



# 2017 Annual General Meeting CEO Report

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CEO

30 November 2017

BUDDY PLATFORM LIMITED

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Welcome



On behalf of the Buddy  
Board of Directors and  
Leadership Team...

... welcome!



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# Business Primer

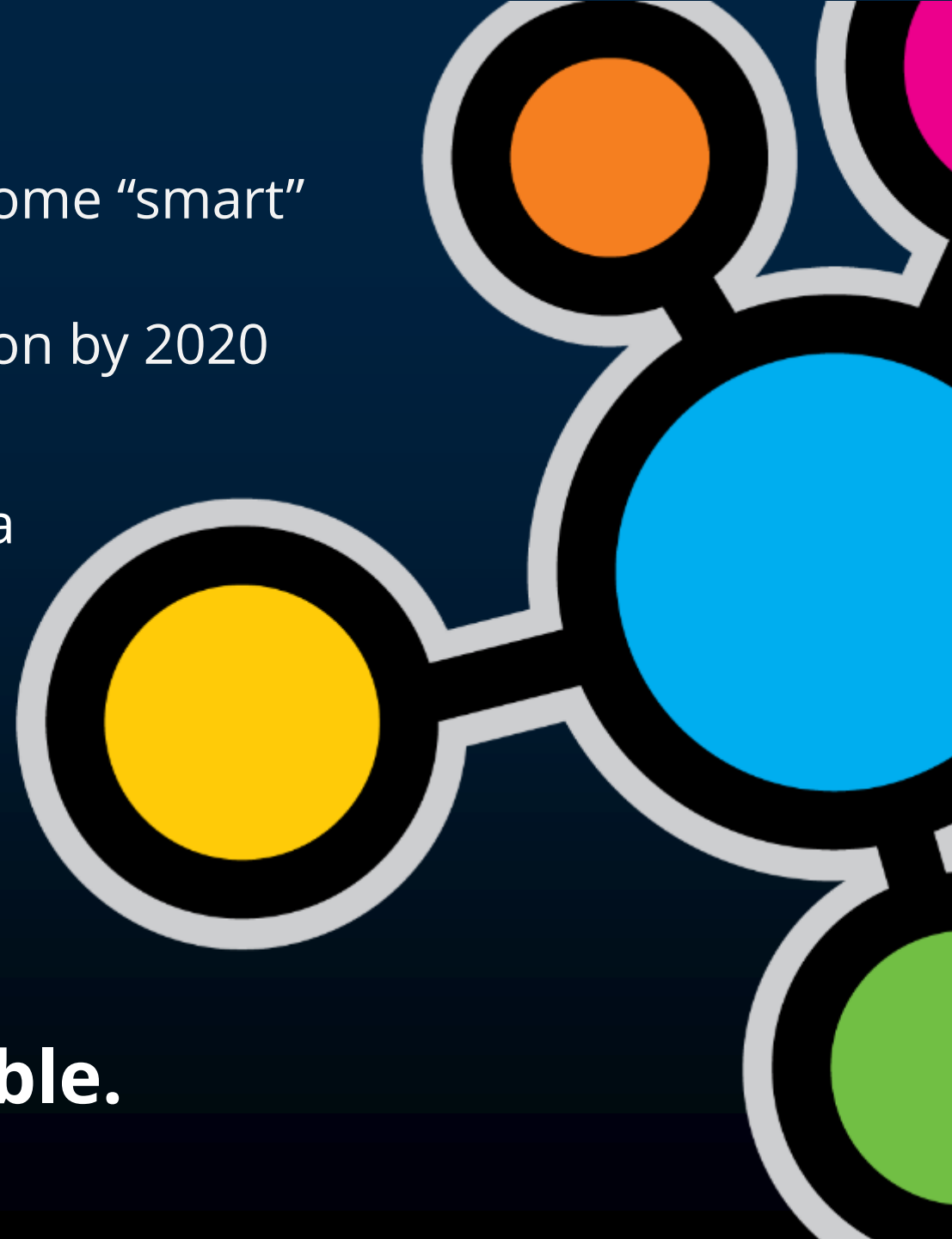
Every major city in the world is seeking to become “smart”

