POTASH MINERALS LIMITED

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Updated Investor Roadshow Presentation with New Customer Details

HIGHLIGHTS

- Investor Roadshow Presentation to be delivered by Buddy CEO and Founder, David McLauchlan, in Hong Kong and Australia the week beginning October 26th, 2015.
- Slide numbers 24, 25 and 26, detail specific customers and how they will be using Buddy including connected irrigation company "Lono", energy and water optimization company, "Noveda Technologies", and ASX-listed "Connexion Media" which is a connected device software and services vendor.

Lono LLC is a New York based company that builds a hardware and mobile app software solution to allow customers to control their sprinkler system from anywhere. Lono's product will be sold through major retail locations in the US and will channel device data through Buddy for distribution to public utilities, government and corporate partners.

Noveda Technologies is a New Jersey based provider of real-time monitoring and verification services for energy and water optimization. Noveda's customers include utilities, commercial, retail, renewable systems users, industrial, government and educational institutions worldwide.

Connexion Media Ltd is a Melbourne based company that builds software and services for the web connected car, mobile device and connected consumer electronics space. Connexion has a product called the Flex Vehicle Service, which is a system that will leverage Buddy to multiplex vehicle fleet data in order to unlock functionality like data analytics and reporting.

For and on behalf of Potash Minerals Limited

Ananda Kathiravelu
Chairman
Potash Minerals Limited

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Device Data Delivered

BUD.ASX – October, 2015

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David McLauchlan, CEO

11+ years business development @ Microsoft
Chair, MTP (iPhone connectivity protocol) – USB-IF
Chair, PDC (HP Printer connector) – CEA
Recipient, Technology Achievement Award – CEA
Technical Contributor – WiFi, IEEE PWG, Bluetooth, USB

Founder, TVinteract (sold March 2014)

3 patents

Technical Advisor, Bill & Melinda Gates Foundation

Rick Borenstein, Incoming Chairman

Silicon Valley Venture Investor
Tech Startup Advisor, Board Member
Chairman, Sequoia Partners, Inc. (M&A firm, not VC firm)
Former President, Wells Fargo Investment Company

MBA, Harvard Business School

Lecturer in Entrepreneurship, University of Michigan

Mentor, "The Last Mile" @ San Quentin Prison

Microsoft Ventures   Transmedia Capital   acequía capítal   crestlight   afsquare

Board of Directors

Rick Borenstein

(Incoming) Chairman – Buddy Holdings Limited;
Chairman - Sequoia Partners, Inc.; Silicon Valley investor & advisor.

David McLauchlan

CEO – Buddy Platform, Inc.; 11 years @ Microsoft Corporation;
Technical Advisor - Bill & Melinda Gates Foundation.

Alex Gounares

CEO – Polyverse Corporation; ex CTO & EVP @ AOL;
ex VP @ Microsoft Corporation & Technical Advisor to Bill Gates.

Ananda Kathiravelu

Managing Director - Armada Capital Limited;
Chairman – Potash Minerals Limited.

[Pending Appointment]

Australian resident director currently pending appointment.

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Board of Advisors

Ron Spector — Managing Director – Circini Partners; Venture Partner – Acumen Ventures; ex Investment Director @ Macquarie Venture Capital.

Jessica Michaels — Founder – Bread'n'Butter Digital; U.S. Portfolio Manager, Australian Fund; ex Senior Partner, GroupM; ex MEC; ex Wunderman.

John Ellis — ex Global CTO, Connected Services @ Ford Motor Company; ex Head, Developer Program @ Ford; ex Director @ Motorola.

Charlie Kindel — Director of Product, Alexa & Echo – Amazon.com; ex GM, Windows Phone @ Microsoft (21+ years).

Parag Garg — VP Engineering & Product (CTO), Connected Solutions @ Sears; ex Executive Tech Advisor to Paul Allen; ex Architect, Amazon Fire TV.

"Internet of Things in Logistics"

A research report by Cisco and DHL on the implications and use cases of IoT in the logistics industry.

CISCO

DHL

50+ billion connected things in 2020.

That's 50+ PB of data generated per day.

Much of it coming from cars, smart homes, wearables and appliances.

http://www.dhl.com/content/dam/Local_Images/g0/New_aboutus/innovation/DHLTrendReport_Internet_of_things.pdf

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But, the people who built your dishwasher probably aren't "big data" experts.

How do companies connect this data into their existing software?

Building & managing "big data" infrastructure isn't feasible for these organizations.

