



ASX MARKET RELEASE

BUD.ASX Investor Presentation – June 2017

Monday June 19, 2017

Dear Investors & Shareholders,

Please find attached a self-guided investor presentation that provides a comprehensive overview of Buddy Platform Limited – detailing our business, our products and our corporate structure.

In recent weeks, we've seen a meaningful uplift in both share price and trading volume, and we've been pleased to welcome new investors to the company. For those new to Buddy, as well as those considering taking a position in the company, I wanted to provide this overview of our business to help ensure all investors are fully apprised as to the nature of our business and the opportunities before us.

The Internet of Things ("IoT") space is so vast and evolving so quickly, that investors may be forgiven for not fully understanding the role that Buddy has carved out for itself in the industry. There are two steps we're taking to ensure that investors and shareholders are as well informed as possible:

- 1) Buddy publishes a weekly newsletter of relevant and interesting news in the IoT arena. It is a comfortable, easy read (ie: not full of technical jargon) and informs the reader of innovations and business developments across the industry. It publishes Sunday morning US-time, and is intended for casual, weekend consumption (contact ir@buddy.com to add yourself to this mailing list).
- 2) We will publish an updated and revised Investor Presentation such as the one attached, on a regular basis to ensure that all investors are kept up to date on the breadth of the Buddy Platform business. Investors should not draw any conclusions as to the purpose behind these publications, other than to ensure a full and complete picture of the business is communicated to the market on a regular and ongoing basis.

This is an incredibly exciting time to be invested in, or following Buddy Platform Limited. Our Buddy Cloud product is growing significantly, our Buddy Ohm product is garnering interest well beyond our expectations and Parse on Buddy continues to grow rapidly, allowing us to soon monetise our alternative data product.

As always, Buddy's Board of Directors, executive leadership team and I encourage any and all comments, questions and feedback be directed to our Investor Relations team (email us at ir@buddy.com).

I thank you for your interest and/or shareholding in Buddy Platform Limited.

Sincerely,



David McLauchlan

CEO, Buddy Platform Limited.

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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Investor Presentation – June 2017

BUD.ASX

David McLauchlan
CEO

BUDDY PLATFORM LIMITED

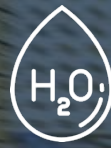
Disclaimer

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Primer



The “Internet of Things” (IoT) describes the idea that everyday things in our lives will become connected to the Internet

This already includes “things” like mobile phones, cars, televisions, light bulbs, utility meters, home alarm systems and appliances

Cisco estimates that by 2020, there will be between 25 and 50 billion things connected to the Internet.



50 billion things will generate more data annually
than the world has ever seen to date

Making sense of that data – turning it into insights or actions will
become one of the world's most profitable industries

There won't be a single "winner" in this space;
this isn't a winner-take-all market, it is simply too big.



The fastest growing segment of the IoT is “**smart cities**” – connected buildings, parking, street lights, traffic, pedestrian movement, civic infrastructure, etc...

Spending in this segment alone will to grow to US\$758 billion by 2020 (CAGR of 19.4%)

However...



“Trying to determine the market size of **the Internet of Things** is like trying to calculate the market size for plastics, circa 1940. At that time, it was difficult to imagine that plastics **could be in everything.**”

Michael Nelson

Professor of Communications, Culture & Technology

Georgetown University

Buddy turns the IoT data generated by smart city infrastructure into a valuable asset.

(in other words, we make smart city data insightful and actionable)

ASX listed on December 30, 2015

Corporate offices in Seattle, USA and Adelaide, Australia

First publicly traded Internet of Things ("IoT") company listed on Australian Securities Exchange (BUD.ASX).





The Business

At the company's core, we sell data.



We generate this data from **three** different products

We manage and process it using our own technology

We package it up and sell it – to a broad range of customers.



Buddy operates a 3-sided marketplace.

Customers pay us to service the (IoT device generated) data they send us

Those same customers pay us to retrieve their (now insightful/actionable) data

Buddy sells highly aggregated and anonymized data feeds to buyers such as financial services firms (amongst others).



Buddy is therefore a data exchange.

