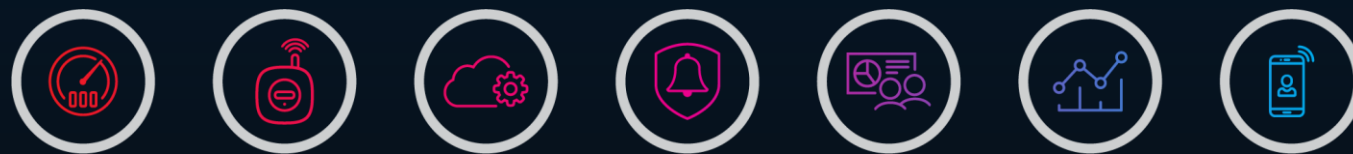




Investor Presentation - October 2018



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The Company

Corporate Snapshot

ASX CODE

Market Capitalisation
 Cash (as at 30 June 2018)
 Enterprise Value
 52-Week Low/High
 Top 20 Shareholdings

BUD

\$123.5m
 \$22.4m
 \$101.1m
 \$0.084 - \$0.415
 43.24%

TOP 20 SHAREHOLDERS

MR DAVID MCLAUHLAN	11.86%	MR BRADLEY SERBUS	1.1%
MR JEFFREY MACDUFF	7.04%	MR JEFFREY MATTOX & MS HELEN MATTOX	1.03%
DM CAPITAL MANAGEMENT PTY LTD	4.42%	ACEQUIA CAPITAL LLC	1.03%
CITICORP NOMINEES PTY LIMITED	2.5%	MR JAMES MATTOX	1.02%
J P MORGAN NOMINEES AUSTRALIA LIMITED	2.3%	EQUITY CAPITAL AUST PTY LTD	0.91%
HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	1.51%	A2 PARTNERS PTE	0.87%
LSAF HOLDINGS PTY LTD	1.38%	MR JOHN FARMER	0.87%
UBS NOMINEES PTY LTD	1.35%	MERRILL LYNCH (AUSTRALIA) NOMINEES PTY LIMITED	0.81%
BRISLOT NOMINEES PTY LTD	1.3%	MR SHAWN BURKE	0.76%
EDGEWOOD PARTNERS LLC	1.18%	MR CHARLES E KINDEL	0.76%

BUD.ASX

Board of Directors



Rick Borenstein
Non-executive Chairman



(US) Chairman – Sequoia Partners, Inc.; Chairman – trellis.co.il; former Board of Trustees, National Public Radio (NPR); MBA, Harvard



David McLauchlan
Chief Executive Officer



(US) CEO @ Buddy Platform Ltd; 11 years @ Microsoft Corporation; Technical Advisor @ Bill & Melinda Gates Foundation.



Alex Gounares
Non-executive Director



(US) CEO @ Polyverse Corporation; ex CTO & EVP @ AOL; ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.



John van Ruth
Non-executive Director



(AUS) CEO @ Operation Flinders Foundation; Council Member @ AICD; ex CFO @ Coopers Brewery; ex CIO @ RAA; ex CIO @ Adelaide Bank.



The Buddy Team



Rick Borenstein

Chairman, Buddy Platform Limited



Chairman, Sequoia Partners Inc.

Chairman, Trellis.co.il

Former Chairman, Finance Committee
Board of Trustees, National Public Radio

Over 250 M&A transactions for tech
companies in the US & Europe

MBA, Harvard Business School

AB, Economics – University of Michigan

Early angel investor in Buddy, 2012.



David McLauchlan

CEO, Buddy Platform Limited



Co-Founder of Buddy

11 years at Microsoft Corporation

Member, Technical Advisory Board
Bill & Melinda Gates Foundation

Led or advised 3x US-company ASX
listings/IPOs

Ex-PricewaterhouseCoopers

B.Eng Electronic Engineering
M.Eng IT & Telecommunications

40+ career M&A transactions



Richard Jacroux

CFO/COO, Buddy Platform Limited



CFO / COO of Buddy

Ex-CFO, Cole & Weber

Co-Founder, MobilEvolution

Ex-Ernst & Young & Grant Thornton

Public fundraising: Part of 4 IPOs and
1 follow-on offering raising over
US\$200M

M&A: 7 acquisitions at 4 companies
and 2 company sales

B.S. – Accounting; MBA (Kellogg)



Tim Ritchie

VP, Global Sales & Partnerships



Brian Seitz

VP, Marketing & Communications



Paul W. Russell

VP, Engineering



Adam Schultz

VP, Business Development
GM, Australia



Charles Eliot

VP, Product + Chief Data Scientist



Travis Gerber

VP, Customer Success





About Buddy Platform Limited

Buddy exists to

Make Every Space Smarter.

