



ASX MARKET RELEASE

Investor Webinar – July 2017

Buddy Platform Limited is pleased to provide the attached slides as accompanying reading material to the July 2017 Investor Webinar, scheduled for 11am AEST, July 31 2017.

-The Buddy Platform Investor Relations Team

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 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.

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Investor Webinar – July 2017

BUD.ASX

David McLauchlan + Buddy Leadership Team

CEO

BUDDY PLATFORM LIMITED

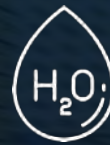
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Welcome



David McLauchlan
CEO, Buddy Platform Limited

Welcome!

Buddy Platform On-call Team Introduction

Business Primer

Buddy Cloud / Buddy Ohm / Parse on Buddy

Appendix 4C Filing – Q4 FY17 (Richard Jacroux)

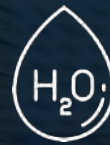
Sales Update (Tim Ritchie)

Marketing Update (Brian Seitz)

Product Update (Habib Heydarian)

Digicel Partnership

Questions & Answers



Primer

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).





Buddy is focussed on the fastest growing segment of the IoT, **"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

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.



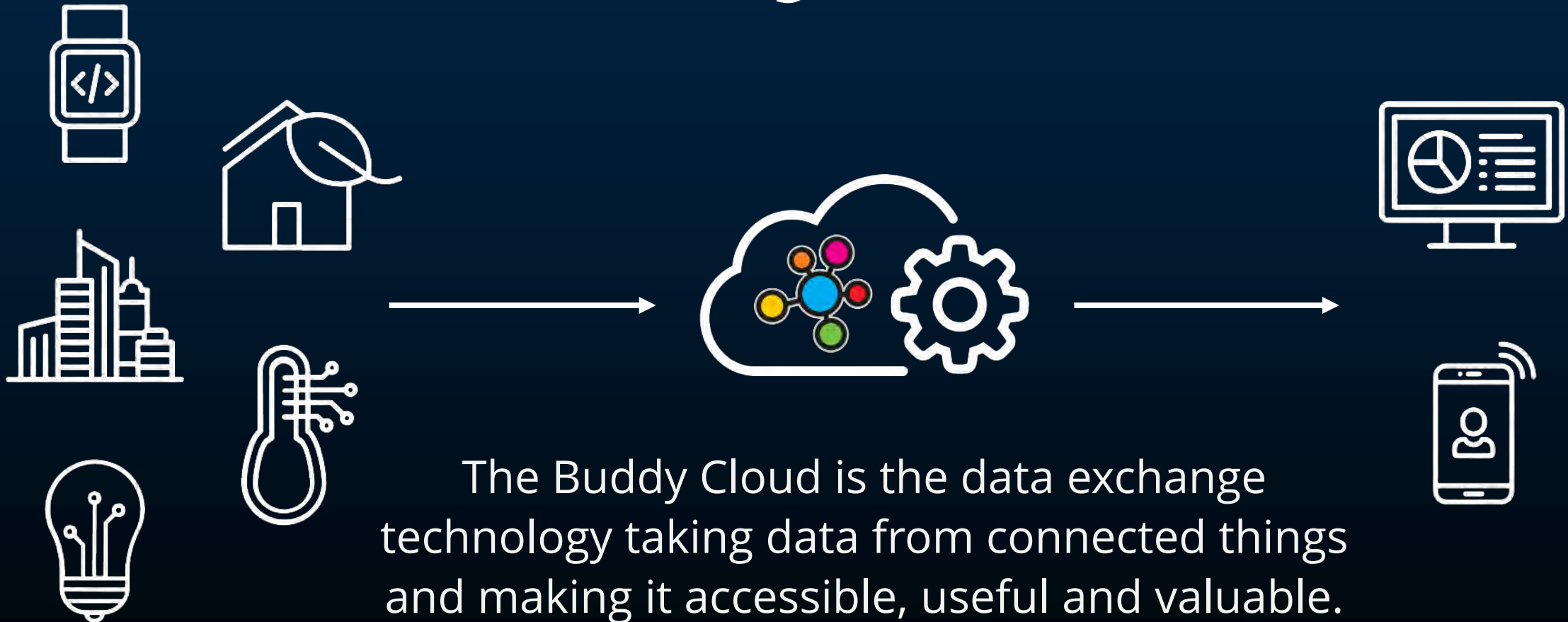
Buddy operates a 3-sided marketplace.

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 Cloud





Buddy Ohm



Buddy 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 up to 120,000 daily

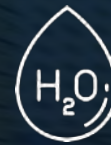
Parse on Buddy is the "product" – the business is "alternative data"

We will use the Buddy Cloud to aggregate Parse on Buddy data & Buddy Ohm data for customers.

