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# ASX MARKET RELEASE

## Update on Home Shopping Network Promotion

### **6 April 2021 - Adelaide, Australia**

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, recently advised the market that the Home Shopping Network ("HSN") would be promoting LIFX Candle White to Warm 2-Pack starting with an on-air television spot today (US time), 5 April 2021 (refer to the ASX announcement dated 1 April 2021).

The offer of a LIFX Candle White to Warm 2-Pack for US\$44.99 (discounted from an MSRP of US\$59.99) has gone live on HSN.com where HSN shoppers can purchase the offer.

Due to last minute scheduling changes, the television spot did not go to air as planned, and instead will be rescheduled as soon as possible. Such changes are not uncommon, and the Company will advise on any further updates with respect to HSN's on-air schedule as they become available.

For and on behalf of Buddy Technologies Limited,

-The Buddy Investor Relations Team  
[ir@buddy.com](mailto:ir@buddy.com)

## 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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