



ASX MARKET RELEASE

Best Buy (NYSE:BBY) Expansion Update; Comcast (NASDAQ:CMCSA) Launch

SUMMARY

- Previously announced that LIFX will be expanding into an additional display area in all Best Buy stores across the United States, featuring key LIFX products paired with a product category outside of Smart Home
- This has now launched in the Home Theatre section of all Best Buy stores US-wide, over 1,000 stores
- The expansion increases LIFX's store shelf presence in Best Buy by 38%
- Additionally, LIFX Mini to be placed in approximately 100 Xfinity (Comcast) retail stores across the US in the coming month.

31 May 2019 – Adelaide, South Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to update the market following the 10 April 2019 announcement that LIFX will be expanding its presence in all US Best Buy stores (NYSE:BBY) (just over 1,000 stores) to an additional display area.

Best Buy has now launched a point of presence for LIFX lights in the Home Theatre section of all their stores, which increases the linear shelf space held by LIFX by nearly 38% (from 27.75 inches to 38.25 inches). As the largest consumer electronics retailer in the world, Best Buy's commitment to expanding LIFX within the store environment comes as a meaningful and welcome growth marker for LIFX.

The new point of presence features a LIFX A19 light and the LIFX Z experience kit, and follows customer data showing that LIFX Z is commonly used in living rooms. Accordingly, this installation is positioned in the Home Theatre section of the store, near televisions, projectors and accessories.

Comcast Launch

The Company is pleased to share that LIFX Mini (Colour) has just launched in approximately 100 Xfinity stores by Comcast (NASDAQ:CMCSA) across the United States. Comcast is the largest in-home internet service provider in the US and the 2nd largest cable TV provider in the US. Their LIFX integration with the Xfinity voice remote control

has been highlighted in PR activities recently, including the Super Bowl and March Madness basketball tournament.

Xfinity stores are a new retail concept for Comcast, and LIFX was selected to highlight integration with a colour smart light (alongside a competitive product that is white-only).

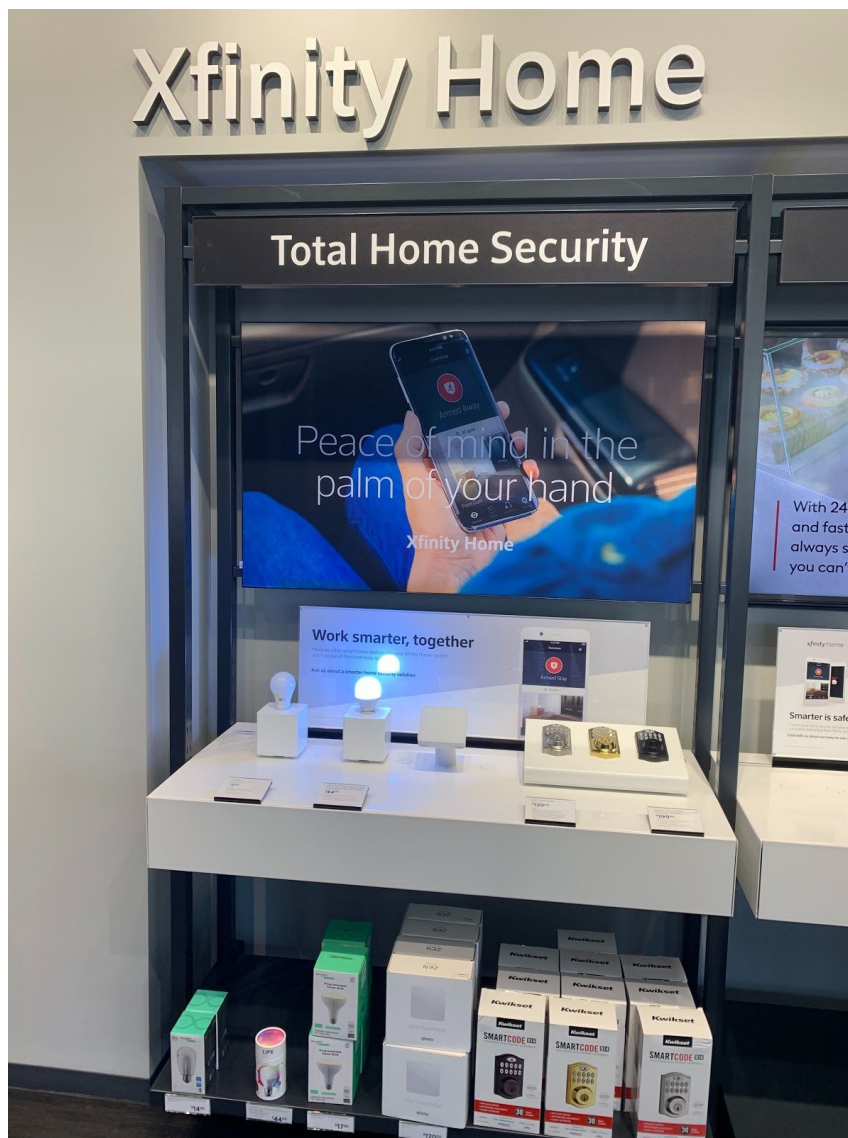


Figure 1. LIFX Mini Colour on display in a California Xfinity store.

The Company will provide further updates to the market as this roll-out is complete.

For and on behalf of Buddy Technologies Limited,

David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

About Buddy

Buddy Technologies Limited (BUD.ASX) 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. Buddy Cloud, Buddy Ohm and Parse on Buddy are the company's core offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Cloud enables ubiquitous access to and storage of data from any environment – recreational vehicles, schools, commercial buildings or an entire city – in support of smarter, healthier spaces. Buddy Ohm is a resource monitoring solution that simplifies building operations and provides peace of mind by harnessing real-time utility and operational data to reduce or mitigate risk and improve operations, savings and sustainability. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world's most popular BaaS technology.

For more than six years, LIFX has established a leading market position as a provider of smart lighting solutions. The company's suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Seattle, Melbourne, Silicon Valley and Shenzhen.

For more information, visit www.buddy.com and www.lifx.com.

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