



# ASX MARKET RELEASE

## LIFX Sees Record One-Day Sales, Amazon Prime Day Deal Sells Out

### SUMMARY

- Amazon's Prime Day Event has concluded, with the Echo Dot + LIFX White bundle deal selling out at the end of day one in the U.S., U.K., Italy, Germany, France, Spain, Mexico and Canada
- The Amazon Echo Dot + LIFX White deal was frequently listed as the #1 best selling Amazon Prime Day deal in the U.S., with an hourly average sales rate peaking at nearly 4 bundles sold per second
- Across the various regions that the Prime Day event was held, well over 300,000 LIFX White smart lights were sold in a single day, setting a new record for the Company
- In a press release issued to summarise the Prime Day sales event, Amazon has today confirmed that the Echo Dot was the most popular item purchased on Prime Day globally.

### 16 October 2020 - Adelaide, Australia

Buddy Technologies Limited ("Company") (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is delighted to share that following the conclusion of the Amazon.com, Inc. ("Amazon") (NASDAQ:AMZN) annual sales event, Amazon Prime Day, LIFX has set a new record number of lights sold in a single day. After selling out of Amazon Echo Dot + LIFX White bundles by the end of day one, the Company set a new single day record of well over 300,000 LIFX White lights sold.

This result follows the pairing by Amazon of the LIFX White product with their Echo Dot device (refer to ASX announcements on 13 & 14 October 2020) to form a bundle deal for Prime Day. Throughout the course of the day while stocks were available, the Echo Dot + LIFX White bundle was consistently observed atop the best sellers list, only occasionally dropping to #2. Given the thousands of deals that were available, this was a remarkable achievement.

In a press release issued overnight by Amazon, it was noted that Prime Day 2020 marked the two biggest days ever for small & medium businesses in Amazon's stores worldwide. Furthermore, Amazon called out the Echo Dot as the most popular item purchased on Prime Day globally.

"This year, Amazon put forward an incredibly generous set of offers involving our smart lights", said David McLauchlan, CEO of Buddy Technologies (parent of LIFX). "In particular, the Amazon Echo Dot and LIFX White combination bundle for US\$18.99 was a standout, and it is no surprise that Amazon named the Echo Dot as the most popular item purchased on Prime Day across all global regions. We're now seeing very large upticks in new light registrations online, new accounts being created and commands coming to our cloud platform from Alexa devices."



Figure 1. Amazon's Echo Dot + LIFX White Prime Day deal - at \$18.99 - helped drive Echo Dot to be the most purchased item in the world during Prime Day.

Traffic to LIFX.com, LIFX.com.au and other Company sites was up markedly, with customers coming to buy additional lights, and it is expected that this uplift will continue over the coming days and weeks as units purchased during Prime Day will gradually be delivered worldwide.

While all lights involved in the Prime Day bundle deal were pre-sold to Amazon and positioned at Amazon fulfilment centres around the world, the Company does anticipate replenishment orders to continue to flow as in the ordinary course of business. Notwithstanding this, the impressive results of Amazon Prime Day 2020 affirms the online retailer as LIFX's largest customer by unit volume and dollar value ordered.

For and on behalf of Buddy Technologies Limited,

A handwritten signature in blue ink, appearing to read 'David P. McLauchlan', written in a cursive style.

**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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