



ASX MARKET RELEASE

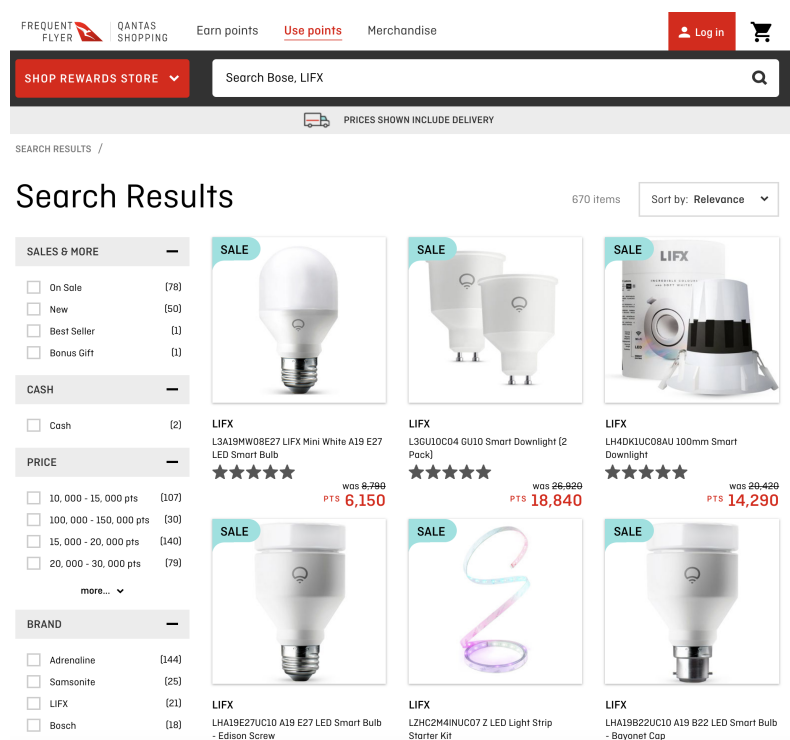
LIFX Smart Lights Now Available in the Qantas Frequent Flyer Rewards Store

SUMMARY

- LIFX smart lights will be offered for sale in the Qantas Frequent Flyer Rewards Store - the first airline or loyalty program partnership for LIFX
- The Qantas Frequent Flyer Program has nearly 13 million frequent flyer members and provides valuable exposure to the Australian population for LIFX's smart light products.

8 October 2019 – Adelaide, South Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that it has commenced the sale of its LIFX brand of smart lighting products through the Qantas Airways Limited (QAN.ASX) ("Qantas") Frequent Flyer Rewards Store. Selling through the Qantas Frequent Flyer Rewards Store represents the first airline or frequent flyer program retail partnership for LIFX.



The screenshot displays the Qantas Frequent Flyer Rewards Store interface. At the top, there are navigation links for 'FREQUENT FLYER', 'QANTAS SHOPPING', 'Earn points', 'Use points', and 'Merchandise'. A search bar contains the text 'Search Bose, LIFX'. Below the search bar, a banner indicates 'PRICES SHOWN INCLUDE DELIVERY'. The main section is titled 'Search Results' and shows 670 items. On the left, there are filters for 'SALES & MORE' (On Sale, New, Best Seller, Bonus Gift), 'CASH' (Cash), 'PRICE' (10,000 - 15,000 pts, 15,000 - 20,000 pts, 20,000 - 30,000 pts), and 'BRAND' (Adrenaline, Samsonite, LIFX, Bosch). The product grid shows six LIFX smart light products, each with a 'SALE' tag, a star rating, and a price in points. The products are: LIFX L3A19MW08E27 LIFX Mini White A19 E27 LED Smart Bulb (5 stars, was 8,790 PTS, now 6,150 PTS), LIFX L3G10C04 GU10 Smart Downlight (2 Pack) (5 stars, was 26,820 PTS, now 18,840 PTS), LIFX LH4DK1UC08AU 100mm Smart Downlight (5 stars, was 20,420 PTS, now 14,290 PTS), LIFX LHA19E27UC10 A19 E27 LED Smart Bulb - Edison Screw (5 stars, was 8,790 PTS, now 6,150 PTS), LIFX LZHC2M4INUC07 Z LED Light Strip Starter Kit (5 stars, was 26,820 PTS, now 18,840 PTS), and LIFX LHA19B22UC10 A19 B22 LED Smart Bulb - Bayonet Cap (5 stars, was 20,420 PTS, now 14,290 PTS).

Figure 1. LIFX products are now available on the Qantas Rewards Store.

With nearly thirteen (13) million frequent flyer members, aligning with Qantas and offering LIFX products for sale in the Qantas Frequent Flyer Rewards Store puts LIFX in front of a very broad audience of consumers. Furthermore, as the Company seeks to bring smart lighting into the mainstream, Australian consumers who redeem their Qantas Frequent Flyer points in exchange for LIFX lights will now be able to experience LIFX smart lighting in their homes with lower or no capital outlay.

For and on behalf of Buddy Technologies Limited,



David P. McLauchlan

Chief Executive Officer
Buddy Technologies Limited.

About Buddy

Buddy Technologies Limited (BUD.ASX) helps customers of any size “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business. **Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and 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 Melbourne (AU), Seattle (US), Shenzhen (CN) and Silicon Valley (US).

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

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