ASX MARKET RELEASE

Buddy Features at Europe's Primary IoT Tradeshow, "Internet of Things World Europe" in Dublin, Ireland

- **IoT World Europe brings nearly 3000 attendees together from across Europe and beyond**
- **Following the success of Buddy's presence at IoT World in California last May, Buddy has a premier position and booth in Dublin**
- **Buddy is showcasing a connected urban campus / housing estate integrated seamlessly with Noveda and using Buddy's data platform for monitoring & control**
- **Buddy is also showcasing the newly-launched Parse on Buddy solution**
- **Parse on Buddy billing will launch this week & first Parse on Buddy revenues will be received this quarter**
- **Noveda transaction work is continuing – updates will be shared as progress is made.**

November 21, 2016 – Dublin, Ireland
Europe's most comprehensive Internet of Things ("IoT") event, "Internet of Things World Europe" began today as nearly three thousand attendees descended on Dublin, Ireland for the industry's last major tradeshow for 2016.

Following a tremendously successful IoT World event in California last May (where over 45% – by dollar value – of the existing customer pipeline was directly or indirectly attributable), Buddy has a prominent presence here at Europe's version of the show. While this event is smaller than the US version, according to organizers there is less than 1% overlap in attendees between the two events, making this a prime opportunity to introduce Buddy to the European market.

IoT World is one of the most horizontally focused and mature event series in the industry, and represents the horizontal pillar of Buddy's events marketing strategy. In addition to meeting new customers and growing the company's mindshare in the IoT data platform space, IoT World serves as an opportunity to build Buddy's brand stance, grow and nurture reputation, and act as a center of gravity for engaging with customers and understanding where this fast-paced industry is headed.

"IoT World Europe is a great opportunity for us to connect with businesses and organizations across the region that are looking to realize business impact & value creation with connected devices," said Brian Seitz, Vice President of Marketing and Communications at Buddy Platform. "We're a trusted partner that can easily and effectively manage IoT efforts from initial scoping, to prototyping, to implementation and productization".

As with the US event, Buddy is showing a live working demonstration of the platform monitoring and controlling a connected/smart building scenario. Guests at Buddy's booth can control a model smart city using tablets connected through the cloud to the Buddy Platform, and see the resultant aggregated data collected from the model city on dashboards displayed across the booth. Full integration with Noveda's monitoring & verification platform is also being demonstrated, along with a live customer demonstration of the Noveda solution.

"We had a tremendously successful event at IoT World in the US, and already we've seen a lot of interest in our products and company at this event in Ireland. The fact that Buddy offers a full IoT data platform hosted inside the EU with full sandboxing of data in the region is a significant drawcard to the product", said David McLauchlan, CEO of Buddy Platform. "By showing the seamless integration of Buddy's core platform, the Noveda offering running on Buddy and the Parse on Buddy product, potential customers can understand and experiment with a full breadth product that is live in production with real customer traction".

Fig. 1: Buddy showcases the platform, Noveda integration, Parse on Buddy and a working model smart city at IoT World 2016 in Dublin, Ireland.

In news related to Buddy's recently-launched "Parse on Buddy" product for developers seeking to migrate their Parse-powered mobile applications from Facebook (who is shutting

down their service at the end of January 2017), Buddy is today previewing that full billing integration will launch in the coming week, and first revenues from Parse on Buddy will be reflected in this current (Q2FY17) quarter. Several major brand migrations are already queued up or underway.

With respect to the ongoing transaction to acquire the assets and business of Noveda Technologies, CEO of Buddy Platform, David McLauchlan said, "While clearly this transaction is taking longer than either Buddy or Noveda expected or had hoped for, I can confirm that work is continuing daily on this complex transaction, and as developments occur, we'll be very sure to announce them accordingly."

About Buddy
Buddy Platform Limited (BUD.ASX) provides one of the world's first data aggregation and management platforms for the IoT and connected devices. Buddy advances The Quantified Economy™ by providing the critical infrastructure by which businesses and organizations can, in real-time, access and analyze the data generated by connected devices, and unlock the economic opportunities delivered by this data. Buddy Platform users represent a wide variety of industries, including airlines, agriculture, automotive, consumer electronics, robotics, software development, telecommunications, and transportation. Buddy is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit http://www.buddy.com.

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