



# ASX MARKET RELEASE

## LIFX Launches New Smart Light with U.S. Retail Partners Amazon; Best Buy

### SUMMARY

- LIFX will launch sales of its new low-cost white smart light, the LIFX White, at Amazon (NASDAQ:AMZN) and Best Buy (NYSE:BBY) in the United States on Monday
- LIFX White is a new low cost product, and forms a significant strategic component of the Company's "Big Eight Goals" for 2020
- LIFX White is launching exclusively as a stand-alone light with retail partner Amazon and LIFX.com, while it is launching exclusively in a two-pack configuration with retail partner Best Buy
- The launch of this new product reinforces the Company's relationship with these large retailers which sought a smart light product that could be sold in large scale quantities but that was priced for affordability and whole-home deployments.

### 24 July 2020 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce the launch of LIFX White - the Company's first large scale, premium grade, low-cost smart light targeted at consumers looking to take their first steps with smart home technology.

LIFX White forms a significant component of the Company's "Big Eight Goals" for 2020 (refer to the Investor Webinar dated 12 May 2020) and includes all the connectivity and features of the Company's existing smart lighting portfolio in a low-cost, long lifespan product. Further details on the product are available at <http://lifx.com>.

Through a process of re-engineering and cooperation with leading retail partners, LIFX has developed LIFX White to be profitable for the Company even at a sub-US\$10 price point.

On a confirmed & contracted orders basis, LIFX White is already the top-selling light in the LIFX portfolio for 2020, and the Company anticipates this fact becoming even more pronounced when European sales commence later this quarter. Other territories to follow include Australia/New Zealand, Asia, the Middle East, Canada, Mexico and South America. As additional markets are added to the distribution list for this product, the Company will advise the market 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), 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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