



# ASX MARKET RELEASE

## Telstra to Become Primary Reseller of Buddy Ohm in Australia

### SUMMARY

- Telstra is finalising negotiations with Buddy to become the primary sales channel for Buddy Ohm in Australia
- Under the terms of the proposed deal, Buddy Ohm units will be outfitted with Telstra certified modems and Telstra control centre mobile data SIM cards
- Sales training for Telstra staff to commence shortly; sales are expected to commence this quarter
- Buddy will move to transition key customer accounts to Telstra in an effort to streamline major sales account management
- In order to bring Buddy Ohm to market rapidly, Buddy will execute a distribution agreement with M2M Connectivity Pty. Ltd., one of Telstra's third party product suppliers.

### 3 November 2017 – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, is pleased to announce that it is currently finalising negotiations with Telstra Corporation Ltd. ("Telstra") and M2M Connectivity Pty. Ltd. ("M2M Connectivity"), one of Telstra's suppliers, with the intention of making Telstra the primary sales channel for Buddy Ohm across Australia.

Buddy Ohm is the Company's energy monitoring and verification solution currently sold in the Caribbean, US, Australia, Canada and soon in the United Kingdom. By market size and forecast unit volume, this deal would represent the largest reseller agreement for the Company to date.

The Company intends for Telstra to become the preferred mobile operator reseller of Buddy Ohm in Australia, and in turn, Buddy intends to migrate most of its existing Buddy Ohm customer base to Telstra. In doing so, Telstra is expected to gain access to a projected multi-million dollar pipeline of Buddy Ohm customers from the commencement of the deal, and Buddy will be able to streamline its operations to focus on supporting Telstra and its growing roster of global mobile operator resellers.

As with all reseller agreements, and consistent with all guidance previously given, Buddy will retain the majority of revenues generated from Telstra sales of Buddy Ohm. Melbourne-based

M2M Connectivity Pty. Ltd. will source Telstra control centre mobile data SIM cards and facilitate distribution of Buddy Ohm to customers. Current partner, Skybridge Group Pty. Ltd. will continue to be the primary installation partner across Australia for Telstra-sourced sales.

“Today’s announcement reveals to the market what many investors and customers have hoped for – the pairing of Buddy’s market leading resource monitoring product in Buddy Ohm, and Telstra, Australia’s most trusted mobile network”, said Buddy Platform CEO, David McLauchlan. “As all Australians know, there are few people or organisations who aren’t customers of Telstra in Australia. Working with Telstra would make it possible to put the Buddy Ohm product in the hands of one of the most broadly scaled partner networks in the country.”

Training of Telstra sales staff has commenced, and product launch is expected to follow immediately thereafter with first sales expected in the coming quarter.

Australia is one of the most attractive markets in the world for Buddy Ohm given the continued increase in the cost of energy in the region. The market opportunity for Buddy Ohm in Australia is conservatively estimated to be two to three times (2-3x) that of the entire Caribbean territory, presently covered by the Company’s reseller agreement with Digicel. Accordingly, Buddy’s management team anticipates significant unit volume uplift from this deal.

Whilst Telstra and the Company are well advanced with negotiations and the parties are committed to finalising the deal, the arrangements remain subject to formal documentation. Buddy will update shareholders on the outcome of the negotiations and the status of the various agreements by way of further ASX announcements.

## About Buddy

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