



ASX MARKET RELEASE

BUD.ASX Investor Presentation – October 2017

Tuesday October 17, 2017

Dear Investors and Shareholders,

Please find attached the latest update of our self-guided investor presentation that provides a comprehensive overview of Buddy Platform Limited – detailing our business, our products and our corporate structure.

As I've previously indicated, the management team of Buddy takes very seriously our obligation to keep investors (and potential investors) up to date with our business. Periodically, and especially after periods of significant trading volume, we'll publish an update on our business to the market.

For those looking to scan the document for meaningful changes since the last update, I'll draw your attention to:

Business Updates

- Additional explanation of Buddy Ohm channel sales (slide 25)
- Recent news updates (slide 26)
- An update on Digicel's Caribbean & Central American rollout (slide 27)
- Additional explanation of our Buddy Ohm rollout strategy (slide 28)

Product Updates

- Updated Buddy Ohm Management Portal screenshots (slides 18 & 19)
- We now offer emailed energy reporting on a daily basis (slide 20)
- Additional functionality in the Buddy Ohm Dashboard (slide 22)
- Clarified explanation of Parse on Buddy + Alternative Data (slides 31-34)

Financial Updates

- Updated financials & Top 20 Shareholders (slide 42)
- Updated Reconciliation of Share Capital (slide 44)

As a reminder, Buddy publishes a regular newsletter of relevant and interesting news in the IoT arena. It is a comfortable, easy read (ie: not full of technical jargon) and informs the reader of

innovations and business developments across the industry. Visit <http://buddy.com> to add yourself to this mailing list.

It's hard to imagine a more exciting time to be an investor in, or follower of, Buddy Platform. Our largest Buddy Ohm sales channel is hitting stride and scaling up, and our rate of new channel partner deals for Buddy Ohm is increasing dramatically. Our alternative data ingestion via Parse on Buddy continues unabated and our Buddy Cloud business outlook is positive with meaningful growth expected.

Please don't hesitate to reach out with any questions, comments or feedback. Buddy's Board of Directors, our executive leadership team and I are always interested in hearing from investors (contact us via our Investor Relations team at ir@buddy.com).

As always, thank you for your interest and/or shareholding in Buddy Platform Limited.

Sincerely,



David McLauchlan

CEO, Buddy Platform Limited.

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 <http://www.buddy.com>.

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Investor Presentation – October 2017

BUD.ASX

David McLauchlan
CEO

BUDDY PLATFORM LIMITED

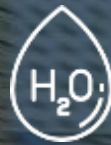
Disclaimer

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Primer



The “Internet of Things” (IoT) describes the idea that everyday things in our lives will become connected to the Internet

This already includes “things” like mobile phones, cars, televisions, light bulbs, utility meters, home alarm systems and appliances

Cisco estimates that by 2020, there will be between 25 and 50 billion things connected to the Internet.



50 billion things will generate more data annually
than the world has ever seen to date

Making sense of that data – turning it into insights or actions - will
become one of the world's most profitable industries

There won't be a single "winner" in this space;
this isn't a winner-take-all market, it is simply too big.



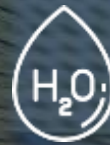
Buddy is focused on the fastest growing segment of the IoT, **“smart cities”** – connected buildings, parking, street lights, traffic, pedestrian movement, civic infrastructure, etc...

Spending in this segment alone will to grow to US\$758 billion by 2020 (CAGR of 19.4%)

Buddy monetises the conversion of smart city data into actionable insights.

We do this by offering a cloud-based solution-as-a-service product family.





The Business

At the company's core, we sell data.

We generate this data from **three** different products:

1. Buddy Ohm
2. Parse on Buddy
3. Buddy Cloud
(upon which #1 & #2 are built)

We process it into actionable insight using our own technology

We package it up and sell it – to a broad range of customers.



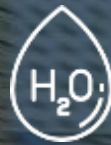
Buddy operates a 3-sided marketplace.



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 anonymised data feeds to buyers such as financial services firms (amongst others)

Buddy is therefore a data exchange.



