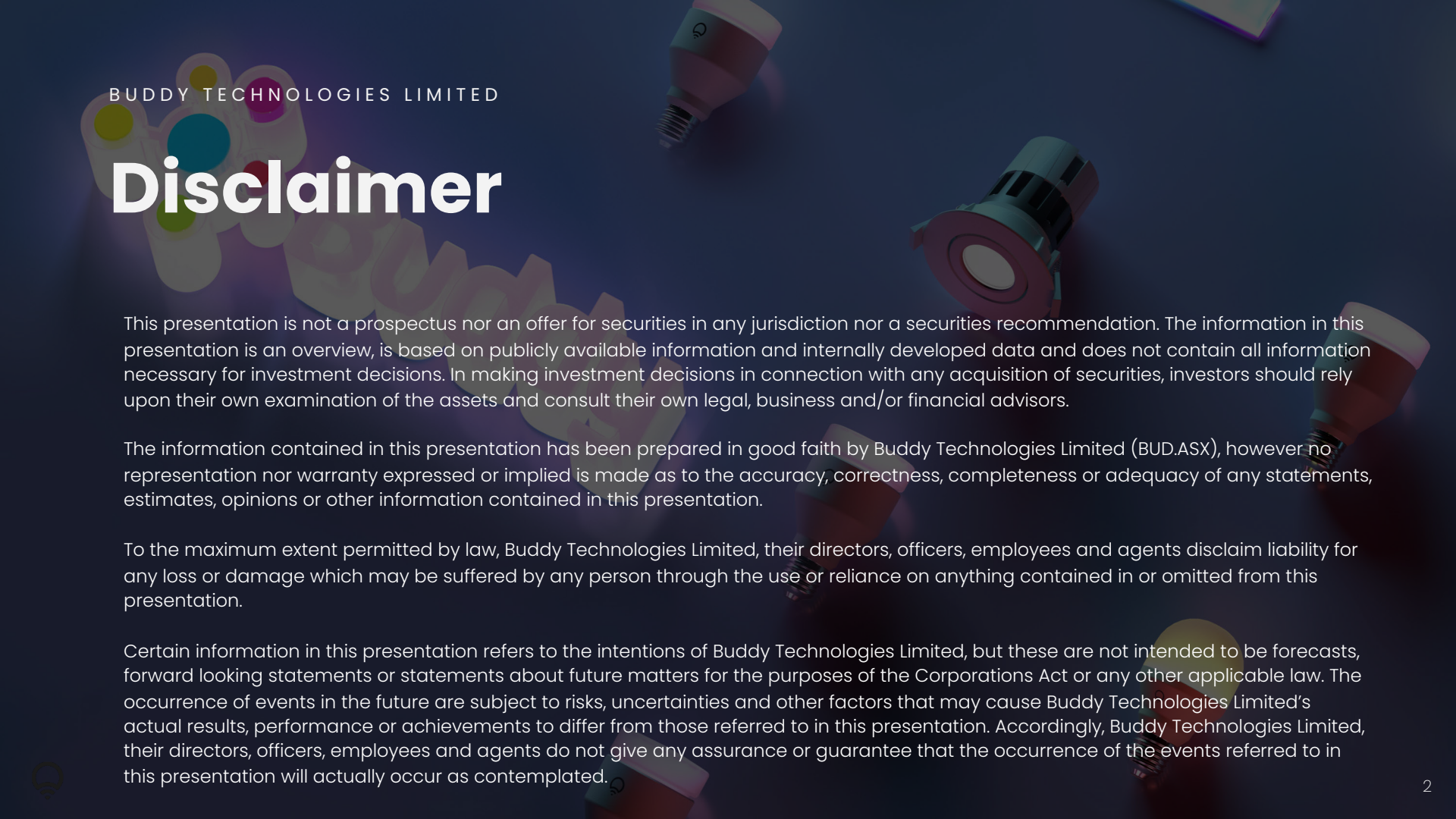




# Introduction to Buddy Technologies Limited

**ASX:BUD**

February 2021



BUDDY TECHNOLOGIES LIMITED

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# Making Every Space Smarter

The Buddy Technologies group vision is to “make every space smarter”.

