



# ASX MARKET RELEASE

## Appointment of Non-Executive Director

### **15 December 2020 - 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 the appointment to its Board of Mr. Alan Sparks.

Mr. Sparks is an accomplished senior executive with over 40 years' experience in distribution, retail and technology with a proven track record of growing businesses and improving their efficiency. Mr. Sparks is a member of the South African Institute of Chartered Accountants and a Graduate of the Australian Institute of Company Directors.

Mr. Sparks has 20 years of leadership experience in APAC, ANZ and Africa, leading growth of businesses across these markets for global brands.

Mr. Sparks career highlights include having served as CEO - Cellnet Group Ltd (ASX:CLT), Vice President - Belkin Asia Pacific based in Hong Kong, President APAC - Carrier Corporation AsiaPac, and Senior Vice President - Philips Consumer Electronics - APAC, based in Singapore.

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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Buddy Technologies Contact:  
Vicky Allinson, Company Secretary  
Email: [cosec@buddy.com](mailto:cosec@buddy.com)

Buddy Technologies Limited  
Level 3, 12 Pirie Street  
Adelaide, SA 5000  
AUSTRALIA

