



ASX MARKET RELEASE

New Buddy Ohm Updates to Be Released; Expansion Into “Net Zero Emissions” Markets Worldwide

SUMMARY

- Buddy Platform Limited has this week concluded its internal 2018 product development feature roadmap work and quality assurance processes for Buddy Ohm
- Initial Ohm software updates will be released next week providing enhancements to the Ohm View Dashboards, Ohm Portal, support for large portfolios of buildings and internationalisation of Ohm (multi-language support)
- Buddy Ohm will add support for new sensor types, including water leakage detection and building occupancy sensing
- Ohm will support a frictionless installation experience making it easier and faster to initiate a Buddy Ohm installation; experience enabled by launch of the Buddy Ohm Mobile Application (on iOS and Android)
- Buddy will launch an interoperability program called “Works with Ohm”; program will enable automatic connectivity to third party hardware starting with products from Leviton, Itron, EKM and WattWatchers
- Buddy will launch a new Buddy Ohm offering into the global Net Zero Emissions market, democratising access to measurement of energy consumption and carbon emissions for buildings while also automatically purchasing carbon offsets for building owners or tenants operating Buddy Ohm systems.

23 March, 2018 – Adelaide, Australia

Buddy Platform Limited (ASX: BUD) (“Buddy” or the “Company”), the Internet of Things (“IoT”) data management, processing and control platform, is today pleased to announce new Buddy Ohm experiences and programs to be developed and released during this calendar year, following the conclusion of its internal 2018 product roadmap and quality assurance processes for soon to be released product updates.

The Company has publicly committed to an on-going program of feature and functionality updates to the Buddy Ohm product. An initial update is to be released next week with enhancements to the Ohm View Dashboards, Ohm Portal and device firmware for the Buddy Ohm hardware products. Managers of large portfolios of buildings will soon have a more efficient mechanism to view and manage the data their Ohm systems are generating across their portfolios, and international language and customisation support will shortly be added to accommodate the many new territories Buddy Ohm is to be sold into.

Following demand from customers and resellers, Buddy will be adding support for water leakage detection, building occupancy sensing and composite streams of data (ie: aggregating multiple sources into a single feed or vice versa).

After spending time with professional installers of equipment such as Buddy Ohm, the Company will release the Buddy Ohm Mobile App next week, which will provide the ability to configure and deploy small or large installations of Buddy Ohm from an on-site location anywhere in the world. This will make such installations faster and easier.

A major requirement evident from early installs of Buddy Ohm is the need to interface with either existing connected or smart meters pre-installed in customer facilities, or the need for more accurate or higher voltage/ampereage measurements than the Ohm Link or Ohm Sense can support. To that end, the Company will launch the "Works with Ohm" interoperability program. Buddy will work with devices such as smart meters, environmental sensors, resource monitors and building management systems (BMSs) to enable their zero-configuration connectivity to the Buddy Ohm ecosystem. The Buddy team will perform the engineering work to ensure these devices connect seamlessly with Buddy Ohm, with little to no effort required from those third parties. The first set of devices that will be inducted into the Works with Ohm program will be devices from Leviton, Itron, EKM and WattWatchers.

Finally, Buddy will develop an entry-level product for the rapidly growing "Net Zero Emissions" movement embraced by cities and countries around the world needing to align to the Paris Climate Change Agreement. Accordingly, Buddy will deploy significant updates for Buddy Ohm that allows the system to measure and calculate the carbon emissions generated from the consumption of (primarily) electricity and gas in buildings as measured by Buddy Ohm. For customers that opt-in, the system will then automatically purchase Gold Standard carbon offsets and attach the cost of those offsets to the customer's Buddy Ohm monthly bill.

With the global push to reach net zero emissions status in buildings worldwide by 2050, this new set of functionality is likely to make Buddy Ohm appealing to an even broader set of customers. Further, it democratizes access to the information needed to reduce energy consumption, helping buildings and businesses around the world develop informed business cases for energy efficiency, the installation of renewable energy systems and support them to offset the carbon emissions that can't easily be reduced. Buddy Ohm's coming support for carbon offsetting as a service is expected to be a significant new source of interest in the Buddy Ohm product family.

With the exception of updates identified in this document as being released next week, all new releases disclosed herein are expected to be released by July 2018.

The Company will discuss Buddy's product roadmap for 2018 detailed above, including live demonstrations and commentary on the Buddy Ohm product from key distributors and resellers, at the Company's Buddy Connect 2018 product event in Sydney next Tuesday. Details can be found at <http://buddy.com>.

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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