



# ASX MARKET RELEASE

## Buddy Launches World-First Forever Free Parse Platform

### SUMMARY

- In an industry first, Buddy Platform's mobile backend as a service (mBaaS) product, Parse on Buddy, will become forever free for app developers
- Additionally, Buddy will launch a popular Parse feature called PPNS, specially licensed to the Company by Facebook and not available on any other online platform
- New forever free model expected to accelerate platform data growth (already at 50%+ per month), building Buddy's recently announced "alternative data" business, driving substantially greater revenues than the prior subscription revenue model
- Applications built on Parse on Buddy are operated in every nation and territory on Earth, with nearly 30 million devices running Parse on Buddy code

### 5 May 2017 – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announces a major overhaul of its Parse on Buddy product, adding exclusive new technology while introducing "forever free" developer friendly pricing. The new functionality and pricing will take effect on May 16.

Today's changes reflect a growing trend amongst software tool providers who are monetising their platforms indirectly, shifting away from direct methods (such as subscription fees). While previously, the product had a tiered pricing system, Buddy will offer the Parse on Buddy product free of charge for applications of any scale, while simultaneously launching support for Parse Push Notification Server ("PPNS").

Buddy's release of PPNS support reintroduces one of the world's most popular push notification technologies, most commonly deployed by Android developers for use in territories where Google services are unavailable (such as China) or on devices running non-Google versions of Android (such as Amazon products). PPNS was one of the largest drivers of traffic when Facebook operated Parse.com.

These major advances in the Parse on Buddy platform come as the product is experiencing its highest rate of growth to date. With nearly 30 million mobile devices on the platform (and approximately 100,000 new devices per day, a figure that continues to grow), Buddy expects a traffic load of a billion transactions per month to be reached this quarter. Parse on Buddy growth is as large as it has ever been, and application migrations from Facebook's Parse.com

and competitive platforms continue to this day (along with new applications being created on the platform).

The Americas remains the primary userbase for the platform – with 62.1% of traffic coming from both North and South America. Europe is next at 17.2%, followed by Asia with 14.7%. Buddy expects Asia to grow substantially with the release of PPNS.

The top 10 locations for users of applications running Parse on Buddy are (in order): the United States, India, United Kingdom, Germany, Spain, Republic of Korea, Brazil, Italy, France and Hungary. Australia is #14 on the list, and China is #16 – again, a figure that is expected to lift considerably as a result of the new forever free model and the addition of PPNS.

Traffic on the platform is substantially Android based – 60.5% of all traffic, but Buddy's iOS traffic (at 39.4%) is strong and above the industry average for data sourcing.

The new forever free model for developers is expected to accelerate platform data growth which is already at 50%+ per month, building a foundation for Buddy's substantially more lucrative alternative data business (compared with the prior subscription revenue model), as announced in the Company's recent March 2017 Quarterly commentary announcement.

Please visit our blog at <http://blog.buddy.com> to read additional commentary from Buddy's CEO, David McLauchlan.

## About Buddy

Buddy Platform Limited ([BUD.ASX](http://BUD.ASX)) provides highly scalable data aggregation and management infrastructure that helps extract the maximum value from city wide sensor and device data, by connecting systems that were never designed to work together. Services like The Buddy Platform are the backbone of smart city initiatives around the globe, allowing for maximum flexibility and cost savings. The company also offers a complete and low cost solution for facility resource monitoring and verification, called Buddy Ohm which helps turn energy savings into a strategic asset. Buddy Platform is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

###

Media:  
Ben Grubb  
Media & Capital Partners  
Phone: +61 (0)414 197 508

Buddy Platform Contact:  
Brian Seitz, VP of Marketing and Communications  
Phone: +1 (206) 745-9079  
Email: [ir@buddy.com](mailto:ir@buddy.com)