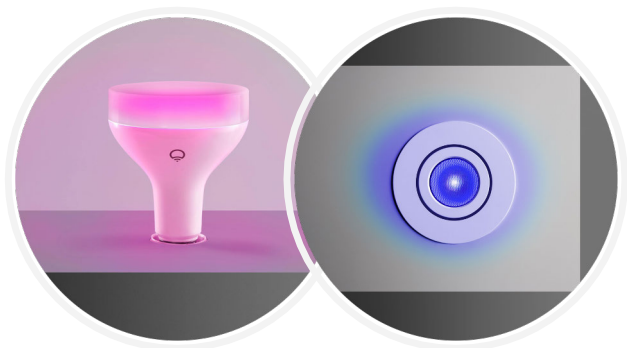
Buddy’s consumer division, **LIFX**, achieves this through smarter light.

Buddy’s commercial division, **Buddy Ohm**, achieves this through energy awareness and automation.



# Making Every Space Smarter

Smarter spaces – rooms, homes, buildings, schools, floors, campuses, facilities – are more efficient, healthier, less expensive to operate, meet the needs of more people, are more climate friendly and will become \*every space\* over the next decade.



**We do this by making smart internet-connected energy efficient lighting.**



**We do this by making smart internet-connected energy monitors.**



**We do this by licensing our smart tech into other companies' products.**



# The Company



## ASX Code

Market Capitalisation

CY 2020 Revenues\*

Share Price

52-week Low/High

Top 20 Shareholdings

## BUD

A\$171.0m

A\$30.0m

A\$0.058

A\$0.006 – A\$0.10

38.94%

H1 FY21 Revenue\*

A\$19.2m

H1 FY21 EBITDA\*

–A\$958k

H2 FY21 Revenue Guidance\*\*

A\$24m to A\$28m

H2 FY21 EBITDA Guidance\*\*

Positive

\* Unaudited figures

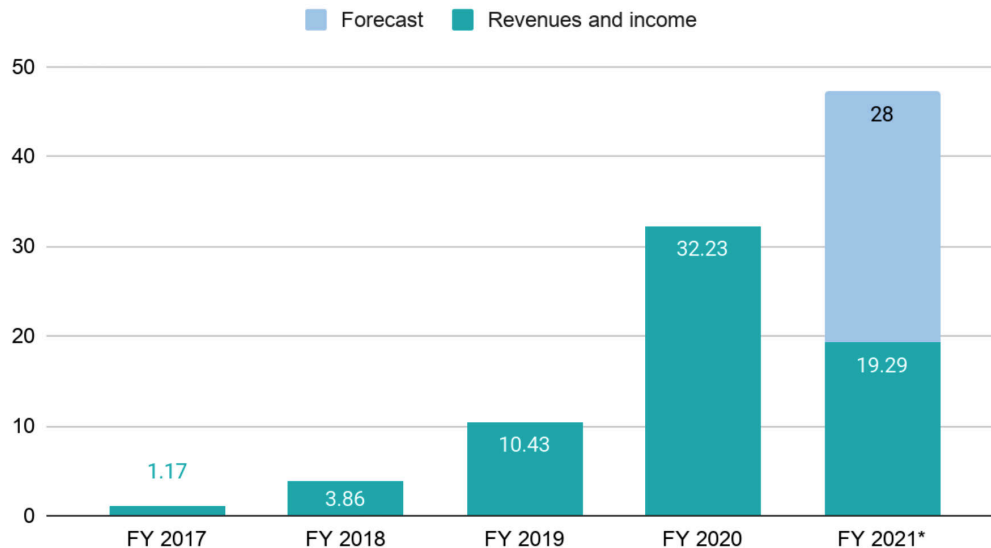
\*\* Management forecast offered as market guidance

# Revenue History



Buddy Technologies Limited Revenue A\$, millions.

(\*) to date + forecast



\* Revenue guidance range of A\$24m to A\$28m. High end of A\$28m shown in chart for indicative purposes only.



BUDDY TECHNOLOGIES LIMITED

# Board of Directors



**Rick Borenstein**

Non-executive Chairman



(US) Chairman @ Sequoia Partners, Inc.; Chairman @ trellis.co.il; former Board of Trustees @ National Public Radio (NPR); MBA, Harvard University.



**David McLauchlan**

Executive Director



(US) Group CEO @ Buddy Technologies Ltd; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation; Co-Founder @ TVInteract (sold 2016).



**John van Ruth**

Non-executive Director



(AUS) CEO @ Lutheran Disability Services; Non-Exec Director @ HAMBS Systems Ltd; Non-Exec Director @ Eldercare, Inc.; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.



