



ASX MARKET RELEASE

Rizon Group To Become Reseller, Distributor and Installer of Buddy Ohm in United Kingdom

SUMMARY

- Buddy Platform has executed a Buddy Ohm reseller agreement and Letter of Understanding with Rizon Group in the United Kingdom (UK)
- The documents outline a sales volume commitment of A\$1 million in the first twelve months, and A\$20 million over three years
- Agreement makes Rizon Group the first reseller of Buddy Ohm in the UK
- Rizon has also agreed to become a distributor and preferred national installer of Buddy Ohm in the UK, which represents an enormous new commercial opportunity for the Company.

9 November – 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 finalised a reseller and distribution agreement with UK based ICT and IoT business, Rizon Group, with the intent to start selling Buddy Ohm in the UK from December 2017. The two companies also executed a Letter of Understanding outlining 12 month and 3 year volume commitments for Buddy Ohm in the UK through this deal.

Rizon Group has a number of capabilities within the digital and technology space, providing the ideal strategic background to a partnership with Buddy Platform. A number of trial installations have already been completed.

In addition to becoming Buddy Platform's first reseller in the UK, Rizon will also become a distributor and a preferred national installer of Buddy Ohm in the UK. As Buddy Platform expects to confirm a range of additional reseller partners, extending the scope of this agreement to include distribution and installation will accelerate the growth in Buddy Ohm sales across the UK.

"We are working quickly to meet the international demand for Buddy Ohm and we are thrilled to be entering the UK market at the invitation of Rizon, and so soon after launching region-wide in Canada and the Caribbean, and soon in Australia. Working with an experienced partner like the Rizon Group gives us a great foundation from which to grow our European business", said David McLauchlan, CEO of Buddy Platform. "We estimate that there are tens of thousands of

buildings in the UK that could benefit from the Buddy Ohm service, including office complexes, multi-tenant housing, schools and universities, and quick service restaurants.”

“Energy efficiency is a key priority for many British businesses as well as for the British government, and many facilities are struggling under mandatory energy and carbon reporting processes. We have done our research and we believe that Buddy Ohm the best energy monitoring service out there, at a price point that is highly affordable for a range of organizations”, said Nick Bowers, CEO of Rizon Group.

The two companies will waste no time entering the UK market, with trials already in place, and first sales expected in December.

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 Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit www.buddy.com.

About Rizon Group

Rizon IoT (Rizon), its parent company Rizon Group, and its subsidiaries specialize in the digital and technology space. Rizon Group services include IT Solution provision for infrastructure consolidation, cloud migration, resource management and managed service consultancy and delivery. Rizon Media delivers digital marketing, technology, social media management and SEO consultancy.

For more information, visit www.rizongroup.co.uk

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