BUD.ASX

Top 20 Holders

1	MR DAVID MCLAUHLAN	16.18
2	MR JEFFREY MACDUFF	9.05
3	A2 PARTNERS PTE	3.54
4	CITICORP NOMINEES PTY LIMITED	2.38
5	MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED	2.13
6	EDGEWOOD PARTNERS LLC	1.51
7	MR BRADLEY SERBUS	1.41
8	MR JUSTIN LAURENCE BARRY	1.39
9	DM CAPITAL MANAGEMENT PTY LTD	1.35
10	MR JAMES MATTOX	1.34
11	MR JEFFREY MATTOX & MS HELEN MATTOX	1.33
12	ACEQUIA CAPITAL LLC	1.32
13	MR JOHN FARMER	1.12
14	MR ED JENNE	1.04
15	MR AL GRIFFIN	1.04
16	MR KUOHUANG YEN & MS YUSHIN TU	0.90
17	MR PETER JOHNSON	0.86
18	MR PAUL GINSBURG	0.81
19	MR WILLIAM F KARTOZIAN	0.81
20	MR LEONARD EBER	0.77
	Total	50.28%
	Balance of Register	49.72%
	Grand Total	100.00%



Appendix 4C Quarterly Report – Q4 FY17

Appendix 4C

**Quarterly report for entities subject to Listing Rule
4.7B**

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

Name of entity	
Buddy Platform Limited	
ABN	Quarter ended ("current quarter")
21 121 184 316	30 June 2017

Consolidated statement of cash flows	Current quarter SA'000s	Year to date (12 months) SA'000s
1. Cash flows from operating activities		
1.1 Receipts from customers	534	1,053
1.2 Payments for		
(a) research and development	(647)	(1,677)
(b) product manufacturing and operating costs	(324)	(687)
(c) advertising and marketing	(269)	(856)
(d) leased assets	-	-
(e) staff costs	(1,154)	(4,159)
(f) administration and corporate costs	(887)	(2,293)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	10	73
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (provide details if material)	-	-
1.9 Net cash from / (used in) operating activities	(2,737)	(8,546)

Recognised revenue new high of A\$438k
(of A\$1.095M for the FY, excludes deferred Buddy Ohm revenue)

Cash receipts of a record A\$534k
(up 34% on previous quarter)

Net operating cash outflows of A\$3.28M
(A\$69k better than forecast)

Signed contracts of a record A\$22.7M
(up 981% on previous quarter), contracted minimum commitments

All existing outstanding stock options now "in the money", representing A\$5.4M of cash inflows this calendar year

Total cash balance of just over A\$6.1M as of June 30, 2017.

Appendix 4C

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Payments for acquisition of physical non-current assets (line 2.1 a) included the cost of production tooling for the Ohm product

The Company holds 22,690,612 shares in Weebit Nano Limited ([ASX: WBT](#)), valued at A\$477k at the end of the quarter

We expect to receive more than A\$400K in R&D tax rebate in Q1-19 or Q2-19; note that this represents the short-period from December 17, 2015 to June 30, 2016

As of June 30, 2017, the company had 27 full-time employees and 5 open positions

All existing outstanding stock options are now "in the money" representing A\$5.4M of cash inflows this calendar year.

Revenue Discussion



Richard Jacroux

CFO / COO, Buddy Platform Limited

The lions-share of revenues is from Buddy Cloud clients; the remainder is from the monetization of Parse data

There are no Ohm revenues in the quarter as we have deferred all Ohm revenue as of June 30 2017

Why? Our policy is to begin recognizing revenues only after an evaluation period has expired

And then we only recognize revenue ratably over the contracted period

For example, if a client signs a 3 year contract for \$54k, we will only recognize \$1,500 a month; that is true even if they pay 100% up front

While this means that revenues naturally will layer on slowly, it is an appropriately conservative and prudent approach.

Costs Discussion



Richard Jacroux

CFO / COO, Buddy Platform Limited

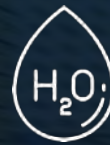
Most of our costs, like staff salaries are fixed and expensed as incurred, but some, like Cost Of Goods Sold (COGS) are variable

COGS can be broken into two categories: ongoing and one-time

Ongoing expenses include our Azure data processing/hosting or similar contracted services; we expense those as incurred and so they are relatively smooth, generally increasing as revenues increase

One-time expenses are generally our cost of the hardware that we install at customer sites. We expense this about the time we start recognizing revenue.