Device data must transit an "exchange" to connect it with any number of systems that can make use of it.

And that's what Buddy is.

Without needing people who speak this…

…any organization can ask questions of their device or sensor data.

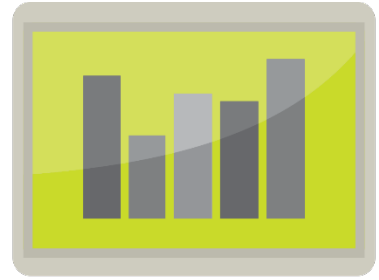And get answers in real-time.

Securely & privately.

# Any connected device. Just three steps.
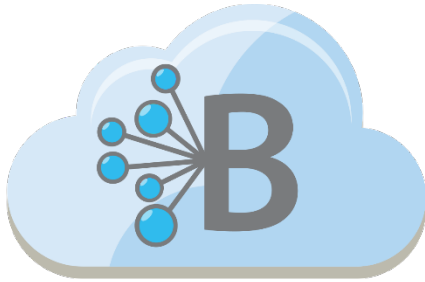
BuddyAPI

BuddyVault

BuddyView

Devices stream telemetry to our cloud hosted endpoints...

{ "id": "efb62577a8a34f9a83938d649d8abc4b", "info": "$$354898040645409,4002,2014/10/25,12:40:30,-34.86854,138.68582,91.0,0,0,0,0,0.0,9,0.9,342,0.0,13.0,15,1,0,95.3##$$354898040645409,4002,2014/10/25,12:50:30,-34.86848,138.68579,84.8,0,0,0,0,0.0,8,0.9,342,0.0,13.0,15,1,0,95.3##$$354898040645409,4002,2014/10/25,13:00:31,-34.86850,138.68584,84.0,0,0,0,0,", "unique_id": "efb62577a8a34f9a83938d649d8abc4b" }

(this is an chunk of data inbound to Buddy from a connector like the example to the right)
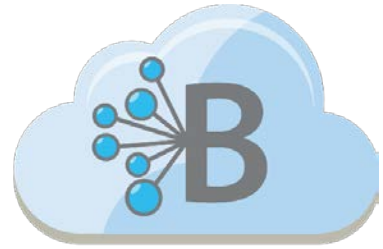
BuddyAPI

(this OBD-II connector is an example of a device that can pull data from a vehicle and upload it to Buddy)

We "sandbox" customer data in their choice of the US, EU, China or Australia (next, Brazil).

BuddyVault

("sandbox" means we keep each customer's data separate and secure – customers choose us because we're not reselling their proprietary data, nor using it to sell ads or other services)

And through "APIs", we answer questions that customers have of their data.

Example: "How many DeLorean cars in NYC have their
air conditioning turned on right now?"

https://api-
us.buddyplatform.com/dashboards/bbbbbc.qPbbvG
dxGdHp/55b1881c4e76cf0f5cbd8c01?reset=true

(this is an "API" – application programming interface – now go
ahead and open in Firefox or Chrome, since it is a live link)
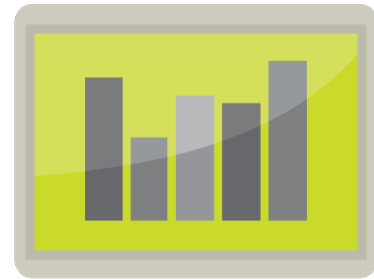
Plug those APIs into "control room" style dashboards.

No developers nor BI tools needed.

Click on the image for a live demonstration (example only)

