



ASX MARKET RELEASE

First Integration Between LIFX, Buddy Ohm and Amazon Alexa Launched

SUMMARY

- Amazon (NASDAQ:AMZN) has launched a new Alexa Smart Energy initiative, which allows consumers to track the energy their smart devices are consuming conveniently on an energy dashboard in their Alexa mobile app
- LIFX was asked by Amazon to be one of the first to integrate its smart light devices into the Alexa energy dashboard, whereby Ohm energy data is shared with Alexa to help populate the energy dashboard feature
- Intelligent Control will enable Alexa to take action on hunches like turning off a LIFX light when a customer is out of the house, or has fallen asleep
- All single zone LIFX smart lights now support Alexa energy dashboard, with multi-zone and LIFX Switch support coming in the new year
- Compatible LIFX smart light products are being prominently featured in Alexa Smart Energy promotions, and the Company expects its support for this important sustainability program to be a contributor to sales growth via Amazon in 2021.

18 December 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 a further expansion of the Company's investment in its LIFX, Buddy Ohm and energy management and auditing assets, as LIFX smart light products become more integrated with Amazon's Alexa product through native support for Amazon's new "Alexa Smart Energy" program and Alexa energy dashboard in the Alexa mobile app.

LIFX has worked with Amazon to support the inclusion of LIFX products in the launch of the Alexa Smart Energy program, which has commenced and will roll out over the coming weeks. The Alexa Smart Energy program helps customers manage their home's energy usage, using the Alexa energy dashboard. The dashboard allows customers to start tracking the energy their devices are consuming, shown right in the Alexa app. LIFX smart lights now natively support this feature, sharing energy data between the Buddy Ohm cloud and Amazon's Alexa cloud, allowing Amazon to populate this dashboard for LIFX smart lights, and enabling Alexa to intuitively control those lights.

Energy data, such as that collected through support for Ohm energy monitoring and auditing in LIFX products, will allow Alexa to take action on hunches like turning off a LIFX light when customers are asleep or away.

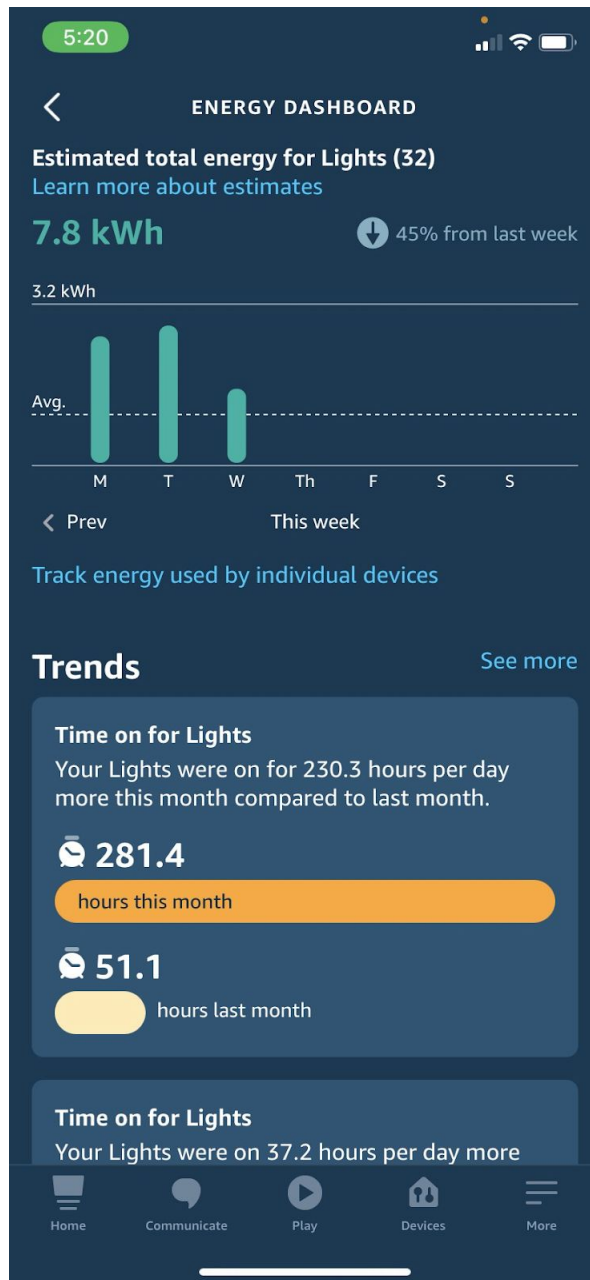


Figure 1. Data from LIFX smart lights being shown in the Amazon Alexa mobile application.

All single zone LIFX products ship today with support for the Alexa Smart Energy program, and more information will be shared by both LIFX and Amazon as we evolve our cooperation on this important program to new products and additional features.

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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