



ASX MARKET RELEASE

Buddy Signs Ingram Micro USA

SUMMARY

- Buddy has executed its largest ever distribution agreement for Buddy Ohm with the United States (US) arm of the world's biggest distributor of technology products, Ingram Micro
- Providing access to 30,000 resellers in Ingram Micro's cloud marketplace, this deal gives the broadest possible nationwide access to resellers in the United States
- Deal comes less than eight weeks since the company executed an equivalent deal in Canada, creating broad distribution across North America
- Following creation of sales & installer training programs, sales expected to commence late Q2 CY18
- Agreement is expected to be the largest distribution deal for Buddy Ohm to date, with US market opportunity much larger than any other market Buddy Ohm is currently available.

13 December 2017 – 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 the execution of a distribution agreement between the Company and the American arm of one of the world's largest distributor of technology products, Ingram Micro Inc. This deal is the first to provide US nationwide distribution for Buddy's energy monitoring solution, Buddy Ohm. This agreement makes the product available for resale by over 30,000 resellers in Ingram Micro's cloud technology marketplace.

Ingram Micro Inc. globally distributes products from over 1,700 suppliers including Apple, Cisco, Google, HP, IBM, Microsoft, Samsung and others, and in doing so, serves 200,000 resellers in approximately 160 countries around the world. Ingram Micro USA's agreement to distribute Buddy Ohm comes less than eight weeks after a similar deal was executed with Ingram Micro Canada. Both North American deals were the result of interest from Ingram Micro to Buddy seeking distribution rights to the Company's Buddy Ohm product.

Just as in Canada, Ingram Micro USA will offer Buddy Ohm through a series of fixed price bundles, targeted at a range of customer scenarios (temperature monitoring, energy consumption monitoring, tenant comfort, etc.), and facility sizes. Buddy will support Ingram Micro's North American resellers from the Company's facilities in both Seattle, Washington and Adelaide, SA.

“The world’s most respected technology companies distribute their products into the US market by way of Ingram Micro USA, and we’re extremely excited to have been asked to join that rarefied group”, said David McLauchlan, CEO of Buddy Platform Limited. “Today’s announcement adds the United States to the United Kingdom, Canada, and twenty six countries in the Caribbean and Central America where we have nationwide distribution agreements for Buddy Ohm. This is remarkable progress less than six months after the first units rolled off the production line, and sets Buddy up for a strong 2018”.

The United States is a complex energy market with broad diversity in energy costs. There’s clear opportunity for Buddy Ohm in the top five states for energy consumption per capita (which are widely distributed) – Texas, California, Louisiana, Florida and Illinois. However use of Buddy Ohm for temperature monitoring of facilities, water leakage detection and generator monitoring is also expected to be popular with resellers and customers.

Disclosure was previously made to ASX of a global distribution transaction in progress (30 October 2017 – “Buddy Platform Completes Capital Raising of A\$23m”). The Company advises that this global distribution deal was to exclude the United States (in addition to other territories where exclusivity is otherwise held, or being negotiated), and so today’s announcement represents a significant step toward gaining full global distribution for Buddy Ohm in 2018. Under the pending global distribution deal, individual territories (with unique currencies and/or selling price/bundles) will require a simple addendum to a “master agreement”. Accordingly, the Company will keep the market advised as to progress on that pending master transaction, as well as new territories subject to it. Today’s announcement with Ingram Micro USA however, does provide distribution coverage in the only major territory not envisaged to be covered by this global arrangement when complete (or covered through other agreements).

First sales are expected as a result of the distribution deal with Ingram Micro USA in late Q2 of CY18.

About Buddy

Buddy Platform Limited ([ASX:BUD](https://www.asx.com.au/asx/BUD)) 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 ingestion 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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