



Market Update

March 2021

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Introduction



Revenues are growing:

We have now **commercially validated our technology**

- won substantial anchor clients in targeted customer segments - Sports, Enterprise and Education
- built products on LVS that are productized, branded and can be easily consumed – Whizzard & Linus' Sports Solution

We are now **rolling out replicable products**

- proving success across three key sectors via the direct sales pipeline and channel/alliances
- supporting partners to build their own applications on LVS (in parallel to building our own) – Grafa & Swanbay

We continue to believe that the world's video should be managed virtually

The entire video ecosystem can be disrupted by Linus' patented technology

Our task now is to accelerate revenue growth through WHIZZARD and Sports sales in mega markets

These products are built with an eye to the future and are applicable to many further market segments



Today's Presentation



The achievement of key business milestones:

Swanbay

- have built their product on Linus' Video Services (LVS)
- won and deployed their first client
- secured critical distribution
- generating new revenues for Linus

Australian National Basketball League (NBL)

- have deployed our sports product
- generating new revenues for Linus

Whizzard

- platform developing quickly
- small non-material wins and pipeline filling quickly

swanbay.tv



Swanbay Limited is an international media and technology company which provides web and mobile services for Content Owners, Advertisers and Mobile Operators across the world.

Their success marks a key milestone for Linus Technologies, where a partner has developed their own solution on the Linus Video Services (LVS) platform and successfully commercialised it.

- Live deployment into high value clients of their first English Premier League Club, Wolverhampton Wanderers, showing encouraging early results
- Established partnership with IMG, a global leader in sports content and event management in over 30 countries
- IMG now promoting Swanbay technology
- Over 100 countries available for billing through Swanbay operators
- Delivering new revenues to Linus





swanbay.tv & Linius

Helping broadcasters deliver a
unique digital experience

swanbay.tv

OUR STORY SO FAR

We began 7 years ago as a mobile 1st innovator in content marketing, reach augmentation & maximising revenues by enabling full market penetration - 100% of devices, 100% of the time

We have subsequently invested £2m+ developing a suite of video & engagement services which all sit on our Global Content Distribution Platform (GCDP)

Integrating Linius' LVS platform into our offerings provide the WOW factor in our platform. Only Linius can deliver the personalisation of video we require.

Our technology simplifies expensive storage and increases ways to access video & video archives adding real value to content owners & fans

We deliver true choice to the consumer significantly increasing engagement and content consumption

“Every club, every sports governing body, every broadcaster is sitting on a gold-mine in their stored entertainment content - and this unique technology from swanbay.tv unlocks it.”

Jonathan Rigby, Swanbay Advisory Board Chair, ex Marketing & Commercial Director, Manchester United FC

SPORT - THE NOW & THE VISION

Focused on the global sports market

Partnered with IMG and Whisper.tv to deliver our digital solutions directly to clubs, federations & rights owners/ holders globally

IMG are a global leader in the production and distribution of sports media www.img.com

First deployment is live with an English Premier League Club, Wolverhampton Wanderers

The product is readily re-deployable with a strong pipeline:

- Premier league clubs including Manchester United and Tottenham Hotspur
- Leagues such as the Women's Soccer League
- Additional Sports such as Golf - European Tour, Tennis - ATP

"We're working with swanbay.tv on a number of projects across multiple sports as we see their unique tech stack enhancing our broadcast products and creating new engaging services for our global customers"

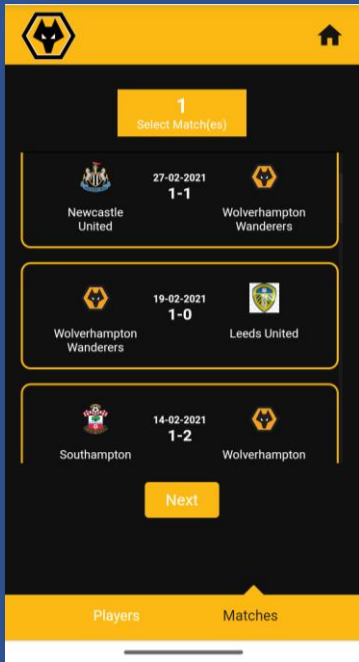
Brian Leonard, Head of Engineering, Product & Workflows. IMG