The Products – (1) Buddy Ohm



Buddy Ohm

Buddy Ohm is a “FitBit for buildings”



Buddy Ohm is a solution for building resource monitoring and verification

It helps building managers and portfolio owners turn energy savings into a strategic asset

It is affordable, it is a complete solution and it is sold through channel partners (utilities, mobile operators and electrical suppliers).

Buddy Ohm measures electricity, gas, water and steam consumption, along with solar generation + temperature/humidity via small remote sensors



It works for small, medium and large buildings – any size from 90m² to 9,000m²

It has a self-contained cellular modem, making it attractive to mobile operators

Because it is always connected, we can update it with new functionality remotely, just like an iPhone app or Tesla car.



Buddy Ohm completely changes the game for smart city infrastructure monitoring.



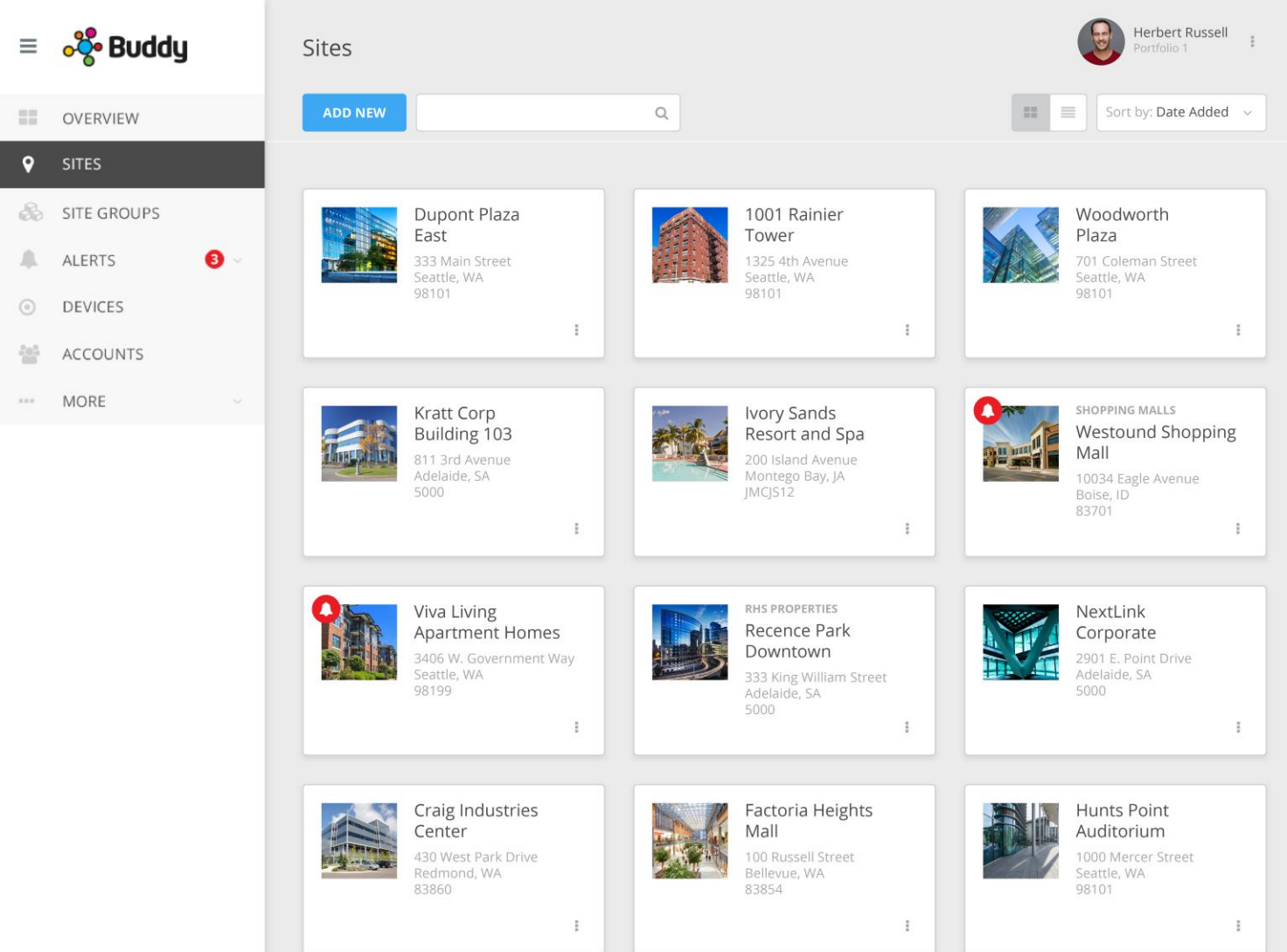
We offer a family of sensors and extensions:
(L-R) Ohm Pulse, Ohm Link, Buddy Ohm and Ohm Sense

The product is sold as a service – providing ongoing annuity revenue.