We invest in mechanisms to collect and generate more data

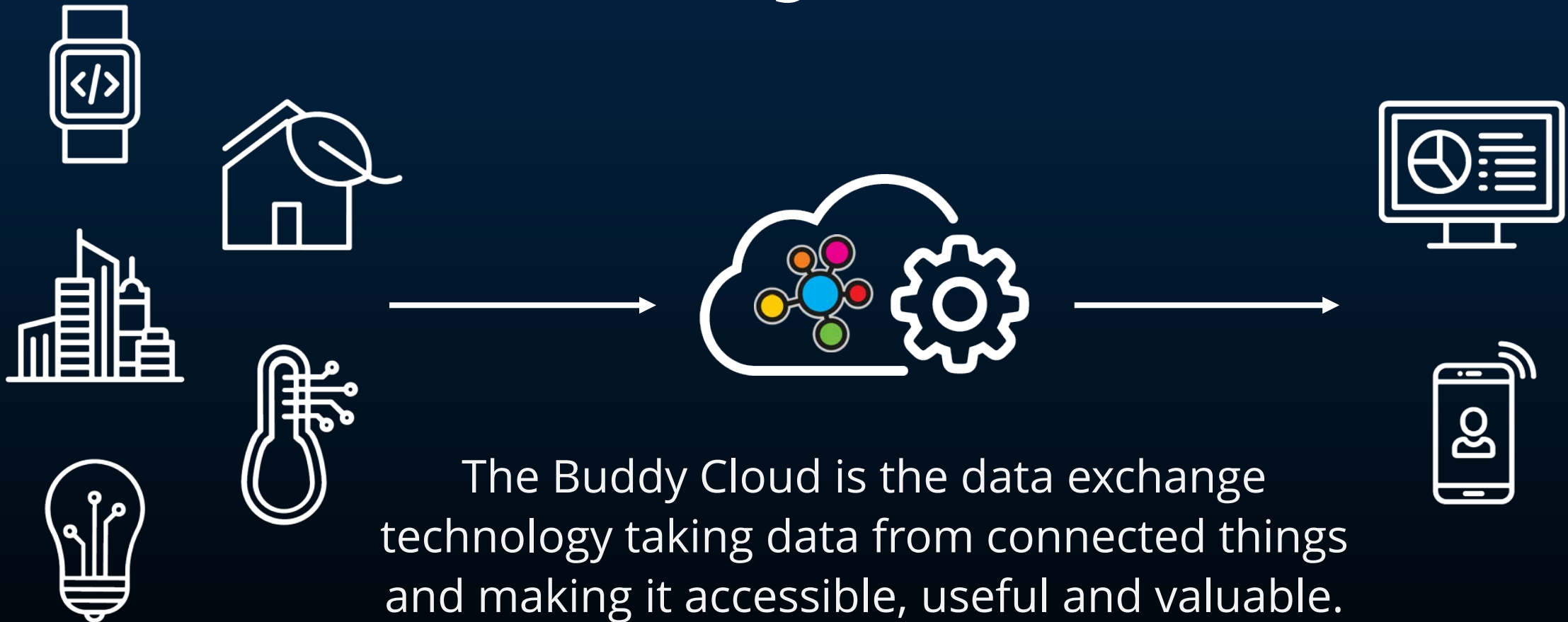
We invest in mechanisms to make that data useful/actionable

We expand the customer-base for the data we have to sell.



The Products – (1) Buddy Cloud

Buddy Cloud



Buddy Cloud



The Buddy Cloud is the core of
Buddy Platform's IP

Buddy Ohm and Parse on Buddy
both are built upon the Buddy Cloud
technology platform

Microsoft – an investor in Buddy
Platform since 2012 – is a key
technology partner providing global
infrastructure (Azure).

Buddy Cloud



Buddy Cloud targets high volume, civic infrastructure IoT data management needs

The product is highly customizable and scalable at a global level

Customers are typically large companies with significant IoT device or technology deployments

Expect 2-3 major deals a year, all US\$1MM or larger.



BUDDY CLOUD CASE STUDY

Recreational Vehicle Manufacturer

A provider of high-end travel trailers and caravans – multi-billion US\$ “Thor Industries” – wants to offer a ‘smart trailer’ experience to its customers, integrating on-board systems with an IoT enterprise platform and smartphone and tablet apps.

Buddy is developing a fully end-to-end solution delivered upon the Buddy Cloud.