We believe that every occupied space – offices, homes, schools, community sites – will have “smart” technology.

Our company exists to enable people to live better lives in these smart spaces.





Trillions of dollars will be spent on smart space technology.*

Energy efficiency and cost reductions will drive a large percentage of this.

Government regulation will also be a major driver of this technology.

We intend to build a global business at the intersection of these opportunities.



We are an “Internet of Things” technology company that provides simple, affordable and engaging solutions for customers of any size to make their spaces smarter and their occupants more efficient, environmentally-aware and informed.

We are still modestly sized at 46 people across offices in Seattle (US), Adelaide (AU), Miami (US) and Dublin (IE).

We are committed to building a world-class organization that is a global leader in making every space smarter.



Buddy – Three Lines of Business



Buddy
Ohm



Buddy
Cloud



Alternative
Data





Buddy Ohm is our flagship product. It is new (about a year in market – very new in enterprise terms); significant growth driver in 2019.



Buddy Cloud generates the largest portion of our current revenue.



Our **Buddy Alternative Data** business will launch in 2019.





Buddy Ohm is an energy monitoring & verification solution. It comprises hardware + cloud and is sold as a service to commercial customers.



Buddy Cloud powers Buddy Ohm, but is also sold to enable customers with their own hardware solutions.



Buddy Alternative Data will monetize the “exhaust data” generated by mobile & IoT devices (incl. Buddy Ohm).





Buddy
Ohm



Buddy Ohm is the most beautiful, simple and easy to use energy & resource monitoring solution in the world.





Buddy Ohm collects data on building electricity, gas and water consumption, solar generation and internal temperature & humidity levels.

Buddy Ohm displays this data so that building occupants can understand their impact on energy consumption.

The cost of the service can often be offset simply by savings from showing occupants their consumption.



Olympic Plaza

RESOURCE MONITOR

Tuesday | March 27

9:45 am

3,478 kW
CONSUMING

CONSUMING

3,342 kW
AVERAGE

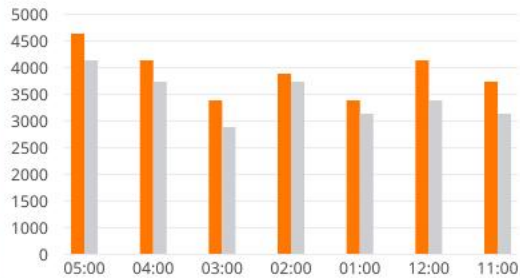


Building Load

Real-time monitoring

Hourly Consumption (kWh)

Hourly High ■
Average ■



323 L/h
CONSUMING

CONSUMING

305 L/h
DAILY AVG

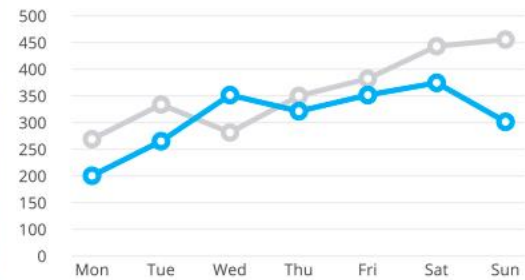


Water Usage

Real-time monitoring

Daily Consumption (L/h)

Daily High ■
Average ■



467 kW
GENERATING

GENERATING

853 kWh
TODAY'S TOTAL

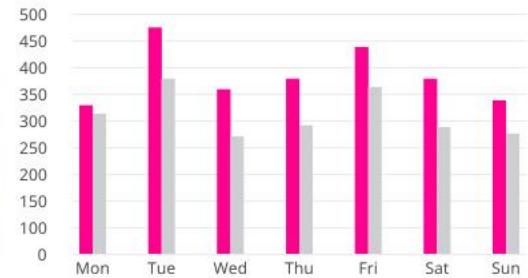


Solar Generation

Real-time monitoring

Daily Generation (kW)

Daily High ■
Average ■



A

Energy Score

Federal Energy Star Energy Efficiency Score

Stratton Tower

Building Class: 50,000 sq.ft. +

NYC
& Company
nycgo.com

(LL84) of the Greener, Greater Buildings Plan.