Three types of customers are buying Buddy Ohm:

- 1) Customers who use Buddy Ohm to save energy costs (need measurement to manage those costs)
- 2) Another customer segment wants Buddy Ohm to verify their existing energy costs – they want 3rd party verification of the bills they're paying
- 3) Yet another customer segment has sustainability as a corporate mission and seeks a visible way to demonstrate this to customers.





Buddy Ohm Management Portal

In addition to the hardware, the Buddy Ohm system includes a web interface

Manage multiple properties in a single web view.

(this is a top requested feature, and missing from \$500k+ competitive offerings)



Configure settings & alerts
simply and easily

Easy to understand data &
actions to be taken.

Buddy

Sites

Herbert Russell
Administrator

Olympic Plaza (08:23pm)

Address: 217 Pine Street, Seattle, WA 98101
Total Managed Sqft.: 566,700
Connection Status: **Online**
Building Contact: christian.smith@olymp...
Building Type: Commercial
Current Alerts: 0

Ohm View Dashboard
LAUNCH

HISTORICAL DATA

Electricity | Water | Gas | Solar | Last Week

Day	Electricity (kWh)	Water (L)	Gas (kWh)	Solar (kWh)
10 Oct	100	50	50	100
11 Oct	80	50	50	100
12 Oct	100	50	50	100
13 Oct	100	50	50	100
14 Oct	80	50	50	100
15 Oct	100	50	50	100
16 Oct	100	50	50	100
17 Oct	50	50	50	100

REAL-TIME MONITORING (5s)

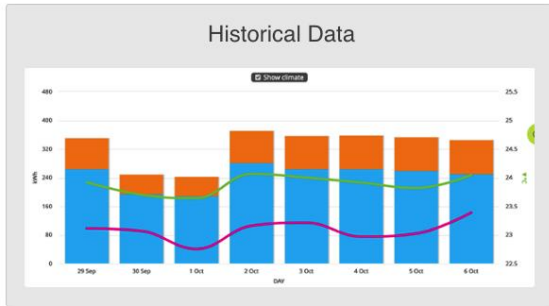
Metric	Value	Status
Electricity	4,326 kWh	OK
HVAC	1,095 kWh	OK
Temperature	65° / 87° Inside / Outside	Alert
Water	287 L	OK

CLIMATE AND CO2 FOOTPRINT

Metric	Value	Notes
CO ₂ Impact	6.34 t	Down 2.3% from last month
CFL Equivalents	23,043	Standard compact fluorescent light bulbs
Vehicle Emission Equivalents	6.34	Passenger vehicle annual GMG emissions
Coal Burn Equivalents	219	Pounds of coal burned

Olympic Tower Snapshot

Welcome to your Weekly Ohm Digest. The goal of this report is to provide you with insights into your energy and resource consumptions as well as provide tips and tricks to reduce and manage your usage.



Electricity Use
1,170_{kWh}
Sep 27- Oct 3

Last Week
1,193_{kWh}
Usage increase by 2%

The 2% increase in usage is equivalent to **0.148 Metric Tons of CO2** emissions which is equivalent to:

42
Miles driven by an average passenger vehicle

0.04
Barrells of oil consumed

(New!) Buddy Ohm by Email for Facilities Managers

Buddy now sends a daily status update email to building facilities managers

Status email is a snapshot of Buddy Ohm data collected, no web login required

Can be easily forwarded around an organisation – designed to help the virality of energy monitoring data within a building

Initial customer response has been outstanding.

Buddy Ohm Public-Facing Dashboard



Designed for lobby viewing

Gently animated

At-a-glance information – by itself
can create 6-8% in annual building
energy savings.

