Device Data Delivered

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David McLauchlan, CEO

11+ years business development @ Microsoft
Chair, MTP (iPhone connectivity protocol) – USB-IF
Chair, PDC (HP Printer connector) – CEA
Technical Contributor – WiFi, IEEE PWG, Bluetooth, USB
Recipient, Technology Achievement Award - CEA
Founder, TVinteract (sold March 2014)
3 patents

Technical Advisor, Bill & Melinda Gates Foundation

Habib Heydarian, VP Product/Engineering

15+ years product development @ Microsoft
(.NET Platform, Visual Studio, Robotics)
Co-Founder, Lightyear Robotics (Robotic photographer)
Founder, Perch (Remote house tours using UAVs)
Technical Contributor, IntelliTrace software data recorder
4 patents

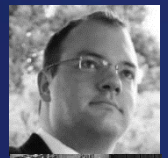
Microsoft Ventures

crestlight

Transmedia Capital

afsquare

Board of Directors



David McLauchlan

CEO – Buddy Platform, Inc.; 11 years @ Microsoft Corporation;
Technical Advisor - Bill & Melinda Gates Foundation.

Jeff MacDuff

VP, Mobile Products – Inrix (world's largest provider of traffic data);
13 years @ Microsoft Corporation; Mentor – TechStars.

Alex Gounares

CEO – Concurix; ex CTO & EVP @ AOL;
ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.

Wendy Gannon

Partner & COO – A2 Partners Pte Ltd; COO – Vadaro Corporation
ex-VMWare, Motorola, Oracle, IBM.

Rick Borenstein

Chairman – Sequoia Partners, Inc.;
Silicon Valley investor and VC fund LP.

Board of Advisors

Ron Spector

Managing Director – Circini Partners; Venture Partner – Acumen Ventures; ex Investment Director @ Macquarie Venture Capital.

Jessica Michaels

Founder – Bread'n'Butter Digital; U.S. Portfolio Manager, Australian Fund; ex Senior Partner, GroupM; ex MEC; ex Wunderman.

Rick Borenstein

Chairman – Sequoia Partners, Inc.;
Silicon Valley investor and VC fund LP.

Charlie Kindel

Director of Product, Alexa & Echo – Amazon.com;
ex GM, Windows Phone @ Microsoft (21+ years).

Parag Garg

VP Engineering & Product (CTO), Connected Solutions @ Sears;
ex Executive Tech Advisor to Paul Allen; ex Architect, Amazon Fire TV.

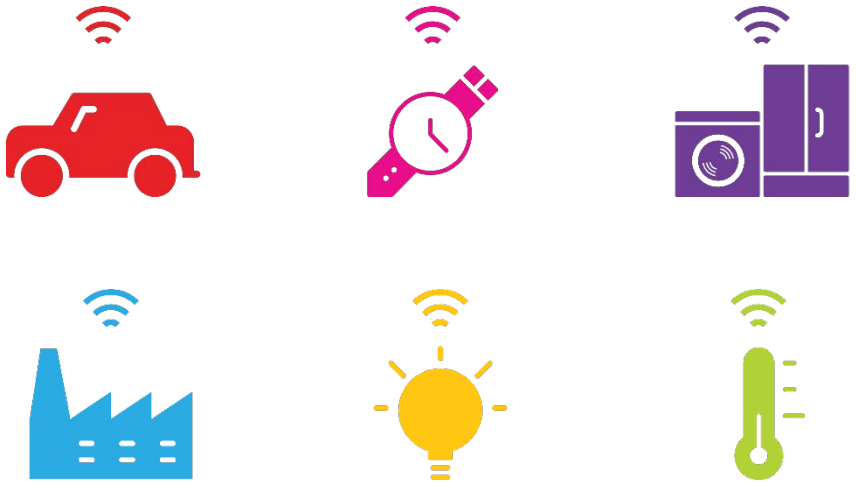
50+ billion connected things in 2020.

That's 50+ PB of data generated per day.

Much of it coming from cars, smart homes, wearables and appliances.

http://www.dhl.com/content/dam/Local_Images/g0/New_aboutus/innovation/DHLTrendReport_Internet_of_things.pdf

But, the people who built your dishwasher are probably not “big data” experts.