The solution involves mobile and web apps, custom hardware that can be updated over-the-air, all powered by the Buddy Cloud.



The Products – (2) Buddy Ohm



40% of the world's energy usage is within buildings

40% of the world's carbon footprint is from buildings

20% of the world's available drinking water is consumed in buildings.



Australia's 2030 climate change target

Australia is taking a strong, credible and responsible commitment to the Paris climate change conference.

Australia's target—Australia will reduce emissions to 26–28 per cent on 2005 levels by 2030.

This target represents a 50–52 per cent reduction in emissions per capita and a 64–65 per cent reduction in the emissions intensity of the economy between 2005 and 2030.

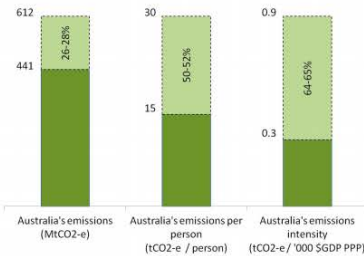


Figure 1. Australia's emissions reduction targets and achievements, 2005–2030.

Source: Department of the Environment analysis



Photo: (top) River red gums in the Barmah State Forest (John Baker), (above) Solar powered house (Michelle McAulay)

Our targets build on our success to date

Australia has a proud history of meeting and beating our international commitments on climate change.

Australia outperformed its first target under the Kyoto Protocol. Our Direct Action Plan on climate change has us on track to meet our commitment to reduce emissions by five per cent below 2000 levels by 2020, which is equivalent to 13 per cent below 2005 levels.

The task of meeting Australia's 2020 target has fallen over time. In 2008 Australia's abatement task was estimated at over 1.3 billion tonnes of emissions reductions. This has fallen to 236 million tonnes of emissions reductions.

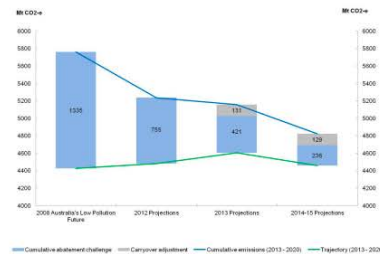


Figure 2. The task of meeting Australia's 2020 target has been falling over time.

Source: Department of the Environment, 2015, Australia's Emissions Projections 2014–15

1 Note: Carryover refers to Australia's over-performance during the Kyoto Protocol's first commitment period.

New buildings must be emissions neutral by 2030

Existing buildings by 2050

Building sector = 23% of Australian emissions

Top priority to achieve goals: "promote energy efficiency"



We thought: what if we created a “FitBit”
for buildings?

...a device that would capture the
resource consumption metrics for
buildings?

Like a FitBit, it would provide real-time
actionable feedback

... and could be sold into any market.



Products exist that do this... but they're terrible
(some combination of: expensive, hard to use, no access to data, only monitor electricity, ugly).



Buddy Ohm



Buddy Ohm is affordable

Offers real-time data

Data can be easily accessed and understood

And it looks gorgeous

**Buddy Ohm is a
"FitBit for buildings"**
(if designed by Tesla!).

Buddy Ohm measures electricity, gas, water and steam consumption, along with solar generation + temperature/humidity via small remote sensors



It is designed for small-medium buildings

It has a self-contained cellular modem, so it is always connected to the Buddy Cloud

Because it is always connected, we can update it with new functionality remotely, just like an iPhone app.



Buddy Ohm is a complete game changer for smart city infrastructure monitoring.



We offer a family of sensors and extensions

The product is sold as a service – providing ongoing annuity revenue

Initially targeted buildings 9,000m² – but market proving to be much broader.

After launching the product in March, we uncovered additional market opportunities

Initially we were selling/pricing to customers who would use Buddy Ohm to save energy costs

Turns out that's only a third of the customer base

Another customer segment wants Buddy Ohm to verify their existing energy costs – they want 3rd party verification of the bills they're paying

Yet another customer segment has sustainability as a corporate mission and seeks a visible way to demonstrate this to customers.





Accordingly we're now selling Buddy Ohm into locations as small as 90m² (quick service restaurants, retail locations, etc...)

