



# ASX MARKET RELEASE

## Buddy Partners with Digicel to Sell and Distribute Buddy Ohm

### SUMMARY

- Buddy Platform and Digicel Group reach agreement to sell, distribute and install Buddy Ohm through Digicel's sales and operations teams
- Digicel will brand the product *Ohm – powered by Digicel*
- Digicel is a total communication and entertainment services provider, serving 26 markets throughout the Caribbean and Central America
- The extremely high cost of electricity in some Digicel markets creates a significant opportunity for Buddy Ohm and Digicel to reduce customers' energy costs – particularly those businesses in the tourism and hospitality sectors
- In announcing this partnership, Buddy and Digicel will provide major hotels, resorts and tourism facilities attending today's launch event with 30-day trials of Buddy Ohm.

### 13 July 2017 – Montego Bay, Jamaica

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announced an agreement with Digicel for its Buddy Ohm product to be marketed, sold, distributed and installed across its 26 markets in the Caribbean and Central America. The product will be branded "Ohm – powered by Digicel" in-region, replacing the Buddy branding on the Buddy Ohm and Ohm Link products.

The agreement was announced today by Buddy Platform CEO, David McLauchlan, at an event that explored the application of Big Data and other technologies to Jamaica's tourism sector, titled 'Smart Destination Jamaica'. Tourism is the largest driver of revenues for the Jamaican economy and the wider region. Major hotels, international resorts and other tourism facilities are enormous consumers of water and electricity and, given the extremely high cost of these resources, Digicel and Buddy have recognized an immediate opportunity to offer Ohm to help customers reduce their energy expenditure.

Up to 400 industry representatives are expected at the Smart Destination Jamaica event, where Buddy and Digicel surprised the attendees by presenting 30-day trials of Ohm to every hotel, resort or other tourism property represented at the event. Even in markets with cheaper electricity, Buddy has seen very high conversion rates from trial implementations to commercial deployments, lending confidence that this promotional offer will deliver strong commercial results.

Digicel is the largest mobile operator in the Caribbean, and as the top tier provider, Digicel has deep and broad relationships with the largest consumers of energy in the Caribbean, providing a unique opportunity to sell Ohm to business customers in need of energy monitoring services. Through this agreement, Buddy will also be deploying Digicel SIM cards into the Ohm hardware, ensuring that the data collected transits Digicel's superfast 4G and LTE data networks en route to the Buddy Cloud.

"We couldn't be more pleased to announce Digicel as our first major mobile operator reseller", said Buddy Platform CEO, David McLauchlan. "Digicel operates in markets with very expensive energy and many of their larger customers, like governments and the hospitality industry, have facilities with extraordinarily large energy costs. There's a huge opportunity for Ohm in the Caribbean and Central America, and there's no better partner to have in this region than Digicel".

"After first being introduced to Buddy Ohm, we immediately saw a strong market fit for the product, and were very interested in partnering with Buddy to sell Ohm across our markets," said Vanessa Slowey, CEO of Digicel Caribbean and Central America. She continued, "As a real test of the product's capabilities, we installed Ohm in our own headquarters facility in Jamaica. Now, we're proud to pair it with our connectivity and take it out to our customers so that they too can start recognizing the benefits."



Figure 1. The Ohm powered by Digicel family with indicative branding – (L-R: Ohm Pulse, Ohm Link, Ohm, Ohm Sense)

As an example, Digicel has been using Ohm to measure electricity consumption on a floor-by-floor basis in its headquarters facility in Jamaica, and has since expanded its usage of the monitoring solution to keep an eye on temperature and humidity levels inside its Kingston, Jamaica switching facility. Additional roll-outs are planned to expand the coverage of Digicel's infrastructure monitored by Ohm in a perfect example where the reseller believes in the product so much that its also a customer.

## About Buddy

Buddy Platform Limited ([BUD.ASX](https://www.buddy.com)) 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 ingestment 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 [www.buddy.com](http://www.buddy.com).

## About Digicel Group

Digicel Group is a total communications and entertainment provider with operations in 31 markets throughout the Caribbean, Central America and Asia Pacific. Digicel also runs a host of community-based initiatives across its markets, including Digicel Foundations in Haiti, Jamaica, Papua New Guinea and Trinidad and Tobago which focus on educational, cultural and social development programs.

Visit [www.digicelgroup.com](http://www.digicelgroup.com) for more information.

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