Smart city spending will grow to US\$758 billion by 2020

“Smart cities” generate huge amounts of data  
– useless without processing

**Buddy helps smart city turn  
data into insight;**

**We make smart city data valuable.**

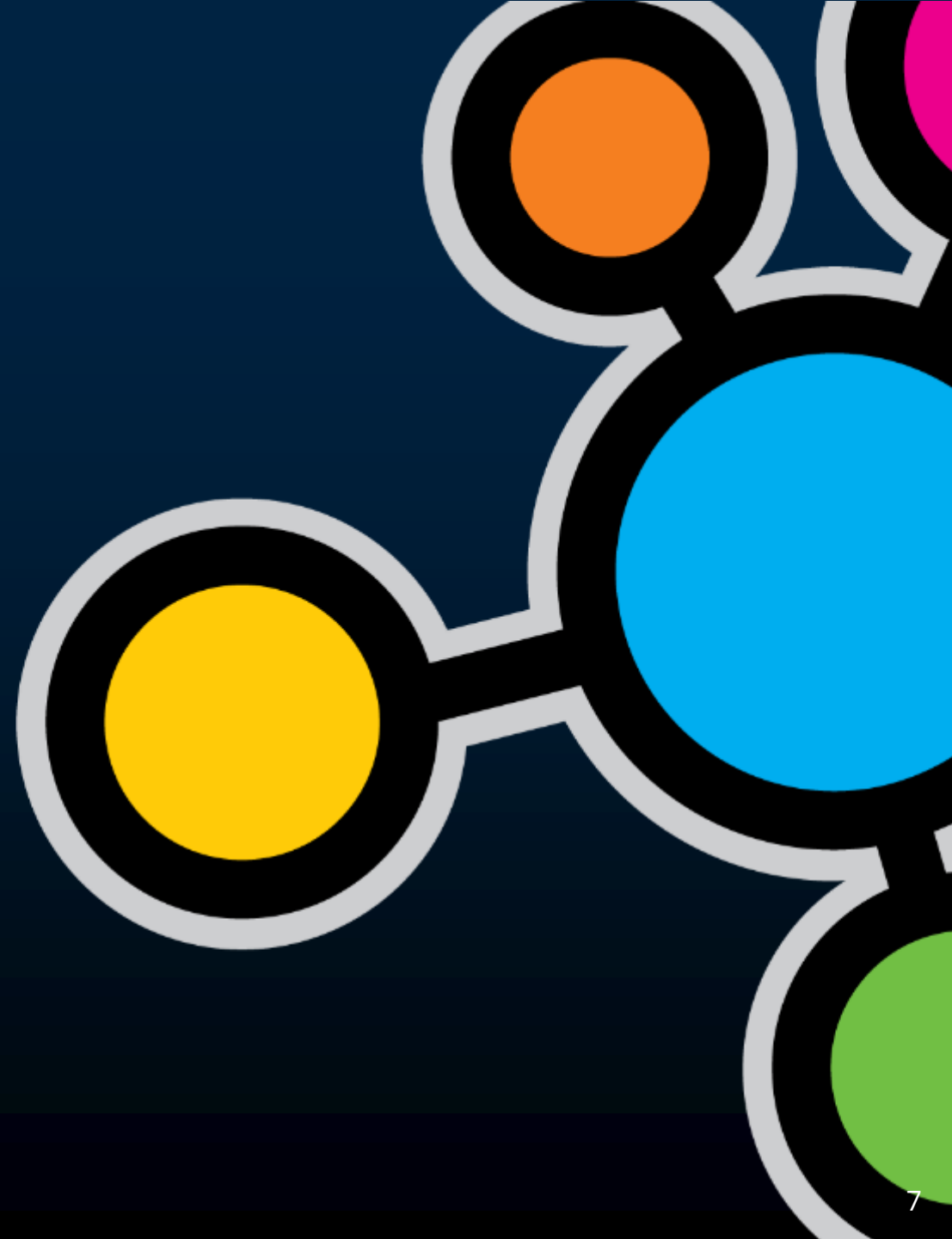


## In practice:

Buddy monetises the conversion of smart city data into actionable insights

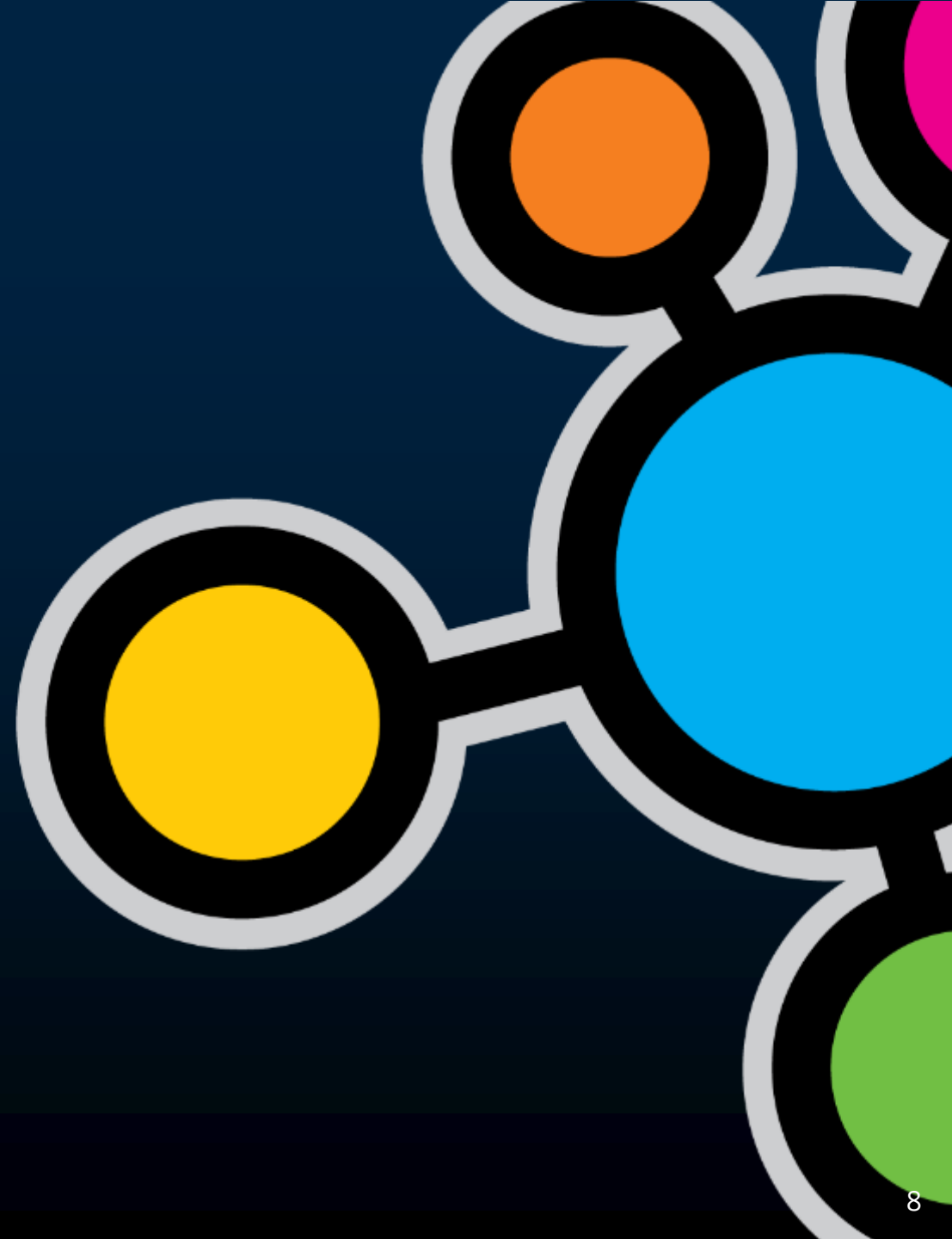
We do this by offering three cloud-based solutions-as-a-service

Each one involves us collecting smart city data, and then selling it.

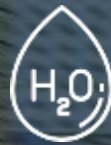


## Three Products:

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







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## The Products – (1) Buddy Ohm



**Buddy Ohm is a  
“FitBit for buildings”**



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

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.