**Rosey Batt**

Non-executive Director



(AUS) CEO @ Rosey Batt & Associates; Facilitator @ Australian Institute of Company Directors; Board Member @ Litigation Assistance Fund, Law Society of SA.



**Alan Sparks**

Non-executive Director



(AUS) Non-Exec Director @ Harris Technology Group (ASX:HT8); ex CEO @ Cellnet Group Ltd; ex VP AsiaPac @ Belkin; ex President @ Carrier Corporation; ex Snr. VP @ Philips Consumer Electronics.



BUDDY TECHNOLOGIES LIMITED - CONSUMER DIVISION - LIFX

# Smarter Light

Our priority is *light*, not just being a manufacturer of smart lightbulbs.

We are passionate about the wellbeing that comes from great light - aesthetically, functionally, and physiologically.

Over time, every light will be replaced with a smart light. Let that be a LIFX light.



ACCOLADES

# What people say...

*"Best Smart Light:  
LIFX A19"*

**WIRED**

2020



Best color-changing smart bulb  
for HomeKit 2020:

**LIFX Color**

-CNET

2020

Best Alexa  
compatible  
Wi-Fi smart  
light:

LIFX Mini

**tom's guide**



2020

"The best compact  
smart light bulb that  
work with your  
Google Home"

Android Police



**Best smart light  
without a hub:  
LIFX Mini Color**

- IGN 2020

**Forbes**

CES 2020 Top Five Pick:  
LIFX Switch

9TO5Toys

"Best of Smart Home  
at CES 2020:  
LIFX Filament"

androidcentral

**Best Smart  
Lights for  
Gaming in  
2020:**

**LIFX Z**

LIFX RANGE

# Smart, Defined...

*White bulbs: entry point  
for voice and automation*

**LIFX White**  
800 lm  
A19



**LIFX White to Warm**  
800/1000 lm  
Tuneable white:  
1500-4000k  
A19



**LIFX Candle White to Warm**  
600 lm  
Tuneable white  
E12



**LIFX Colour**  
800/1000 lm  
550 billion colors  
A19



**LIFX Colour A60**  
1200 lm  
1 trillion colors  
A19



*Full colour bulbs: best for  
Scenes, Themes, & Effects.*

**LIFX Colour**  
1100 lm  
1 trillion colors  
BR30



**LIFX Colour GU10**  
400 lm  
Track or  
downlight

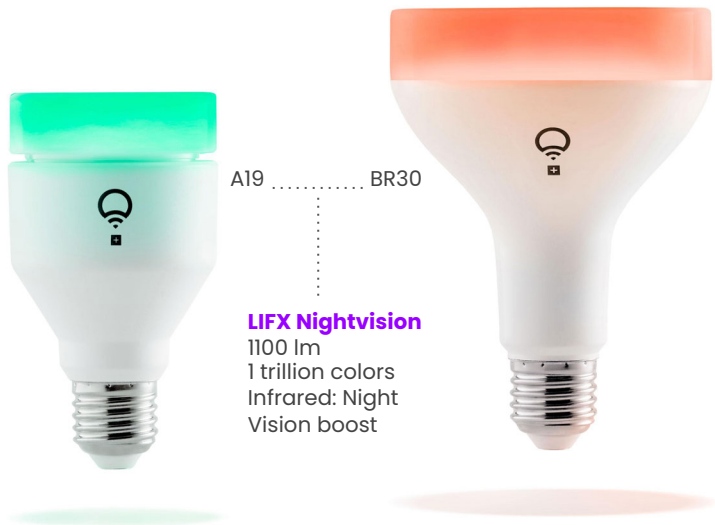




LIFX RANGE

# Night Vision

All the color and function of a LIFX Colour, but with infrared.  
So when it's off, it is so on.