Olympic Tower

RESOURCE MONITOR

Tuesday | November 21, 2017

9:45 am

3,478 kW
CONSUMING

CONSUMING

3,342 kW
AVERAGE

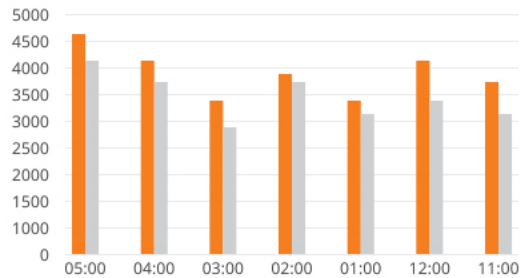


Building Load

Real-time monitoring

Hourly Consumption (kWh)

Hourly High ■
Average ■



323 L/h
CONSUMING

CONSUMING

305 L/h
DAILY AVG.

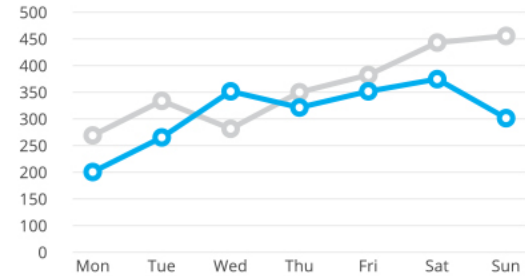


Water Usage

Real-time monitoring

Daily Consumption (L/h)

Daily High ■
Average ■



467 kW
GENERATING

GENERATING

853 kW
TODAY'S TOTAL

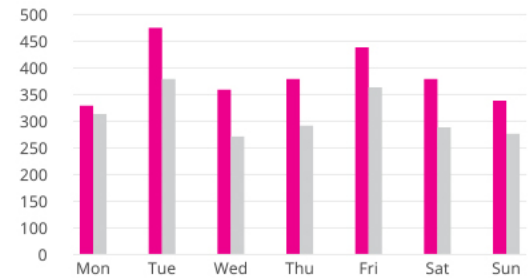


Solar Generation

Real-time monitoring

Daily Generation (kW)

Daily High ■
Average ■



65°
CURRENTLY

CURRENTLY

68° / 56°
HIGH / LOW



Weather Forecast

Partly sunny with a chance of rain

71° / 23%

TEMPERATURE / HUMIDITY

67° / 21%
AVG TEMP / HUM



Building Climate

Real-time monitoring



Importing
3011 kW

Olympic Tower

RESOURCE MONITOR

Tuesday | January 17, 2017

9:45 am

5,285 kW
CONSUMING



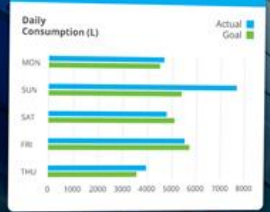
Building Load
Real-time monitoring



3,298 L
CONSUMING



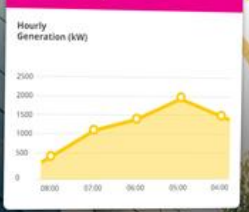
Water Consumption
Real-time monitoring



2,006 kWh
PRODUCING



Solar Generation
Real-time monitoring



65°
CURRENTLY
68° / 53°
HIGH / LOW



Weather Forecast
Cloudy with chance of rain

68° / 40%
TEMPERATURE / HUMIDITY
72° / 58°
OUTSIDE



Building Climate
Averages throughout building

Importing
3279 kW



Real-time CO₂ Offset Emissions
Carbon Footprint 21





RRP:

**US \$300 to
US \$1,500+**

per month, depending on facility size & complexity

All inclusive – hardware, connectivity, sensors, service, dashboard, portal and all future upgrades.

We expect a blended mix of at least US\$750/month per Buddy Ohm set across all customer facility footprints.

Buddy Ohm is sold primarily through channel partners



By selling through mobile operators, utilities and electrical suppliers, we achieve scale & broad reach

It typically takes 3+ months to onboard a new channel partner, including sales training, installer training, product fulfillment & sales kickoff



Digicel was Buddy Ohm's first major international channel – just beginning to scale now; SaskTel commences sales end of October

Buddy will report first revenue from Buddy Ohm this quarter; expect it to become material in two quarters.