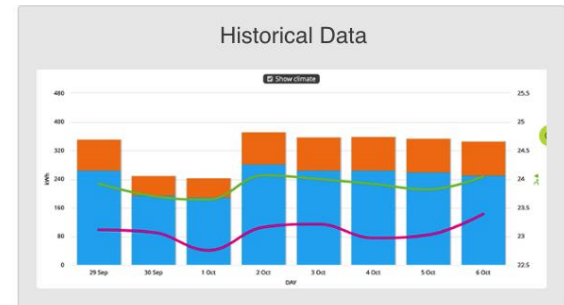


Importing
3011 kW



Olympic Tower Snapshot

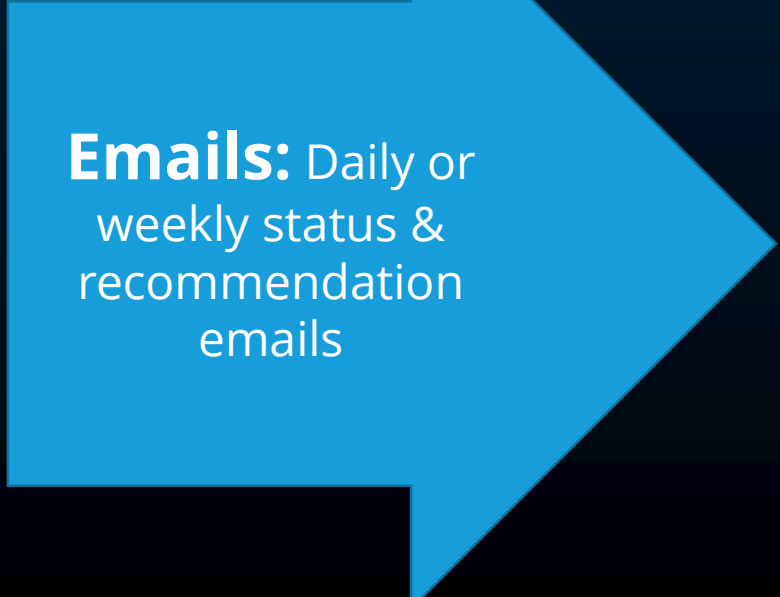
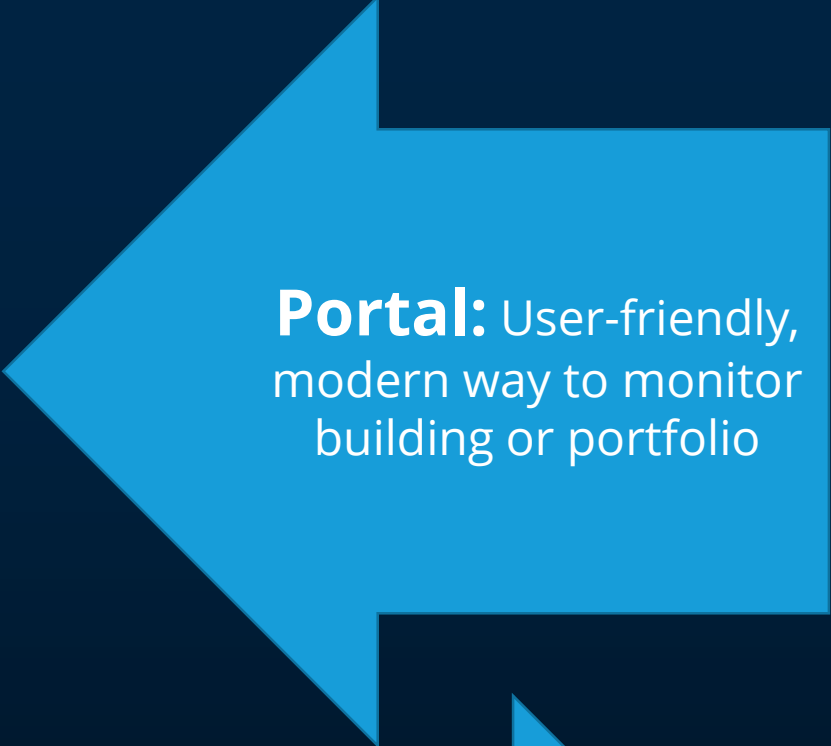
Welcome to your Weekly Ohm Digest. The goal of this report is to provide you with insights into your energy and resource consumptions as well as provide tips and tricks to reduce and manage your usage.



