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# ASX MARKET RELEASE

## Appointment of Non-Executive Director; Senior Leadership Changes

### **19 August 2021 - Adelaide, Australia**

Buddy Technologies Limited ("Company" or "Buddy") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, wishes to provide the following updates in respect to Board of Directors and Senior Leadership positions at the Company.

### **Appointment of Non-Executive Director**

The Company is pleased to announce the appointment to its Board of Mr. Stephen Gates.

Stephen is an experienced senior executive who has held several roles in various global and local organisations over 25 years. He currently serves as Managing Director of Neon-Orient Oceania, a global sourcing company supporting clients to manage their supply chain, helping them to drive down costs, increase revenue and profitability and to improve overall channel partner performance. Accordingly, he brings considerable manufacturing and supply chain experience to the Company.

In his capacity at Neon-Orient Oceania, and in prior roles with AMCOR, Paperlinx and Aprilasia, Stephen has worked with channel partners such as Office Works, Hewlett Packard, Canon, Lyreco, Fuji Xerox, Office Depot and Staples.

Stephen has held positions on industry committees such as APIA and NOPA, and holds a Master of Business Administration from Macquarie University. He's been a Buddy shareholder for five years, and resides with his family in Sydney, NSW.

### **Departure of CFO**

After nearly five years with Buddy, Mr. Richard Jacroux has advised the Company that he will be stepping down as Chief Financial Officer/Chief Operating Officer in October following the completion of the FY2021 Annual Report. Richard has been an integral member of the leadership team since joining Buddy in 2016, and he departs the business with the well-wishes of the Board and management.

The Company will immediately commence a search for a new CFO and expects to re-position the role in Australia (which has historically been U.S. based).

**Appointment of COO**

The Company is pleased to announce the immediate appointment of Mr. Travis Gerber as Chief Operating Officer of Buddy. In this capacity, Travis will add executive responsibility for supply chain management and operations to his existing responsibilities managing product development and engineering.

Travis was formerly the CIO/CTO of Microsoft U.K. and a Senior Business Leader in Microsoft Worldwide Services. He holds a Master of Business Administration from the Foster School of Business at the University of Washington in addition to having completed Executive Programs at the UNSW Business School in Sydney and the Kellogg School of Management in Chicago. Travis currently resides with his family near Seattle, WA.

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 San Francisco (US).

For more information, visit [www.buddy.com](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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