RANGE

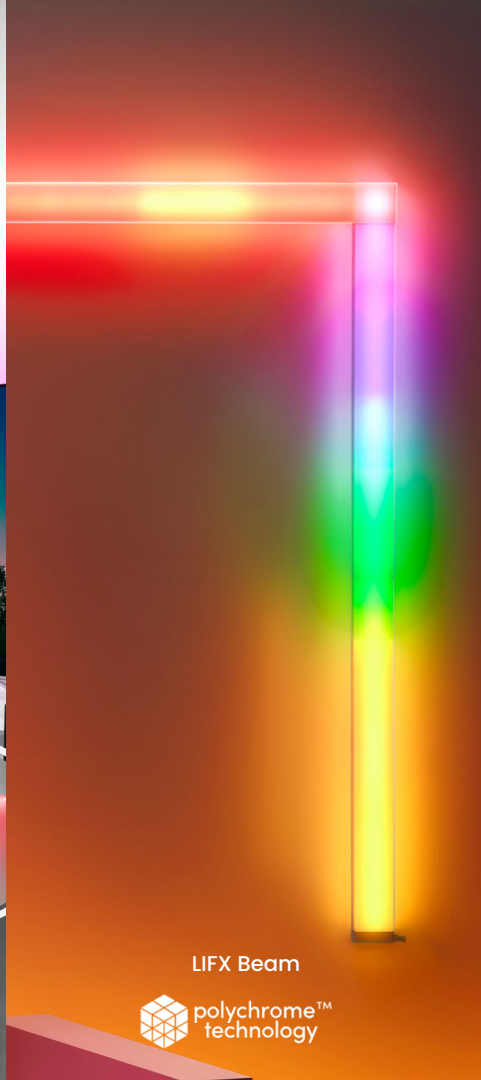
# Feature Lights



LIFX Filament  
550 lm  
Warm White  
ST64



LIFX Z LED Strips



LIFX Beam



LIFX Candle Color (E12/E14)

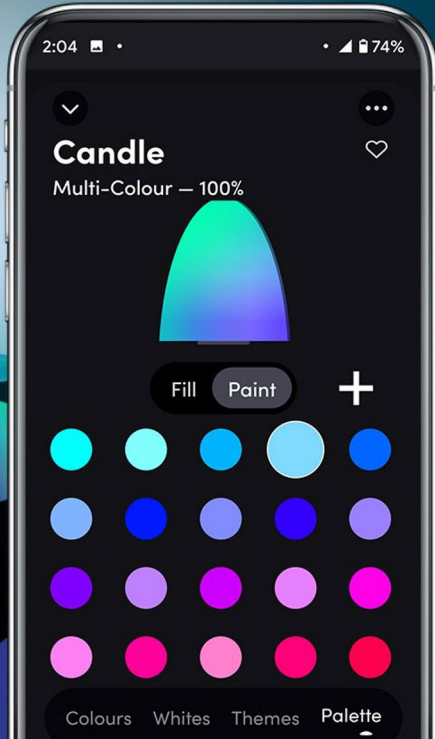
LIFX Candle White/Warm (E12/E14)





RANGE

# Polychrome™



## What is Polychrome?

Uniquely addressable LED zones: to animate, blend, and paint with light in app.

RANGE

# Enhanced Lightstrip Range

Razer Chroma™  
Integrated gaming kits &  
accessory options.





RANGE

# LIFX Clean

LIFX Clean is the world's first antibacterial, germicidal smart light.

It operates as a full featured LIFX colour smart light, but can also activate dedicated LEDs which generate light that can kill bacteria on nearby surfaces and in the surrounding air.

It has just been released for sale and will be launched in the US via major retail channels including the Home Shopping Network.



# Wider white range.

LIFX: 1500-9000K

Atomi 2500-9000K

*Most smart lights fall in this range, including Philips Hue*





WHY LIFX? COLOUR

# Colour Matters

## Home ambience



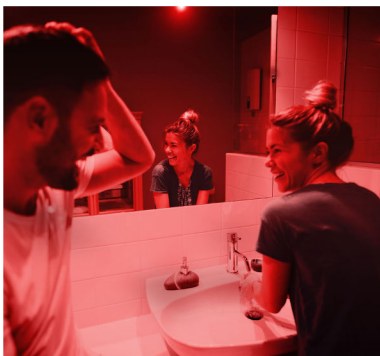
Style your room your way at your time.

## Home entertainment

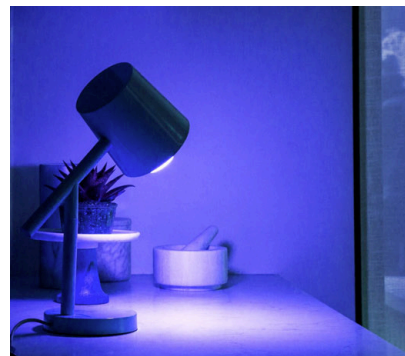


There's games/movies before LIFX and after!

## Wellness



Red light before bed stimulates melatonin.



405nm "High Energy Violet" light disinfects and kills bacteria.

