



Quantify integrates with Google

ASX RELEASE

28 October 2019

Highlights

- **Quantify Technology has integrated Google's intelligent voice technology into its devices.**
- **Google holds a 72 percent share in Australia's smart speaker market, ahead of Amazon with 15 percent².**
- **Working with Google strengthens Quantify's platform as it maximises its sales nationally and looks to secure distribution overseas.**

Quantify Technology Holdings Limited (ASX:QFY) ("Quantify Technology", the "Company") is pleased to announce that it has integrated the Google Assistant into its patented smart home products. The integration with Google means homeowners will be able to use voice commands with Assistant-enabled devices to control their Quantify smart home solution.

First introduced in 2016, Google Nest is Google's smart speaker range which is powered by a virtual assistant, known as the Google Assistant, to respond to spoken requests, activate services and perform other activities. Google Nest devices include Nest Mini, Nest Hub and Nest Hub Max. The Google Assistant is compatible with over 200 smart home devices¹ from more than 50 brands in Australia and is available on one billion devices¹, including compatible Android smartphones.

Google holds 72 percent of the smart speaker market in Australia², with Amazon in second place, holding 15 percent. Quantify's integration with Google means that its devices now work with almost 90 percent of the rapidly growing smart speaker market in Australia.

The integration with Google is strongly aligned with Quantify's three strategic priorities; Quantify will be able to leverage Google's robust platform to maximise sales nationally,



secure distribution internationally and strengthen its platform, in order to offer a more complete solution.

Quantify Technology CEO Brett Savill commented: "Quantify is thrilled to be able to offer voice activation to our existing and future customers through the Google Assistant. This integration will put Quantify in good stead moving forward and allow us to maximise our sales Australia-wide, while offering an excellent selling point to potential distributors overseas. We look forward to working with Google."

Harvey Norman Commercial Manager Kris Leffler commented: 'We are a major distributor of both Google devices and Quantify. It is great to see them working together to provide consumers with a premium, combined user-experience and solutions for smart home and independent living.'

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- 1: Google (<https://www.blog.google/products/assistant/heres-how-google-assistant-became-more-helpful-2018/>)
- 2: Telsyte (<https://www.telsyte.com.au/announcements/2019/5/14/australian-iothome-market-cracks-1bn-paving-the-way-for-iot-commerce-services>)
- 3: Canalys (<https://www.canalys.com/newsroom/smart-speaker-market-q2-2019>)

Further Information:

Investor Relations & Media Enquiries

Caelie Jones

E: caelie.jones@quantifytechnology.com | P: +61 413 984 004

About Quantify Technology

Quantify Technology is an Australian-based company, focused on making lives better in homes, workplaces, and communities with their Internet of Things (IoT) smart home technology. Their qDevices replace standard power outlets and light switches and can be controlled by voice, app and touch. Quantify has the opportunity to be the first truly mass-market smart home product because of its simplicity, the innovative nature of its technology, and its limitless platform. Its strategic priorities are to maximise sales domestically, secure distribution internationally and strengthen its platform.