ASX MARKET RELEASE

Buddy Signs Commercial Licensing Agreement with DIYBlinds

**SUMMARY**

* Buddy has entered into a Master Services Agreement with DIYBlinds to license the Company’s device connectivity and control technology
* The agreement contemplates a minimum order of licenses and hardware for 247,000 motorised wired and battery operated blinds in exchange regional exclusivity (Australia and the U.S.) for two years
* In executing the agreement, the Managed Services team will be responsible for deploying LCM series smart modules and firmware for motorised blinds destined for the Australian and U.S. markets
* The agreement further contemplates seven (7) months of non-recoverable engineering billable to DIYBlinds in support of integrating the Company’s technology into their products
* With the Minimum Commitment and expected NRE, the contract value may be approximately A$1.5 million, with no minimum contract value.

**18 October 2019 – Adelaide, South Australia**

Buddy Technologies Limited (“Company”) (ASX:BUD), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that it has executed a Master Services Agreement (“MSA”) with DIYblinds.com.au (“DIYBlinds”) for its first large-scale Managed Services customer in the window blinds market.

The MSA provides for the research, design and development of a hardware and software solution to enable DIY’s preferred blind motors, both wired and battery, to be included in the LIFX smart home ecosystem. Accordingly, DIYBlinds’ relevant products will become internet connected, mobile app controllable and work with all popular voice assistants.

Within Buddy’s Commercial Business, the Managed Services team will have responsibility for this customer and project, which will involve licensing the Company’s LCM series smart modules and firmware. This work will be executed out of the Company’s Seattle and Adelaide offices, and the agreement contemplates approximately seven months of non-recoverable engineering (“NRE”) work to be conducted by these teams.

In exchange for a two (2) year period of exclusivity in the motorised blinds category (from the date of first commercial product availability), DIYBlinds has agreed to a minimum license commitment of 247,000 units (“Minimum Commitment”) across both the Australian and United States markets. Failure to purchase this minimum quantity of units will result only in a loss of exclusivity for DIYBlinds in the Australian and U.S. markets. There is no minimum spend that DIYBlinds must make under the agreement, and the agreement may be terminated at any time by either party with no penalty.

The total value of the agreement assuming the Minimum Commitment is reached and the budgeted NRE amount is required, is approximately A$1.5 million.

For and on behalf of Buddy Technologies Limited,



**David P. McLauchlan**

Chief Executive Officer

Buddy Technologies Limited.

**About Buddy**

Buddy Technologies Limited (BUD.ASX) helps customers of any size “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business. **Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Melbourne (AU), Seattle (US), Shenzhen (CN) and Silicon Valley (US).

For more information, visit [www.buddy.com](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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