



# ASX MARKET RELEASE

## New Buddy Ohm Hardware Order Follows Growing Market Demand

### SUMMARY

- Following recent Buddy Ohm reseller and distribution announcements, the first order of additional hardware components is being placed
- After the initial order of Buddy Ohm product earlier this year, the Company is supplementing inventory this week with an order of 3000 additional units across the Buddy Ohm family to satisfy near-term demand
- Further orders are anticipated in 2H FY18 to meet the balance of existing signed deal requirements and needs of the pending global distribution deal
- Hardware is expected to be delivered to distributors in early February 2018.

### 9 November 2017 – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, announced today it has placed orders with component manufacturers and its contract manufacturer in Taiwan, to manufacture an additional 3000 Buddy Ohm components and supporting equipment. This order is expected to satisfy the near-term requirements of the Company's recently announced reseller and distribution deals for Buddy Ohm.

Buddy Ohm is the Company's energy monitoring and verification solution currently sold in the Caribbean, US, Australia, Canada and soon in the United Kingdom.

"Investors have been seeking clarity on our ability to meet the market demand for Buddy Ohm, and so today we're very pleased to be able to provide an update on our plans to supplement inventory", said Buddy Platform CEO, David McLauchlan. "We've been holding off on reordering additional equipment as long as possible to facilitate minor hardware improvements in the product and now we are ready to order additional system components. We also expect to make additional reorders in 2H FY18 to meet mid and longer term demand."

While the original order for Buddy Ohm product was symmetric – 1000 units each of Buddy Ohm, Ohm Link, Ohm Sense and Ohm Pulse were ordered – this new order will be asymmetric, reflecting the growing demand for more Ohm Link and Ohm Sense units per Buddy Ohm installation.

The units ordered this week are anticipated to meet the more immediate needs of reseller and distribution deals already in place. Additional orders are expected as recently closed and imminent deals begin to drive sales in their respective territories and a global distribution agreement is finalised. With minor hardware changes now complete, additional reorders can be made to more easily scale as demand requires.

The Company expects to receive the units shipped to both Buddy's Australian and US offices within twelve (12) weeks, with a smaller subset of units airshipped within six (6) weeks.

### **Exclusivity Discussions in Australia**

The Company wishes to advise that it is currently in negotiations with a distribution partner in Australia; final execution of an agreement with that partner is pending the result of separate discussions regarding exclusivity of varying pieces of the Buddy Ohm offering in Australia. The Company will provide further details to the market upon resolution of those discussions.

### **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 ingestment 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 Seattle, Washington, with offices in Adelaide, Australia.

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

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