



ASX MARKET RELEASE

Australian and U.S. Availability of Buddy Ohm Begins at the Telstra Australian Smart Communities Conference

SUMMARY

- Following a highly successful pre-sales customer tour for Buddy's new energy monitoring and verification system, Buddy Ohm, official Australian and U.S. sales start today
- Buddy Ohm will feature at the Telstra Australian Smart Communities Conference, held at the Adelaide Convention Centre this week
- First installations of the Buddy Ohm system have begun, as initial shipments of Buddy Ohm, Ohm Link, Ohm Sense and Ohm Pulse arrive in Australia
- Over 80 facilities are in the queue to install their first Buddy Ohm system in Australia, representing a potential demand of over 3,500 systems
- Australian roll-outs follow a tremendous response for Buddy Ohm at IoT World 2017 in Santa Clara, California, where followup meetings and trial installations have been scheduled representing tens of thousands of systems.

29 May 2017 – Adelaide, Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today commences Australian and U.S. sales of Buddy Ohm, following a pre-sales customer tour earlier this month. The Company is exhibiting Buddy Ohm at the Telstra Australian Smart Communities Conference being held at the Adelaide Convention Centre from May 29-31.

The Telstra Australian Smart Communities Conference is the leading "smart cities" event in Australia and New Zealand and is attended by smart cities professionals from all over the world. This event presents a unique opportunity to exhibit Buddy Ohm before those leading the smart cities movement globally.

Buddy Ohm Customer Roadshow

Designed as a conversation with potential customers, Buddy's pre-sales roadshow in early May 2017 was a great success. Traveling to Melbourne, Adelaide, Brisbane and Sydney, the roadshow gave potential customers, channel partners (such as electrical contractors) and technology partners (such as Microsoft Australia) an opportunity to get up-close with the hardware and software system, as well as the product team behind Buddy Ohm.

During the course of the week-long roadshow, Buddy confirmed follow-up interest with customers and channel partners representing more than 3,500 facilities across Australia and New Zealand, including more than 80 facilities in the queue for their first installations. This is a terrific result and represents a strong potential pipeline of business in the region. The first step for nearly all customers is to install Buddy Ohm in a single location where it can be evaluated for a period before subsequent orders are placed.

There are already highly encouraging indications of Buddy Ohm's scale opportunity in Australia. Some of the first pre-sale customer installations in the country are requesting and ordering additional Buddy Ohm hardware to monitor new locations in their facility or additional buildings in their portfolio. It should be noted that for many of these early installations, the potential for additional hardware and monitoring services is vastly larger than just the first installation.

IoT World 2017

The U.S. Buddy team were thrilled with the reception at IoT World 2017, the leading Internet of Things tradeshow in the US, held at the Santa Clara Convention Center in the San Francisco Bay Area. A number of attendees commented to the team that Buddy Ohm was one of the only complete solutions exhibited at the event, noting that most companies were promoting technology components or ancillary services.



Figure 1. The Buddy Ohm family – (L-R: Ohm Pulse, Ohm Link, Buddy Ohm, Ohm Sense)

Interest from attendees at IoT World 2017 was slightly skewed in favour of channel partners, mobile carriers and retailers/distributors. These conversations confirmed interest, and accelerated trial installations with customers and channel partners representing tens of thousands of facilities across the U.S., Canada and the Caribbean.

“Clearly, we’ve had outstanding market feedback on the Buddy Ohm product”, said Buddy Platform CEO, David McLauchlan. “The sheer volume of potential customer deployments is staggering – however, before we can even consider supporting that kind of potential volume, we

must first prove that the product meets individual customer requirements through trial installations. We're carefully scaling the rate of initial installations to match capacity and ensure the customer onboarding process is positive, and successful."

The Company has found considerable interest in the Buddy Ohm product from organisations with facilities much smaller than the initially targeted 100,000 square feet and larger, therefore broadening the customer range that Buddy can target for the product. Examples include quick service restaurants, retail locations and certain military and government installations. Accordingly, pricing is being adjusted to accommodate these customers, who are particularly attractive because each one represents a significant number of individual facilities or locations.

About Buddy

Buddy Platform Limited (BUD.ASX) provides highly scalable Internet of Things data aggregation and management infrastructure by way of three unique offerings – Buddy Cloud, Buddy Ohm and Parse on Buddy. The Buddy Cloud offers smart city providers a globally scalable data ingestion and management platform. Buddy Ohm, a complete and low cost solution for facility resource monitoring and verification, connects systems that were never designed to work together, while turning energy savings into a strategic asset. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world's most popular BaaS technology. Buddy Platform is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

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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

