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## Updated Investor Roadshow Presentation with New Customer Details

### HIGHLIGHTS

- Investor Roadshow Presentation to be delivered by Buddy CEO and Founder, David McLauchlan, in Hong Kong and Australia the week beginning October 26<sup>th</sup>, 2015.
- Slide numbers 24, 25 and 26, detail specific customers and how they will be using Buddy including connected irrigation company “Lono”, energy and water optimization company, “Noveda Technologies”, and ASX-listed “Connexion Media” which is a connected device software and services vendor.

**Lono LLC** is a New York based company that builds a hardware and mobile app software solution to allow customers to control their sprinkler system from anywhere. Lono’s product will be sold through major retail locations in the US and will channel device data through Buddy for distribution to public utilities, government and corporate partners.

**Noveda Technologies** is a New Jersey based provider of real-time monitoring and verification services for energy and water optimization. Noveda’s customers include utilities, commercial, retail, renewable systems users, industrial, government and educational institutions worldwide.

**Connexion Media Ltd** is a Melbourne based company that builds software and services for the web connected car, mobile device and connected consumer electronics space. Connexion has a product called the Flex Vehicle Service, which is a system that will leverage Buddy to multiplex vehicle fleet data in order to unlock functionality like data analytics and reporting.

For and on behalf of Potash Minerals Limited

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Chairman

Potash Minerals Limited

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+61 8 9381 1122



Device Data Delivered

**BUD.ASX** – October, 2015

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## David McLauchlan, CEO

11+ years business development @ Microsoft  
Chair, MTP (iPhone connectivity protocol) – USB-IF  
Chair, PDC (HP Printer connector) – CEA  
Recipient, Technology Achievement Award – CEA  
Technical Contributor – WiFi, IEEE PWG, Bluetooth, USB

Founder, TVinteract (sold March 2014)

3 patents

Technical Advisor, Bill & Melinda Gates Foundation



## Rick Borenstein, Incoming Chairman

Silicon Valley Venture Investor  
Tech Startup Advisor, Board Member  
Chairman, Sequoia Partners, Inc. (M&A firm, not VC firm)  
Former President, Wells Fargo Investment Company

MBA, Harvard Business School

Lecturer in Entrepreneurship, University of Michigan

Mentor, “The Last Mile” @ San Quentin Prison

# Board of Directors



Rick Borenstein

(Incoming) Chairman – Buddy Holdings Limited;  
Chairman - Sequoia Partners, Inc.; Silicon Valley investor & advisor.



David McLauchlan

CEO – Buddy Platform, Inc.; 11 years @ Microsoft Corporation;  
Technical Advisor - Bill & Melinda Gates Foundation.



Alex Gounares

CEO – Polyverse Corporation; ex CTO & EVP @ AOL;  
ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.



Ananda Kathiravelu

Managing Director - Armada Capital Limited;  
Chairman – Potash Minerals Limited.

[Pending Appointment]

Australian resident director currently pending appointment.

# Board of Advisors



Ron Spector

Managing Director – Circini Partners; Venture Partner – Acumen Ventures; ex Investment Director @ Macquarie Venture Capital.



Jessica Michaels

Founder – Bread'n'Butter Digital; U.S. Portfolio Manager, Australian Fund; ex Senior Partner, GroupM; ex MEC; ex Wunderman.



John Ellis

ex Global CTO, Connected Services @ Ford Motor Company; ex Head, Developer Program @ Ford; ex Director @ Motorola.



Charlie Kindel

Director of Product, Alexa & Echo – Amazon.com; ex GM, Windows Phone @ Microsoft (21+ years).



Parag Garg

VP Engineering & Product (CTO), Connected Solutions @ Sears; ex Executive Tech Advisor to Paul Allen; ex Architect, Amazon Fire TV.

# “Internet of Things in Logistics”

A research report by Cisco and DHL on the implications and use cases of IoT in the logistics industry.



**CISCO**



50+ billion connected things in 2020.

That's 50+ PB of data generated per day.

Much of it coming from cars, smart homes, wearables and appliances.

# But, the people who built your dishwasher probably aren't "big data" experts.



How do companies connect this data into their existing software?



Building & managing "big data" infrastructure isn't feasible for these organizations.