# Olympic Tower

## RESOURCE MONITOR

Friday | March 31, 2017

9:45 am

5,285 kW  
▼ CONSUMING

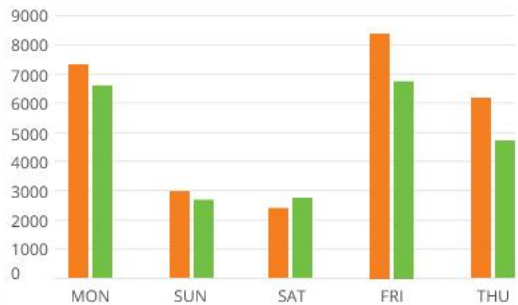


### Building Load

Real-time monitoring

Daily Consumption (kW)

Actual ■  
Goal ■



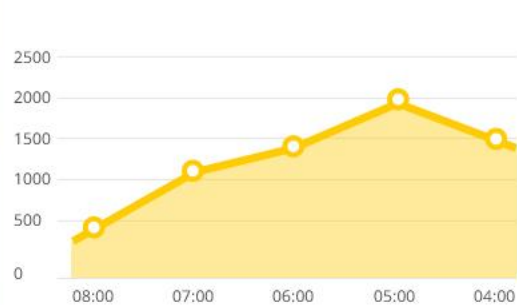
2,006 kW  
▲ PRODUCING



### Solar Generation

Real-time monitoring

Hourly Generation (kW)



624 L  
▼ CONSUMING  
650 L  
TODAY'S TARGET



### Water Consumption

Real-time monitoring

29 GJ  
▼ CONSUMING  
30  
TARGET GJ



### Gas Consumption

Real-time monitoring

35  
CURRENTLY

### Occupancy

Real-time monitoring

45  
CO2 OFFSET EMISSIONS

### Carbon Footprint

Real-time monitoring

Unplug electronics such as cell phones and laptops once they're charged. Adapters plugged into outlets use energy even if they're not charging.

### Energy Saving Tip

Daily tips for energy efficiency



Importing  
3279 kW



Real-time  
Energy Savings \$4,214



User-friendly, modern way to monitor building or portfolio energy resource consumption

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	100	100
11 Oct	80	50	100	100
12 Oct	100	50	100	100
13 Oct	100	50	100	100
14 Oct	80	50	100	100
15 Oct	100	50	100	100
16 Oct	100	50	100	100
17 Oct	50	50	100	100

#### REAL-TIME MONITORING (5s)

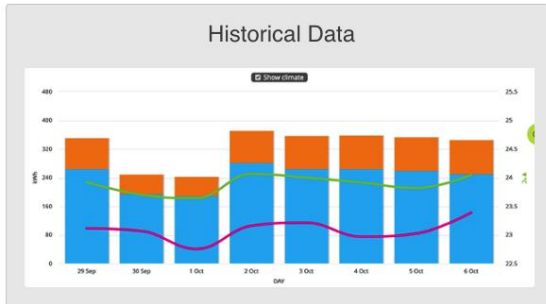
Metric	Status	Value
Electricity	OK	4,326 kWh
HVAC	OK	1,095 kWh
Temperature	Warning	65° / 87° Inside / Outside
Water	OK	287 L

#### CLIMATE AND CO2 FOOTPRINT

Metric	Value	Context
CO <sub>2</sub> 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<sub>kWh</sub>**  
 Sep 27- Oct 3

Last Week  
**1,193<sub>kWh</sub>**  
 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**  
 Barrels of oil consumed

# (New!) Buddy Ohm by Email for Facilities Managers

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

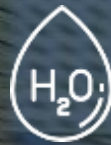
Status email is a snapshot of Buddy Ohm data collected, no web login required

Can be easily forwarded around an organization

Initial customer response has been outstanding.







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## The Products – (2) Alternative Data (Parse on Buddy)

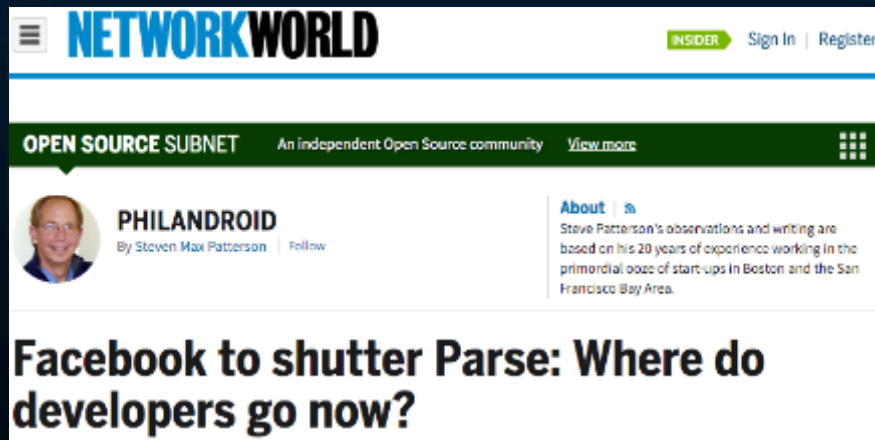
Parse is a cloud-based tool for developers of mobile apps