Electricity Use 1,170_{kWh} Sep 27- Oct 3	Last Week 1,193_{kWh} 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 Barrells of oil consumed
---	---



Sno-Isle Food Co-op
 Description: COMMERCIAL
 Building Type: COMMERCIAL
 Street Address: 2804 Grand Ave
 City: Everett
 State: WA
 Country: United States of America
 Lat / Long
 Site Area

Dashboards
 Sno-Isle Food Co-op

Historical Data
 ELECTRICITY CLIMATE WATER GAS
 Resolution: Quarter Hours Range: Today so far EXPORT AS CSV

Feeds
 SHOW HIDDEN SHOW UNPROVISIONED 11 0 0 0

#10 Dairy Walk-in Electricity 0 W 0 A 0 Wh	#4 Produce Walk-in Electricity 0 W 0 A 0 Wh	#8 Retail Freezer Electricity 53.4 W 0.1 A 114.8 Wh
#9 Back Stock Freezer Electricity 26.7 W 0.1 A 11.8 Wh	Back Stock Freezer #9 Climate 27.2 °F	Dairy Walk-in #10 Climate 31.8 °F
Lighting & Outlets Electricity 7.3 kW 60.8 A 1,401.4 Wh	Panel A - Lightings & Outlets Electricity 7.3 kW 60.8 A 1,401.4 Wh 0.9 V	Produce Walk-in #4 Climate 53.2 °F
Retail Freezer #8 Climate -0.3 °F	Store Climate 79.7 °F 42.2 %	

Users

Name	Email	Action
Brian Seitz	brianseitz@hotmail.com	[Edit]
Buddy Demo User	grumpycorp-snoisd@gmail.com	[Edit]
Evan Mason	evan@buddy.com	[Edit]
Gretchen Weimer	gretchen.weimer@snoisefoods.coop	[Edit]
Ohm Demo	ohmdemo@buddy.com	[Edit]

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Buddy Ohm is a family of hardware monitoring devices combined with a cloud-based software solution.

The product is sold as a service – providing annuity revenue.

We track over 140 competitors in the energy monitoring space.

We are unique in our SaaS sales model/price point, the fact we measure all of electricity, gas, water, steam, solar, temperature & humidity.

We differentiate on providing monitoring data to building occupants, not just facility managers.

Buddy Ohm also runs on a cellular network, meaning no connection to a building network is required.



Buddy Ohm installs in hours, not days & can be configured in real-time by installers using an app.

It is fully updateable over the air with new features and functionality.

While there are many competitors in this space, none have our combination of ease, features and SaaS sales model (no capex).

In a busy market, Buddy Ohm stands out to customers & resellers.





In addition to selling through resellers, we white-label and sell through carriers, such as Digicel in the Caribbean.



Global distribution partner
Sales commencement date TBD



Australia/NZ distribution partner



Caribbean reseller partner



UK distributor & reseller partner

"Buddy remains one of our most exciting IoT vendors and we can't begin selling Buddy Ohm soon enough."
(Ingram Micro USA).


Buddy Ohm launched with Ingram Micro Spain at the Ingram Micro Digital summit in Madrid (18 Oct).

Dicker is currently selling Buddy Ohm in Australia and New Zealand. Have also purchased Buddy Ohm for their own facilities.

Digicel was our first major reseller of Buddy Ohm, selling into the Caribbean market. Through their network of sales staff and resellers, they sell into 26 markets in the Caribbean.

Rizon acts as UK-wide distributor for Buddy Ohm, as well as a reseller (for partners like Pangea) in the UK.





There are numerous other resellers in other markets around the world – however, current focus is on these territories:

Australia

United States of America

Canada

United Kingdom + Ireland

Latin America (Colombia and Dominican Republic)

Caribbean (26 markets)

Expecting to add new sales channel (via a carrier arrangement) – currently in progress.

Home / News and Stories / Story



04 OCT 2017 | STORY | ECOSYSTEMS

London aims to be a zero-carbon city by 2050

London joined the BreatheLife n commit to reaching the World H recommendations for air quality

The World Health Organization r 10 micrograms per cubic meter, Air Quality department has done realistic target.

