



# ASX MARKET RELEASE

## LIFX Launches in Costco UK, Telefonica Germany; Portugal, Ireland

### SUMMARY

- Sales of LIFX lights have launched with Costco UK (NASDAQ:COST) first in an initial online exclusive arrangement, with assortment in all 29 Costco UK warehouses expected by end of year
- Telefonica Germany (BME:TEF) - locally branded as "O2" in Germany and the UK - has commenced the sale of LIFX lights to customers by way of a mechanism to add the cost to their monthly phone bills
- LIFX has launched sales through its first major retail partnership in Portugal, with consumer electronics retailer, Fnac (EPA:FNAC)
- LIFX has expanded its retail footprint in Ireland, with local consumer electronics retailer DID Electrical
- This growth in Europe accrues to the Company's "Big 8 Goal" of rapidly (and profitably) expanding in EMEA.

### 18 June 2020 - Dublin, Ireland

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to share an update on the European operations of its smart lighting business, LIFX, and how this relates to the Company's Big 8 Goals for 2020 (refer Investor Webinar dated 12 May 2020 for more details).

### Costco UK

The Company has launched sales of its LIFX smart lights with Costco UK, with lights immediately available for purchase online. Further, all 29 Costco UK warehouse locations are expected to begin stocking LIFX products by the end of the year. The arrangement with Costco UK is exclusive from two perspectives - LIFX is the only brand of smart lights offered for sale at Costco UK online, and the product bundles the Company has developed for this offering are exclusive to Costco UK.

### Telefonica Germany

LIFX has launched a new sales channel with the German subsidiary of European telecommunications conglomerate Telefonica, operated under their local brand: O2. This relationship is particularly interesting because it is the Company's first 'add to bill' option with a telecom retailer in Europe. This payment model allows the customer to add the cost of their lights to their monthly phone bill.

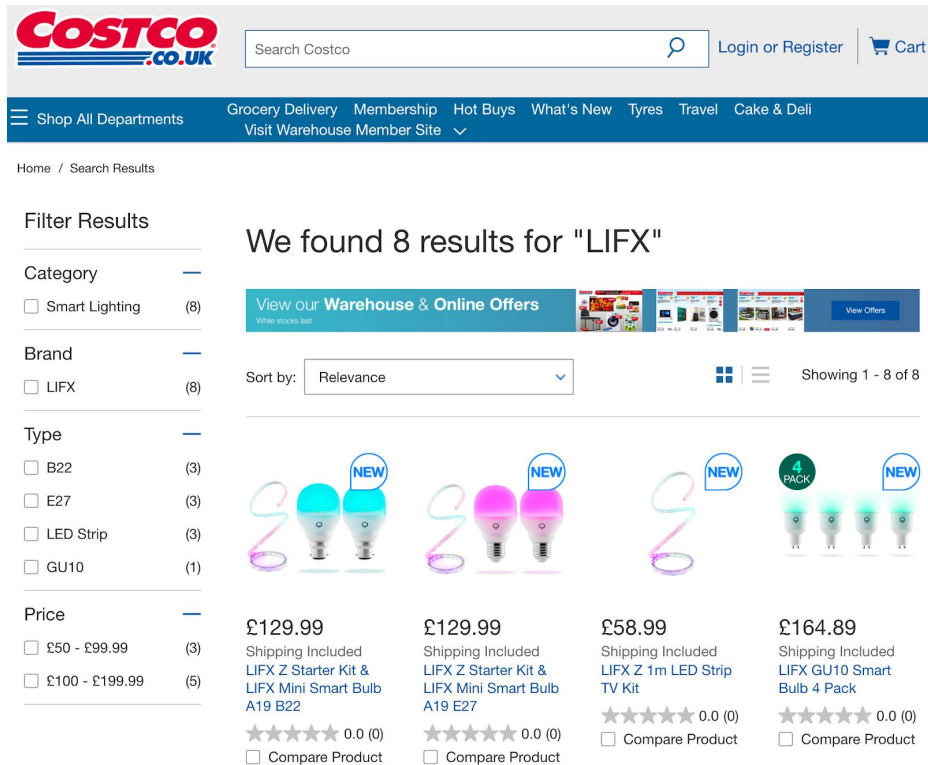


Figure 1. A selection of the eight exclusive bundles available for purchase only at Costco UK.

### Portugal & Ireland

The Company has completed its first major retail launch in Portugal, with the commencement of LIFX smart lights sales availability in Fnac Portugal. The deal marks the first availability of LIFX smart lights in the Portuguese market. Additionally, the Company is now selling LIFX smart lights via Irish consumer electronics retail chain, DID Electrical's online retail platform. While this retailer partnership has commenced online, the launch of in-store availability is expected in CYQ3 2020.

### Additional Updates

In a worldwide first, LIFX has launched its first placement of smart lights with a food retailer, partnering with French supermarket chain 'LeClerc'. LIFX is teaming up with Google to offer a "hard bundle" (a Google Home Mini and a LIFX Mini White packaged together) for LeClerc supermarkets. LeClerc has approximately 500 supermarkets across France and should initial sales be successful, there is the potential to expand the assortment across all those supermarkets.



Figure 2. The LeClerc hard bundle offering in conjunction with Google.

Finally, and also in France, major retailer Boulanger (approximately 100 stores across France) has elected to repeat a successful hard bundle promotion from 2019, again with LIFX and Google. The promotion will see bundled Google and LIFX devices sold together in a single combined package.

“Of our eight big goals for 2020, significant expansion in Europe achieved rapidly and profitably, remains on track and the remainder of the calendar year looks promising”, said Martin Carroll, LIFX General Manager for EMEA (Europe, Middle East, Africa). “Our expansion goals for Europe and our low cost LIFX White goals together form the bulk of the big eight goals from a revenue and margin achievement perspective, and even with the impact of COVID-19, Europe is very much holding its own for LIFX and Buddy right now.”

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

###

Buddy Technologies Contact:  
Ben Secrett, Company Secretary  
Email: [cosec@buddy.com](mailto:cosec@buddy.com)

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