This results in an adjustment of pricing, but is made up by the fact these customers have vastly more locations into which we have an opportunity to sell Buddy Ohm

We've also learnt of new sensor opportunities relevant to these smaller footprint locations

For now, we're aiming for a blended mix of roughly USD\$750/month per Buddy Ohm set across all customer facility footprints.

Aside from the hardware, there are two software components to Buddy Ohm – the management portal, and the dashboard



Management Portal

Manage multiple properties in a portfolio in a single web view


Configure settings & alerts simply and easily

Easy to understand data and actions to be taken.

SITE GROUPS


[ADD NEW](#) View All 1 of 1

Adelaide (3) Sites




[EDIT](#)

Brisbane (2) Sites




[EDIT](#)

Melbourne (1) Site



[EDIT](#)

Sydney (2) Sites



[EDIT](#)

SITE / Olympic Tower

Olympic Tower (08:23pm) Edit Info Delete Site



Address:
Level 2, 333 King William Street,
Adelaide SA 5000
AUS

Total Managed Sqft:
566,7867sqft.

Building Type:
Commercial (Office)

Electricity Cost:
\$0.91 / kWh

Current Alerts (last 24 hrs):
(2) Alert(s)

Connection info:
Connected (65%)

System information:
All Operational

Contact Email Address:
OnSiteManager@building2.com

[OCCUPANT DASHBOARD](#)

Overview Dashboard Link:
[Copy link](#)

Real-time Monitoring (5s)

Electricity (CT 1)

✓

4,326 kWh

HVAC (CT 2)

✓

2,391 kWh

Temperature

!

35.6 °

25.7° (Outside)

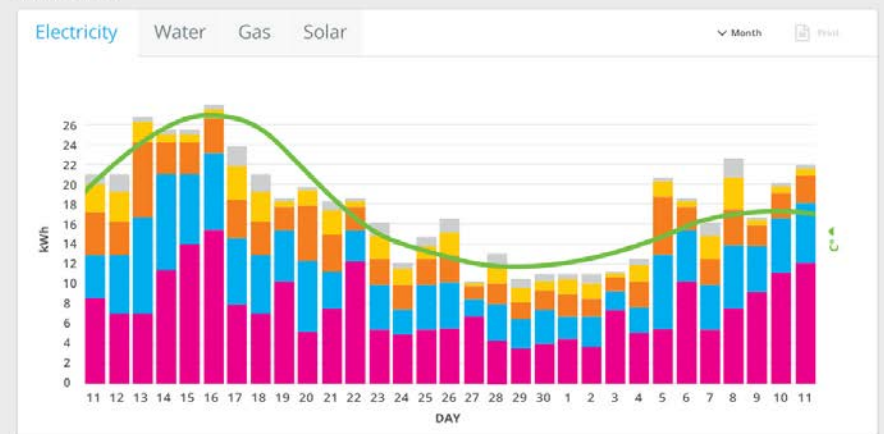
Electricity Cost

\$

6,672.00

(USD)

Historical Data



Climate and CO² Footprint

CO² Impact

6.34 t

↓ down 2.3% from last month

CFL Equivalents

23,032

Standard compact fluorescent light bulbs

Vehicle Emission Equivalents

5,319

Passenger vehicle annual GMG emissions

Coal Burned Equivalents

219

Pounds of coal burned



Public-facing Dashboard

Designed for lobby viewing

Gently animated

At-a-glance information – by itself
can create 6-8% in annual building
energy savings.

Olympic Tower

RESOURCE MONITOR

Friday | March 31, 2017

9:45 am

5,285 kW
▼ CONSUMING

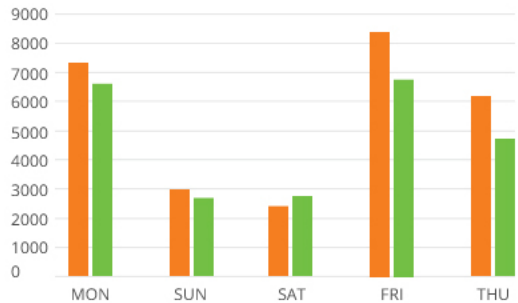


Building Load

Real-time monitoring

Daily Consumption (kW)