Management expects national distribution deals for Buddy Ohm in Australia, the US and Canada imminently



Buddy recently announced:

(1) A global data/connectivity agreement for Buddy Ohm with US mobile operator giant, T-Mobile

(2) A national installation partner (Skybridge) for the Australian market with 2000+ electricians and 10's of thousands of customer facilities to sell into

(3) A new add-on partner product (Edge Electrons' PowerSave) for Buddy Ohm to help customers save 20+% of their electricity costs

Buddy Ohm is growing rapidly and is expected to be the largest source of revenue for the Company in 2018.



Digicel Update – October 2017

Digicel is currently Buddy Ohm's largest reseller, with contracted revenue minimums of A\$20m+

Launched sales nearly three months ago with small single sales team in Jamaica

Buddy can now announce that success of that launch has led Digicel to release the product fully across Jamaica + commence roll out to 25 more countries & territories by end of year

While hurricanes have slowed the roll out, management expects no risk to 3 year total contract value; actual customer signups are already more than 2x forecast.



Ohm Continued Strategy

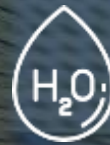
Buddy will continue to roll out new channel partners for Buddy Ohm – this model is working!

Focus is on US, Australia and only international opportunities with greater than A\$2 million/year in revenue opportunity

Existing business can support this level of managed scale with modest team growth

However... if a “monster opportunity” arises (ie: global sales & distribution deal), this would reflect a massive uplift needed in rollout scale.





The Products – (2) Parse on Buddy

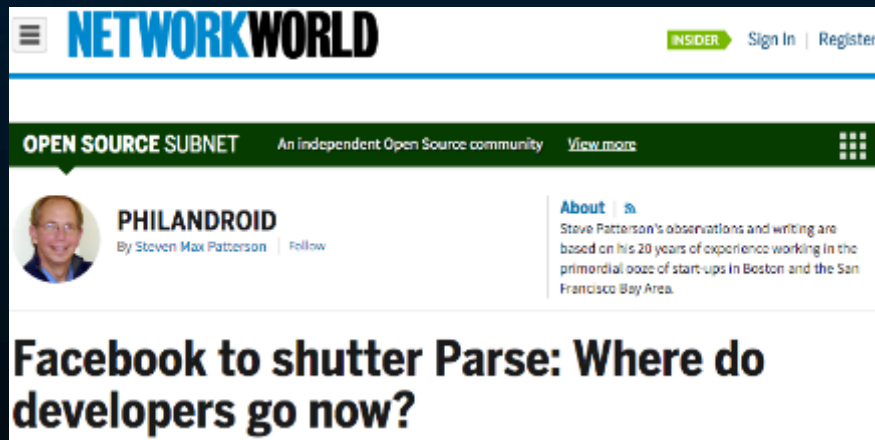
Parse is a cloud-based tool for developers of mobile apps



It was bought by Facebook, but then in 2016, Facebook announced they were turning Parse off

Facebook agreed to license logo + components of Parse for Buddy to operate; Parse was shut down in January 2017

The usage of Parse on Buddy by mobile apps feeds data into Buddy Cloud.





Parse on Buddy

Buddy now operates the world's most scalable, enterprise-grade mBaaS built on the Parse technology

Over 30 million phones run apps that use Parse on Buddy, and that number grows by up to 130,000+ daily

Every time apps built on Parse on Buddy are used, anonymized data is sent to Buddy & aggregated – this is called “Alternative Data”

So how does this correlate to Buddy's “Smart City” infrastructure monitoring & verification mission?



Data collected from app usage of the Parse on Buddy system allows us to understand the movement of people/things around a city, cell tower/signal strength, traffic or pedestrian movements, building inflow/outflow, etc...

Buyers of this “alternative data” (financial services firms, mobile carriers, municipalities, etc...) are spending millions of dollars for similar data; and it is all anonymous, aggregated data (ie: no personally identifiable info, no sales to advertisers)

Between our Buddy Ohm data and our Alternative Data, Buddy is amassing a very attractive smart city data source & asset.



