



# ASX MARKET RELEASE

## Home Shopping Network Releases Air Date for First LIFX TV Spot

### SUMMARY

- Home Shopping Network ("HSN"), a subsidiary of Qurate Retail, Inc. (NASDAQ:QRTEA, QRTEB) – the #1 global video commerce retailer, will air its first LIFX sales segment on 5 April, in the 11am hour (US-EST)
- The offer will be a LIFX Candle White to Warm 2-pack for US\$44.99
- The segment is expected to be a 14-minute promotion, filmed live from a property in Los Angeles, California and HSN's studios in Florida
- HSN broadcasts 24 hours per day, reaching 92 million homes across the U.S.

### 1 April 2021 - Adelaide, Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that it has confirmed its initial air date for LIFX product promotion on America's first TV shopping network, the Home Shopping Network. The promotion will air on 5 April 2021 in the 11am hour (US-EST) and will be nationally telecast.

HSN will be offering a LIFX Candle White to Warm 2-pack for US\$44.99 – an attractive discount from the MSRP price of US\$59.99. The economics of selling direct via HSN to TV viewing customers allows the Company to maintain margins while offering attractive deals such as this.

HSN reaches 92 million homes in North America via two broadcast networks, and is a subsidiary of Qurate Retail, Inc. As the #1 video commerce company in the world, Qurate Retail Group reaches 380 million homes worldwide via 15 television networks, web properties, mobile web and digital apps.

The move to sell products via video commerce reflects the Company's goal of expanding consumer accessibility to LIFX products and allows the introduction of the LIFX brand to an entirely new customer segment and audience.



Figure 1. LIFX Candle White to Warm offers all the connected and smart light features found in LIFX's range of smart lights, with a colour temperature range of 2,200K (warm white) to 6,500K (cool white).

Further details on the Company's efforts to broaden retail availability and expand access to the LIFX brand and product range will be provided in future ASX announcements.

For and on behalf of Buddy Technologies Limited,

A handwritten signature in blue ink, appearing to read 'David P. McLauchlan', is positioned above the printed name.

**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](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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