



ASX MARKET RELEASE

Buddy Platform Offers Supporting Information to Recently Announced Rizon Group Deal

SUMMARY

- At the request of ASX, Buddy Platform provides additional information and details to the Company's market release on 9 November 2017, "Rizon to become Reseller, Distributor and Installer in UK"
- Rizon Group is managed by principals and directors with a strong record of success in the United Kingdom across telecommunications, cloud services, datacentre and technology infrastructure
- Recent success of Rizon Solutions and Rizon Associates, and the recent creation of Rizon IoT Inc., led to the creation of Rizon Group, an umbrella organization that is able to capture the total market opportunity across these individual businesses
- Buddy's market cleansing obligations led to an accelerated timeframe for disclosure and rollout of the Rizon IoT and Buddy Platform partnership.

4 December – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today released supporting information of the recent Rizon Group agreement and announcement, as requested by the ASX.

The principals of the Rizon Group, Nick Bowers and Kevin Styles, have a long and successful history working in the United Kingdom's telecommunications, cloud services, datacentre and technology infrastructure market. Their individual & combined experience led them to partner and create two complementary businesses:

- Rizon Solutions - a technology consultancy focused on project management, and providing managed services
- Rizon Associates – a skills and resources provider.

Rizon Solutions has built a strong clientbase early in the life of the business specifically with fleet and logistics providers, and as a system integration partner for customers in the pharmaceutical, construction and health sectors.

As the business became successful, opportunities and partnerships grew, and new products and services were released, it became clear that a larger umbrella organization was needed.

This led to the creation of The Rizon Group (www.rizongroup.co.uk), a parent organization that now includes a new entity, Rizon IoT Limited. Over the next six months, Rizon Group will also come to include Rizon Solutions and Rizon Associates in the same structure, with Rizon Group owning majority shares in the subordinate businesses.

Nick Bowers and Kevin Styles have maintained involvement throughout the growth of the organization. Recently Lee Atkinson and John Nolan, previously working as consultants and non-executive board advisors for the organization, have joined as executive directors of Rizon Group.

Due to market cleansing requirements relative to the recent capital raise, disclosure of the Rizon Group agreement was accelerated, reducing the ability to have a formal, clean launch of products and services between Rizon Group and Buddy Platform. One clear example of this impact was the Rizon IoT Limited website, which is slated for release in the coming weeks. The website and supporting marketing and business efforts are in full stride, and appropriate milestones and progress will communicate to market. Accordingly, the existing Rizon IoT website should not be an indicator of deal opportunity, health or status.

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 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.

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