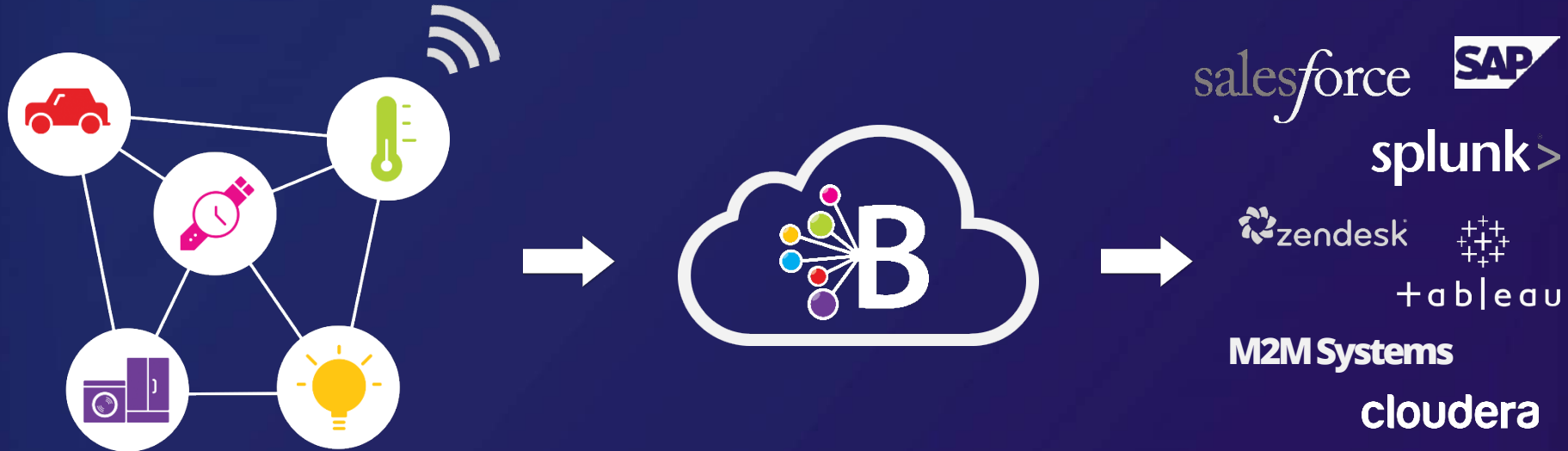
Device data must transit an “exchange” to connect it with any number of systems that can make use of it.

**And that’s what Buddy is.**



# Introducing Buddy.

We take raw device & sensor data and push it into the world's most popular software tools, securely & in real time.



Without needing people  
who speak this...



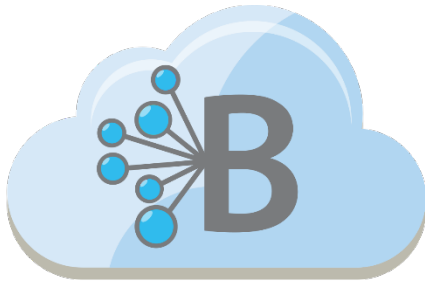
A word cloud featuring various AWS services and technologies. The words are arranged in a roughly triangular shape, with colors ranging from green to red. The words include: Hubs, AWS, Beanstalk, Blob, Cassandra, Linux, Memcached, ElastiCache, ELB, Architecture, Azure, Compute, Event, HDInsight, Stream, Analytics, Lambda, ISS, PostgreSQL, DynamoDB, Kafka, EC2, Redshift, MongoDB, S3, Kinesis, Hadoop, EMR, SNS, and Table.

...any organization can  
ask questions of their  
device or sensor data.

And get answers in  
real-time.

Securely & privately.

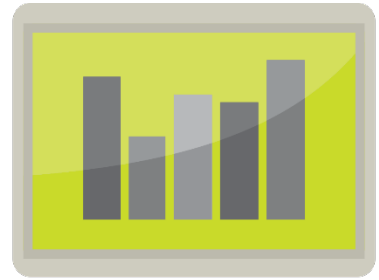
Any connected device. Just three steps.