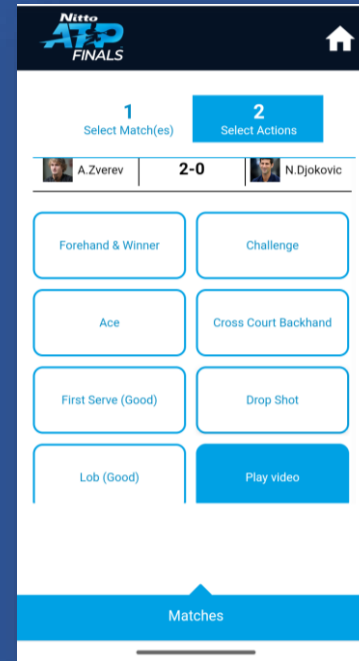
SWANBAY.TV & LINIUS TECHNOLOGIES

Increasing engagement, adding value and creating new digital distribution routes for sport

Linus' LVS platform is the key enabler in swanbay.tv delivering innovation in the digital world



- **Wolverhampton Wanderers**
- EPL Football club
- Currently 12th
- Avg Attendance 31,300 (12)
- 8th Biggest UK fan base*



- **ATP Tour**
- Top tier tennis events held globally
- 1 billion fans globally
- Nitto ATP Finals - Top 8 Global players

PROOF IN THE PUDDING

Engagement in real terms from an email campaign over a two week period

- 20%+ take up from whole mailing
- Over double average email open rates
- Tripled average click-through-rates
- 6+ pages viewed per visit
- Both Highlights+ & Player+ used on 60% of visits





MY SPORTS TV



Linus personalisation in sports grows user engagement



Linus is now moving from selling technology to selling success.
All broadcasters want to increase their share of viewership.

RACING
.COM

The global value of sports media rights was USD 44.6 billion in 2020, down 12% from 2019 due to Covid-19 impact. (1)

Digital media rights are now the key driver for growth of sports, predicted at 9.7% over the next 5 years. (1)



We have now commercially **validated our technology in SPORTS**

- won substantial clients in football (SportsHero, Swanbay/Wolves), Basketball (NBL) and Racing.com
- built, productized and branded the solution on LVS
- officially launched the gold-standard of personalised channels with NBL*