Buddy will continue to build this asset in terms of volume and value into 2018

With additional metadata, 3rd party estimates of the value of our current data asset is US\$10M – \$15M, with similar data being sold at between US\$10k – US\$100k per month per customer

This data asset is growing linearly; new SDK releases are increasing the depth of data

We have buyers ready to buy this “Alternative Data”.

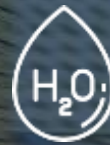


We anticipate alternative data sales commencing in Q3 FY18, with revenues landing in Q4 FY18

Why not immediately? We need to collect a deeper bench of data, and we need more history

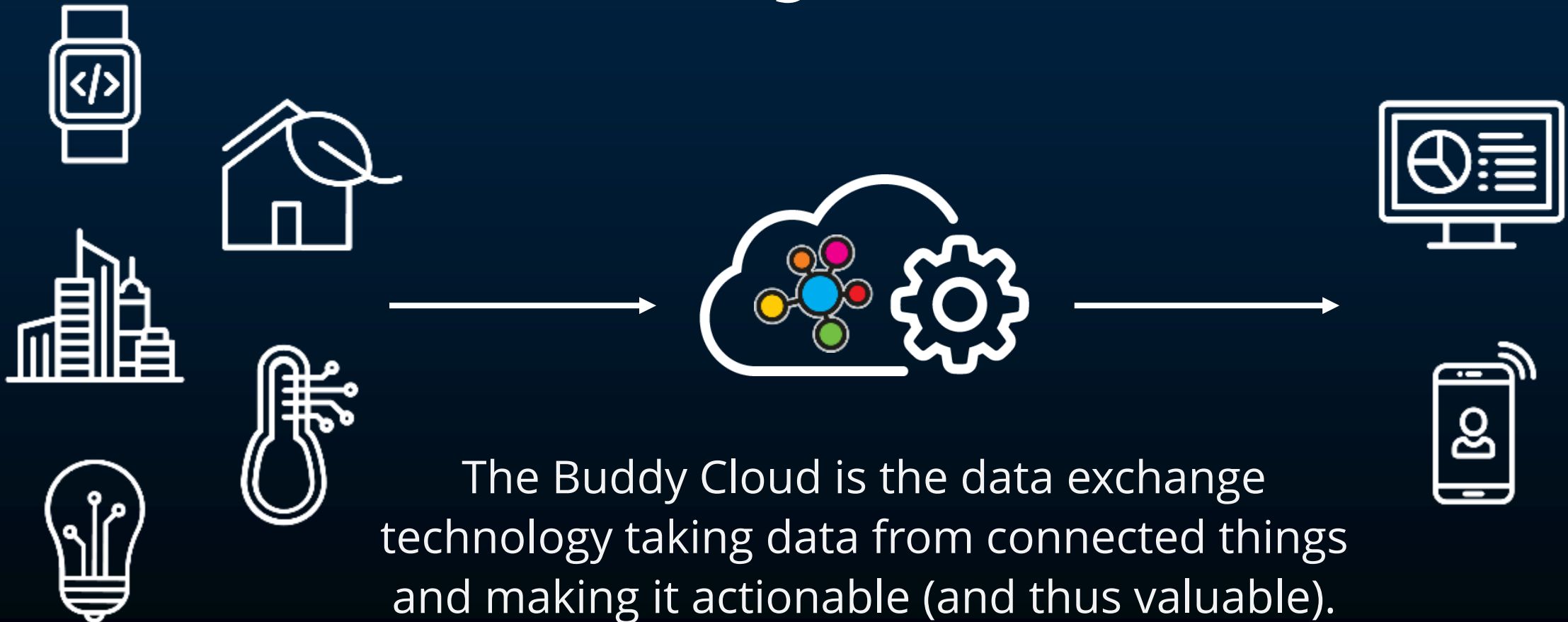
The most valuable data is “quarter on quarter” and “year on year” comparisons – ie: we need a full year of data to effect this (full year: end of January 2018)

Management expects that once these milestones are complete, we’ll have the makings of a multi-million dollar (and growing) smart city data asset.



The Products – (3) Buddy Cloud

Buddy Cloud



Buddy Cloud



The Buddy Cloud is the core of Buddy Platform's IP

As well as being a product in its own right, it is also our engine for creating new products

Buddy Ohm and Parse on Buddy both are built upon the Buddy Cloud technology platform

Microsoft – an investor in Buddy Platform since 2012 – is a key technology partner providing global infrastructure (Azure).

