



ASX MARKET RELEASE

Buddy Partners with National Service Provider Integrated Commercial Environments (ICE)

SUMMARY

- Buddy Platform and leading provider of commercial property facilities maintenance and support services, Integrated Commercial Environments (ICE) Technical Maintenance Services Pty Ltd have reached agreement on the sales and installation of Buddy Ohm around Australia
- ICE has contracts to provide services to a wide range of prominent organisations in Australia across industries such as global banking, pharmaceutical, energy, construction, building management, government and education
- Agreement provides revenue sharing and incentives for ICE to introduce Buddy Ohm into existing customers and perform any installations that result
- This partnership is the first of what Buddy expects to be a number of similar relationships across various regions to expand Buddy Ohm's footprint.

3 August 2017 – Adelaide, South Australia

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 Integrated Commercial Environments ("ICE"), to generate sales and perform installations of Buddy Ohm across Australia.

ICE has provided commercial property facilities maintenance and support services for nearly 30 years to customers across Australia, and with this partnership, will be able to bring the market-leading Buddy Ohm product to those customers. While commercial terms for this agreement are confidential, revenue sharing and incentives are in place to allow the addition of the Buddy Ohm offering to ICE's suite of products & services, to be very accretive to their business.

ICE will immediately commence training in the Buddy Ohm product, and has identified the first deployments with their existing customers to be concluded in the coming weeks.

"With the huge market interest in Buddy Ohm around Australia, we're delighted to work with ICE to service this demand as well as provide additional value and energy savings to ICE's existing customers", said David McLauchlan, CEO of Buddy Platform. "ICE works with some of the top companies and organisations in Australia, and so this relationship enables us to really begin to scale our roll-outs in the market".

Working with a diverse customer base, ICE has been successful in meeting the facilities management needs of public, private, government and international clients. Their impressive client base includes customers in industries such as global banking, pharmaceutical, energy, construction, building management, government and education. Examples of ICE's customer base can be found on their website at <http://www.iceibs.com.au>.

"Our clients look to us for innovative technology that delivers both operational and energy efficiencies", said Rob Lane, Director of ICE. "In the Buddy Ohm product, we see tremendous opportunity to deliver on our customer promise, while delighting customers with its ease of use and accessibility."

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.

###

Media:

Matthew Wu

Media & Capital Partners

Email: matthew.wu@mcpartners.com.au

Buddy Platform Contact:

Brian Seitz, VP of Marketing and Communications

Phone: +1 (206) 745-9079

Email: ir@buddy.com

