



# ASX MARKET RELEASE

## Buddy and SaskTel Partner to Bring Buddy Ohm to Canada

### SUMMARY

- Buddy Platform and SaskTel reach agreement to sell Buddy Ohm through SaskTel's sales teams across the Canadian province of Saskatchewan
- SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over CA\$1.2 billion in annual revenue and approximately 1.4 million customer connections
- Buddy's partnership with SaskTel will provide for the expansion of Buddy Ohm sales into major commercial and industrial customers in the region
- SaskTel is the second mobile operator to sell Buddy Ohm, and represents the first major inroads for the product in the Canadian market.

### 23 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 it has entered into an agreement with SaskTel for its Buddy Ohm product to be marketed, sold, distributed and installed across Saskatchewan, Canada.

SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over CA\$1.2 billion in annual revenue and approximately 1.4 million customer connections. SaskTel and its wholly-owned subsidiaries offer a wide range of ICT products and services including competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 4,000 full-time equivalent employees.

With this agreement, SaskTel will identify and facilitate sales of Buddy Ohm into key customers looking to reduce their overall energy spend and reduce their carbon footprint. By bringing Buddy Ohm to this market, SaskTel will be pairing Buddy's real-time, modern, and easy to install resource monitoring solution with SaskTel's 4G network – the largest such network in Saskatchewan.

Investors are advised that the signed contracts figure disclosed in the Company's Appendix 4C filing for Q4 FY17 did not include any contribution from this deal, which is expected to result in revenue starting Q3 FY18. In line with recent guidance offered in Buddy's last quarterly filing, no unit volume forecasts will be provided to the market, however the Company has previously indicated that deals conducted outside of the key markets of Australia and the United States would only be contemplated when valued at more than A\$1 million.

## About Buddy

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

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