



# ASX MARKET RELEASE

## Buddy Lands Largest Distribution Deal to Date With Ingram Micro Canada

### SUMMARY

- Buddy has secured its largest distribution deal to date, having executed a nationwide resale and distribution agreement with Ingram Micro Canada, part of the world's largest distributor of technology products
- Agreement will give Buddy access to Ingram Micro's national network of resellers
- Inventory will be held by Ingram Micro Canada to fulfil orders received via Canadian mobile operator SaskTel
- Ingram Micro's bundled pricing structure expected to help drive up to four times more revenue per installation than prior reseller agreements, with sales expected to commence in Q3 FY18
- Agreement is comparable in scope to the Caribbean/Central American market and is expected to generate more than A\$20m in revenue over three years for Buddy.

### 20 October 2017 – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announced the execution of a three-year reseller and distribution agreement between the Company and the Canadian arm of one of the world's largest distributor of technology products, Ingram Micro Inc. This deal provides nationwide distribution for Buddy Ohm through the broadest possible channels, across the entire nation of Canada.

NYSE-listed Ingram Micro Inc. globally distributes products from over 1,700 suppliers including Apple, Cisco, Google, HP, IBM, Microsoft, Samsung and others, and in doing so, serves over 200,000 resellers in approximately 160 countries around the world. Ingram Micro Canada's agreement to distribute Buddy Ohm represents their latest IoT and smart cities product to be offered in the Canadian market.

Ingram Micro Canada will offer Buddy Ohm through a series of fixed price bundles, which Buddy management expects to yield up to 4x revenue per facility than any previous deal. Further, if this distribution relationship and region performs comparatively to the Caribbean and Central American market, it is expected to yield more than A\$20m in revenue over three years to the Company.

“There is one partner that the world’s leading technology companies choose above all others to distribute and resell their products in the Canadian market, and that’s Ingram Micro Canada”, said David McLauchlan, CEO of Buddy Platform Limited. “We couldn’t be more proud that Ingram Micro Canada sought us out for our innovative Buddy Ohm product, and look forward to working with the very best possible partner to take us into the massive Canadian market”.

Canada is an energy conscious nation, and one where energy costs are increasing, making this an attractive market for Buddy Ohm to enter. Ingram Micro Canada is wasting no time bringing Buddy Ohm to market, holding and managing inventory to help speed up installation for existing referral partners like mobile operator SaskTel. Other resellers across the Canadian market are expected to follow a similar model.

First sales are expected as a result of this deal in Q3 of FY18.

### **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 Seattle, Washington, with offices in Adelaide, Australia.

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

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