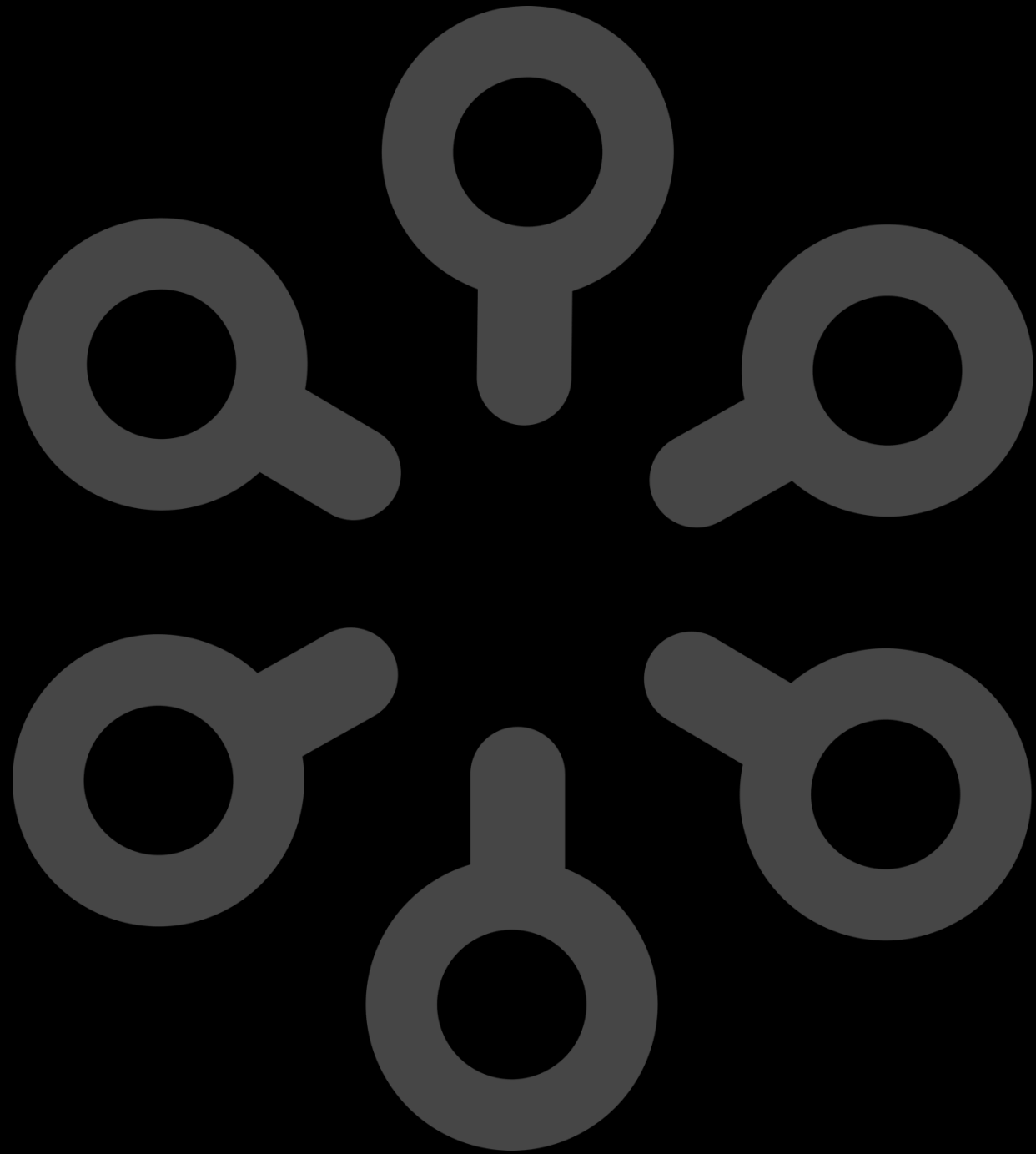
Pricing simplified to 'per-user-per month' plus 'data packs'

Deployable within 4 weeks, with minimal client resources

Our go-to market strategy is highly targeted to repeat

- basketball leagues with NBL incentivised to sell with us globally
- our pipeline will be accelerated now with NBL live
- expanding to additional sports

WHIZZARD



The global enterprise collaboration market is set to grow from USD 31.0 billion in 2019 to USD 48.1 billion by 2024 (CAGR 9.2%). (2)

The video conference market surpassed USD 14 billion in 2019 and is anticipated to grow at over 19% between 2020-2026. (3)

More people are studying remotely and online than ever before and home learning is a critical element of all education systems, while 74% of companies plan to permanently shift to more remote work as a result of the forced isolation caused by COVID-19. (3)

Linus has now commercially validated its technology within these markets, with two product propositions



Modern enterprise has millions of hours of recorded video that is never used. WHIZZARD-meet unlocks this IP and drives deeper enterprise collaboration.



A challenge for all educators is student engagement. WHIZZARD-learn drives student engagement and delivers deeper learnings from recorded video lectures.