 **Buddy**API



 **Buddy**Vault

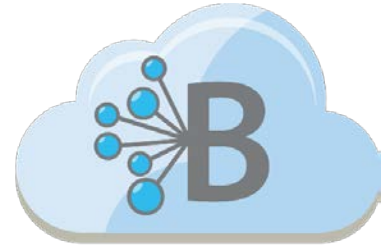


 **Buddy**View

# Devices stream telemetry to our cloud hosted endpoints...

```
{ "id": "efb62577a8a34f9a83938d649d8abc4b", "info":  
"$354898040645409,4002,2014/10/25,12:40:30,-  
34.86854,138.68582,91.0,0,0,0,0,0.0,9,0.9,342,0.0,13.0  
,15,1,0,95.3###$354898040645409,4002,2014/10/25,12:50:  
30,-  
34.86848,138.68579,84.8,0,0,0,0,0.0,8,0.9,342,0.0,13.0  
,15,1,0,95.3###$354898040645409,4002,2014/10/25,13:00:  
31,-34.86850,138.68584,84.0,0,0,0,0,0.0,8,0.9,342,0.0,13.0  
", "unique_id":  
"efb62577a8a34f9a83938d649d8abc4b" }
```

(this is an chunk of data inbound to Buddy from a connector like the example to the right)



 **BuddyAPI**



(this OBD-II connector is an example of a device that can pull data from a vehicle and upload it to Buddy)



We “sandbox” customer data in their choice of the US, EU, China or Australia (next, Brazil).



(“sandbox” means we keep each customer’s data separate and secure – customers choose us because we’re not reselling their proprietary data, nor using it to sell ads or other services)

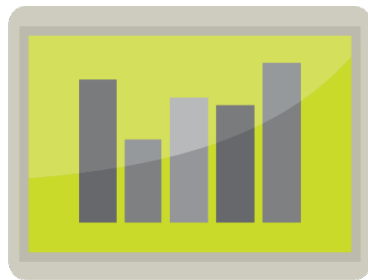


# And through “APIs”, we answer questions that customers have of their data.

Example: “How many DeLorean cars in NYC have their air conditioning turned on right now?”

<https://api-us.buddyplatform.com/dashboards/bbbbbc.qPbbvGdxGdHp/55b1881c4e76cf0f5cbd8c01?reset=true>

(this is an “API” – **a**pplication **p**rogramming interface – now go ahead and open in Firefox or Chrome, since it is a live link)



 **BuddyView**

Plug those APIs  
into “control room”  
style dashboards.

No developers nor  
BI tools needed.



Click on the image for a live demonstration (example only)





cloudera

salesforce



splunk>

Or, use Buddy integrations with BI tools to allow teams to make business decisions with live device data.

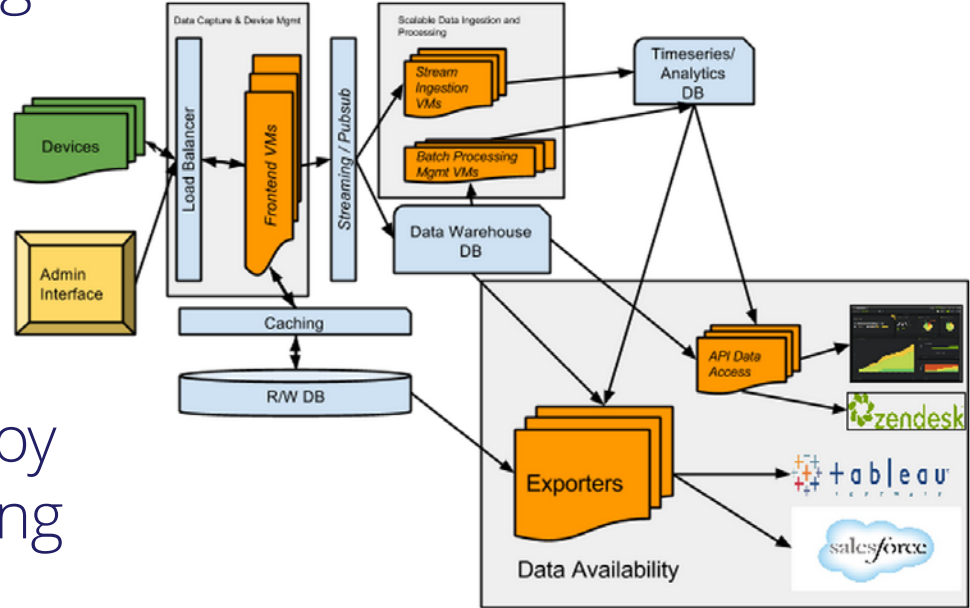
Even better – natively integrate into an M2M system or plug into a “big data” system for deeper analytics.

