



Buddy



ASX MARKET RELEASE

Buddy Terminates Noveda Acquisition

- **Buddy Platform today notified Noveda Technologies that the Company will no longer pursue the proposed transaction between the parties**
- **Termination does not change Buddy's strategic focus, and the Company remains committed to bringing a complete, alternatively sourced solution to market that will meet the needs of customers in this space.**

January 11 2017 – Seattle, Washington

Buddy Platform Limited (BUD.ASX) today announced that the Company has notified Noveda Technologies, Inc. that it no longer intends to pursue the proposed transaction to acquire substantially all the business of Noveda.

"After eight months and three negotiations and re-negotiations of the terms of the proposed transaction with Noveda, we were advised this week that they sought not just another change in deal terms, but a completely new deal structure", said David McLauchlan, CEO of Buddy Platform. "We felt strongly that this was unacceptable and would only perpetuate any market uncertainty surrounding the Company, so we elected to walk away".

The two parties had agreed on indicative, non-binding revised terms as recently as mid-December 2016, and Buddy management had expected to conclude the deal no later than the turn of the year. Upon receiving notification from Noveda this week that the transaction would need to be re-structured yet again, the decision was taken to terminate – a decision made in the best interests of the Company, employees and shareholders.

"Merger and acquisition transactions fail to close for a myriad of reasons", said Rick Borenstein, Chairman of the Board of Buddy Platform. "In this case, after a lot of time and effort was expended negotiating the terms, it became clear in recent days that Buddy's needs would be ill-served by continuing to pursue this transaction any further".

The Company is scheduling a webinar to discuss any impact on the Buddy core business by this termination, as well as explain the Company's strategic plans for the new year in light of this development. That webinar will be held on Friday January 13 at 12pm (noon) AEST, and interested participants may register to attend here: <http://bit.ly/BUDrego>.

Terminating this transaction is not expected to negatively or materially impact Buddy's strategic focus nor business plan although it will have the effect of reducing Buddy's total

For personal use only

For personal use only

pipeline value (which will be discussed on the webinar, and in subsequent announcements from the CEO). This is expected to be offset by the maximum consideration of up to US\$27,000,000 payable in cash and shares (a proportion of which was subject to the satisfaction of certain milestones) that would have been payable under the proposed Noveda transaction.

The Company will add further detail in the upcoming webinar, and in due course announce further details on an alternatively-sourced product to meet the needs of customers in this space.

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>.

###

Buddy Platform Contact:
Brian Seitz, VP of Marketing and Communications
Phone: +1 (206) 745-9079
Email: brian@buddy.com