**Despite global  
challenges, 2020  
was a big year.**

# New Products Launched

- LIFX White (Low-cost, Amazon)
- LIFX Switch
- LIFX Candle White to Warm
- LIFX Clean
- LIFX Filament
- LIFX 100mm Downlight White to Warm
- LIFX Lightstrip Updates



2020 IN REVIEW

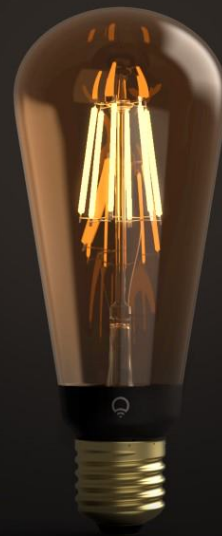
# LIFX Filament

550 Lumens

Warm white

Multiple finishes

Teardrop and G95 shapes





2020 IN REVIEW

# LIFX Candles

White to Warm Candle  
launched in late 2020.



2020 IN REVIEW

WARM TO WHITE

COLOR

# LIFX Switch

Premium glass finish

Available in white or black

In stock at Australian retailers.



2020 IN REVIEW

# LIFX Clean

First ever antibacterial, germicidal smart light.

**MSRP:**

A\$99.99 (inc. GST)

US\$69.99

CA\$79.99

€69.99 (inc. VAT)

£59.99 (inc. VAT)



COMING IN 2021

WARM TO WHITE

COLOR

# LIFX Switch US

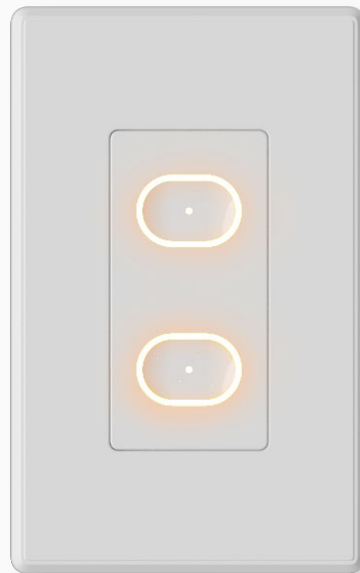
Robust plastic construction

Retrofit into standard North American wall switch size

1 physical gang, 1 “soft” gang

US\$49.99

Ships mid-2021.



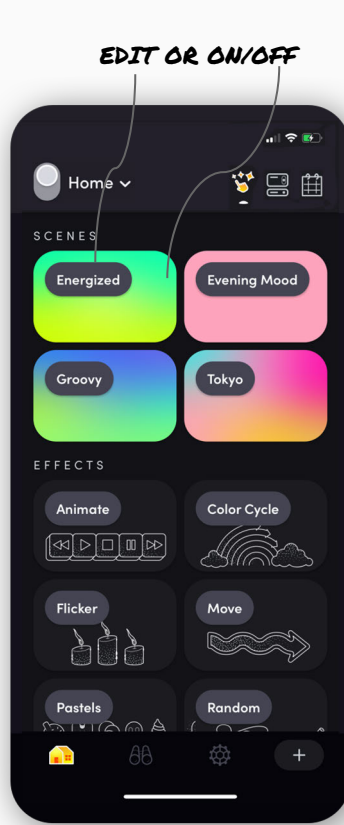


WHAT'S NEW

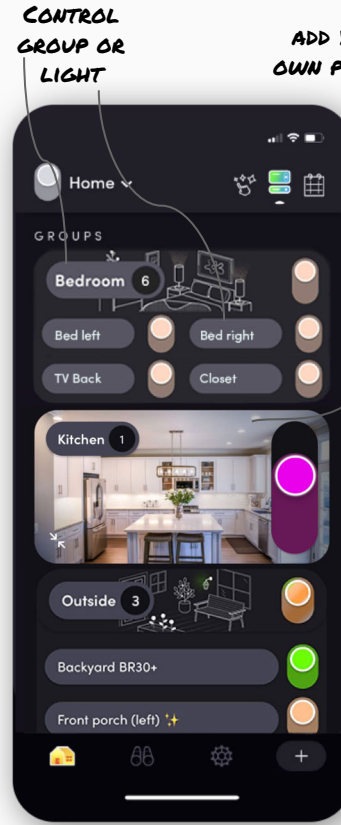
# Smarter App

A new mobile app experience in 2020 allowed richer control and lower touch.

