



ASX MARKET RELEASE

Ingram Micro, Global Leader in Technology and Supply Chain Services, to Distribute Buddy Ohm Worldwide

SUMMARY

- Buddy Platform and Ingram Micro have agreed to globally distribute Buddy Ohm through Ingram Micro's network of more than 200,000 resellers in 160 countries
- Distribution relationship takes effect immediately, and represents the largest possible geographic resale opportunity for Buddy Ohm
- Ingram Micro becomes the preferred distributor for most markets world-wide (excluding the Caribbean & Australia)
- Ingram Micro will dramatically streamline distribution and reseller growth for Buddy, will extend bundled pricing worldwide and introduce sales & installer training as new revenue-generating products
- Will enable entry into Buddy Platform's next target markets including Latin America and Europe.

30 January – Adelaide, South Australia

Buddy Platform Limited (ASX: BUD) ("Buddy" or the "Company"), the Internet of Things ("IoT") data management, processing and control platform, today announced it has reached agreement with the world's largest distributor of technology products and supply chain services – Ingram Micro Inc. – to distribute the Buddy Ohm product line worldwide. US headquartered Ingram Micro has turnover of more than US\$43 billion, operations in 52 countries, and more than 200,000 reseller customers in 160 countries around the world.

Today's announcement is further evidence of a growing relationship between Buddy and Ingram Micro. The Company previously announced nationwide distribution deals with Ingram Micro for Buddy Ohm in both the United States and Canada, and the announcement today builds off that solid base to truly go global. While the two companies are not putting in place an exclusive arrangement (and territories such as Australia and the Caribbean are excluded), Ingram Micro will become Buddy's primary global distribution channel for Buddy Ohm, and the preferred channel through which new markets and territories will be opened.

To ensure the quickest path to commercialisation, reseller availability and revenue accrual, both companies have agreed to leverage the existing Ingram Micro USA and Ingram Micro

Canada distribution agreements as the structure to support a global roll out. Since each market will only differ in pricing/currency and possibly product bundle composition, just a short additional appendix to either of those agreements will be needed for each new market. This will dramatically increase the pace of expansion, with a minimum of new paperwork required for each new market.

“We’re pleased to partner with Buddy as their preferred global distribution partner for Buddy Ohm”, said Ben Xiang, Director, Global IoT at Ingram Micro. “We look forward to working closely with them in the energy monitoring space to bring Buddy Ohm to new markets globally”.

“When it comes to global distribution of technology and supply chain products and services, Ingram Micro’s global reach is unparalleled and they stand alone as the partner that can truly help us reach scale around the world”, said David McLauchlan, CEO of Buddy Platform. “Building off our recent capital raise of over A\$20 million, and the exciting commercial opportunities afforded by our distribution agreements with Ingram Micro’s Canadian and USA subsidiaries, we can now rapidly and efficiently take Buddy Ohm to more of the 160 countries worldwide Ingram Micro serves.”

According to the US Energy Information Administration’s 2012 Commercial Buildings Energy Consumption Survey, there were 5.6 million commercial buildings in the United States amounting to 87 billion square feet of floorspace. Worldwide there were 1.6 trillion square feet of floorspace, indicating the global commercial building footprint is approximately 20x that of just the United States. With over 100 million commercial buildings worldwide (excluding manufacturing or industrial facilities – both also potential markets), it is clear just how significant it is to have the ability to globally distribute through a single partner of Ingram Micro’s reach.

In addition to distributing the Buddy Ohm product to resellers worldwide, Ingram Micro will also work with Buddy to develop training programs for both sales staff and installation staff – training programs that will themselves be offered as revenue-generating products. This will further accelerate global deployment speed, while offsetting the costs of new market entry.

Buddy expects the next markets to be opened will be located in Latin America, followed by Europe. Regional general managers have been appointed in both territories and the Company will announce further developments in these regions in due course.

About Buddy

Buddy Platform Limited ([BUD.ASX](#)) provides highly scalable Internet of Things data aggregation and management infrastructure by way of three unique offerings – Buddy Cloud, Buddy Ohm and Parse on Buddy. The Buddy Cloud offers smart city providers a globally scalable data ingestment and management platform. Buddy Ohm, a complete and low cost solution for facility resource monitoring and verification, connects systems that were never designed to work together, while turning energy savings into a strategic asset. Parse on Buddy is a mobile backend as a service (mBaaS) built on the world's most popular BaaS technology. Buddy Platform is headquartered in Adelaide, Australia, with offices in Seattle, Washington.

For more information, visit www.buddy.com.

###

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

