



ASX MARKET RELEASE

LIFX Elevates Gaming Experience with Global Gaming Leader, Razer

SUMMARY

- LIFX elevates immersive gaming by extending the game play experience into the physical room with responsive lighting effects triggered by events in games
- Requiring no additional controller hardware, this has been achieved in partnership with Razer™ (1337.HKSE), the world's leading lifestyle brand for gamers
- LIFX is one of the most requested integration partners by the Razer gamer community
- The LIFX Chroma Connector application will allow users to connect LIFX to Razer Chroma devices and will extend any compatible game to connected LIFX lights.

11 November 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 the release of the LIFX Chroma Connector, a software integration with the world's leading lifestyle brand for gamers, Razer™ (1337.HKSE). The application allows users to connect the LIFX range of smart lighting products to Razer Chroma devices and enabled games for an immersive experience, and will be released publically on the Razer Chroma Workshop this Friday, 15 November 2019.

Available exclusively on Razer Synapse 3, part of Razer's software platform with over 70 million users worldwide, the LIFX Chroma Connector application extends the gaming experience beyond the screen and into the user's room with responsive lighting effects triggered by events in the game and what is displayed on the screen. This includes effects such as gentle light pulses, spectrum cycling, reactive light, and a music visualiser.

"We are thrilled to have LIFX join the Razer Chroma Connected devices program. LIFX has been one of the most requested integration partners from the Razer community", said Kushal Tandon, Senior Product Manager at Razer. "Gamers can now integrate their smart desktop with the smart home with the help of LIFX RGB lights."

"Meeting the immersive needs of the gaming community represents a huge opportunity for LIFX, and gamers are amongst our most passionate and dedicated customers", said David McLauchlan, CEO of Buddy Technologies Limited (parent company of LIFX). "I'm proud of both the LIFX and Razer teams who responded to the outpouring of demand from the Razer community for LIFX integration with the family of Razer Chroma Connected devices".



Figure 1. The LIFX Integration with Razer creating an immersive game experience, extending beyond the screen.

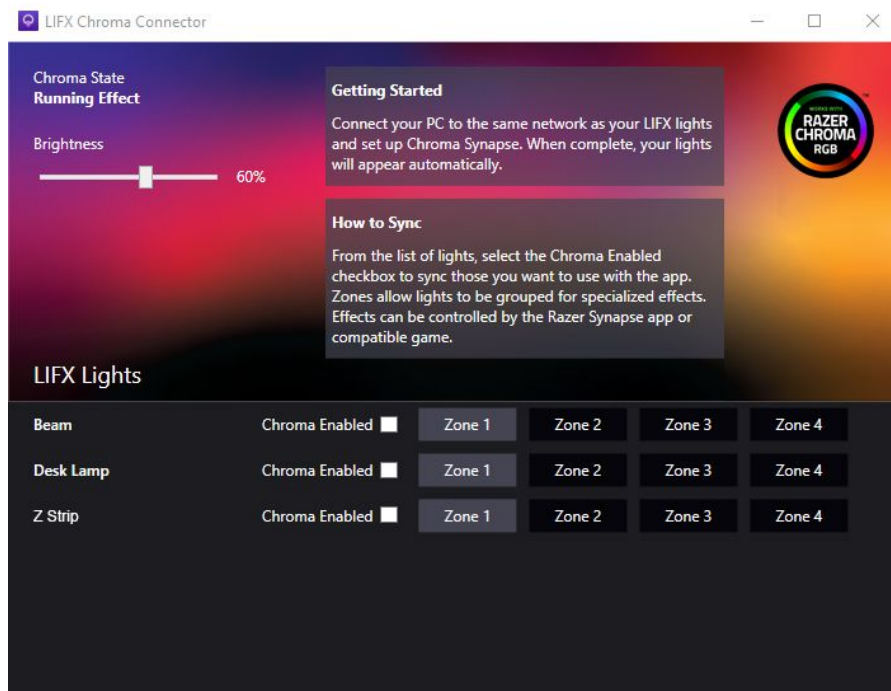


Figure 2. The LIFX Chroma Connector application, available exclusively on Razer Synapse 3.

Founded in 2005, dual-headquartered in San Francisco and Singapore, and listed on the Hong Kong Stock Exchange with a market capitalisation of approximately HKD\$13.5 billion, Razer has 18 offices worldwide and is recognized as the leading brand for gamers in the USA, Europe and China. With the world's largest gaming ecosystem of hardware, software, and services, Razer is one of the most recognisable brands in the global gaming and e-sports community. Razer's software platform includes Razer Synapse, (an Internet of Things platform that will feature the LIFX app), Razer Chroma, and Razer Cortex.

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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