WHIZZARD meet

- Integrated with the top Video Conference Platforms
- Self-serve platform in development for marketplace integrations
- Awareness and lead-generation marketing campaigns live
- Moving through the sales pipeline and in deployment stages – positive market reaction

WHIZZARD learn

- Built for education integrations including Canvas, Schoolbox, K-12
- Consultant in market with industry expertise and global contacts
- Engaged with re-sellers of edutech in ME and UK markets
- Linius' partner LiveTiles is heavily focused in this sector, tasked to drive student adoption and social influence amongst universities

WHIZZARDmeet

Recall meeting moments that matter.

Get Whizzard to search across hours of recorded meetings so you can instantly transform any conversation into bite-size relevant pieces of content.

[Start Your Free Trial](#)

Limited numbers available



WHIZZARD Solutions

Instantly transform hours of meetings into minutes!

- Connect your Zoom, MS Teams or WebEx account
- Import your recorded meetings
- Search across and within your recorded meetings
- Create and share the moments that matter

Claim your free trial today and discover the magic of WHIZZARD-meet.

WHIZZARDmeet

Take video snippets, not meeting minutes

[Try Whizzard for free today](#)

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Take back control of your work calendar with WHIZZARD-meet

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- Import your recorded meetings
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WHIZZARDlearn

Why WHIZZARDlearn?

More people are studying remotely today than ever before. Imagine students preparing for first exams, or preparing course submissions having access to the whole university's entire catalogue of recorded lectures, and being able to search for a study topic, spoken by a certain professor, in a particular lecture. That level of granularity is Whizzard Learn.

Increased engagement of course content

There's a new method in a learning, and it's called "When, where, how". Research shows that 50% of teachers have found video learning better than teaching through traditional text books.

Increased research capabilities and resources

All recorded classes and lectures become shared knowledge in content libraries, and can be accessed at any time by students, course content writers and department heads.

Better student performance and results

Instant access to the institution's content library and the ability to search for relevant content to help with course submissions or aid in exam preparation, driving the learning process and providing better results.

[Features](#) [Integrations](#) [Pricing](#)

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[Features](#) [Integrations](#) [Pricing](#)

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Corporate Overview



Volume/Value

Share Price (16 March 2021)	A\$0.037
Market Cap	A\$55.930m
Total Shares on issue / listed on ASX	1,511.6m
Total options on issue	45.8m
Fully diluted shares on issue	1,557.4m
Cash on hand as at 31 December 2020*	\$5m
Cash received as part of September 2020 capital raise*	\$5m

