ASX MARKET RELEASE

Buddy Platform and Ombitron Partner to Accelerate and Scale the Industrial Internet of Things + Major U.S. Carrier Renews

February 16, 2016 – Buddy Platform and Ombitron today announced coordinated efforts to assist enterprises in realizing the power and value of the Internet of Things (IoT). Connected devices and sensors, and the data they express, play an increasingly important role in business and industry, helping them gain real time insight into activities and processes. Until recently, capturing, processing and activating this remote data at scale has been difficult and expensive.

By utilizing Ombitron's multi-functional cellular gateways and Device Connectivity Management (DCM) Software, enterprises can easily and cost effectively connect and manage remote IoT machines. Buddy Platform's highly scalable processing environment can then integrate this IoT data with other data sets, to enable actionable business decision making. Combining Ombitron's end to end industrial IoT system with Buddy's cloud based IoT data platform provides a compelling solution for enterprises needing to launch IoT deployments quickly and cost effectively.

David McLauchlan, Buddy CEO, describes the complexities as follows: "When enterprises are launching IoT solutions, they typically struggle to find a cost effective way to connect, and more importantly, manage remote data inputs. Ombitron has developed a very effective and complete solution to make it easy for these remote machines to be incorporated into an enterprise IoT strategy. Bringing Ombitron's capabilities to the Buddy customer base will enhance the effectiveness of our customers' IoT deployments."

"Working with Buddy Platform to accelerate the adoption of the IoT is going to bring big benefits to our mutual customers", said H. Paul Hammann, Ombitron CEO and Founder. "Buddy's data processing environment is extremely robust and scalable. The integration of data into the environment and driving business results from the environment is simple and straightforward. Like Ombitron, Buddy is driven to remove the friction from IoT for enterprises".

Major Customer Renews
Buddy Platform is also pleased to provide an update that following re-negotiation of their deal with Buddy to facilitate additional service options, one of the company's substantial 2015 customers – a top 5 U.S. mobile carrier – is renewing their service plan for 2016. This customer is continuing to deploy Buddy in their commercial environment for a second year, and is currently driving in excess of seven million (7,000,000) transactions per day, approximately one third of Buddy's first performance milestone of twenty million (20,000,000) transactions per day. Notably, this figure continues to rise with continued new device deployments.

About Buddy
Buddy Platform Limited ([BUD.ASX](#)) provides one of the world's first data aggregation and management platforms for the IoT and connected devices. Buddy advances the Quantified Economy by providing the critical infrastructure by which businesses and organizations can, in real time, access and analyze the data generated by connected devices, and unlock the economic opportunities delivered by this data. Buddy Platform users represent a wide variety of industries, including airlines, agriculture, automotive, consumer electronics, robotics, software development, telecommunications, and transportation. Buddy is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit http://www.buddy.com.

About Ombitron
Ombitron is an end-to-end platform built specifically to accelerate the Industrial Internet of Things (IoT). Ombitron's industry- leading Device Connectivity Management (DCM) software optimizes cellular connectivity to critical IoT hardware endpoints. DCM allows customers to remotely monitor and control machines and sensors, maximizing revenues and decreasing costs dramatically. Combining DCM with the multi-functional, value- based Ombitron hardware portfolio and multiple data network options provides a complete set of IoT connectivity tools to the enterprise. Ombitron allows customers to reduce IoT deployments from 18 months to 18 days, and capture value from remote enterprise data quickly and cost-effectively. Ombitron was founded in 2013 and is headquartered in Seattle, Washington. Learn more at http://www.ombitron.com/.

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