new end-user consumers. Our direct-to-consumer communications and direct online sales deepen those end-user consumer relationships and generate higher margin additional revenue.

Thus, over time, our strategies are designed to profitably grow our customers from single product consumers to 5+ LIFX product consumers in a given household. Our relationships with key technology partners reflect this continued goal.

The Company's operational strategy moving forward is also clear - we must continue our push to achieve improved sales and margin targets, reduce expenses wherever possible and compress our inventory to cash cycle to generate operating cash - all with the goal of

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achieving monthly breakeven as soon as possible - this goal continues to be the primary focus for the business.

There remains very material worldwide demand for smart lighting, with the U.S. market for smart lighting more than doubling on last year. We continue to hold the view that LIFX's smart lights remain amongst the best value, premium experience products in the category. Despite a challenging environment, the team continues to be focussed and committed to meet this demand.

For and on behalf of Buddy Technologies Limited.



David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

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Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

Buddy Technologies Limited

ABN	**Quarter ended ("current quarter")**
21 121 184 316	30 JUNE 2021

Consolidated statement of cash flows		**Current quarter $A'000**	**Year to date (12 months) $A'000**
1.	**Cash flows from operating activities**		
1.1	Receipts from customers	8,896	26,852
1.2	Payments for		
	(a) research and development & web costs	(331)	(1,656)
	(b) product manufacturing and operating costs	(3,790)	(26,338)
	(c) advertising and marketing	(682)	(2,587)
	(d) leased assets		
	(e) staff costs	(2,296)	(9,821)
	(f) administration and corporate costs	(333)	(1,914)
1.3	Dividends received (see note 3)		
1.4	Interest received	16	139
1.5	Interest and other costs of finance paid	(778)	(7,175)
1.6	Income taxes paid		
1.7	Government grants and tax incentives	158	2,192
1.8	Other (FX & restructuring costs)	(326)	(1,394)
1.9	**Net cash from / (used in) operating activities**	**534**	**(21,702)**

2.	**Cash flows from investing activities**		
2.1	Payments to acquire:		
	(a) entities		
	(b) businesses		
	(c) property, plant and equipment	(152)	(769)
	(d) investments		
	(e) intellectual property		

Consolidated statement of cash flows		Current quarter $A'000	Year to date (12 months) $A'000
	(f) other non-current assets		
2.2	Proceeds from disposal of:		
	(a) entities		
	(b) businesses		
	(c) property, plant and equipment		
	(d) investments		
	(e) intellectual property		
	(f) other non-current assets		
2.3	Cash flows from loans to other entities		
2.4	Dividends received (see note 3)		
2.5	Other (notes receivable)		
2.6	**Net cash from / (used in) investing activities**	**(152)**	**(769)**

3.	**Cash flows from financing activities**		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)		13,000
3.2	Proceeds from issue of convertible debt securities		
3.3	Proceeds from exercise of options		
3.4	Transaction costs related to issues of equity securities or convertible debt securities		(640)
3.5	Proceeds from borrowings	500	33,591
3.6	Repayment of borrowings	(792)	(24,977)
3.7	Transaction costs related to loans and borrowings		
3.8	Dividends paid		
3.9	Other (provide details if material)		
3.10	**Net cash from / (used in) financing activities**	**(292)**	**20,974**

4.	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of period	1,563	2,502
4.2	Net cash from / (used in) operating activities (item 1.9 above)	534	(21,702)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(152)	(769)

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Consolidated statement of cash flows		Current quarter $A'000	Year to date (12 months) $A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(292)	20,974
4.5	Effect of movement in exchange rates on cash held	439	1,087
4.6	**Cash and cash equivalents at end of period**	**2,092**	**2,092**

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter $A'000	Previous quarter $A'000
5.1	Bank balances	2,092	1,563
5.2	Call deposits		
5.3	Bank overdrafts		
5.4	Other (provide details)		
5.5	**Cash and cash equivalents at end of quarter (should equal item 4.6 above)**	**2,092**	**1,563**

6.	Payments to related parties of the entity and their associates	Current quarter $A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	13
6.2	Aggregate amount of payments to related parties and their associates included in item 2	

Explanation of amounts in 6.1:

A$ equivalent of payroll compensation paid to CEO of US$9,896 which is 16% of his contracted salary of US$62,500

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7.	**Financing facilities** *Note: the term "facility' includes all forms of financing arrangements available to the entity.* *Add notes as necessary for an understanding of the sources of finance available to the entity.*	**Total facility amount at quarter end $A'000**	**Amount drawn at quarter end $A'000**
7.1	Loan facilities	32,903	30,403
7.2	Credit standby arrangements		
7.3	Other (please specify)		
7.4	**Total financing facilities**	32,903	30,307