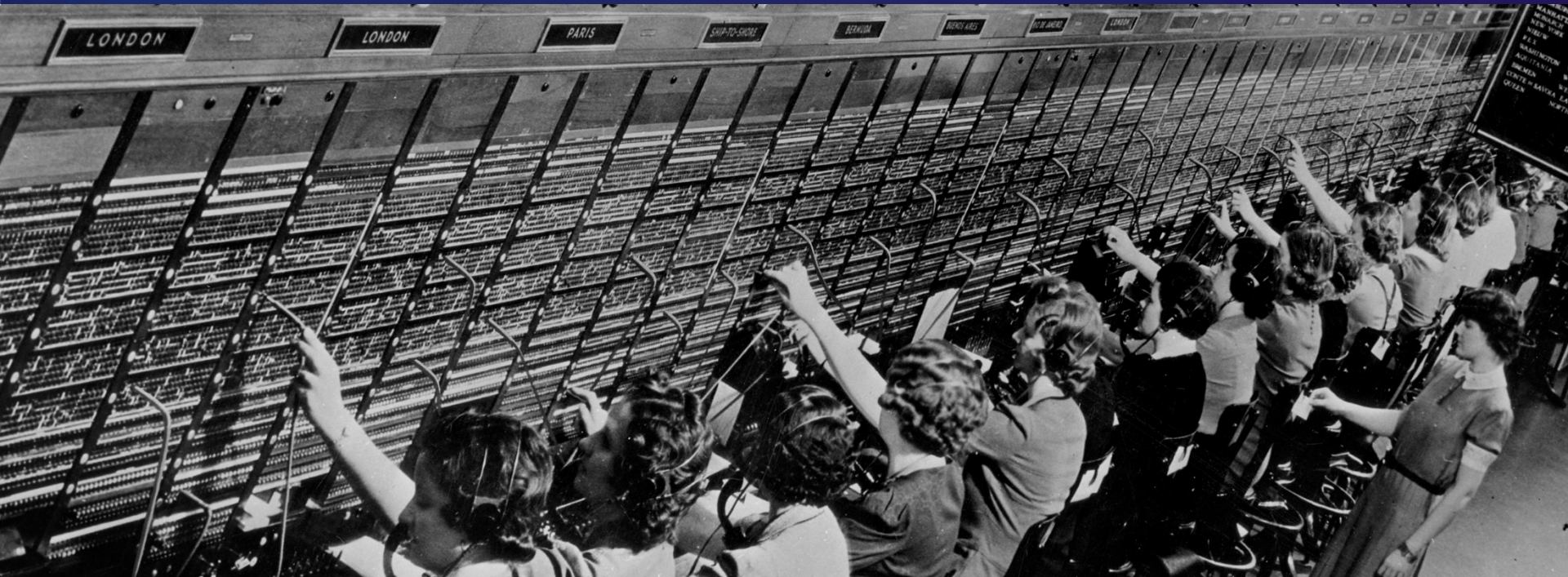


These companies are not equipped to manage, secure, access or get value from this amount or type of data.

They may have never run externally facing IT infrastructure.

And for most – hiring developers to build & maintain a bespoke solution is just not feasible.

Companies need to send their IoT device data through an “exchange” to connect it with any number of systems that can make use of it.



Introducing Buddy.

We take raw device & sensor data and push it into the world's most deployed BI & analysis tools, keeping it secure while making it useful and valuable.

salesforce

SAP

splunk>

zendesk

+ableau

M2M Systems

cloudera

Without hiring people who speak this…

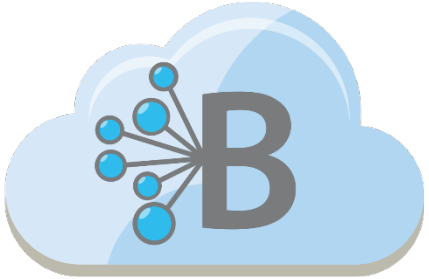
…any organization can ask questions of their device or sensor data.

And get answers in real-time.

Securely & privately.

