ASX MARKET RELEASE

Buddy Announces Launch of Buddy Parse Beta Program

September 6, 2016 – Adelaide, Australia
Buddy Platform Limited (ASX:BUD) today announced the public launch of the Company's Buddy Parse Beta Program, marking the first opportunity for developers globally to try out the new Buddy Parse product.

With today's announcement, developers around the world can visit http://parse.buddy.com and either create a new application backend using Parse powered by the Buddy Platform, or migrate their existing application off Facebook-hosted Parse and on to Buddy-hosted Parse.

Rather than just a hosted version of the Parse Server product, Buddy's beta release today heralds the release of what is believed to be the closest possible Parse implementation to the Facebook-hosted original. Buddy's engineering teams (led by the Adelaide-based cloud engineering team) have substantantially built upon the open source product, to offer scalability, stability and functionality not found in any hosted Parse Server offering.

"This truly is the offering that the world's top application developers seeking to migrate their Parse-powered applications have been looking for", said Habib Heydarian, Vice President of Product & Engineering at Buddy. "With this release, we're making available a very feature-rich product, while looking forward to working with application developers to continue rolling out the remaining functionality that will see Buddy Parse achieve full technical parity with Facebook's Parse product in the coming months".

Parse was originally acquired by Facebook in April 2013, and grew in popularity to power over 1.1 million applications on mobile platforms such as iOS and Android, desktop platforms and embedded platforms such as Arduino and Raspberry Pi. Earlier this year in January, Facebook announced plans to shut down Parse (in January 2017) and made available an open source "mini-version" of Parse called Parse Server. The intent was for developers to use this product in lieu of the Facebook-hosted version of Parse that was being shut down.

However, the reason developers used Parse to build out their applications was because they simply didn't want to take responsibility for building and maintaining their application's back end infrastructure. Further, while Parse Server was well received by developers of small-scale applications, it wasn't designed to meet the needs of high-volume, globally deployed mobile applications with millions of users and tens of millions of push notifications sent regularly.

In April 2016, Buddy announced that the Company was collaborating with Facebook to step in and provide a migration path for customers by deploying a high-volume, high scalability instance of the Parse Server product on the Buddy Platform. In various updates and webinars, the Company has further updated shareholders that the timing of the first public release of the product would be prior to the end of the U.S. summer.

Buddy Parse has today been released as a "beta", meaning that certain features and functionality may not yet be available. The Company will also take care to monitor usage very carefully and work to manage new developer signups and migrations such that volume and usage is scaled up incrementally. This is an important phase of testing and proofing prior to the period of expected high demand, which is forecast to be November 2016 through January 2017.

Developers are invited to create their free accounts at http://parse.buddy.com and are now able to migrate their applications as they choose. Buddy will continue to provide updates to shareholders on the rollout of the Buddy Parse product through and beyond this important beta release stage.

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.

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