



# ASX MARKET RELEASE

## LIFX Grows Retail Footprint across Europe with Three & Vodafone

### SUMMARY

- LIFX has commenced retail sales through its first mobile carrier partnership in Europe, launching sales in 43 Three (SEHK:1) stores across Austria, including their online store
- LIFX has also commenced initial rollouts with Vodafone (LSE:VOD; NASDAQ:VOD)
- Selling LIFX lights through mobile operator and entertainment retail outlets (such as LIFX's existing sales channel through Comcast's Xfinity stores in the U.S.) provides a direct opportunity to target smart home consumers with major brand partnerships
- Mobile operators and entertainment providers are looking for complementary products to sell that drive more usage of their connectivity products; smart home growing fastest.

### 25 February 2020 - Adelaide, Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce further expansion in Europe, with LIFX products now being available for the first time in a mobile operator's branded retail stores. Austrian telecommunications operator, Three, is now selling LIFX products in 43 retail stores across Austria, and in the online Three store (Die Drei) region-wide. Notably, and as a first, Three is providing a fully branded "store within a store" on their Austria website.

In the past few months, new opportunities to open up sales channels with communication and entertainment providers have presented themselves. Aside from Three (which operates in Hong Kong, Macau, Austria, Denmark, Indonesia, Ireland, Italy, Sweden and the United Kingdom) the Company has also commenced initial rollouts with Vodafone. The Company will provide further details in respect to the Company's progress with Vodafone rollouts via ASX announcements.

As the Company continues to expand distribution across Europe, it anticipates an expansion of LIFX's retail placement. Recent new distributors include Thames Distribution in the UK, which will open up many new channels in the do-it-yourself (DIY), trade and professional installation channels in the UK and BeNeLux regions. The Company intends to bring on board more specialist distributors in H1 2020 as LIFX's distribution footprint in Europe expands.

For and on behalf of Buddy Technologies Limited,

A handwritten signature in blue ink, appearing to read "David P. McLauchlan".

**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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