7.5	**Unused financing facilities available at quarter end**	2,500

7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

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Loan facility: **Eastfield LoC+AP**
Total facility US$5.8 million including US$0.4 million of accrued interest
Total drawn at 30 June 2021: US$5.8 million including accrued interest
Use of funds: Working capital (incurred prior to acquisition of Lifi Labs, Inc. dba LIFX)
Lender: Eastfield/Luminous (from acquisition of Lifi Labs, Inc. dba LIFX)
Interest Rate: US$3 million at 12% + 5% on late payments plus $2.4 million at 15%
Secured or unsecured: US$3 million secured by second position on assets; remainder is unsecured
Payment: This obligation was reduced to US$2.75 million due 31 August 2021, which will be financed via proceeds from the placement, the entitlement offer and/or from PFG (please refer to the ASX announcement dated 16 July 2021). Once this payment is made, there will be no further obligation outstanding under this agreement.

Loan facility: **PFG Line of Credit (revolver)**
Total drawn at 30 June 2021: US$10.0 million
Total Facility Amount: US$10 million
Use of funds: Working capital
Lender: Partners For Growth
Interest Rate: 12.5%.
Secured or unsecured: secured by receivables and inventory
Payment: Revolving LoC
Term: December 2023

Loan facility: **PFG Term Loan**
Total drawn at 30 June 2021: US$6.7 million *
Loan: Term Loan
Total Facility Amount: US$7.5 million *
Use of funds: refinancing previously existing debt
Lenders: Partners For Growth
Interest Rate: 12.5%
Secured or unsecured: secured by company assets
Payment: As of 30 June 2021: monthly payments of principal of US$197,368 plus interest due. This obligation was restructured whereby the outstanding balance will be reduced by US$2.5 million either via proceeds from the entitlement offer or the issuance of promissory notes or convertible notes (please refer to the ASX announcement dated 16 July 2021). Following this reduction, the monthly payments on this obligation will be reduced to approximately US$125,940 plus interest due.
Term: May 2024

Loan facility: **Convertible Notes (subject to shareholder approval) / Promissory Notes**
Total drawn at 30 June 2021: nil
Total Facility Amount: Up to US$4.25 million
Use of funds: Repayment to Eastfield and/or PFG (please refer to the ASX announcement dated 16 July 2021)
Lenders: Partners For Growth
Interest Rate: 12.5% (see also payment below)
Secured or unsecured: secured by company assets
Payment: Interest due monthly until converted or paid. The Convertible Notes are convertible (all or some) into shares of the Company at a conversion price of A$0.025 per share. If not converted, on the maturity date, the Company will repay PFG the principal amount plus any accrued interest. If shareholder approval is not obtained, the Company will issue

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Promissory Notes (ie a straight debt instrument) and the Company would repay PFG 1.5 times of the principal amount plus any accrued interest at maturity.
Term: August 2021 to 4 May 2024

Loan facility: **Loan Facility 1**
Total drawn at 30 June 2021: $250k
Total Facility Amount: $1.5 million
Use of funds: Working capital
Lender: DM Capital Management Pty. Ltd.
Interest Rate: 10%.
Secured or unsecured: unsecured
Payment: upon maturity (26 November 2022)
Term: 26 May 2021 – 26 November 2022

Loan facility: **Loan Facility 2**
Total drawn at 30 June 2021: $250k
Total Facility Amount: $1.5 million
Use of funds: Working capital
Lender: Anfield Group Pty. Ltd.
Interest Rate: 10%.
Secured or unsecured: unsecured
Payment: upon maturity (26 November 2022)
Term: 26 May 2021 – 26 November 2022

*a second tranche of US$2.5 million was entered into in January 2021 and was offset by issuance of BUD shares totalling US$2.5 million. This tranche had the same terms as the PFG Term Loan above (but with no principal payments due) and has a current balance of US$816k as at 30 June 2021.

8.	Estimated cash available for future operating activities	$A'000
8.1	Net cash from / (used in) operating activities (Item 1.9)	534
8.2	Cash and cash equivalents at quarter end (Item 4.6)	2,092
8.3	Unused finance facilities available at quarter end (Item 7.5)	2,500
8.4	Total available funding (Item 8.2 + Item 8.3)	4,592
8.5	**Estimated quarters of funding available (Item 8.4 divided by Item 8.1)**	N/A

8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer:

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer:

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

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Answer:

Compliance statement

1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.

2 This statement gives a true and fair view of the matters disclosed.

Date: 30 July 2021

Authorised by: .....
By the Board

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.

2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.

3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.

4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".

5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.

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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 U.S. 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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Buddy Technologies Contact:
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