



Buddy



ASX MARKET RELEASE

Buddy Launches Mobile Backend Product to Migrate Apps from Facebook's Parse

- **Facebook's decision to sunset their "Parse" service that provides cloud functionality to mobile apps, means current Parse customers need to find a new mobile backend by January 2017**
- **Buddy is today launching the leading solution to that problem for mobile app developers - a new version of Parse called "Parse on Buddy"**
- **To assist in building "Parse on Buddy", Buddy's team met directly with Facebook's engineering team to scope the product at their HQ in California**
- **Following a review, Facebook has consented to Buddy's use of the Parse logo/branding - ensures familiarity for hundreds of thousands of developers**
- **Buddy expects peak traffic & migrations to occur in January / February 2017.**

October 19, 2016 - Adelaide, Australia

Buddy Platform Limited ([ASX:BUD](#)) today released Parse on Buddy to general availability, a robust, scalable and fully hosted instance of the world's most popular mobile backend as a service. Parse on Buddy is the closest solution to the original Parse service (a system for powering the cloud components of smartphone applications which was owned and operated by Facebook), including many features not part of the Parse Server codebase released to the open source community earlier this year. The new Parse on Buddy was designed to be as familiar to developers as possible, right down to using the same pricing model. It also features an easy three-step migration process for apps still on the original Parse service that requires only a miniscule change to a mobile app's code, and no new programming work.

"It really is great to get Parse by Buddy in the hands of app developers, product teams and marketing departments around the world", said David McLauchlan, CEO at Buddy. "An incredible amount of effort went into first working with Facebook, understanding the service, and finally taking the open source Parse Server to make it full featured and scalable for the world's largest and highest trafficked apps."

"The Parse Server product was not designed to support high volume, commercial grade apps from brands and organizations seeking the robustness of the original platform", said Habib Heydarian, VP of Product & Engineering at Buddy. "We've worked hard to offer a product

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that addresses all these issues; one that can provide some of the biggest companies in the world confidence in the continuity of their mobile offerings”.

When Facebook announced plans to shut down Parse in January 2017, Buddy saw an opportunity to provide a simple way to migrate existing Parse apps to a familiar, fully hosted and scalable, mobile backend. Given Buddy’s heritage as a mobile backend provider, and the current product offering tailored for the Internet of Things (IoT), it made sense to build a comprehensive Things and Apps platform that can handle the full IoT solution set, from silicon, to cloud, to analytics to apps. Few companies have the capability to provide such robust and stable managed backend solutions for the largest companies in the world.

Starting today, Buddy will be reaching out to over 1000 mobile application developers or owners per day, who have apps running on the original Parse product. The company will also commence a targeted marketing campaign and developer evangelism effort.

Developers and organizations are running short on time to migrate their existing Parse apps before Facebook’s shut down of Parse. Software developers are encouraged to experience Parse on Buddy, by creating a free account at <https://parse.buddy.com> or visit www.buddy.com/parse for additional information.

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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