Actual ■
Goal ■



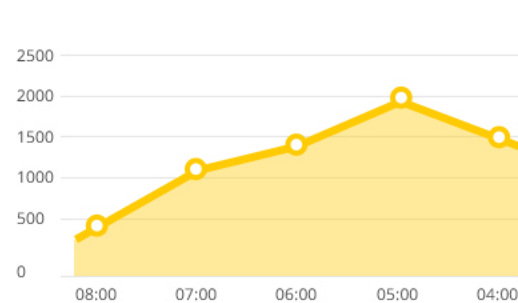
2,006 kW
▲ PRODUCING



Solar Generation

Real-time monitoring

Hourly Generation (kW)



624 L
▼ CONSUMING
650 L
TODAY'S TARGET



Water Consumption

Real-time monitoring

35
CURRENTLY

Occupancy

Real-time monitoring

45
CO2 OFFSET EMISSIONS

Carbon Footprint

Real-time monitoring

29 GJ
▼ CONSUMING
30
TARGET GJ



Gas Consumption

Real-time monitoring

Unplug electronics such as cell phones and laptops once they're charged. Adapters plugged into outlets use energy even if they're not charging.

Energy Saving Tip

Daily tips for energy efficiency



Importing
3279 kW



Real-time
Energy Savings \$4,214

Olympic Tower

RESOURCE MONITOR

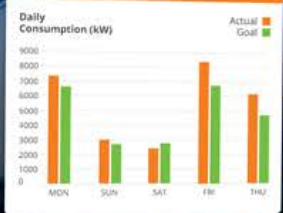
Tuesday | January 17, 2017
9:45 am

5,285 kW
CONSUMING



Building Load

Real-time monitoring



3,298 L
CONSUMING



Water Consumption

Real-time monitoring



2,006 kW
PRODUCING



Solar Generation

Real-time monitoring



65°
CURRENTLY
68° / 55°
HIGH / LOW



Weather Forecast

Cloudy with chance of rain

68° / 40%
TEMPERATURE / HUMIDITY
72° / 58%
09:00 AM



Building Climate

Average throughout building

Importing
3279 kW



Real-time CO₂ Offset Emissions
Carbon Footprint 21#



RRP:

**US \$300 to
US \$1,500+**

per month, depending on facility size
& complexity

All inclusive – hardware, connectivity,
sensors, service, dashboard, portal
and all future upgrades.



Sales launch: May 29 2017

First installations: early June 2017

Initial interest has been staggering – customers representing potentially tens of thousands of facilities across US & AU have requested trials or submitted purchase orders for first buildings



Includes government, military, retail, hospitality, quick service restaurants, multi-family dwellings, office towers, etc...



Buddy Ohm is expected to be the Company's fastest growing line of business in 2017/2018

It will primarily be sold through channel partners (carriers, cable companies, electrical contractors, national facilities managers of major organisations, etc...)

A consumer (ie: retail/home) version can be rapidly deployed with the right partner (funding + volume guarantees) – focus is currently on small-medium buildings, but with the right partner, Buddy can execute on this product quickly.



The Products – (3) Parse on Buddy



In 2011, three ex-Google employees created “Parse” – a cloud platform to help mobile app developers build apps

In 2013, Parse was bought by Facebook for US\$85+MM

In 2016, Facebook announced they were turning Parse off

Facebook agreed to license logo + components of Parse for Buddy to operate; Parse was shut down in January 2017.

A screenshot of a NetworkWorld article. The header includes the NetworkWorld logo, a navigation menu, and links for "INSIDER", "Sign In", and "Register". Below the header is a green banner for "OPEN SOURCE SUBNET" with the text "An independent Open Source community" and a "View more" link. The main content area features a profile for "PHILANDROID" by Steven Max Patterson, with a "Follow" button and an "About" section. The article title is "Facebook to shutter Parse: Where do developers go now?".

NETWORKWORLD INSIDER [Sign In](#) | [Register](#)

OPEN SOURCE SUBNET An independent Open Source community [View more](#)

PHILANDROID
By Steven Max Patterson | [Follow](#)

About
Steve Patterson's observations and writing are based on his 20 years of experience working in the primordial ooze of start-ups in Boston and the San Francisco Bay Area.

Facebook to shutter Parse: Where do developers go now?



Parse on Buddy

Parse became the global “defacto standard” for mobile backend as a service (mBaaS) functionality...