APPLY EFFECTS TO  
MULTIPLE LIGHTS



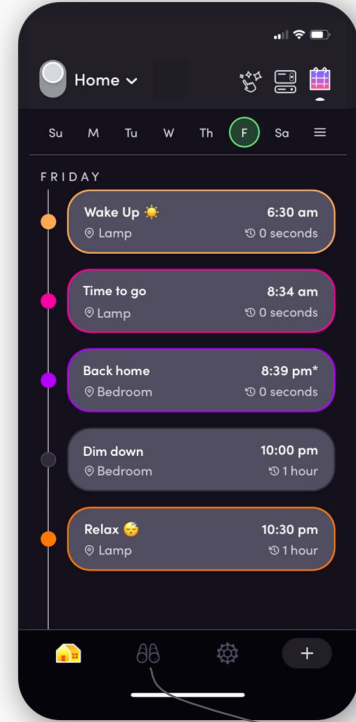
Scenes & Effects



Home Dashboard

ADD YOUR  
OWN PHOTOS

CALENDAR  
VIEW FOR  
SCHEDULING



Schedules

"DISCOVER TAB"  
FOR HELP AND  
OFFERS

WHAT'S NEW

# Packaging Refresh

In 2021, our packaging goes from white to wow!

Total redesign of our packaging, taking elements from the “box to the app”. Bright, bold colours, with bigger images of the lights themselves.



WHAT'S NEW

# Packaging Refresh

Retailers LOVE our new packaging, which is bolder, brighter, lighter weight, cheaper to manufacture, easier to ship and much more environmentally friendly.



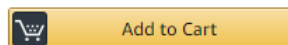
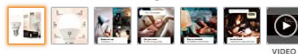
WHAT'S NEW

# Customer Acquisition

Hundreds of thousands of new customers being added through relationships such as ours with Amazon.



Roll over image to zoom in



 [Secure transaction](#)

Ships from **Amazon.com**

Sold by **Amazon.com**

☐ Add gift options

☒ Link to my Alexa account and to LIFX to simplify setup. [LIFX's Privacy Notice](#)  
[Why is this important?](#)

LIFX L3A19LW06E26US White, A19 Wi-Fi Smart LED Light Bulb, Warm, Dimmable, No Bridge Required, Works with Amazon Alexa, Hey Google, Apple HomeKit

Brand: LIFX

★★★★★ 32 ratings

Price: **\$9.99** **FREE Shipping** on your first order. [Details & FREE Returns](#)

[Get \\$50 off instantly: Pay \\$0.00 \\$9.99 upon approval for the Amazon Rewards Visa Card. No annual fee.](#)

[Returnable within 30 days of receipt](#) ▾

Brand	LIFX
Item Dimensions LxWxH	2.36 x 2.36 x 4.13 inches
Color Temperature	2700 Kelvin
Bulb base	E26
Bulb shape size	A19

#### About this item

- Why Wi-Fi (2.4GHz): Control from anywhere. No bridge or hub required.
- Warm white: A warm white light, perfectly balanced for day or night.
- Dimmable: Adjust brightness and the mood of the room with voice, app or schedule.
- Simple Set-up: Screw in, open your preferred app and follow the prompts.
- Energy efficient: LEDs can last up to 22 years. Save the earth, and your wallet.
- Peace of mind: Two year warranty and expert customer support.
- Voice assistants: Amazon Alexa, Hey Google, Apple HomeKit (Siri).

▾ [Show more](#)





RETAIL

# Optimise Retail Experience

We've been working on better solutions for more stores we can pre-prepare.

New modular design to allow for a 'right fit build' on demand now rolling out in Europe. All graphics replaceable for different regions.



## RETAIL



RETAIL

# Experiments: experience in displays.

Collaborative displays to work with voice..

This is a display in David Jones  
flagship stores in Australia  
that incorporates live  
Google Assistant demo.



WORLDWIDE REACH

# Global Retail Assortment



vodafone



target





# Energy Awareness

Through our **Buddy Ohm** technology, hardware sensors and cloud processing infrastructure, we are primed with a world-class energy monitoring, auditing and reporting product.

This technology + LIFX technology is also licensed to third parties for use in their own products.



# Commercial Business



The commercial business is:

- **Buddy Ohm**
- **Managed Services & Licensing**  
(licensing Buddy technology to third parties)

Buddy Ohm is sold primarily in Latin America and Europe, into commercial properties and factories.