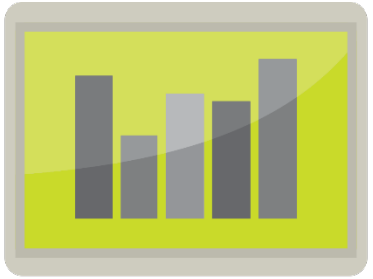
(and it isn't just device manufacturers that need Buddy – any organization that deploys devices that generate data like kiosks, mobile apps, barcode readers, cash registers, entertainment systems, appliances, medical devices, factory equipment, auto OEMs, etc… we can service)

Any connected device. Just three steps.



BuddyAPI

BuddyVault



BuddyView

Devices stream telemetry to our cloud hosted endpoints...


```
{ "id": "efb62577a8a34f9a83938d649d8abc4b", "info":
"$$354898040645409,4002,2014/10/25,12:40:30,-
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,15,1,0,95.3##$$354898040645409,4002,2014/10/25,12:50:
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34.86848,138.68579,84.8,0,0,0,0,0.0,8,0.9,342,0.0,13.0
,15,1,0,95.3##$$354898040645409,4002,2014/10/25,13:00:
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"efb62577a8a34f9a83938d649d8abc4b" }
```


(this is an example telemetry stream inbound to Buddy from a connector like the example to the right)

BuddyAPI

(this OBD-II connector is an example of a device that can pull data from a vehicle and upload it to Buddy)

BuddyVault

We “sandbox” customer data in their choice of the US, EU, China or Australia (soon Brazil).

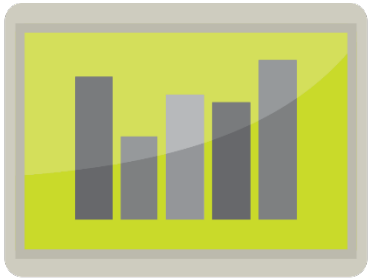
(“sandbox” means we keep each customer’s data separate and secure – customers choose us because we’re not reselling their proprietary data, nor using it to sell ads or other services)

And through “APIs”, we answer questions that customers have of their data.

Example: “How many DeLorean cars in NYC have their air conditioning turned on right now?”

https://api-us.buddyplatform.com/dashboards/bbbbbc.qPbbvGdxGdHp/55b1881c4e76cf0f5cbd8c01?reset=true

(this is an “API” – application programming interface – now go ahead and open in Firefox or Chrome, since it is a live link)



BuddyView

Plug those APIs into “control room” style dashboards.

No developers nor BI tools needed.

Click on the image for a live demonstration (example only)

cloudera

salesforce

Microsoft Dynamics

DOMO

tableau

splunk>

Or, use Buddy integrations with BI tools to allow teams to make business decisions with live device data.

Even better – natively integrate into an M2M system or plug into a “big data” system for deeper analytics.

How Buddy drives revenue.

Data In (to Buddy)

Monthly access fee
Storage per TB.

(starts at $1,000/mo + $150/TB for storage)

Data Out (to customer)

Visualizations & dashboards

Business tool integrations

M2M transactions

Hadoop/big data bulk exports

(BI integrations & dashboards start at $1,500/mo per seat; bulk data exports start at $5,000/mo)

On-Premise

Setup fee + recurring maintenance fee.

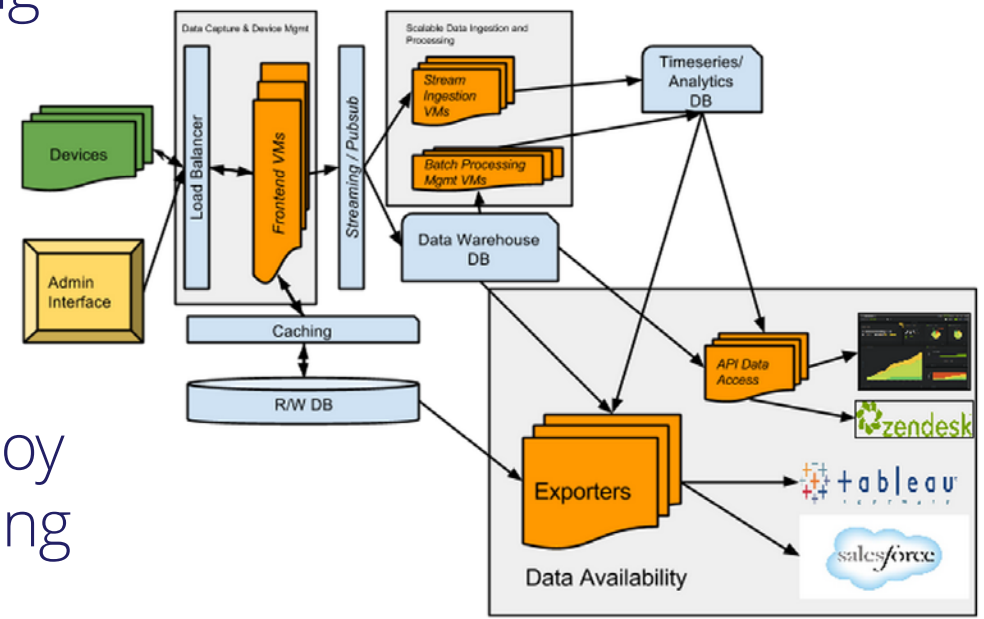
(starts at $250,000 + $50,000/mo)