London's plan to meet this targ nity's air quality strategy centres

Vancouver Aims for Zero Carbon 2030

by Sarah Lozanova on Tuesday, Mar 14th, 2017 ENERGY

SHARE



City of Sydney pushes for a net zero office sector



Share 11



Tweet



Mirvac is aiming for a net-positive portfolio by 2030. Here's how it plans to get there.

Earlier this year, the Green Building Council of Austr change targets, all new buildings in the country mus

Sydney Opera House targets 'carbon neutral' status by 2023



BRIEF

Boston begins initiative to become carbon neutral by 2050

By Kristin Musulin • Nov. 28, 2017

in POST

SHARE

TWEET

FOR EFFICIENCY

Large New York City buildings will now post energy efficiency grades

By SAM LUBELL • December 29, 2017

East Sustainability



Towards a carbon-neutral Malaysia by 2050

2017 PRIUS PRIME

DOXON TOYOTA OF AUBURN





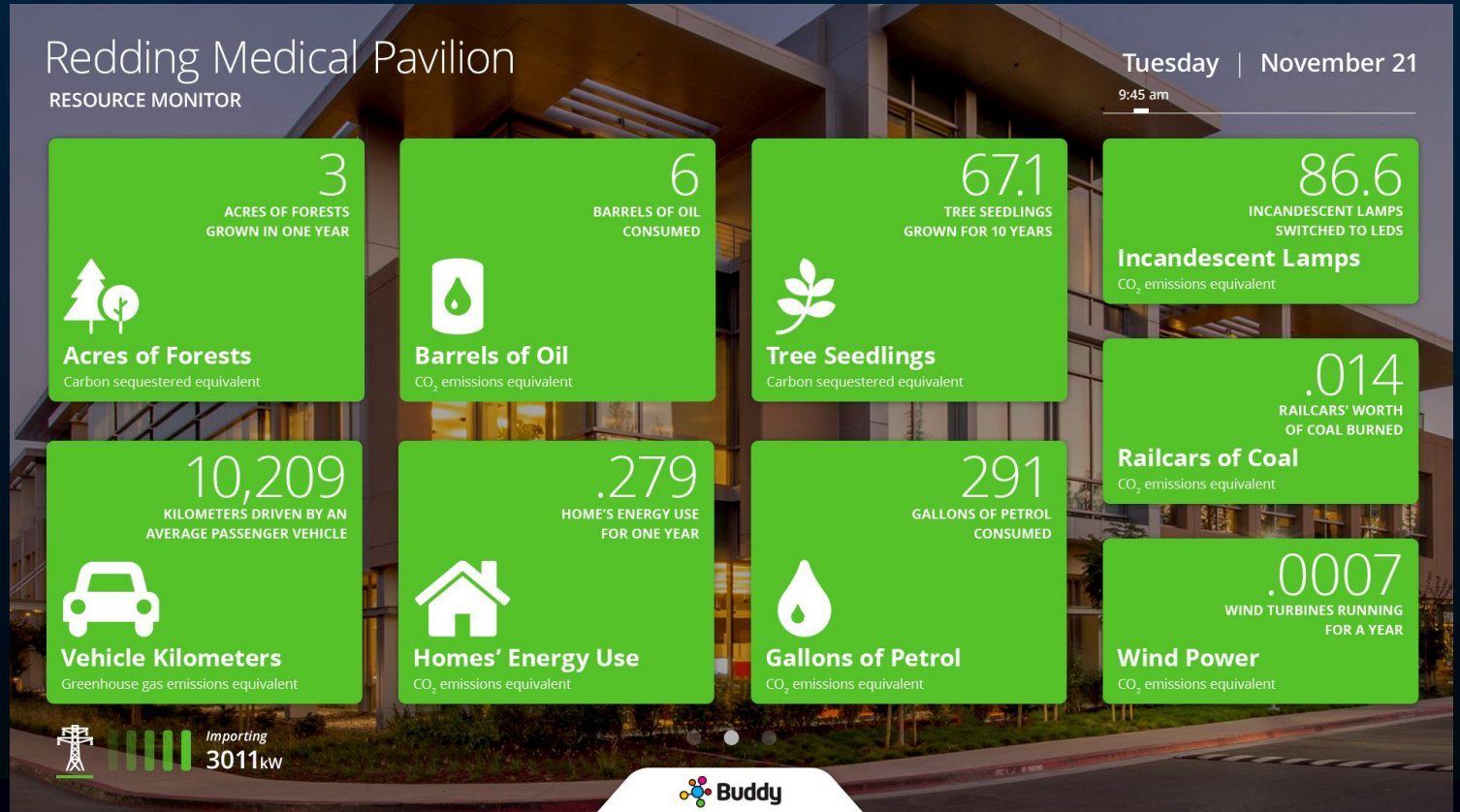
Every major city in the world is seeking to transition to carbon neutrality and/or net zero emissions status.