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cloudera

SAP

salesforce

Microsoft Dynamics

DOMO

tableau

splunk >

Or, use Buddy integrations with BI tools to allow teams to make business decisions with live device data.
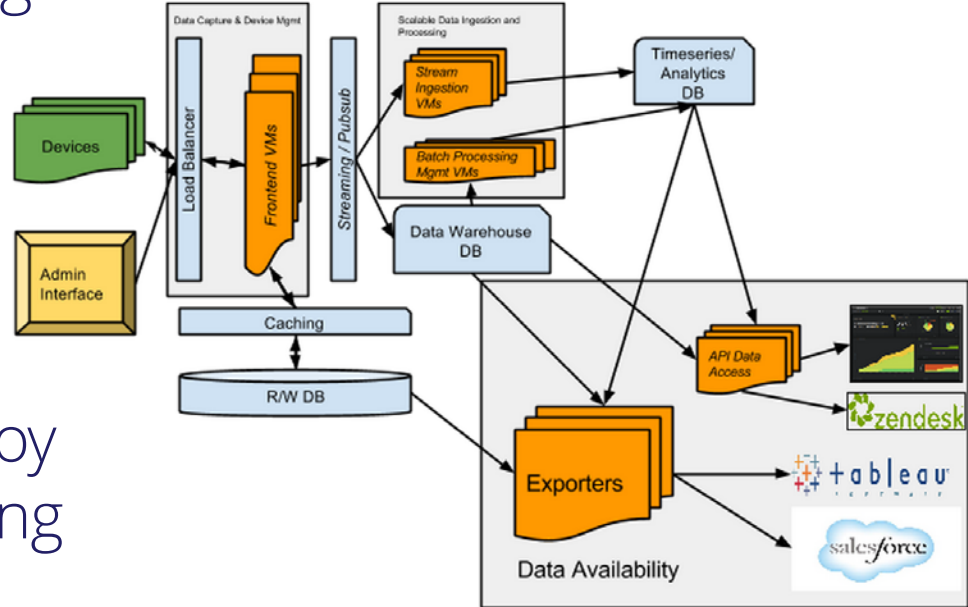
Even better – natively integrate into an M2M system or plug into a "big data" system for deeper analytics.

Runs side-by-side with existing systems.
Or use Buddy as the primary data backend.

Buddy can be added to existing devices by firmware update.

Existing systems (legacy or custom) can remain in place.

Organizations can trial or deploy Buddy without removing existing infrastructure.

Live Demo

Step 1: Open http://demo.buddy.com

Step 2: On your smartphone browser, open http://demo.buddy.com/device

Step 3: On your PC, click on "Data Visualization" and note the dashboard updates every 30 seconds.

Step 4: On your PC, click on "Customer Support Integration" and enter the serial number from your phone browser.

Note the real-time flow of data into Buddy, adjust settings on your phone browser to simulate change in device state/telemetry stream.

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How Buddy scales revenue.

Data In (to Buddy)

Enable customer to send as much as possible, as inexpensively as possible.

- - - - - - -

Monthly access fee
Storage per TB.

(Minimum US$1000/mo)

Data Out (to customers)
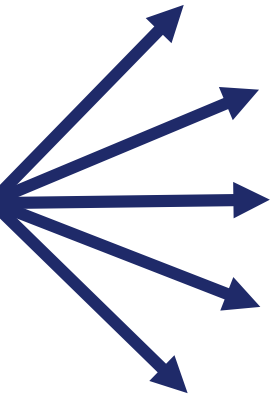
Equipment OEM
City Utility
Retailer
C-Suite
Partner / ODM
Marketing Agency

(Minimum US$5000/mo each recipient)

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How Buddy scales revenue.

On-Premise Hosted Solution

Setup fee + recurring maintenance fee.

(Minimum US$250k + US$50k/mo)

For customers who need to host their data exchange on-site.

For customers with extremely sensitive data, sovereignty or access requirements.

e.g. Healthcare, government, finance, mining, telecommunications sectors.

Product applicable to broad range of industries...

Asian consumer electronics vendor	Australian insurer		US consumer IoT vendor	European consumer electronics vendor
European mobile carrier	Global beverage retailer	US carrier		US State Government department
European insurer	Tier 2 US insurer	Tier 1 US insurer	US Federal Government department	
Global consulting firm	International airline	Chinese electric vehicle OEM		International airline
European mobile carrier	US auto OEM		Auto fleet management company	Power utility
European auto OEM	Australian mobile carrier	Japanese consumer electronics vendor		US mobile carrier
				Major US retailer

Early Discussions ⟶ **Contracts / Pilots / In-Production**

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Product applicable to broad range of industries...

Let's look at the data volume driven by just these customers...

