



# ASX MARKET RELEASE

## LIFX Switch Achieves Australian Regulatory Certification; US Pre-sales Launch

### SUMMARY

- LIFX Switch has just passed the certification phase for the Australian market
- Following Cyber Monday LIFX Switch + 100mm Downlight bundles selling well in Australia, Buddy will accelerate the availability of LIFX Switch in the U.S. market by two quarters
- U.S. pre-sales for LIFX Switch will now launch on 16 December 2019
- Further details provided on the company update of 11 September 2019.

### 10 December 2019 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce that LIFX Switch has just achieved AS/NZS 60669 and RCM (EMC compliance) certification for operation and sale in the Australian market. This is the final hardware step required before the product can be sold broadly.



Figure 1. The Cyber Monday Switch Pro Bundle (A\$999) that was offered in Australia

The Company decided to follow up the pre-sales launch of LIFX Switch in Australia with a Cyber Monday pair of bundles. The Switch Pro Bundle contained two LIFX Switch units and ten 100mm Downlights for A\$999. The Switch Basic Bundle, at A\$449, contained one LIFX Switch and four 100mm Downlights. LIFX Switch sales - both individually and bundled - exceeded expectations, and holiday weekend sales demonstrated both the market interest in LIFX Switch and the value in pairing the LIFX Switch with lights commonly sold in larger numbers (as is the case with the 100mm Downlight).

With this data in hand, the Company has decided to accelerate the retail availability of LIFX Switch in the U.S. market, bringing the release forward from Q3 CY2020 to Q1 CY2020. Accordingly, U.S. pre-sales for LIFX Switch will now launch on Monday 16 December 2019, with delivery to customers in the February 2020 timeframe.

### **Business Update**

On 11 September 2019 the Company provided a business update with respect to certain matters (refer to the ASX Announcement on 11 September 2019) and provides a further update on one of these matters.

The Company previously advised that it was in negotiations with an Asian telecommunications company in respect to the distribution of Buddy Ohm and is pleased to advise that negotiations have progressed, the opportunity spans both consumer and commercial sides of the business and Buddy management was onsite in Asia last week to further advance this opportunity. The parties are presently working towards the finalisation of a Technology Partnership Agreement which is anticipated to include statements of work in respect to the Buddy Ohm product and engagement of the Buddy Commercial team's digital transformation solution development and ongoing operation management. The proposed arrangement remains subject to the completion of negotiations and execution of formal documents and the Company will provide shareholders with an update in respect to the progress of this arrangement by way of further ASX announcements.

The Company wishes to advise that the remaining matters disclosed on 11 September 2019 continue to be in progress and the Company will also provide shareholders with updates in respect to the progress of these arrangements by way of further ASX announcements.

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), 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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