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: the world's most scalable, enterprise-grade mBaaS built on the Parse technology

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

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

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

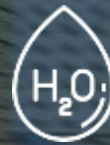


We anticipate Alternative Data sales commencing in Q3 FY18, with revenues landing in Q4 FY18

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

Over time, we will add Buddy Ohm sourced data

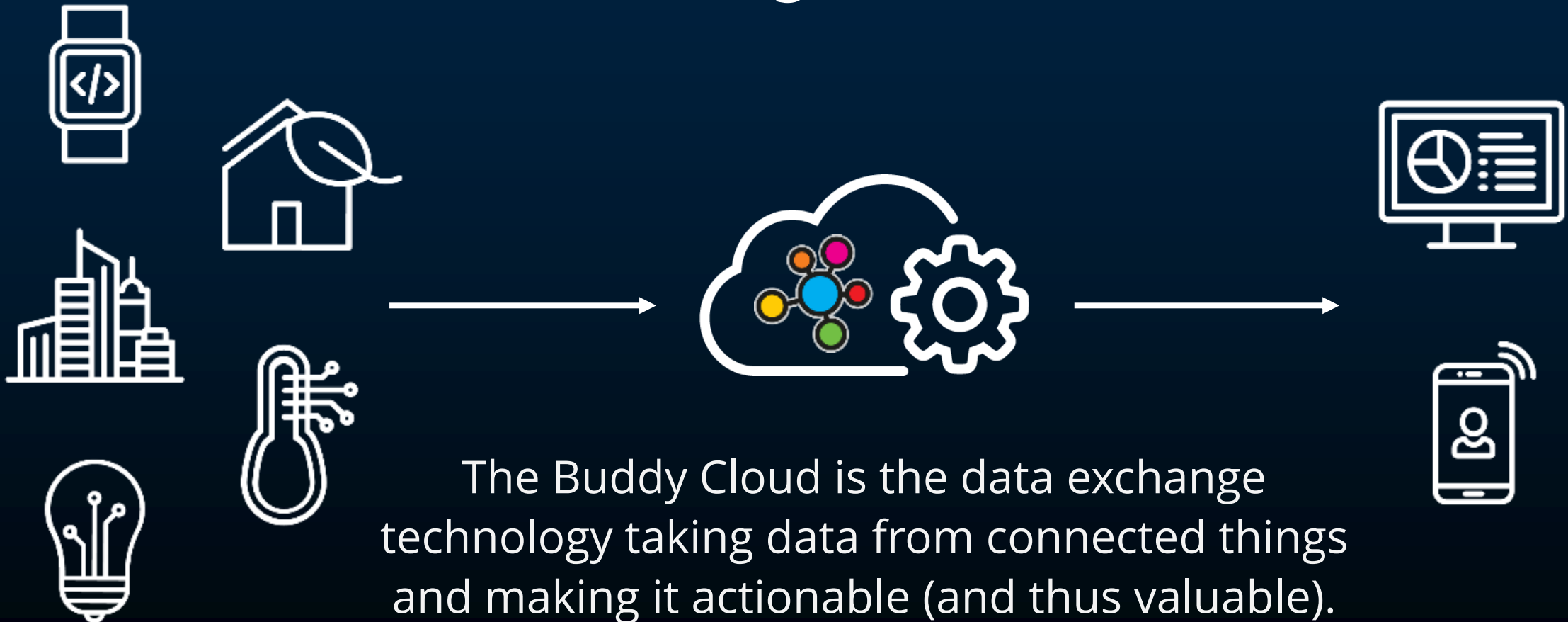
This means investors should not expect a report on Alternative Data revenue prior to the Q4 FY18 Appendix 4C (July 2018).



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## 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 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.