US consumer IoT vendor

US Federal Government department

Auto fleet management company

European consumer electronics vendor

US State Government department

International airline

Power utility

US mobile carrier
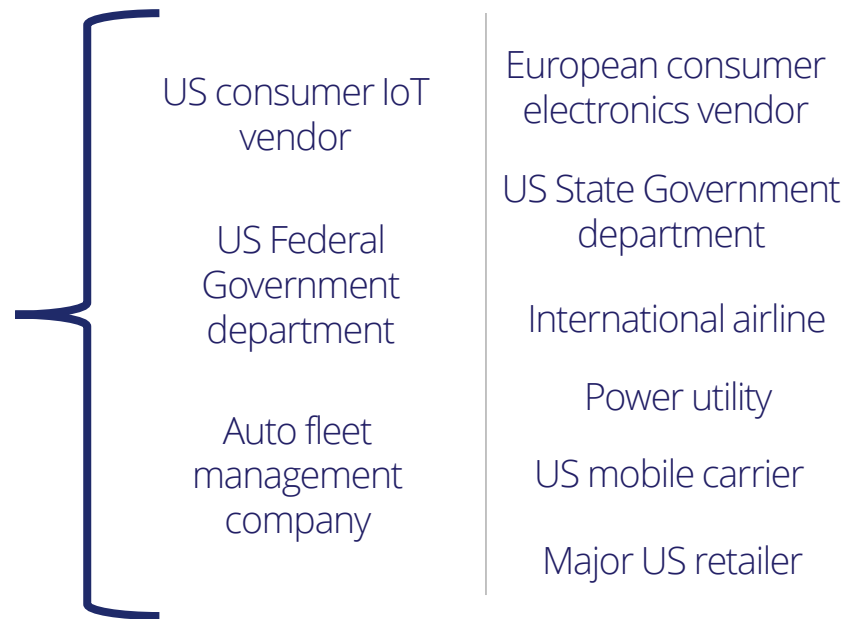
Major US retailer

Early Discussions

Contracts / Pilots / In-Production

... bringing real volume to Buddy

250,000+ data points per second

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US Federal Government department

European consumer electronics vendor

Major US retailer

2

Power utility

US mobile carrier

Auto fleet management company

US State Government department

Performance Milestones
(see slide 28 for details)

1 20M connections per day

US consumer IoT vendor

1

2 500k new device connections per week

50+ data points per second

International airline

3 50M connections per day + 1M new device connections per week

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Lono is a smart home sprinkler control system soon to roll out in major US retail locations.

Telemetry from the Lono hubs is sent to Buddy where it is securely managed.

This data will be provided back to Lono + also made available for Lono to provide to partners such as retailers and public utilities.

Customer Case Study – Lono

Customer Case Study –
Noveda Technologies

Noveda is a leader in real-time monitoring and verification services for energy and water optimization.

Noveda customers include utilities, commercial, retail, renewable systems users, industrial, government and educational institutions world-wide.

Noveda uses Buddy to manage and secure data from customers including PSE&G (one of the largest utilities in the New York/New Jersey area) and Newark, NJ public schools.

Connexion Media (ASX:CXZ) is a technology company specialising in software apps and services for the web connected car, mobile device and connected consumer electronics markets.

Flex is being deployed with a major US automaker, WEX Australia and others.

Telemetry from Connexion's Flex product(s) received by Buddy, then multiplexed out to Connexion to unlock greater value in areas such as data analytics and reporting.

Customer Case Study – Connexion

CONNEXION
FLEX

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Partnerships are integral to Buddy sales strategy.
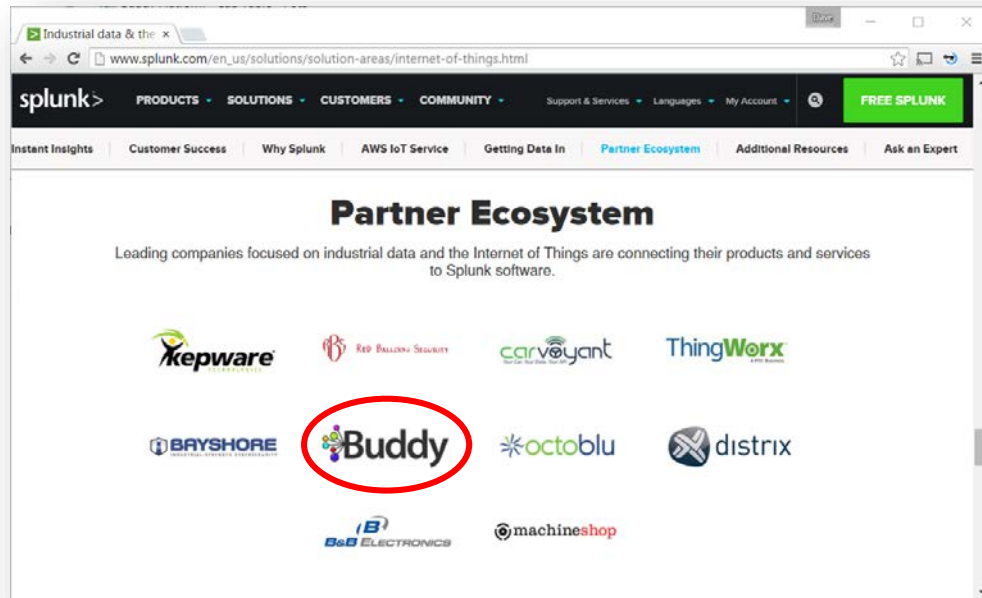
Splunk (NASDAQ: SPLK) is a US$7.4B company that makes "big data" usable.

