



# ASX MARKET RELEASE

## A\$5.375m of Options Exercised; New Ohm View and Sensors To Be Announced at Buddy Platform AGM

### SUMMARY OF ANNUAL GENERAL MEETING NEWS

- 12.5 million options (A\$0.03) and 40 million options (A\$0.125) all un-quoted, with expiry dates of 30 November 2017, have been exercised (and now escrowed until 30 December 2017)
- The exercise of these options has netted the Company A\$5.375 million in additional funds, bringing the Company's total cash balance to A\$29.2 million as of today
- Buddy announcing a new Buddy Ohm component – the Ohm View, to simplify viewing the Buddy Ohm Dashboard on any HDMI supported TV
- Buddy also announcing new sensor types to connect into Buddy Ohm – increasing the application, use and relevance of Buddy Ohm in markets worldwide
- Pending deals announced earlier in the quarter both remain in progress and are firmly on track for near-term completion.

### 30 November – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, will today announce at its Annual General Meeting ("AGM") held in Adelaide, SA, that fifty two and a half million (52.5 million) un-quoted options due to expire on 30 November 2017 have been exercised. Twelve and a half million (12.5 million) options priced at A\$0.03 and forty million (40 million) options priced at A\$0.125 were exercised, which represents the entirety of the options outstanding that were due to expire in 2017. The fifty two and a half million (52.5 million) ordinary shares that have resulted from the exercise of these options are escrowed until 30 December 2017.

Total funds raised from the exercise of these options was A\$5.375 million. These funds bolster the Company's already strong cash balance, taking total cash on hand to A\$29.2 million. This places the Company in an extremely robust position from which to deliver upon its strategic goals in 2018.

Attached herewith is an updated reconciliation of share capital for Buddy Platform Limited.

Additionally, the Company will announce a new first-party component to the Buddy Ohm suite of products – "Ohm View", a device that allows any HDMI-supported television in the world to seamlessly display the Buddy Ohm Dashboard without any setup or configuration. Ohm View

will be an additional component offered as part of every Buddy Ohm sale. The device will be demonstrated at today's Buddy Platform AGM, and will ship in late January 2018.



Figure 1. Introducing Buddy's new Ohm View device for viewing the Buddy Ohm Dashboard on any HDMI-supported TV with zero setup or configuration required.



Figure 2. (L-R) Ohm View, Ohm Pulse, Ohm Link, Buddy Ohm, Ohm Sense. Today Ohm View joins the family of Buddy Ohm products with a design enabling seamless mounting to the back of flat screen TVs, taking up a minimum of space.

Buddy will also today announce the addition of three new sensors to the Buddy Ohm family, opening up new customer and installation opportunities for the product. First, the Company is adding the option of Rogowski Coils as a sensor input to Buddy Ohm. This will allow for the measurement of significantly higher current loads, and thus, larger and more complex building power infrastructure. Secondly, Buddy will be offering ultrasonic water measurement for Buddy Ohm, allowing for new and much in-demand scenarios such as water leakage detection which is a top customer request for both buildings, and facilities infrastructure (such as sports fields and

fire prevention mechanisms). Finally, Buddy is today announcing support for direct monitoring of large scale backup generators (both power output and fuel levels). This comes following requests from mobile operators currently deploying generators in regions such as a hurricane-devastated areas of the Caribbean, Puerto Rico and also for day-to-day use in mobile phone tower infrastructure.

Further comment and discussion of the use of funds raised from the exercise of the options announced today will be made at Buddy's Annual General Meeting held today at the Company's Adelaide offices at 1pm ACDT. A live stream will be offered of the meeting (register at Buddy.com) and a recording will be made available from the Company's website immediately thereafter.

**Buddy Platform Limited**  
**Reconciliation of Share Capital**

	Quoted	Un-Quoted	Unquoted, Escrowed 24 Months to 30-Dec-17	TOTAL
<b>Ordinary Shares</b>	720,417,140		351,656,147 <sup>1</sup>	1,072,073,287
<b>Options (\$0.10, expiry 17/12/2020)</b>		2,404,168	402,479	2,806,647
<b>Performance Rights</b>		1,695,293	6,579,310	8,274,603
<b>Performance Shares</b>			31,833,334	31,833,334
<b>Employee Incentive Performance Rights</b>		34,062,917		34,062,917
<b>TOTALS</b>	<b>720,417,140</b>	<b>38,162,378</b>	<b>390,471,270</b>	<b>1,149,050,788</b>

(1) Of this figure, 52.5 million ordinary shares are the result of the exercise of the options discussed herein, which raised A\$5.375 million.

As at 29 November 2017, the Company's undiluted market capitalisation was A\$359.1 million.

Finally, as part of the process of cleansing the market following the Company's recent capital raise, disclosure was made to ASX of two material transactions in progress (30 October 2017 – "Buddy Platform Completes Capital Raising of A\$23m"; 3 November 2017 – "Telstra to Become Primary Reseller of Buddy Ohm in Australia"). The Company advises that both the global distribution and Australian reseller deals disclosed remain in progress and are very much on track for completion. The Company will advise the market upon conclusion of these transactions.

## 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 Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit [www.buddy.com](http://www.buddy.com).

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