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Options Expiring 30 November 2017

All unquoted options expiring 30 November 2017  
have been exercised

Options were issued to cornerstone investors back  
in 2015

Breakdown: 12.5 million x A\$0.03 options  
+ 40 million x A\$0.125 options

All shares resulting from exercise are  
now escrowed until 30 December 2017

Exercise adds \$A5.375 million to Buddy's cash  
balance – total of A\$29.2 million cash on hand.





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Introducing... a new product!



Ohm View



Ohm View



Ohm View





Easy, seamless installation

Works with any HDMI TV

Built-in cellular connectivity

Zero setup

Democratises access to the  
Buddy Ohm Dashboard.



BNG8-04112D-00

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USB  
(5V/0.5A)

AUDIO  
OUT

HDMI



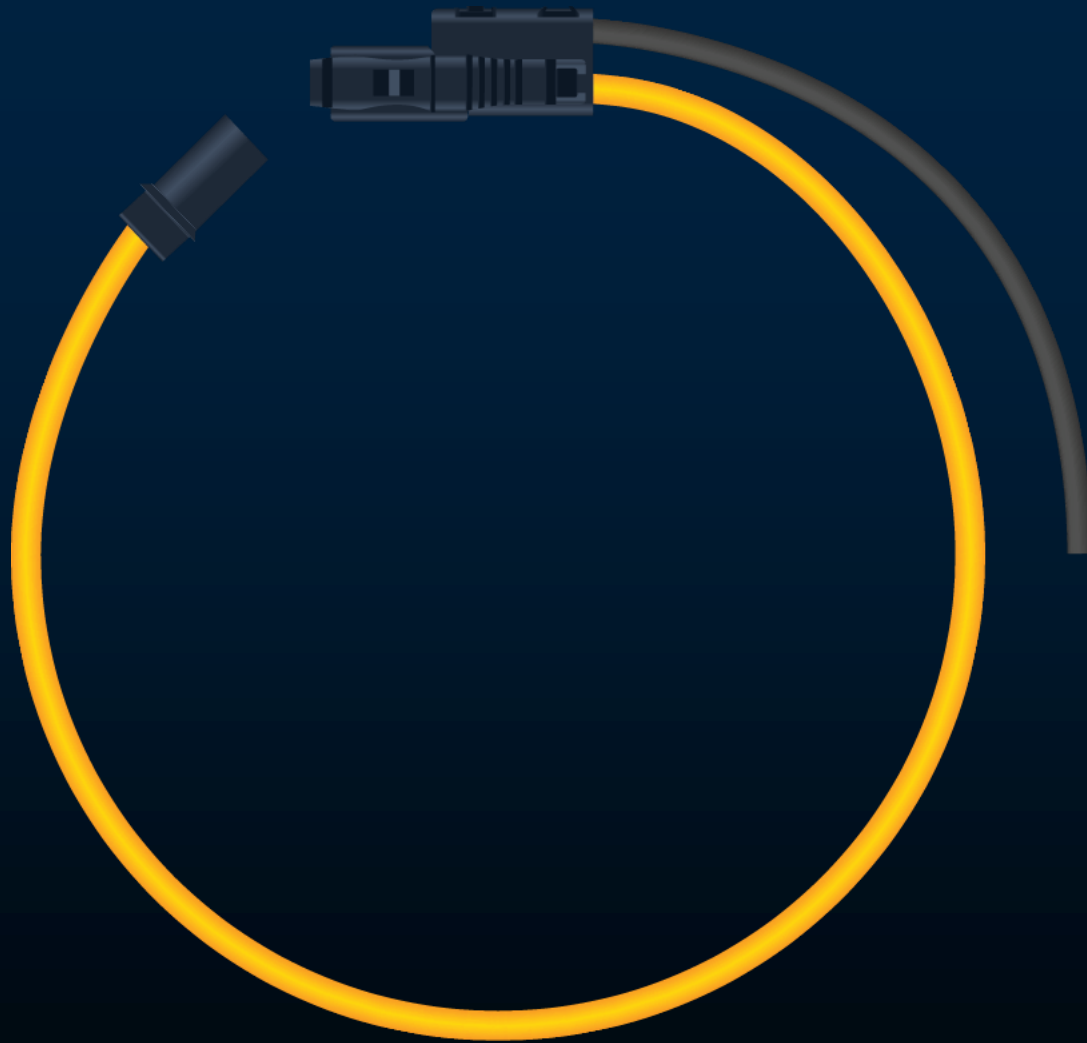
# Ohm View

Shipping late January 2018



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New Sensors Coming to Buddy Ohm