Competitive Landscape

Fast & lightweight implementation (add to any device)

View data in any BI tool

Buddy

2lemetry
(acquired by Amazon)

mnubo

Ayla

Axēda

xively
by LogMeIn

TempoIQ

amazon

ARRAYENT

ThingWorx
(acquired by PTC)

electric imp

DIY

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Buddy Platform, Inc.

Top 20 Holders

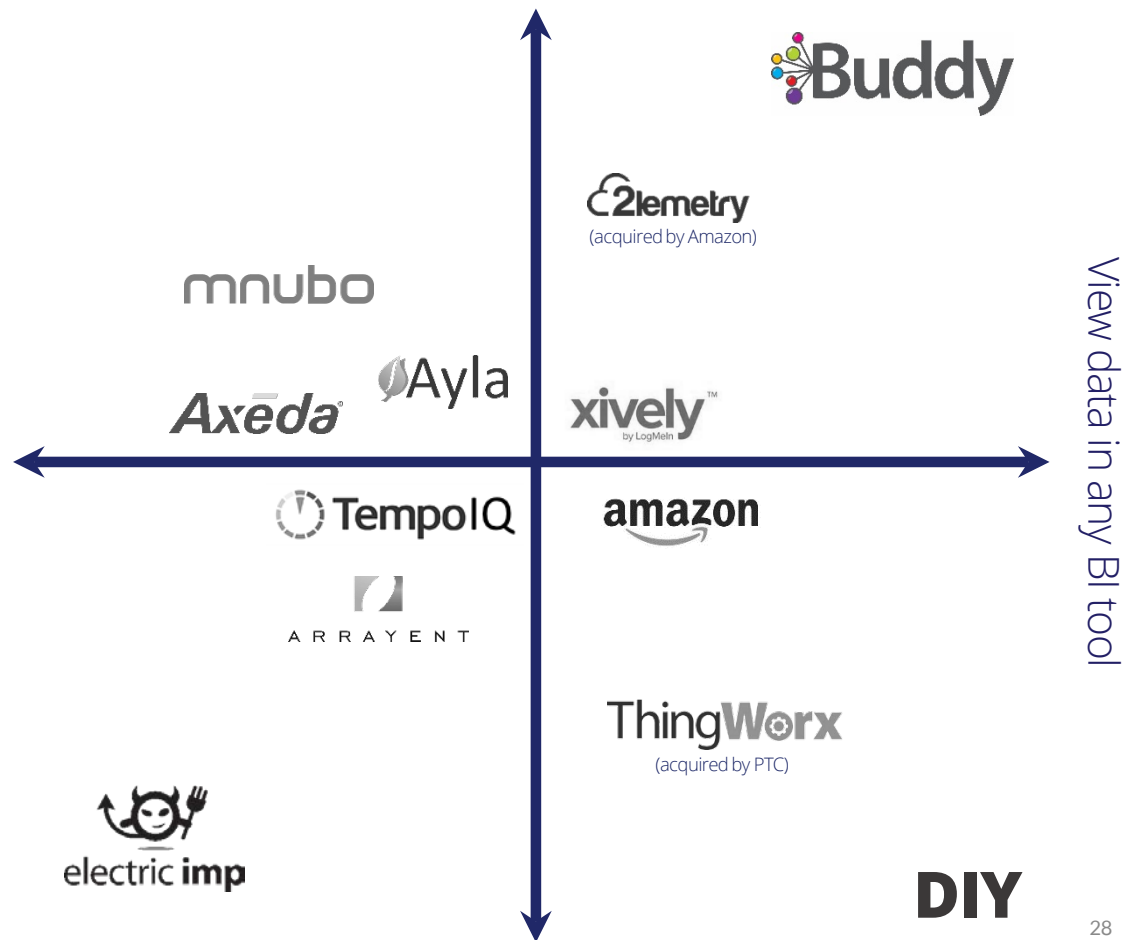|		
1	David McLauchlan	23.17%
2	Jeffrey MacDuff	15.45%
3	A2 Partners	6.04%
4	Transmedia Capital	3.57%
5	Acequia Capital	3.40%
6	Lindsay Cooper	3.53%
7	Edgewood Partners, LLC	2.58%
8	James Mattox	2.28%
9	Jeffrey and Helen Mattox	2.27%
10	Bradley Serbus	2.22%
11	Farmer Family Trust	1.91%
12	Ed Jenne	1.77%
13	Al Griffin	1.77%
14	LSAF Holdings Pty Ltd	1.72%
15	Kuohuang Yeh & Yushin Tu	1.54%
16	Ginsburg Family Trust	1.49%
17	Peter Johnson	1.47%
18	Grant Felgenhauer	1.43%
19	William F. Kartozian	1.38%
20	The Leonard S. Eber Living Trust	1.31%