We asked ourselves, if you own/operate a building in one of these cities – what do you buy to get your building to carbon neutrality?

We decided the answer should be Buddy Ohm, so last March we introduced
“Carbon Offsets as a Service”.



Buddy Ohm Carbon Offset Service



Buddy Ohm's Carbon Offset feature measures total building envelope energy consumption.

Buddy then calculates carbon emissions from this building envelope consumption.

Finally, Buddy automatically purchases Gold Standard carbon offsets & bills the customer.



Locally sourced offsets, all with "one-click".



As far as we can tell, this is a world first product.


We've turned one of the fastest growing problems for global cities into a service solution.

Currently launched in the US, expanding to Australia and ROW over coming quarters.

We expect this to drive unit volume sales, margin on offsets is minimal (today).

This feature also demonstrates Buddy Ohm feature momentum – important for enterprise customers.





In Q1FY19, we sold more Buddy Ohm sites (each site has one or more systems) than we had in the prior history of the company. We expect to do this again in Q2 (despite holidays).

Upsell attach rate (customers who return to purchase more monitoring) is now 35% of customers (up from 30% in Q1), who spend 98% (up from 78% in Q1) more on their subsequent purchases.

Churn continues to be under half industry norms – very pleasing, but we do expect to trend back towards “normal”.

So far, each quarter more customers return to buy more monitoring and spend an increasing amount doing so.

Buddy Ohm is currently being used to monitor commercial refrigeration systems, salmon research facilities, quick service restaurants, municipal buildings, data centres, museums, university and school facilities and many more.



Cold Storage Monitoring Pack

Guarantee food safety with ease.

In the food service industry, your business's reputation and the customer experience depend on quality control. Gain peace of mind with the Buddy Cold Storage Monitoring Pack by monitoring temperature and humidity of commercial kitchens, freezers, and refrigeration units; preventing food spoilage. Buddy Ohm makes it easy, so you can save energy, money, and time.

[Learn more >](#)





Use Case | Resource Monitoring in Schools

Resource monitoring — a learning resource that empowers teachers and students

Overview

Schools around the world are focusing on managing and reducing utility consumption for both financial and environmental reasons.

Buddy Ohm makes real-time resource monitoring affordable, easier, and more effective than ever before. Buddy Ohm delivers a range of powerful benefits for the whole school community including data for practical sustainability and STEM education, systems maintenance, safety assurance as well as cost savings.

Highly adaptable and scalable, Buddy Ohm can be easily and quickly deployed across new and retrofit educational buildings and facilities.

[Learn more >](#)

In 2019, expect to see Buddy Ohm monitoring more sensor types, in different types of spaces, with larger property portfolios. Buddy Ohm also used to audit facility energy consumption / verify billing.

Also expect to see Buddy Ohm bundled with other products such as servers, lighting, meters.



Buddy
Cloud





Buddy Cloud was our original product.

It is now a dynamic smart spaces data and control platform – for spaces large and small.

It is “the cloud” at the core of everything we do.





Airstream (subsidiary of Thor) – maker of the world's most famous recreational vehicle is our largest Buddy Cloud customer.

Remotely control and monitor your most essential features.

The image features a silver Airstream RV parked in a scenic mountain landscape with green hills and dark evergreen trees. A hand on the right holds a smartphone displaying the Airstream mobile app. The app interface includes a status bar at the top with 'Airstream', signal strength, '9:41 AM', and '100%' battery. Below the status bar, it says 'Last updated 02:30 PM - 01/24/2018'. The main control area has several buttons: 'Inside On' (lightbulb icon), 'Outside Off' (lightbulb icon), 'Inverter Off' (lightning bolt icon), 'Vent fans Off' (fan icon), 'Awning Partially open' (awning icon), and 'Shades' (curtain icon). A large temperature display shows '84 °f' with 'Current 79 °f' below it. To the right of the temperature is a 'Climate' section with 'HEAT PUMP MODE' and 'Level 1'. Below this is a 'Modes' section with 'Arrive', 'Depart', and 'Night' buttons. At the bottom of the app are icons for 'Control', 'Monitor', 'Locate', and 'Checklist'. Eight callout boxes with icons and lines pointing to the RV describe various features: 'Locate your RV.' (location pin icon), 'Control vent fans and speed.' (fan icon), 'Control Wi-Fi & 4G LTE connections.' (Wi-Fi icon), 'Control your AC and heat pump.' (AC icon), 'Open and close your awning.' (awning icon), 'Turn your lights on and off.' (lightbulb icon), 'Monitor tank levels.' (water tank icon), 'Check propane level.' (propane tank icon), and 'Monitor battery voltage.' (battery icon).