# Runs side-by-side with existing systems. Or use Buddy as the primary data backend.

Buddy can be added to existing devices by firmware update.

Existing systems (legacy or custom) can remain in place.

Organizations can trial or deploy Buddy without removing existing infrastructure.



# Live Demo

## Buddy IoT Features Demo

### Device Data Delivered

Connected cars, garage door openers, blenders, microwaves, airplanes, smart devices, and medical equipment are just a small sampling of the new wave of devices forming the Internet of Things (IoT). IoT devices produce massive amounts of data about everything from how they're used to when they're about to break; Buddy makes it easy to access the data produced by any Internet connected device. This demo is an example of how Buddy can help you make use of device data in your business.

[Buddy Device Simulator](#) [Data Visualization](#) [Customer Support Integration](#) [Code Sample](#)

#### Welcome to the Buddy Device Simulator!

Our example demonstrates a generic customer service tool for IoT devices that allows your support staff to view and troubleshoot a customer's device.

To get started, enter the URL below into your **mobile device web browser**. This URL launches the Buddy Device Simulator, which sends the information you see on your phone back to our database through our telemetry system.

<http://demo.buddy.com/device>

The simulator sends us your device location, compass reading, and information from the "User Setting" slider and "Report Error" toggle. "Report Error" simulates sending an error code along with the telemetry while "User Setting" mimics an arbitrary setting that the device owner can set.

Once you have the simulator running on your mobile device use the tabs above to check out a live dashboard and see how we implement this project.



**Step 1:** Open <http://demo.buddy.com>

**Step 2:** On your smartphone browser, open <http://demo.buddy.com/device>

**Step 3:** On your PC, click on "Data Visualization" and note the dashboard updates every 30 seconds.

**Step 4:** On your PC, click on "Customer Support Integration" and enter the serial number from your phone browser.

Note the real-time flow of data into Buddy, adjust settings on your phone browser to simulate change in device state/telemetry stream.

# How Buddy scales revenue.

## Data In (to Buddy)

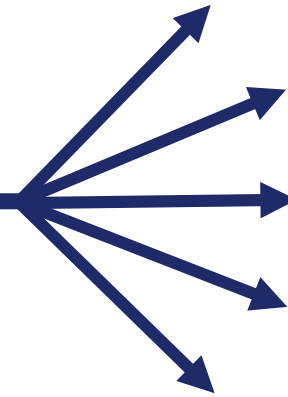
Enable customer to send as much as possible, as inexpensively as possible.



Monthly access fee  
Storage per TB.

(Minimum US\$1000/mo)

## Data Out (to customers)



Equipment OEM  
City Utility  
Retailer  
C-Suite  
Partner / ODM  
Marketing Agency

(Minimum US\$5000/mo each recipient)

# How Buddy scales revenue.

## On-Premise Hosted Solution

Setup fee +  
recurring  
maintenance fee.

(Minimum US\$250k +  
US\$50k/mo)

For customers who need to host their  
data exchange on-site.

For customers with extremely sensitive  
data, sovereignty or access requirements.

e.g. Healthcare, government, finance,  
mining, telecommunications sectors.

