



# ASX MARKET RELEASE

## Buddy Commences Pre-Sales of Ohm Product with Australian Customer Roadshow

### SUMMARY

- Pre-sales of Buddy's new energy monitoring and verification platform, Buddy Ohm, officially commence today
- **Introduction to Ohm** events being held for potential customers, distributors and partners, holding live demonstrations in Melbourne, Adelaide, Brisbane and Sydney
- Buddy Ohm enters full scale manufacturing this week; first shipments to arrive at Buddy's offices mid-May
- A new component of the Ohm family is to be introduced at IoT World in Santa Clara, California, dramatically expanding the size of facility that can be monitored.

### 8 May 2017 – Melbourne, Victoria

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today began a week-long roadshow around major cities in Australia, offering live demonstrations and a chance to meet the Buddy team, for potential customers, distributors and partners of the new Buddy Ohm product family.

In launching this sales roadshow, Buddy is formally commencing pre-sales of Buddy Ohm in Australia. Commercial availability will be just after mid-May when units are delivered from the Company's manufacturer in Asia. During the launch event for Buddy Ohm back in late March, the Company gave guidance that commercial availability would be in mid-May, and the team is pleased to report the product release remains on-schedule.

Registered attendees of the customer roadshow include representatives from major utilities, retailers, commercial real estate owners and operators, property managers, facilities managers for food and beverage companies, along with smart cities researchers.

### New Buddy Ohm Family Member

Tuesday May 16 sees the opening of the 2017 IoT World event in Santa Clara, California, and Buddy will once again be exhibiting. The Company can preview that it will launch a brand new member of the Buddy Ohm family – a device to substantially increase the size of facility and number of sensors that can be managed and verified by Buddy Ohm.

This new component has been developed in response to customer discussions that detailed the need for Ohm to work in larger (or taller) facilities, or those with geographically distributed electrical panels, gas, and water meters.

Commenting on the roadshow, Buddy Platform CEO David McLauchlan said, "We're very pleased to be introducing Buddy Ohm to potential Australian customers on our roadshow this week. The early and positive feedback we've had here is demonstrating the tremendous opportunity Buddy Ohm has in this market – we can't wait to begin customer deployments in the coming weeks."

## **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>.

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