



ASX MARKET RELEASE

Buddy Platform and T-Mobile Sign Worldwide Connectivity Agreement

SUMMARY

- Following a competitive process involving a number of global mobile operators, Buddy and T-Mobile USA have today executed an agreement ensuring worldwide data connectivity for Buddy Ohm device deployments
- Agreement provides for pre-negotiated and fixed global pricing for data in over 140 countries + highly competitive fixed domestic USA data pricing
- Included in the deal is a centralised data plan & consumption management platform that will integrate with Buddy Ohm's administrative backend
- T-Mobile (NASDAQ: TMUS) is majority owned & controlled by Deutsche Telekom, had 2016 full-year revenues of US\$37.2B and currently services over 69 million US customers.

11 October 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 that following a competitive bidding process and negotiation involving a number of mobile operators in and out of the US, an agreement has been executed with leading US mobile operator T-Mobile for the provision of worldwide data connectivity for Buddy Ohm.

The agreement provides highly competitive fixed pricing in both domestic USA markets as well as via aggregated roaming agreements in over 140 countries worldwide, all from a common SIM card and data plan management platform. Reaching this agreement enables Buddy to sell the Buddy Ohm product on a fixed price based model globally, configured with a single SIM card provisioned at the point of assembly.

"T-Mobile bills themselves as 'America's Un-carrier', a mobile operator that isn't afraid to push the envelope and deliver outstanding wireless experiences to their customers. We're thrilled to be working with such a market leader to provide Buddy Ohm with data connectivity, and we're particularly pleased to be able to deliver a seamless 'it just works' experience nearly everywhere", said Buddy Platform CEO, David McLauchlan. "Our customers will be able to unbox their Buddy Ohm units and have them automatically connect to their local mobile network in nearly every country in the world. That's an incredible out of box experience that we can now deliver."

Buddy Ohm is currently sold through three channels – direct, through mobile operators (such as Digicel and SaskTel) and through channel partners (such as utilities, energy consultants and electrical installers). This agreement provides centralised, T-Mobile sourced connectivity for direct and channel sales, while still allowing mobile operator partners to connect the devices over their own networks and data plans.

Today's announcement takes the Company a very considerable step toward a US-wide rollout, while providing an accelerant for regional US channel partners to deploy Buddy Ohm in local markets.

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 www.buddy.com.

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