This means our COGS is front-loaded while our revenues are even over the contract.



Sales Update



Tim Ritchie

VP Global Sales, Buddy Platform Limited

Buddy Ohm sales interest has been enormous

Weighted towards direct sales in Australia, partner/channel sales in the United States (and other territories)

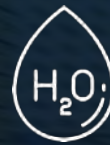
Direct sales has been vital to understand processes needed to streamline partner/channel sales

Australian sales traction in retail, government, universities, corporate facilities

United States sales traction in partner/channel sales, such as first mobile operator partner – Digicel; more to come

Buddy Cloud revenue was flat this quarter due to Buddy Ohm focus, but expecting material growth in coming 1H FY18

Parse on Buddy data asset is on track to generate "Alternative Data" revenue in 2H FY18.



Marketing Update



Brian Seitz

VP Marketing & Communications,
Buddy Platform Limited

Australian Roadshow kicked off the launch of Buddy Ohm – tremendously successful; backlog of product installations

IoT World (Santa Clara, CA) – premier IoT tradeshow in the US; formal US launch of Buddy Ohm; intro to Digicel + others

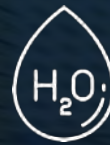
Looking forward, plan is to focus on tradeshow and events that tie particularly into the Buddy Ohm business – ie: Mobile World Congress, smaller smart-city events

Parse on Buddy “Forever Free” plan was soft-launched; full launch to come in next few weeks

Buddy Cloud has been organically growing; plan is to increase marketing spend in 2H FY18

Go to market strategies are clearly different across regions; marketing to states/regions in US with similar energy cost/consumption footprint as Australia

Buddy.com website generates a significant volume of new business leads, justifying investment in web infrastructure and experience



Product Update



Habib Heydarian

VP Product, Buddy Platform Limited

Buddy Ohm product is performing well in the field for such a young product

Thanks to built-in cellular connectivity we have real-time telemetry and access to each Buddy Ohm device for updates

First major firmware update to Buddy Ohm is in development, will be deployed in current quarter

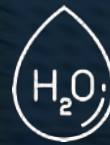
Evaluating a number of sensor additions to the platform based on customer demand

Australian Buddy Ohm inventory has arrived to Adelaide office; US inventory has landed/in customs

Ohm sales & contracted commitments running ahead of installations, giving us additional time to consider re-order quantity/mix, which will be decided this quarter

Alternative data asset is growing linearly; new SDK releases are increasing the depth of data, ie: value of data sets

Buddy Cloud performing well – high customer satisfaction.



Digicel Partnership

Digicel



Digicel Jamaica CEO, David Butler following the announcement in Montego Bay, Jamaica of the Buddy – Digicel Partnership

Recently announced Buddy's first mobile operator reseller agreement with Jamaica-based Digicel Group

Digicel is a total communication and entertainment services provider, serving 31 markets worldwide, 26 in Caribbean + Central America (launch markets for Ohm)

Following an initial meeting with Digicel at IoT World in May, agreement was executed in July – very quick turnaround

Buddy installed an Ohm installation in Digicel's Jamaican HQ; trial was quickly expanded to multiple floors/switching centre

Product to be branded "Ohm – powered by Digicel", launched at event in Montego Bay, Jamaica on 13 July 2017

Provided major hotels, resorts and tourism facilities attending the launch event with 30-day trials of Ohm

Ohm will operate on Digicel's 4G LTE network across the Caribbean + Central America

Digicel reseller agreement contains a contracted minimum sales volume commitment

Minimum sales commitment increases over time

Digicel has instructed their sales staff to focus entirely on full-price opportunities only; first targets are hospitality industry (tourism)

Installs began in the Caribbean two weeks ago, 7 performed last week

Training installation team in Jamaica + 6 countries is complete

Additional installation partners to come online in remaining markets as Digicel scales up across markets

Investors should expect that Buddy will announce additional mobile operator deals in other territories

Investors should expect that Buddy will announce additional integrator/installer deals in various territories

The Buddy team is actively engaged supporting the Digicel rollout, while expanding our MO partnerships.



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

A word about deployments & roll outs...

There are steps we must take to win a customer:

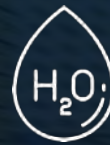
1. Solicit interest
2. Approval for trial
3. Schedule site survey
4. Schedule installation
5. 30 – 60 day trial
6. Conversion to contracted customer

We expect to increase the rate of new customer acquisition + installs (dramatically) through our partnerships

We are currently seeing very high conversions from trials to contracts (early days!)

Interest is very high in trials too (standard way to sell into these customers is via a no-obligation trial).





Questions & Answers



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Buddy.com