Locate your RV.

Control vent fans and speed.

Control Wi-Fi & 4G LTE connections.

Control your AC and heat pump.

Open and close your awning.

Turn your lights on and off.

Monitor tank levels.

Check propane level.

Monitor battery voltage.

Stay connected to the comforts of home, even when you're far from home.



All Airstream control and monitoring is powered by the Buddy Cloud.

Airstream has laid out a five-year roadmap for working with Buddy Cloud – more vehicles coming.

A\$3.5 million (so far) + monthly royalty per RV shipped.

Buddy Cloud is being expanded to support our “Works with Ohm” offering – enabling third party sensors, meters and devices to connect into Buddy Ohm.

Buddy Cloud will remain the core technology foundation of the company.

We expect to continue selling Buddy Cloud as a solution for third party customers (like Airstream) in 2019.





Buddy
Alternative Data





Coming in 2019.

System to take “exhaust data” from IoT devices
and monetize in accordance with
GDPR requirements.

The EU's General Data Protection Regulation (GDPR) has severely limited the use of third-party data.

Some entities have [elected to depart](#) the data monetisation business altogether.

We've announced that we'll follow the lead of Google, Microsoft, etc... but in the meantime will focus our data collection on Ohm + Works with Ohm (WWO) sources.

Our WWO partners – like LIFX – have enormous caches of exhaust data that are GDPR compliant – this is where we'll source our initial data in 2019.





Coming in 2019

Buddy's primary product helps buildings become smart.

This from General Electric recently →



[REGISTER NOW »](#)

Intelligent Lighting as a Foundation for Smart Buildings

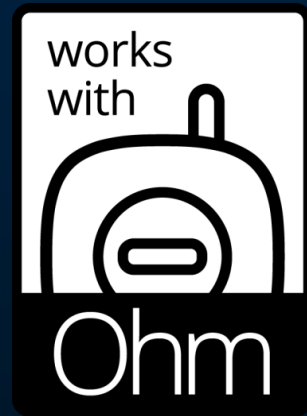
This new era of intelligent environments gathers information that enables better business decisions and can empower organizations to reduce costs, find new avenues for investment and streamline operations. But how are companies collecting this data? And how can it be applied in a way that helps the bottom line?

Join Current by GE as we walk through several real case studies of customers who gained valuable insights from intelligent lighting solutions. Our experts will show just how LEDs can help collect data and analytics and then transform it into meaningful action.

You'll learn:

- What a smart building is
- What other companies are doing to deliver on operational excellence with reduced energy management costs
- The path to delivering a smart building for your business
- How other companies have taken the journey and the business value they have identified

We recently announced that smart lighting from LIFX would join our Works with Ohm program.



We believe smart lighting will grow to become a primary mechanism for collecting environment data in a building.





Last quarter we added 9 new meters and sensors to the Works with Ohm program. Last week we added 2 more – all in support of major new partners or customer opportunities/tenders.

Expect to see continued expansion of the Works with Ohm program to include new sensor types and new monitoring scenarios.

In addition to reseller and distributor sales efforts, the Company continues to direct sell into very large opportunities via tenders/bids.

An additional such opportunity (AU/EU based) was added this month.

These are all quite long lead time opportunities – all hundreds or thousands of properties in the customer's portfolio.

All remain in play, but investors are reminded these have been long-lead time opportunities – updates to come.





Buddy Ohm
**Carbon Offset
Service**

Expect to see more advancements in automated carbon offsetting, and sales of Buddy Ohm systems to customers explicitly seeking this service.



Expect to see increased sell-through of Buddy Ohm – direct, resellers and distributors

Also increased upsell attach rate and increased follow-on purchase spend amount.