Buddy Cloud



Buddy Cloud targets high volume, civic infrastructure IoT data management needs

The product is highly customisable and scalable at a global level

Looking forward, we expect customers to be primarily mobile operators, utilities and device vendors (ie: same target customer as Buddy Ohm).



BUDDY CLOUD CASE STUDY

Recreational Vehicle Manufacturer

A provider of high-end travel trailers and caravans – multi-billion US\$ “Thor Industries” – wants to offer a ‘smart trailer’ experience to its customers, integrating on-board systems with an IoT enterprise platform and smartphone and tablet apps.

Buddy is developing a fully end-to-end solution delivered upon the Buddy Cloud.

The solution involves mobile and web apps, custom hardware that can be updated over-the-air, all powered by the Buddy Cloud.

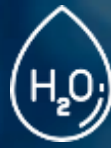
Buddy Cloud



Buddy Cloud turns raw smart city data into actionable insights

By building the value of these insights, we expect revenue from Buddy Cloud to more than double in the current financial year

We're only focusing on A\$1+ million deals, with a specific target customer focus.



The Company

Corporate Snapshot

ASX CODE

Market Capitalisation

Cash (as at 30 June 2017)*

Enterprise Value

52-Week High/Low

Top 20 Shareholdings

BUD

\$189.9m

\$6.1m

\$183.8m

\$0.049 - \$0.275

49.2%

(*) 52.5 million options due to expire Nov 30, 2017 but escrowed until Dec 30, 2017. BUD management expects the full balance to be exercised, with gross proceeds of A\$5.4 million to the Company.

Top 20 Shareholders

MR DAVID MCLAUCLAN	18.06%	ACEQUIA CAPITAL LLC	1.27%
MR JEFFREY MACDUFF	8.70%	MR JOHN FARMER	1.08%
CITICORP NOMINEES PTY LIMITED	2.85%	MR ED JENNE	1.00%
A2 PARTNERS PTE	1.71%	MR AL GRIFFIN	1.00%
DM CAPITAL MANAGEMENT PTY LTD	1.68%	MR KUOHUANG YEN & MS YUSHIN TU	0.87%
EDGEWOOD PARTNERS LLC	1.46%	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED - A/C 2	0.85%
MR JUSTIN LAURENCE BARRY	1.38%	MR ALAN SCOTT DOWNIE	0.85%
MR BRADLEY SERBUS	1.36%	MR PETER JOHNSON	0.83%
MR JAMES MATTOX	1.28%	MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED	0.79%
MR JEFFREY MATTOX & MS HELEN MATTOX	1.28%	MR PAUL GINSBURG	0.78%

BUD.ASX

Board of Directors



Rick Borenstein
Non-executive Chairman

(US) Chairman – Sequoia Partners, Inc.; Silicon Valley investor and VC fund LP; adviser to Silicon Valley & Israeli startups.



David McLauchlan
Chief Executive Officer

(US) CEO @ Buddy Platform Ltd; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation.



Alex Gounares
Non-executive Director

(US) CEO @ Polyverse Corporation; ex CTO & EVP @ AOL; ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.



John van Ruth
Non-executive Director

(AUS) CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.



Ananda Kathiravelu
Non-executive director

(AUS) Managing Director @ Armada Capital Limited.

BUD.ASX Capital Structure

Buddy Platform Limited Reconciliation of Share Capital

	Quoted	Un-Quoted	Escrowed (Un-Quoted) 24 Months to 30-Dec-17	TOTAL
Ordinary Shares	605,417,140		299,156,147	904,573,287
Options (\$0.10, expiry 17/12/2020)		2,404,168	402,479	2,806,647
Options (\$0.125, expiry 30/11/2017)			40,000,000	40,000,000
Options (\$0.03, expiry 30/11/2017)			12,500,000	12,500,000
Performance Rights		1,695,293	6,579,310	8,274,603
Performance Shares			31,833,334	31,833,334
Employee Incentive Performance Rights		34,323,650		34,323,650
TOTALS	605,417,140	38,423,111	390,471,270	1,034,311,521



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[Buddy.com](https://www.buddy.com)