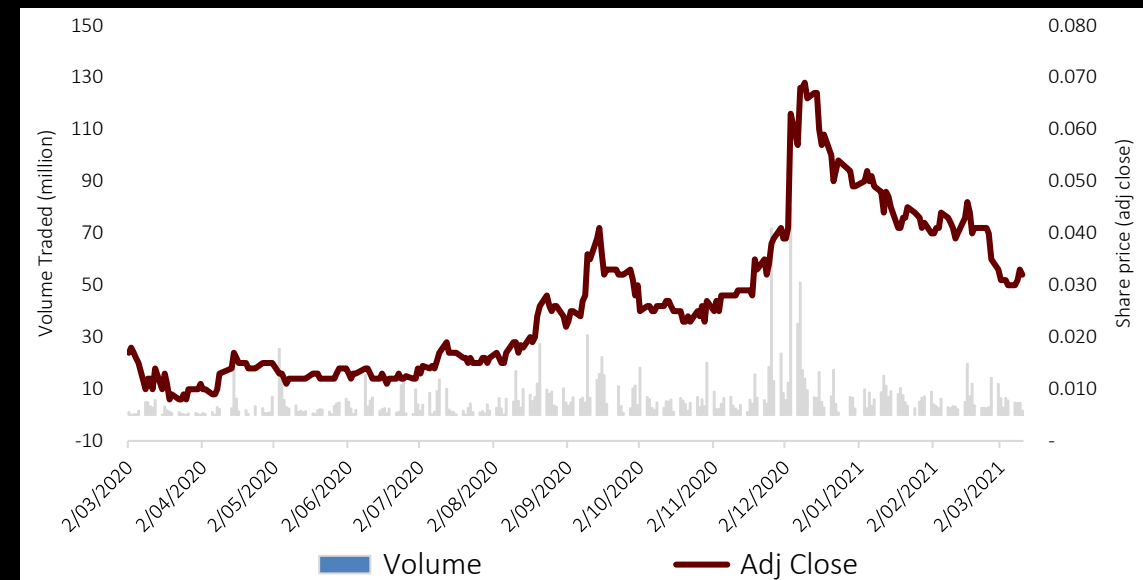
- Excludes costs

Major Shareholders

%

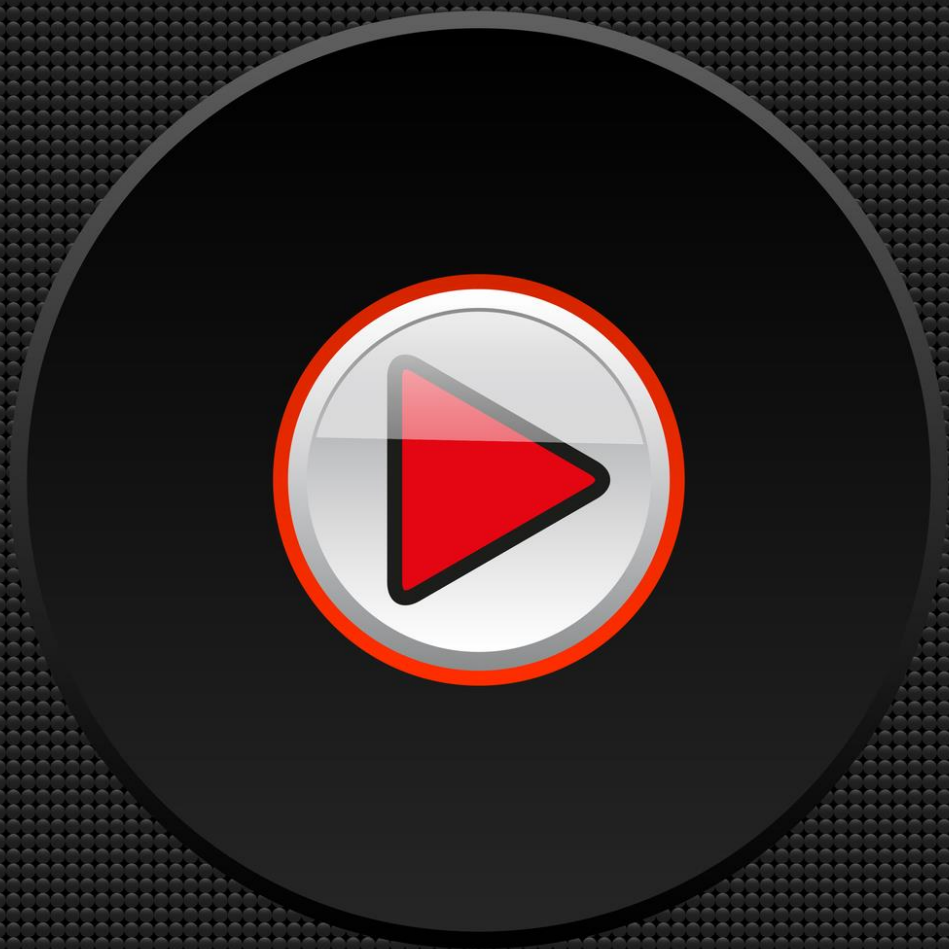
Earthrise Pty Ltd	6.39
Gerard Bongiorno	5.02
Technical Investing	5.32
Steve McGovern	3.02

Share Price Performance



Register

Board Shareholding (%)	8.05
International Shareholding (%)	3.12
Total Shareholders	3,659



LIV**US**

Thank you