ASX MARKET RELEASE

Buddy Platform Passes Major Connected Device Transaction Milestone

- **Buddy Platform announces that the company is processing data at a rate exceeding one billion transactions per month**
- **The announcement demonstrates real progress toward meeting the performance milestones approved by shareholders in 2015**
- **New customer data streams fueling growth in traffic.**

July 10, 2016 – Seattle, Wash.

Buddy Platform Limited (ASX:BUD) today announced the achievement of a major traffic indicator, with the flow of data being processed by the Buddy Platform now exceeding one billion transactions per month from fleets of globally distributed network connected devices. The metric demonstrates significant progress against the company's performance milestones, with traffic through the system increasing at a growing rate.

"Passing a data processing rate of a billion transactions per month is a milestone we're very pleased to announce, but represents only the very beginning for us", said Habib Heydarian, VP of Product & Engineering at Buddy. "This milestone represents traffic growth of nearly 4x over only twenty seven weeks since we relisted on the ASX as Buddy".

The primary sources of this rapid growth have been both new customers and existing customers who have increased their traffic flow through the platform. These include data from US & European retail locations, smart electricity, water and gas meters, gaming platforms with substantial usage in China and South-East Asia, mobile cellular devices and smart home products including alarm and lighting products.

As new customers continue to progress through the pipeline, and their device and system "telemetry" data are connected to Buddy's IoT Data Graph, the company expects to pass additional milestones in coming months, including the first milestone that will trigger the conversion of the company's performance shares as approved by shareholders. This milestone will be reached when twenty million (20,000,000) total discrete connections are logged to any Buddy server or service by any approved network connected hardware or software application per day for no less than three consecutive weeks.

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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