Runs side-by-side with existing systems. Or use Buddy as the primary data backend.

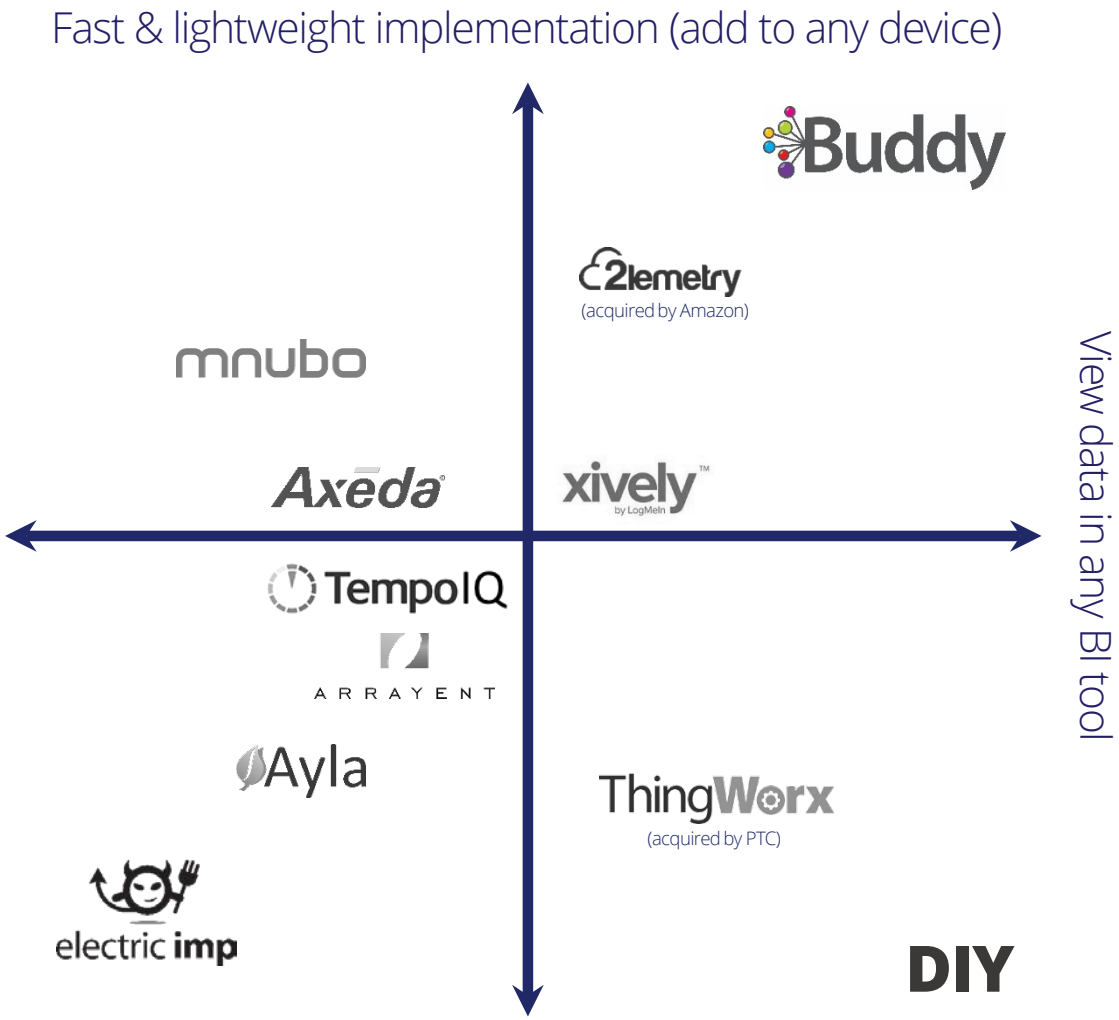
Buddy can be added to existing devices by firmware update.