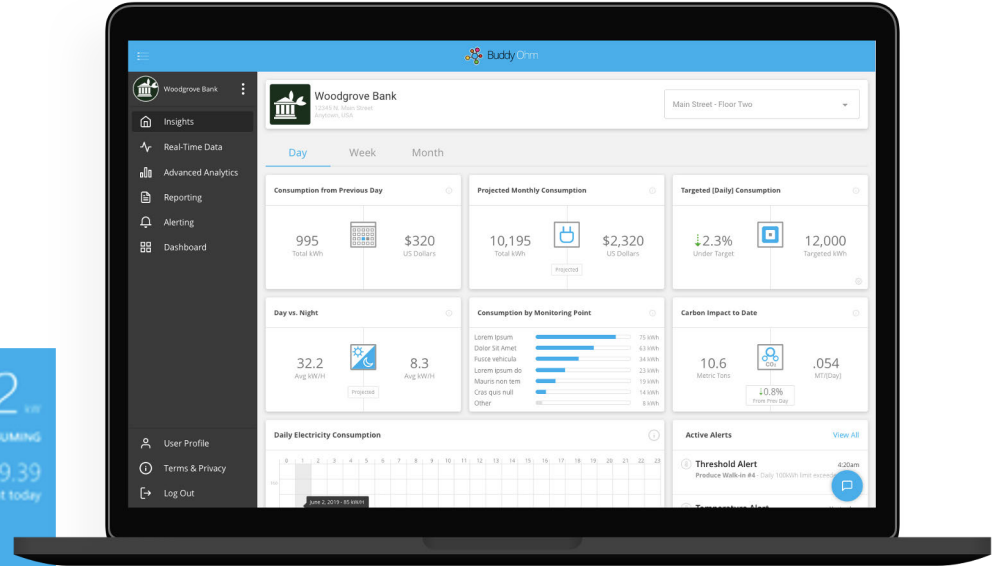
It is sold as a service, yielding the business a recurring revenue stream, usually over 2-3 year contracts.

# Buddy Ohm



- **Buddy Ohm** is an energy monitoring, auditing and reporting tool for commercial environments
- Monitor electricity, gas and water consumption + solar generation
- **Analytics** to inform audits of building energy consumption
- Automated **reporting** to satisfy regulatory needs.

# Buddy Ohm



Buddy Ohm displays energy data in a variety of ways – all highly visual.



# Injection Molding

BUDDY TECHNOLOGIES LIMITED

Friday | July 31, 2020

1:44 AM

## HDR B1A IMM 02

Daily Availability  
(Hours)

100 %  
TODAY'S UPTIME



## HDR B1A IMM 04

Daily Availability  
(Hours)

100 %  
TODAY'S UPTIME



## HDR B1A IMM 03

Daily Availability  
(Hours)

0 %  
TODAY'S UPTIME



## HDR B1A IMM 05

Daily Availability  
(Hours)

100 %  
TODAY'S UPTIME



\*Actual screenshot of Buddy Ohm customer dashboard in kitchen cleaning product factory.

# Buddy Ohm



- Sold through a network of distributors and resellers.
- Certified for deployment in all major territories.
- Currently sold in Australia, the United States, Canada, **Caribbean, Latin America**, United Kingdom and the European Union.
- Sold as a service – recurring revenue, with billing increasing for each monitored point.

# Buddy Ohm



- Every LIFX Switch is also a Buddy Ohm energy monitoring sensor
- LIFX Switch introduces control to Buddy Ohm platform
- Both LIFX Switch and LIFX Switch US have hardware energy monitoring support, and can be integrated into a commercial Buddy Ohm rollout
- Stay tuned for more details on LIFX hardware + Buddy Ohm integrations later in 2021.

# Third Party Licensing



- **We are licensing the LIFX control module + cloud + app + voice skills platform**
- With this platform, a third party will add:
  - Connectivity to their product
  - Make it controllable via mobile app and
  - Make it controllable via all the top voice assistants (Amazon Alexa, Google Home, Apple Siri, Microsoft Cortana).
- This “powered by LIFX” platform also adds energy monitoring & Ohm compatibility to any product.



# Contact us.

Investor relations – [ir@buddy.com](mailto:ir@buddy.com)

Sales – [sales@buddy.com](mailto:sales@buddy.com)

Press/Media –  
[press@buddy.com](mailto:press@buddy.com)

