

## ASX MARKET RELEASE

### The Home Depot Launches Buddy Powered Lono Connected Sprinkler Controller

**April 26, 2016 – Seattle, Wash.** – Buddy Platform Limited ([ASX:BUD](#)) today announced the Lono Intelligent Wi-Fi Sprinkler Controller, utilizing Buddy's "Internet of Things" ("IoT") [Data Graph](#), is now in production and available for sale in the world's largest home improvement specialty retailer, The Home Depot. With stores in the United States, Mexico, Canada, the U.S. Virgin Islands and Puerto Rico, The Home Depot is one of the largest retailers in North America, based on net sales volume.

The Lono device is one of the most powerful connected home irrigation systems on the market and leverages Buddy's IoT device data management and processing platform. The launch of the Lono product marks the first availability of a product built on Buddy in assortment at The Home Depot.

"We're thrilled to be able to make Lono available to millions of consumers through The Home Depot retail channel, and expect this sales channel to help drive very considerable volumes of valuable data we'll use to deliver an amazing customer experience", said Doug Crescenzi, CEO of Lono. "We chose to work with Buddy Platform since this data is core to our business, and our need to securely manage and process it is a crucial requirement for us".



Buddy worked with Lono's product development team throughout their device testing stages, as far back as September 2015. With the product formally released, Buddy will continue to work with Lono to help identify new opportunities to derive value from their data.



"It's always exciting to watch a customer launch a new product using Buddy, but especially gratifying to have been able to work with Lono from back during their product development", said David McLauchlan, CEO of Buddy Platform. "We offer our congratulations and look forward to working with the Lono team to use this data to help their business be as successful as possible".

Building on the launch of the Lono product, Buddy's partner engagement team continues to work with consumer IoT product manufacturers to help them use the Buddy Platform to process and manage the data their devices generate. In doing so, these customers have real-time access to usage, performance and error data, while also having the ability to conduct two-way communication with their fleet of devices.

### **About Buddy**

Buddy Platform Limited ([BUD.ASX](http://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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