# Product applicable to broad range of industries...

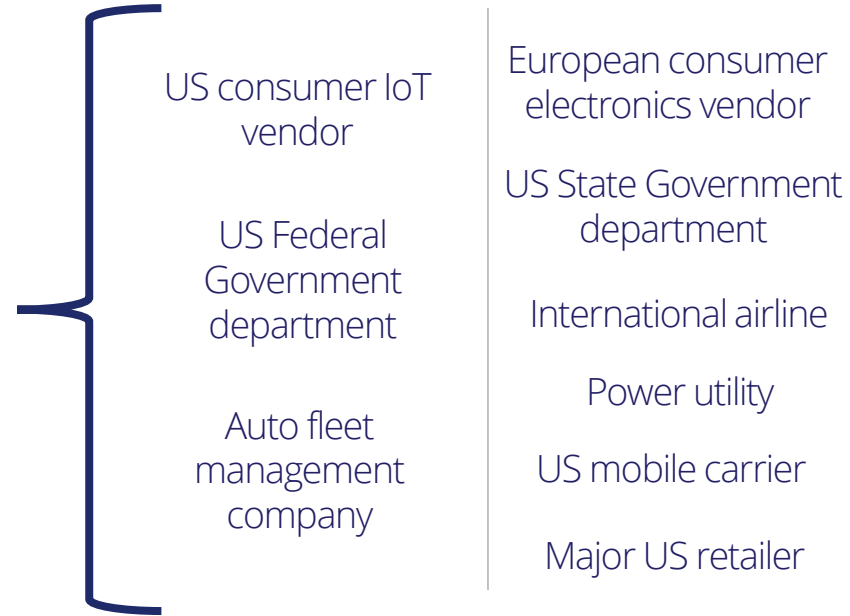
Asian consumer electronics vendor	Australian insurer	US carrier	US consumer IoT vendor	European consumer electronics vendor
European mobile carrier	Global beverage retailer	Tier 1 US insurer	US Federal Government department	US State Government department
European insurer	Tier 2 US insurer	Chinese electric vehicle OEM	Auto fleet management company	International airline
Global consulting firm	International airline	Japanese consumer electronics vendor		Power utility
European mobile carrier	US auto OEM			US mobile carrier
European auto OEM	Australian mobile carrier			Major US retailer

**Early Discussions**

**Contracts / Pilots / In-Production**

# Product applicable to broad range of industries...

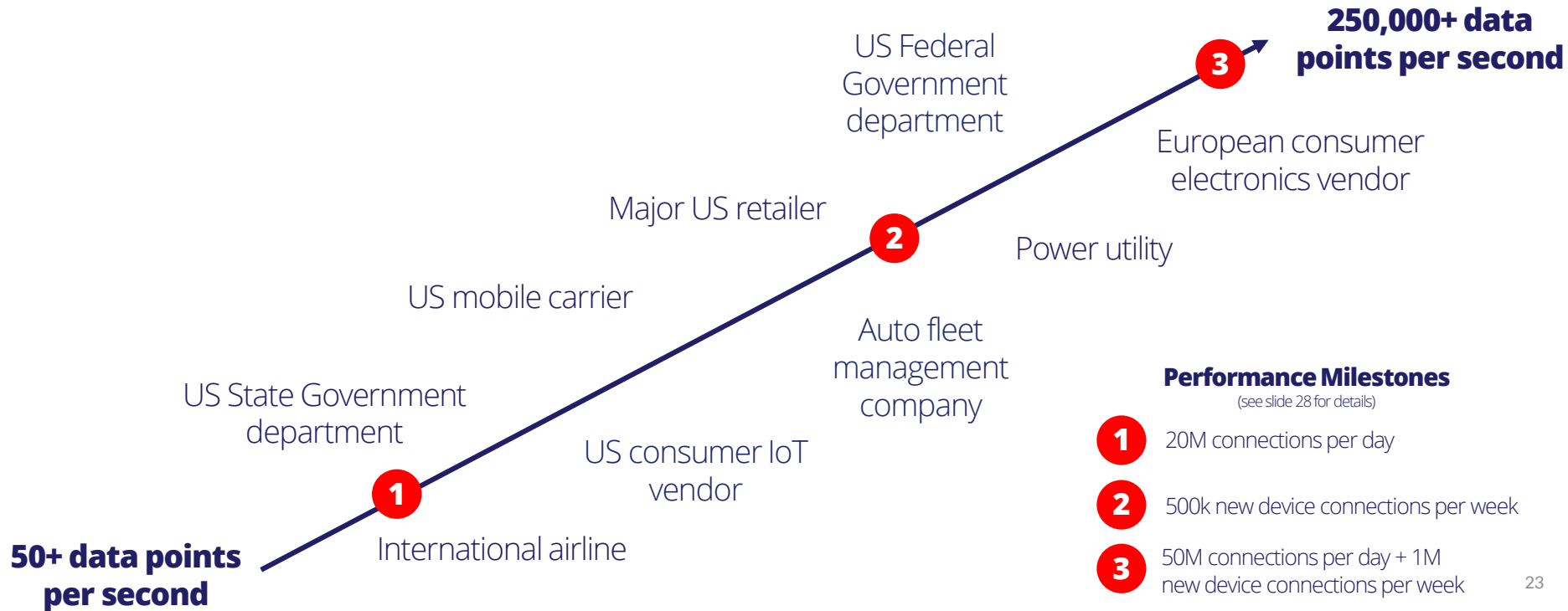
Let's look at the data  
volume driven by just  
these customers...



