



# ASX MARKET RELEASE

## LIFX Receives A\$700k in EU/UK Orders for LIFX White Smart Lights; European TV Campaign Launches

### SUMMARY

- LIFX has received purchase orders to support the initial stocking requirements for LIFX White in Europe totalling nearly A\$700k
- This is the single largest order for the European market that the Company has ever received, and further supports the growth goals management has for Europe in 2020
- This order will provide initial stock for the U.K., Italy, France, Germany and Spain, is expected to be replenished with subsequent orders in due course, and is incremental to orders regularly received for the Company's remaining range of lights by European retailers
- LIFX lights to be featured in first ever European television ad campaign by Google and Tink.de starting this week.

### 22 March 2020 - Dublin, Ireland

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce that it has received its largest European order for smart lights to date, with nearly A\$700k in purchase orders received for the Company's new LIFX White Smart lights. This order for LIFX White smart lights supplements the previously announced A\$3.8m order for the U.S. market (refer to the ASX announcement dated 31 March 2020), and upon delivery, will provide retail partners with sufficient initial stock to commence sales in the region.

While the first of the "Eight Goals for 2020" (refer to the Investor Webinar dated 12 May 2020), was to "grow scale via a low-cost, high quality entry point light" (which the Company is on track to achieve), the fifth goal was to "Rapidly (and profitably) expand in Europe, the Middle East and Africa". The deployment of LIFX's new low-cost entry point light into the Company's fastest growing market with this order is a meaningful and very important milestone towards achieving that goal.

As with the initial stocking order for the U.S. market, the purchase order terms are commercially standard for orders of this nature and no additional retailer deductions or accruals will apply.

### TV Campaign in Germany

This weekend, the Company will further accelerate its business in Germany with our first European TV advertisement. This TV campaign, made in partnership with (and funded by) Google

and online retailer, Tink.de, will hit the airwaves starting Friday evening. The commitment to feature LIFX in the television spot was accompanied by an initial order of LIFX lights, with further replenishment orders expected should the advertising campaign perform well.

For and on behalf of Buddy Technologies Limited,



**David P. McLauchlan**  
Chief Executive Officer  
Buddy Technologies Limited.

## About Buddy

Buddy Technologies Limited (BUD.ASX) helps customers of any size “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business. **Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Melbourne (AU), Seattle (US), Dublin (IE), Shenzhen (CN) and Silicon Valley (US).

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

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