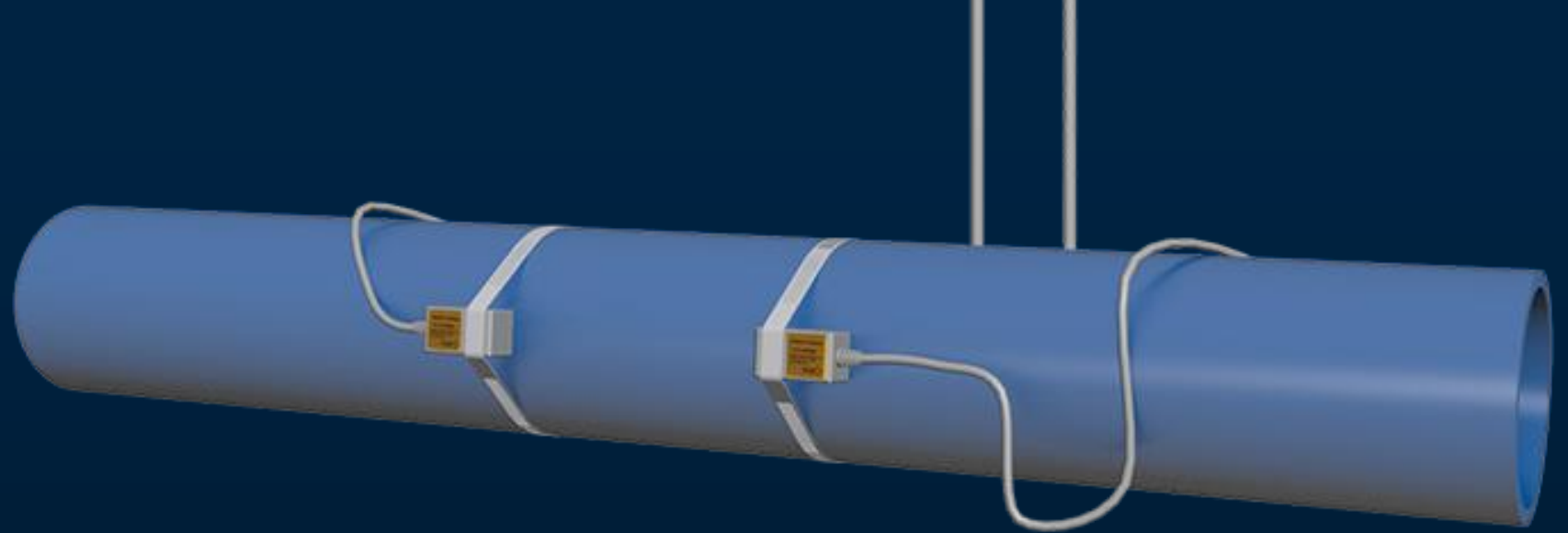
## Introducing Buddy Ohm Rogowski Coils

Allows for high load current  
measurements

Allows for measurement of complex  
infrastructure environments

Non-destructive, easy install

Already deployed – airports,  
universities and large buildings.



## Buddy Ohm Ultrasonic Water Flow Measurement

Non-destructive

Detects flow and leakages

Heavy customer demand for this sensor

Final testing – first deployments in January 2018



Introducing Power Generator  
Measurement by Buddy Ohm

Monitoring & measurement of  
power output

Monitoring & measurement of fuel  
level

Strong mobile operator (customer)  
demand for this functionality

Some regions 100% power mobile  
towers from generators.