Early Discussions

Contracts / Pilots /  
In-Production

# ... bringing real volume to Buddy





Lono is a smart home sprinkler control system soon to roll out in major US retail locations.

Telemetry from the Lono hubs is sent to Buddy where it is securely managed.

This data will be provided back to Lono + also made available for Lono to provide to partners such as retailers and public utilities.

## Customer Case Study – Lono



# Customer Case Study – Noveda Technologies



Noveda is a leader in real-time monitoring and verification services for energy and water optimization.

Noveda customers include utilities, commercial, retail, renewable systems users, industrial, government and educational institutions world-wide.

Noveda uses Buddy to manage and secure data from customers including PSE&G (one of the largest utilities in the New York/New Jersey area) and Newark, NJ public schools.

Connexion Media (ASX:CXZ) is a technology company specialising in software apps and services for the web connected car, mobile device and connected consumer electronics markets.

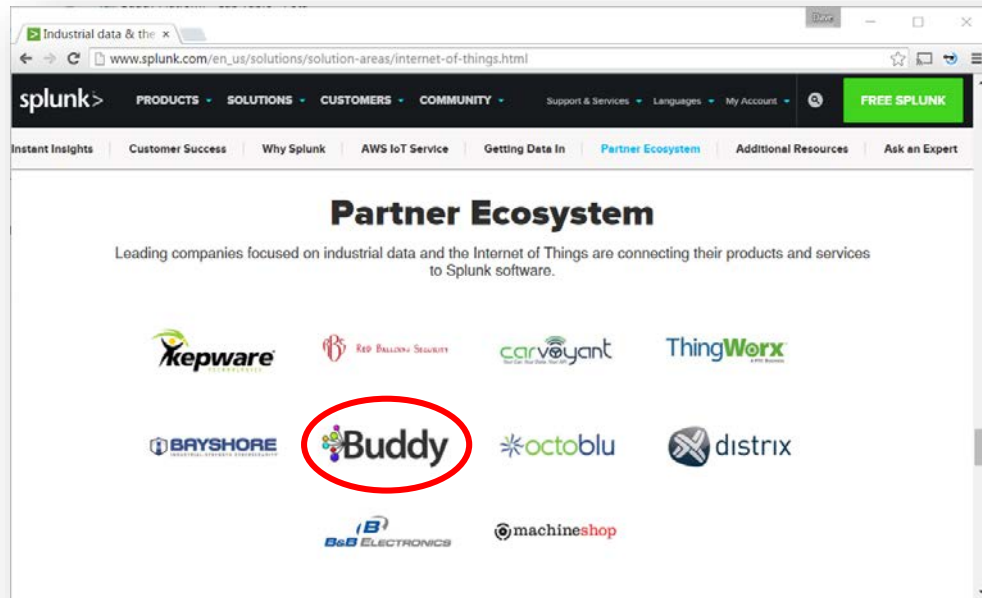
Flex is being deployed with a major US automaker, WEX Australia and others.

Telemetry from Connexion's Flex product(s) received by Buddy, then multiplexed out to Connexion to unlock greater value in areas such as data analytics and reporting.

