



# ASX MARKET RELEASE

## Dicker Data To Become Distributor of Buddy Ohm in Australia

### SUMMARY

- Buddy Platform has executed a Buddy Ohm distribution agreement with leading regional hardware distributor, Dicker Data
- The agreement will provide Buddy Platform with access to Dicker Data's network of 5000 resellers in Australia, as well as support from Dicker Data's pre-sales and sales teams
- Distribution agreement is incremental and additive to other sales and distribution relationships established in Australia, and builds upon the significant momentum in Buddy's home market.

### 21 November – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announced it has executed a distribution agreement with ASX-listed hardware distributor, Dicker Data Limited ("Dicker Data", ASX:DDR).

This deal provides distribution for Buddy Ohm in Australia through one of the region's best established and most experienced hardware, software and cloud distributors. In executing this agreement, Buddy Ohm joins Dicker Data's product portfolio which includes leading global technology vendors HP, Cisco, Toshiba, and Microsoft.

Given the scope of opportunity in this market, and the existing and pending agreements in place regarding Buddy Ohm distribution and/or sales in Australia, this agreement is non-exclusive. However, the agreement does extend Buddy's reach in Australia, while enabling Dicker Data's five thousand (5000) resellers region-wide to offer Buddy Ohm to their customers. Further, Buddy will also have access to sales support from Dicker Data's pre-sales and sales teams.

"In a market as hungry for energy and resource monitoring solutions as Australia, we need to take big steps to put in place the sales and support infrastructure needed to meet the demand we're expecting there", said David McLauchlan, CEO of Buddy Platform Limited. "We couldn't be more pleased to partner with Dicker Data, their thousands of resellers and their customers, in the one of the biggest steps we've yet taken to win a dominant position in our home market".

"I'm pleased to be announcing our new partnership with ASX-listed IoT solution provider, Buddy Platform", said David Dicker, Chairman and CEO, Dicker Data Limited. "Through their packaged, ready to deploy solutions, our extensive partner network will be enabled to deliver tangible insights and business results to a wide variety of their end-users across multiple market segments with minimal implementation overheads."

Dicker Data recently launched an IoT community; an exclusive opportunity for their reseller network to capitalise on and accelerate the IoT opportunity in Australia.

Jason Hall, Dicker Data General Manager of Services and IoT, said "Dicker Data will be hosting regular 'face-to-face' meetings for our community, as we want to de-mystify and capture the Australian IoT opportunity. We look forward to promoting Buddy Ohm at events soon in Sydney, Melbourne and Brisbane."

### **About Buddy**

Buddy Platform Limited ([BUD.ASX](http://BUD.ASX)) provides highly scalable Internet of Things data aggregation and management infrastructure by way of three unique offerings – Buddy Cloud, Buddy Ohm and Parse on Buddy. The Buddy Cloud offers smart city providers a globally scalable data ingestion and management platform. Buddy Ohm, a complete and low cost solution for facility resource monitoring and verification, connects systems that were never designed to work together, while turning energy savings into a strategic asset. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world's most popular BaaS technology. Buddy Platform is headquartered in Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit [www.buddy.com](http://www.buddy.com).

### **About Dicker Data**

Dicker Data Limited ([ASX:DDR](http://ASX:DDR)) was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The company is Australia's largest and longest established Australian owned distributor of information technology products. Its vendors include Hewlett-Packard, Cisco, Microsoft, Lenovo, Symantec, RSA, Toshiba, Samsung, ASUS and others.

For more information, visit [www.dickerdata.com.au](http://www.dickerdata.com.au)

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