



ASX MARKET RELEASE

LIFX Launches in Apple Stores in Hong Kong and Singapore

SUMMARY

- LIFX has launched sales in Apple (NASDAQ:AAPL) Stores across Hong Kong and Singapore
- Entrance into these new markets also includes online Apple Stores, providing access to LIFX products for consumers, regardless of the pandemic situation
- LIFX is very early in its rollout strategy in Asia - launching via a premier channel such as Apple Stores in two prime Asian markets forms an important progression of this strategy
- Hong Kong and Singapore join the U.S., Australia, Middle East and Japan as markets where LIFX lights are sold via Apple Stores.

15 July 2020 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce the launch of LIFX sales in Apple Stores in Singapore and Hong Kong.

LIFX products have long been sold in Apple Stores in the U.S., Middle East and Australia. More recently the Company added Apple Stores in Japan (including Japanese language packaging), and have now added Hong Kong and Singapore to this roster. The concentration of population and propensity to purchase smart home products indicates that the sales opportunity in just Hong Kong Apple Stores may approximate the entirety of Australian Apple Stores. More importantly, the introduction of these new markets exposes the Company's products to a whole new consumer base upon which a foundation may be built.

Sales of LIFX products across Asia are managed by LIFX's Asia-Pacific sales team, based in Melbourne. Following this successful launch, the team will continue to press forward with additional expansion opportunities as they arise.

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

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

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