...Buddy now operates the world’s most scalable, enterprise-grade mBaaS built on the Parse technology

Over 26 million phones run apps that use Parse on Buddy, and that number grows by 120,000+ daily

So how does this correlate to Buddy’s “Smart City” infrastructure monitoring & verification mission?

Parse on Buddy allows us to meet smart city data needs such as understanding the movement of people/things, cell tower/signal strength, traffic or pedestrian movements, building inflow/outflow, etc...



Parse on Buddy is offered as a "forever free" service to mobile app developers worldwide; every time a phone running an app connects to Parse on Buddy, data is exchanged

Buyers of this data (financial services firms, mobile carriers, municipalities, etc...) are spending millions of dollars for similar data; and it is all anonymous, aggregated data (ie: no personally identifiable info, no sales to advertisers).



Buddy will continue to build this asset in terms of volume and value through 2017

With additional metadata, 3rd party estimates of the value of our current data asset is US\$10MM – \$15MM, with similar data being sold at between US\$10k – US\$100k per month per customer

The Company is about to release a new developer SDK that collects this additional metadata

We have buyers ready to buy this “alternative data”.

We anticipate alternative data revenues becoming material in Q3FY18



Why not immediately? We need to collect a deeper bench of data, and we need more history

The most valuable data is “quarter on quarter” and “year on year” comparisons – ie: we need a full year of data to effect this

It is clear that once that these milestones are complete, we'll have a multi-million dollar (and growing) asset – hence Q3FY18 expectation.



The Company

BUD.ASX Capital Structure

Buddy Platform Limited Reconciliation of Share Capital

	Quoted	Escrowed (Unquoted)			Total	TOTAL
		12 Months to 17-Dec-16	12 Months to 17-Dec-17	24 Months to 30-Dec-17		
Ordinary Shares	603,985,025		20,326,395	246,996,419	267,322,814	871,307,839
Options (\$0.10, expiry 17/11/2020)		1,674,816		402,479	2,077,295	2,077,295
Options (\$0.125, expiry 30/11/2017)				40,000,000	40,000,000	40,000,000
Options (\$0.03, expiry 30/11/2017)				12,500,000	12,500,000	12,500,000
Performance Rights				2,586,005	2,586,005	2,586,005
Performance Shares				63,666,667	63,666,667	63,666,667
Employee Incentive Performance Rights				36,438,232	36,438,232	36,438,232
TOTALS	603,985,025	1,674,816	20,326,395	402,589,802	424,591,013	1,028,576,038

(Appendix 3B to be lodged this week)



BUD.ASX

Top 20 Holders

1	MR DAVID MCLAUHLAN	16.21
2	MR JEFFREY MACDUFF	9.07
3	A2 PARTNERS PTE	3.55
4	MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED	2.12
5	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED-GSCO ECA	1.69
6	EDGEWOOD PARTNERS LLC	1.52
7	MR BRADLEY SERBUS	1.42
8	MR JAMES MATTOX	1.34
9	MR JEFFREY MATTOX & MS HELEN MATTOX	1.33
10	ACEQUIA CAPITAL LLC	1.32
11	MR JUSTIN LAURENCE BARRY	1.30
12	MR JOHN FARMER	1.12
13	MR ED JENNE	1.04
14	MR AL GRIFFIN	1.04
15	BNP PARIBAS NOMINEES PTY LTD	1.00
16	DM CAPITAL MANAGEMENT PTY LTD	0.96
17	CITICORP NOMINEES PTY LIMITED	0.95
18	LSAF HOLDINGS PTY LTD	0.94
19	MR KUOHUANG YEN & MS YUSHIN TU	0.91
20	MR PETER JOHNSON	0.86
	Total	49.68%
	Balance of Register	50.32%
	Grand Total	100.00%

BUD.ASX

Board of Directors



Rick Borenstein
(Chairman)

(US) Chairman – Sequoia Partners, Inc.; Silicon Valley investor and VC fund LP; adviser to Silicon Valley & Israeli startups.



David McLauchlan

(US) CEO @ Buddy Platform Ltd; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation.



Alex Gounares

(US) CEO @ Polyverse Corporation; ex CTO & EVP @ AOL; ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.



John van Ruth

(AUS) CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.



Ananda Kathiravelu

(AUS) Managing Director @ Armada Capital Limited.



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Buddy.com