## Customer Case Study – Connexion



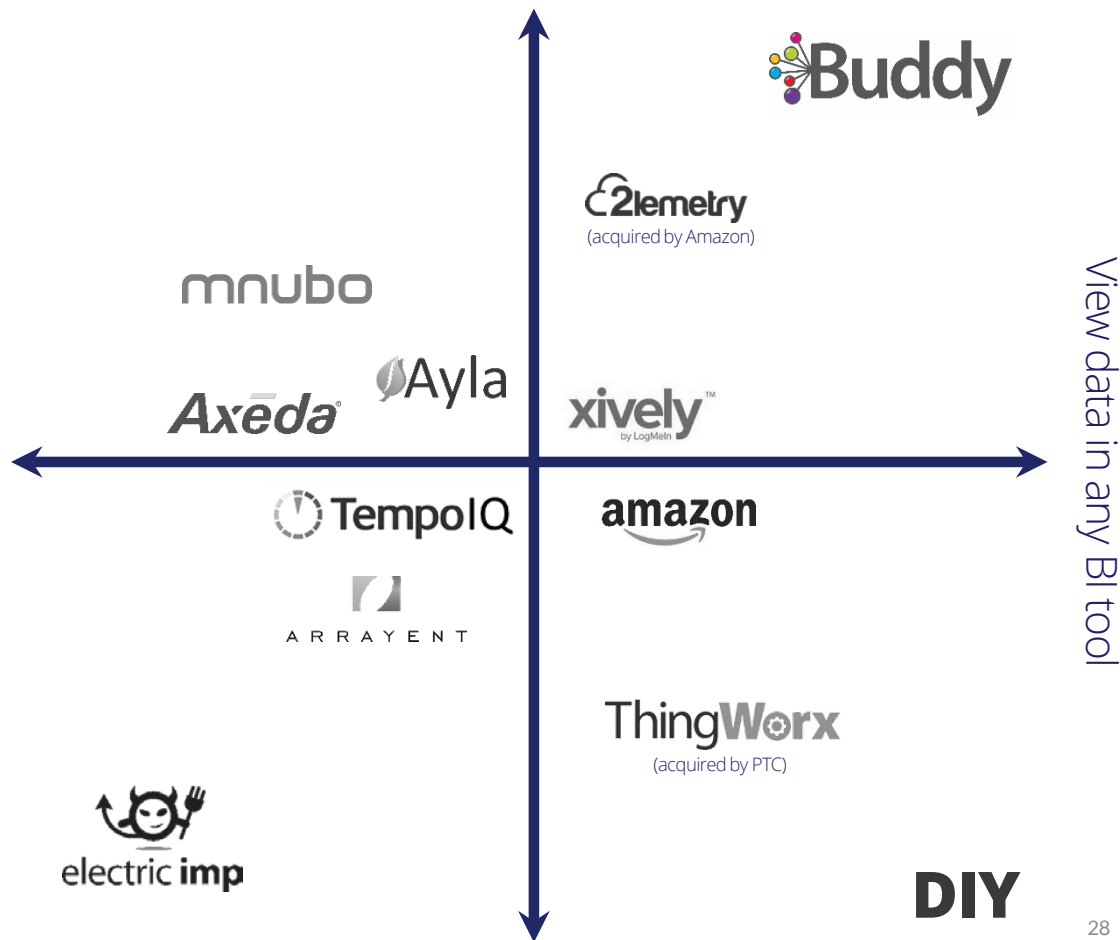
Partnerships  
are integral to  
Buddy sales  
strategy.



Splunk (NASDAQ: SPLK) is a US\$7.4B company that makes "big data" usable.

# Competitive Landscape

Fast & lightweight implementation (add to any device)



# Buddy Platform, Inc.

## Top 20 Holders

1	David McLauchlan	23.17%
2	Jeffrey MacDuff	15.45%
3	A2 Partners	6.04%
4	Transmedia Capital	3.57%
5	Acequia Capital	3.40%
6	Lindsay Cooper	3.53%
7	Edgewood Partners, LLC	2.58%
8	James Mattox	2.28%
9	Jeffrey and Helen Mattox	2.27%
10	Bradley Serbus	2.22%
11	Farmer Family Trust	1.91%
12	Ed Jenne	1.77%
13	Al Griffin	1.77%
14	LSAF Holdings Pty Ltd	1.72%
15	Kuohuang Yeh & Yushin Tu	1.54%
16	Ginsburg Family Trust	1.49%
17	Peter Johnson	1.47%
18	Grant Felgenhauer	1.43%
19	William F. Kartoian	1.38%
20	The Leonard S. Eber Living Trust	1.31%

