



# ASX MARKET RELEASE

## LIFX Launches Across UK & Ireland in Dixons

### SUMMARY

- LIFX has launched sales of its smart light products across the United Kingdom and Ireland in its first bricks and mortar retailer, Dixons Carphone Warehouse
- This rollout encompasses store brands including Dixon's, Curry's PC World and Carphone Warehouse, and will result in LIFX being sold in over 250 stores region-wide
- Builds on the existing relationship with Dixons via their store brands Elkjøp, Elgiganten and Gigantti in the Nordic region (an additional 100 stores)
- LIFX now one of only two smart lighting brands broadly sold in bricks and mortar retailers in the UK.

### 11 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 now commenced sales for its LIFX brand of smart lighting products through Dixons Carphone Warehouse, specifically through its UK and Irish store brands Dixon's, Curry's PC World and Carphone Warehouse.

The Company had previously announced a shipment of product to support new European retailers in the order of 140 stores (see ASX announcement dated 9 September 2019). It can now be confirmed that Dixons comprised the majority of that volume, and since that announcement the order has been increased to support the need to supply over 250 stores.

This launch is significant because it represents the first offline sales of LIFX smart lights in the UK (previously LIFX products were only available through online channels in the UK), and means LIFX becomes one of only two brands of smart lighting sold in Dixons region-wide.

The UK was the largest market in Europe where LIFX smart lighting products were not sold in bricks and mortar retailers, and this rollout builds upon the strong relationship LIFX has with Dixons following the Company's earlier launch through Dixons store brands Elkjøp, Elgiganten and Gigantti in the Nordic region (approximately 100 stores).

The European region is of significant interest to the Company at present, with only one competitor finding any real retail assortment footing in the market, which has led to a market share for them in excess of 90%. It is clear that on-shelf retail assortment is crucial in this region,

and LIFX is on track to be only the second on-shelf smart lighting product broadly distributed across Europe.



Figure 1. LIFX products will be marketed via strategically positioned free-standing display units across various Dixons store brands in the UK and Ireland.

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](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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