	Shares	Options	Performance Shares	Performance Rights
Current	121,394,894	48,220,948	Nil	Nil
Consideration Securities	500,000,000	2,807,715	100,000,000	32,270,858
Prospectus Offer Shares	100,000,000			
SPP Offer Shares	25,000,000	Nil	Nil	Nil
Capital Raising Options	Nil	40,000,000	Nil	Nil
Transaction Options	Nil	12,500,000	Nil	
TOTAL	746,394,894	103,528,663	100,000,000	32,270,858

Pro Forma Capital Structure

Performance Shares Milestones

1) one third of the performance shares shall convert upon the company logging 20,000,000 total discrete connections to any Buddy server or service (interactions) by any approved network connected hardware or software application (device) per day for no less than 3 consecutive weeks within a period of 24 months from the date of completion of the capital raising; and

2) one third of the performance shares shall convert upon the total number of devices creating an interaction with a Buddy application that it has not previously interacted with (new connection) exceeding 500,000 per week for no less than three (3) consecutive weeks within a period of 24 months from the date of completion of the capital raising; and

3) one third of the performance shares upon the company satisfying the following milestones within a period of 36 months from the date of completion of the capital raising:

   a) total daily device interactions with the Buddy Platform exceed 50,000,000 per day for no less than 3 consecutive weeks; and
   b) total number of devices creating new connections to Buddy exceeding 1,000,000 per week for no less than 3 consecutive weeks.

FUNDS AVAILABLE	Minimum Subscription ($7,500,000)	Percentage of Funds (%)	Maximum Subscription ($10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer ($12,500,000)	Percentage of Funds (%)
Existing cash reserves of the Company	$1,460,000	16%	$1,460,000	13%	$1,460,000	10%
Funds raised from the Capital Raising	$7,500,000	84%	$10,000,000	87%	$12,500,000	90%
Total	$8,960,000	100%	$11,460,000	100%	$13,960,000	100%

ALLOCATION OF FUNDS	Minimum Subscription ($7,500,000)	Percentage of Funds (%)	Maximum Subscription ($10,000,000)	Percentage of Funds (%)	Maximum Subscription + SPP Offer ($12,500,000)	Percentage of Funds (%)
Engineering & Development	$3,600,000	40.2%	$4,500,000	39.3%	$5,500,000	39.4%
Program Costs	$650,000	7.3%	$875,000	7.6%	$1,100,000	7.9%
Hosting & Infrastructure	$850,000	9.5%	$950,000	8.3%	$1,050,000	7.4%
Marketing	$750,000	8.4%	$1,000,000	8.7%	$1,250,000	9.0%
Business Development & Sales	$950,000	10.6%	$1,175,000	10.3%	$1,425,000	10.2%
Working Capital and Corporate Administration	$1,575,000	17.6%	$2,180,000	19.0%	$2,660,000	19.1%
Expenses associated with the Acquisition	$585,000	6.4%	$780,000	6.8%	$975,000	7.0%
TOTAL	$8,960,000	100.0%	$11,460,000	100.0%	$13,960,000	100.0%

Use of Funds

Indicative Timetable

Event	Date
Dispatch of Notice of Meeting	8 October 2015
Lodgement of Prospectus with the ASIC	2 November 2015
Opening Date of the Book Build	2 November 2015
Closing Date of the Book Build	3 November 2015
DVP Settlement	6 November 2015
Closing Date of Capital Raising Prospectus Offer	9 November 2015
Meeting held to approve the Transaction	9 November 2015
Settlement of the Acquisition	20 November 2015
Dispatch of holding statements	23 November 2015
Re-compliance with Chapters 1 and 2 of the ASX Listing Rules	27 November 2015
Re-quotation of Shares (including Shares issued under the Capital Raising) on ASX	4 December 2015

Headquarters located in Seattle, WA.

(opening an Australian engineering office in Adelaide, hiring has commenced)