	Shares	Options	Performance Shares	Performance Rights
Current	121,394,894	48,220,948	Nil	Nil
Consideration Securities	500,000,000	2,807,715	100,000,000	32,270,858
Prospectus Offer Shares	100,000,000			
SPP Offer Shares	25,000,000	Nil	Nil	Nil
Capital Raising Options	Nil	40,000,000	Nil	Nil
Transaction Options	Nil	12,500,000	Nil	
<b>TOTAL</b>	<b>746,394,894</b>	<b>103,528,663</b>	<b>100,000,000</b>	<b>32,270,858</b>

# Pro Forma Capital Structure

# Performance Shares Milestones

- 1) one third of the performance shares shall convert upon the company logging 20,000,000 total discrete connections to any Buddy server or service (interactions) by any approved network connected hardware or software application (device) per day for no less than 3 consecutive weeks within a period of 24 months from the date of completion of the capital raising; and
- 2) one third of the performance shares shall convert upon the total number of devices creating an interaction with a Buddy application that it has not previously interacted with (new connection) exceeding 500,000 per week for no less than three (3) consecutive weeks within a period of 24 months from the date of completion of the capital raising; and
- 3) one third of the performance shares upon the company satisfying the following milestones within a period of 36 months from the date of completion of the capital raising:
  - a) total daily device interactions with the Buddy Platform exceed 50,000,000 per day for no less than 3 consecutive weeks; and
  - b) total number of devices creating new connections to Buddy exceeding 1,000,000 per week for no less than 3 consecutive weeks.



FUNDS AVAILABLE	Minimum Subscription (\$7,500,000)	Percentage of Funds (%)	Maximum Subscription (\$10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer (\$12,500,000)	Percentage of Funds (%)
Existing cash reserves of the Company	\$1,460,000	16%	\$1,460,000	13%	\$1,460,000	10%
Funds raised from the Capital Raising	\$7,500,000	84%	\$10,000,000	87%	\$12,500,000	90%
Total	\$8,960,000	100%	\$11,460,000	100%	\$13,960,000	100%
ALLOCATION OF FUNDS	Minimum Subscription (\$7,500,000)	Percentage of Funds (%)	Maximum Subscription (\$10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer (\$12,500,000)	Percentage of Funds (%)
Engineering & Development	\$3,600,000	40.2%	\$4,500,000	39.3%	\$5,500,000	39.4%
Program Costs	\$650,000	7.3%	\$875,000	7.6%	\$1,100,000	7.9%
Hosting & Infrastructure	\$850,000	9.5%	\$950,000	8.3%	\$1,050,000	7.4%
Marketing	\$750,000	8.4%	\$1,000,000	8.7%	\$1,250,000	9.0%
Business Development & Sales	\$950,000	10.6%	\$1,175,000	10.3%	\$1,425,000	10.2%
Working Capital and Corporate Administration	\$1,575,000	17.6%	\$2,180,000	19.0%	\$2,660,000	19.1%
Expenses associated with the Acquisition	\$585,000	6.4%	\$780,000	6.8%	\$975,000	7.0%
TOTAL	\$8,960,000	100.0%	\$11,460,000	100.0%	\$13,960,000	100.0%

# Use of Funds

# Indicative Timetable

Event	Date
Dispatch of Notice of Meeting	8 October 2015
Lodgement of Prospectus with the ASIC	2 November 2015
Opening Date of the Book Build	2 November 2015
Closing Date of the Book Build	3 November 2015
DVP Settlement	6 November 2015
Closing Date of Capital Raising Prospectus Offer	9 November 2015
Meeting held to approve the Transaction	9 November 2015
Settlement of the Acquisition	20 November 2015
Dispatch of holding statements	23 November 2015
Re-compliance with Chapters 1 and 2 of the ASX Listing Rules	27 November 2015
Re-quotation of Shares (including Shares issued under the Capital Raising) on ASX	4 December 2015

# Headquarters located in Seattle, WA.

(opening an Australian engineering office in Adelaide,  
hiring has commenced)





The simplest way to make data from any connected device valuable.

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

[info@buddy.com](mailto:info@buddy.com)