Existing systems (legacy or custom) can remain in place.

Organizations can trial or deploy Buddy without removing existing infrastructure.



Competitive Landscape



One of the top 5 U.S. mobile carriers uses Buddy to collect telemetry via software pre-installed on smartphones.

Customer interaction with their devices generates data that is protected, managed & processed by Buddy.

Buddy integrates this data directly into the carrier's billing systems, where it is used to calculate monthly bills & discounts.

Customer Case Study – Top 5 U.S. mobile carrier

(for many customers, using Buddy in their data workflow is a strong competitive and/or security advantage, and so accordingly they ask us to keep the nature of their relationship with us confidential)

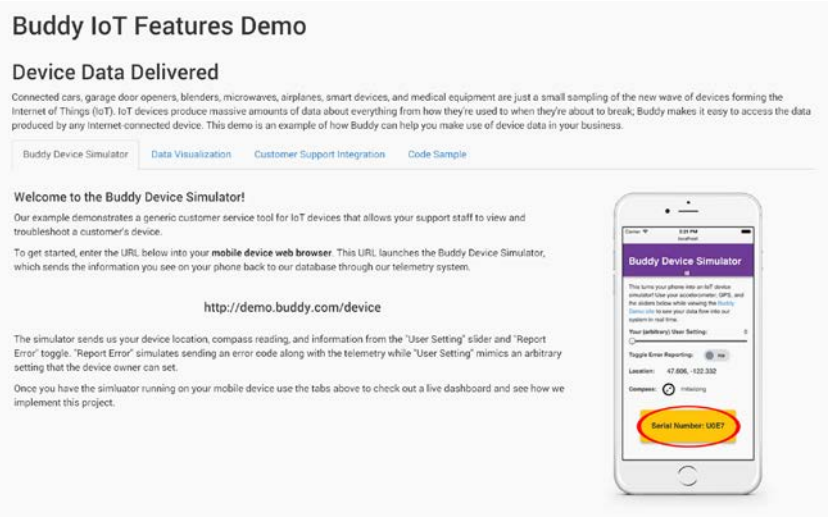
Pro Forma Capital Structure

Event	Shares	Performance Shares	Options
Current	121,394,894	-	48,220,948
Consideration to Buddy shareholders and option holders	500,000,000	100,000,000	804,041
Public offer	150,000,000	-	-
Capital Raising Options and Transaction Options	-	-	42,500,000
TOTAL	**771,394,894**	**100,000,000**	**91,524,989**

Indicative Timetable

Execute option agreement for the acquisition of Buddy	20 July 2015
Completion of first tranche payment	27 July 2015
Due diligence completed and formal documents executed	20 August 2015
Completion of second tranche payment	26 August 2015
Dispatch Notice of Meeting seeking approval for the acquisition of Buddy	21 August 2015
General Shareholder Meeting to approve the acquisition of Buddy	25 September 2015
Lodgement of prospectus with ASIC	28 September 2015
Closing date of offer under the prospectus	23 October 2015
Dispatch holding statements	26 October 2015
Re-quotation of shares on ASX	4 November 2015

Try us for yourself – right now.



Step 1: Open http://demo.buddy.com

Step 2: On your smartphone browser, open http://demo.buddy.com/device

Step 3: On your PC, click on "Data Visualization" and note the dashboard updates every 30 seconds.

Step 4: On your PC, click on "Customer Support Integration" and enter the serial number from your phone browser.

Note the real-time flow of data into Buddy, adjust settings on your phone browser to simulate change in device state/telemetry stream.

Headquarters located in Seattle, WA.

(opening an Australian engineering office in 2015)

The simplest way to make data from any connected device valuable.

www.buddy.com info@buddy.com