



ASX MARKET RELEASE

LIFX Integration Demonstrated at Microsoft Build

SUMMARY

- LIFX's integration with the Microsoft 365 Graph, applications and LIFX lights, has been publicly demonstrated at Microsoft's annual developer conference called Microsoft Build
- Build is the company's annual developer conference, which will be held online for a global audience over 48 hours starting today
- The LIFX Custom Connector for Microsoft Power Platform is also now available for Power Apps and Power Automate, highlighting the integration between LIFX smart lights and business workflows powered by Microsoft Dynamics 365 and Power Platform
- The LIFX Connector is now live and available globally
- In addition to being featured at Microsoft Build, LIFX has extended promotional pricing on LIFX smart lights to all Build attendees, which has been amplified by Microsoft via social media and other channels.

19 May 2020 - Seattle, Washington

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that LIFX's integration with the Microsoft 365 Graph, applications and LIFX lights, was demonstrated today at Microsoft's (NASDAQ:MSFT) annual developer conference, Microsoft Build. In addition, the LIFX Custom Connector for Microsoft Power Platform is also now available for Microsoft Power Apps and Power Automate, highlighting the integration between LIFX smart lights and business workflows powered by Microsoft Dynamics 365 and Power Platform.

Microsoft Build developer conference is typically one of its largest annual events, however due to the global health pandemic, the conference is being held as a virtual event online, and is free for all attendees, likely increasing attendance even further. Build provides developers with exposure to a wide range of new technologies and partnerships that Microsoft showcases through the event.

LIFX was included in the first day of the event, in a presentation entitled “Building the Tools to Work and Learn” which helps attendees understand how to benefit from Microsoft’s productivity cloud, using technologies like Microsoft Teams to create innovative tools for remote work and learning. Attendees were shown how easy it is to integrate LIFX bulbs with the Microsoft Graph API to display presence information for remote workers, while earlier in the day’s broadcast, prominent developer advocate (and influencer) Scott Hanselman conducted his Build sessions with a background of LIFX lighting for extra effect.

“The LIFX team has spent the past few years integrating LIFX smart lights into all kinds of smart home and connected hub scenarios - but our new integration with Microsoft Power Automate brings an immediate scale of connectivity between our products, and some of the top enterprise and productivity software in the world”, said David McLauchlan, CEO of Buddy Technologies (parent of LIFX). “We’re looking forward to continuing to work with our colleagues at Microsoft - both in Seattle and Australia - on expanding upon this integration and making LIFX smart lights a key component of business workflows worldwide”.

Steven Guggenheimer, Corporate Vice President of AI & ISV Engagement at Microsoft said, “Microsoft is pleased to welcome LIFX to the family of products supporting Microsoft Power Automate, with the recent availability of their LIFX connector. By integrating with Power Automate, LIFX offers a new way to interact with business and productivity applications also found in the Microsoft 365 ecosystem. I look forward to seeing how our mutual customers innovate upon the connectivity of LIFX smart lights and mission critical software applications”.

The Company is pleased to have offered preferred pricing on LIFX lights to Microsoft Build attendees. The LIFX Power Automate Connector is now available in all worldwide regions.

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), Dublin (IE), Shenzhen (CN) and Silicon Valley (US).

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

###

Buddy Technologies Contact:
Ben Secrett, Company Secretary
Email: cosec@buddy.com

Buddy Technologies Limited
Level 3, 12 Pirie Street
Adelaide, SA 5000
AUSTRALIA

