



# ASX MARKET RELEASE

## Nestlé Announced as Buddy Ohm Customer in Joint Address with Digicel at Mobile World Congress

### SUMMARY

- In a Mobile World Congress (MWC) address today, Buddy and mobile operator Digicel announced Swiss food conglomerate Nestlé as amongst their newest Buddy Ohm customers
- Nestlé Jamaica deployed the Ohm by Digicel system in their primary Kingston facility, a combination office and factory
- Following a successful first deployment, Nestlé has now expanded upon their initial installation, and is expected to deploy further systems in the region
- By identifying energy consumption inefficiencies, Nestlé has reduced their energy costs by deploying Ohm by Digicel; the company now plans to introduce the Ohm View Dashboard for team-wide visibility
- MWC address raised awareness of the opportunity mobile operators have to drive IoT revenue growth through distribution and resale of the Buddy Ohm solution.

### 27 February, 2018 – Barcelona, Spain

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today joined Caribbean and Central American mobile operator, Digicel, to announce European food & beverage giant Nestlé as a Buddy Ohm customer. Nestlé is the largest food company in the world, ranking no. 64 on the Fortune Global 500 in 2017, with US\$98.8 billion in revenues last year. Nestlé has 447 factories, operates in 194 countries and employs approximately 339,000 staff.

In a Smart Cities presentation at MWC, the world's largest trade show for mobile operators, Buddy and Digicel co-hosted a presentation aimed at broadening the awareness of Buddy Ohm as a vehicle for mobile operator network monetisation in smart cities. At a show where major mobile operators are looking for solutions to sell on top of their regional or national telecommunications networks, Buddy Ohm is a self-contained solution those operators can resell and distribute through their existing SMB and enterprise sales channels.

Buddy Platform CEO, David McLauchlan was joined on stage by Digicel Head of IoT Business Development (Central America, Latin America), Bryan Kane as they talked attendees through the benefits of the Buddy Ohm product (sold as "Ohm by Digicel" in the Caribbean and Central American markets), but especially the benefits of reselling or distributing the product

for mobile operators. Digicel has emerged as a leader amongst their peers in offering the Ohm by Digicel solution, which has particular application in markets like the Caribbean where energy costs are very high.

Nestlé is a perfect customer case study for both Buddy and Digicel, and their roll-out has demonstrated the considerable potential for deployment site growth within a given customer, both regionally and internationally. Energy savings have become so important at Nestlé that participation in energy management is now required under their corporate Nestlé Behaviours program and in fact the quantum of their savings is confidential and considered a competitive advantage.

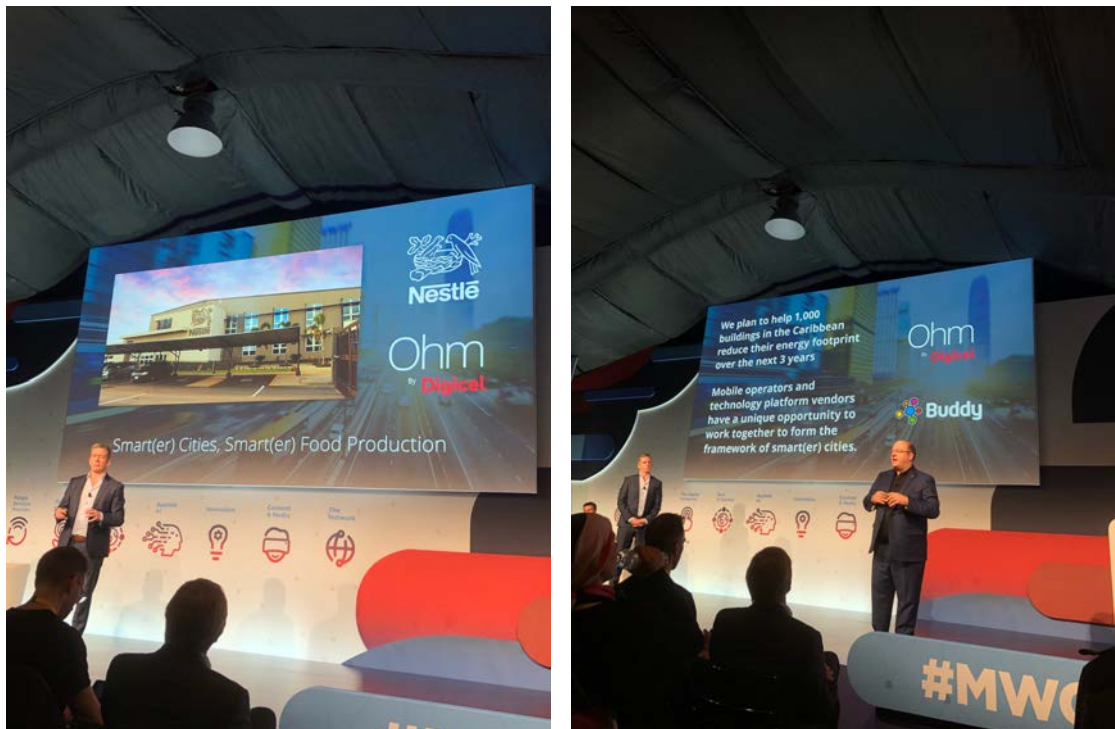


Fig 1: Bryan Kane (Digicel) and David McLauchlan (Buddy) announce Nestle as a customer at MWC 2018 in Barcelona, Spain today.

“We’re thrilled to be helping Nestlé meet their corporate energy savings goals, and welcome the opportunity to service additional sites in their property portfolio”, said David McLauchlan, CEO of Buddy Platform. “Nestlé chose the Ohm by Digicel solution because it was easy to install, had an easy to understand interface and it provided them with quality and timely information. It provides the ability to zero in on where the highest consumption is and take steps to intervene effectively and efficiently”.

Digicel’s Bryan Kane said, “Customers like Nestlé are the foundation of our enterprise business, and we need to keep innovating to ensure we’re delivering the very best products and services. We look forward to growing our IoT business relationship with them with additional deployments of the Ohm by Digicel solution”.

Mobile World Congress runs 26 February through 1 March 2018 and is core to Buddy’s global mobile operator outreach. Buddy has a booth at the Choose Washington display (hosted by the US State of Washington’s Department of Commerce) as well as a high-profile display in the Ingram Micro Global booth at the event.

## About Buddy

Buddy Platform Limited ([BUD.ASX](http://BUD.ASX)) provides highly scalable Internet of Things data aggregation and management infrastructure by way of three unique offerings – Buddy Cloud, Buddy Ohm and Parse on Buddy. The Buddy Cloud offers smart city providers a globally scalable data ingestment and management platform. Buddy Ohm, a complete and low cost solution for facility resource monitoring and verification, connects systems that were never designed to work together, while turning energy savings into a strategic asset. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world's most popular BaaS technology. Buddy Platform is headquartered in Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit [www.buddy.com](http://www.buddy.com).

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