

ASX MARKET RELEASE

Product Update: Buddy Platform Launches Parse Server by Buddy Beta Program

April 18, 2016 – Seattle, Wash. – [Buddy Platform](#) today announced that the “Parse Server by Buddy” product has commenced beta testing, a key step in the path towards full commercial release.

“We’ve committed to keep investors well informed on the progress of this project, and today’s beta release demonstrates that we’re right on schedule”, said David McLauchlan, CEO of Buddy Platform.

Parse, a smartphone data platform which grew to power over one million mobile applications globally, became the world’s most popular mobile backend as a service (“mBaaS”) before being acquired by Facebook in 2013. Earlier this year, Facebook made the decision to transition the product to the open source community, and begin the shut down of their hosted offering. Since this announcement, Buddy has been working with the cooperation and assistance of the Parse team at Facebook’s headquarters in Menlo Park, California, to build out a fully scaled, multi-tenant, high capacity instance of the Parse Server product.

“We were proud to have been chosen by developers to power integral components of some of the world’s top mobile and device applications,” said Kevin Lacker, CTO at Parse. “However, as we shift our focus, we’re thrilled to see companies like Buddy pick up the mantle and ensure the longevity of the Parse platform.”

By design, the beta program is specifically limited in scope, and it is expected that applications with active users totaling in excess of 350,000 will be onboarded by the end of the first week.

Buddy will continue to post updates on this project as appropriate. In the meantime, interested customers and developers should reach out to parse@buddy.com for further details on how to participate in the beta program.



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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