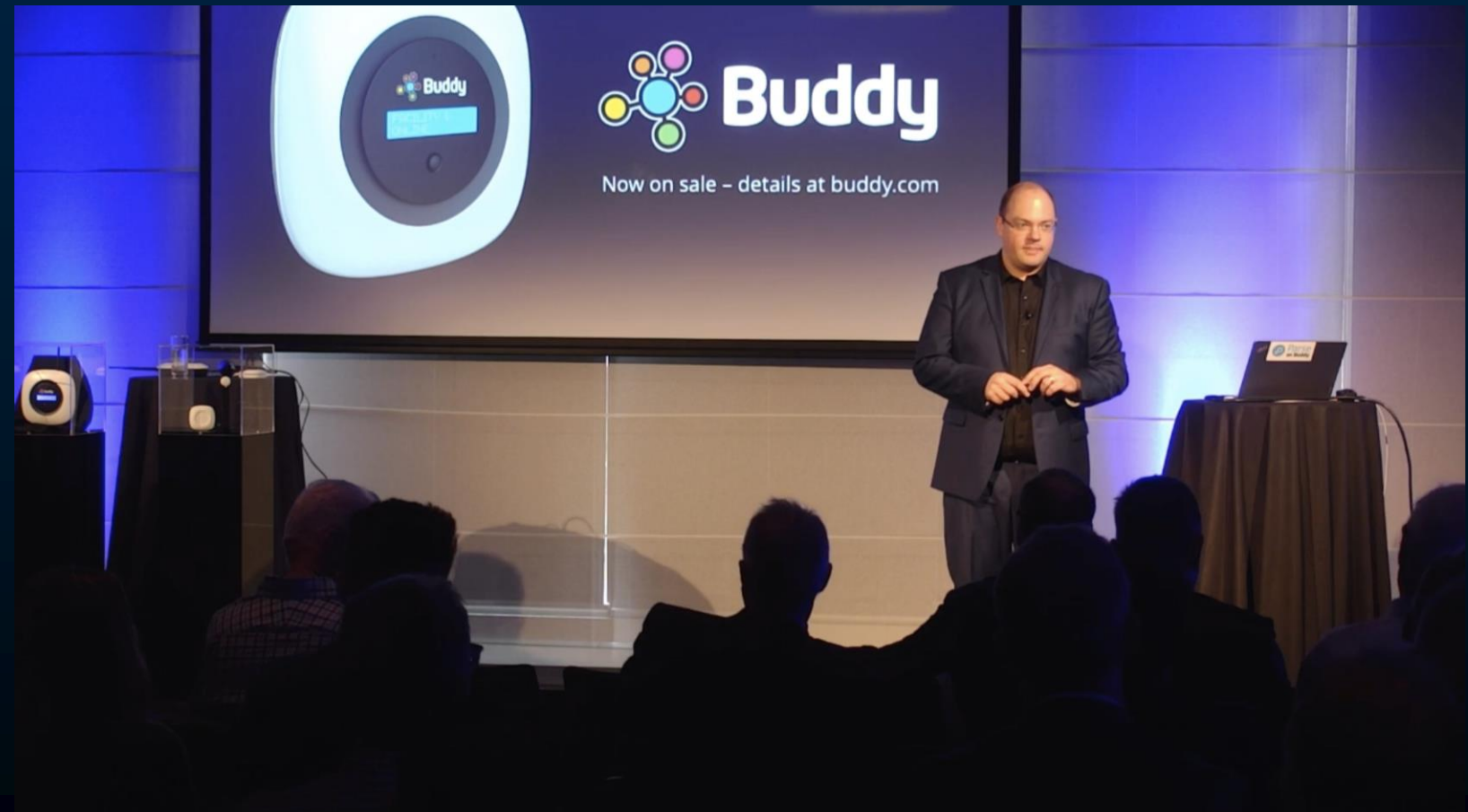
The logo for Thor Industries, featuring the word "THOR" in a large, white, serif font above the word "INDUSTRIES" in a smaller, white, sans-serif font, both contained within a dark blue rounded rectangular background.

THOR
INDUSTRIES



Expect to see additional engagement with Thor Industries (NYSE: THO; brands include Airstream, Jayco, CrossRoads, Dutchmen, Entegra Coach, Thor Motor Coach, etc...).

And of course our annual product event will be held in March in Sydney – Buddy Connect 2019.





Make every space smarter.

@BuddyPlatform | www.buddy.com