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## Recent News Overview

Achievement of second performance milestone

T-Mobile USA global connectivity deal

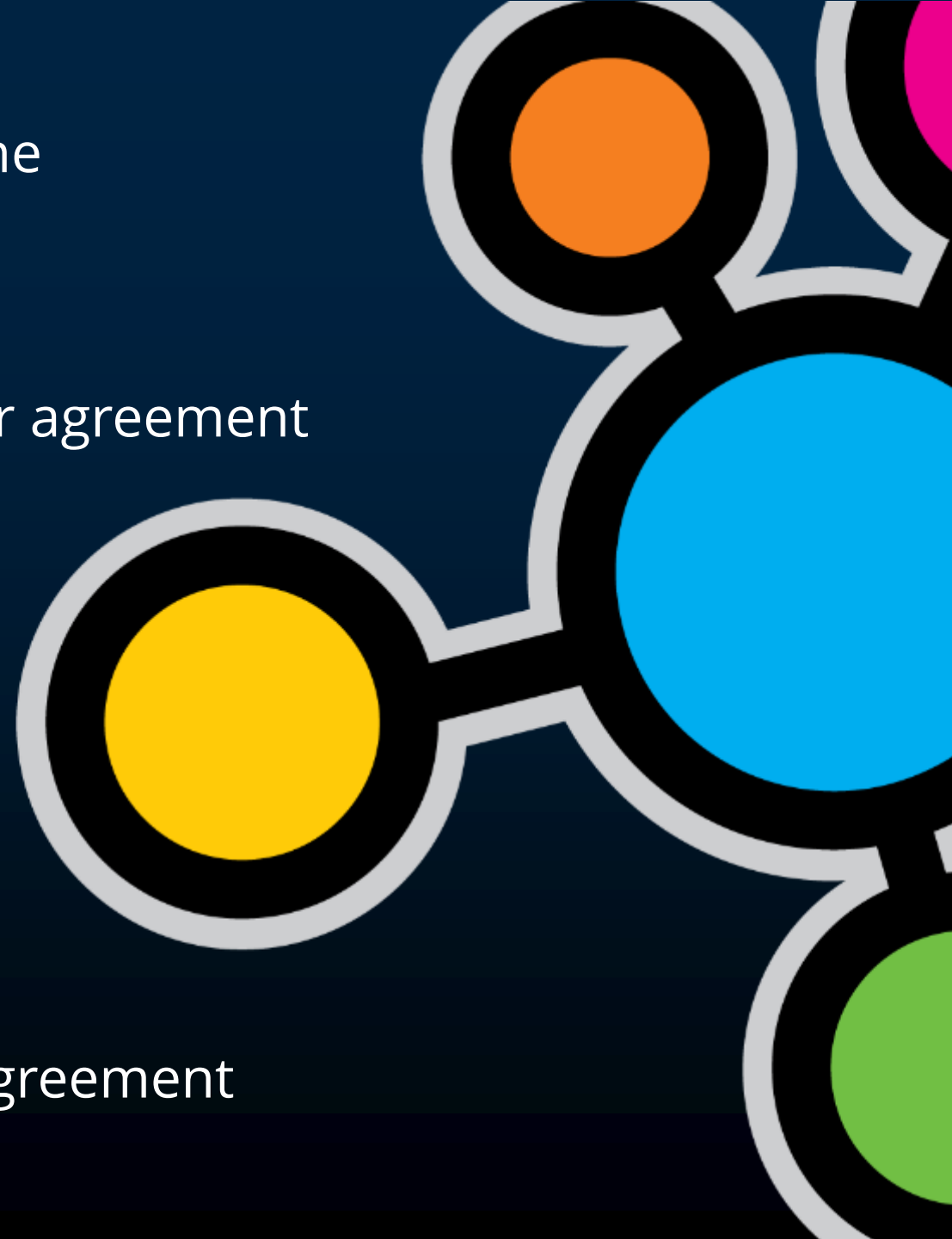
Edge Electrons "PowerSave" addition + reseller agreement

SkyBridge installation and reseller agreement

Ingram Micro Canada – national distribution  
in Canada

New hardware order for Buddy Ohm  
components

Rizon UK distribution, reseller & installation agreement







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# Pending Deals Update

Due to recent capital raise, Buddy was obligated to "cleanse the market" of material, pending deals

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

Both of these deals remain in progress and are very much on track for imminent conclusion

More importantly, progress with each of these partners is not obstructed by these deals, and work progresses unabated

The Company will advise the market upon conclusion of these transactions.



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# General CEO Commentary



Capital raise of A\$23 million, managed by Bell Potter

International expansion plans for Buddy Ohm

News flow – compliance with ASX continuous disclosure

Pace of news to come, expectations

Upcoming escrow expiry – December 30



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# Questions & Answers



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**Buddy.com**