



Video Virtualization Engine™

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Market Update  
14 December 2021



This virtual webinar is being held at  
12:00pm AEDT on 14 December 2021.

A full recording of the webinar will be  
made available afterwards for Investors at

[linius.com/company/investors/](https://linius.com/company/investors/)



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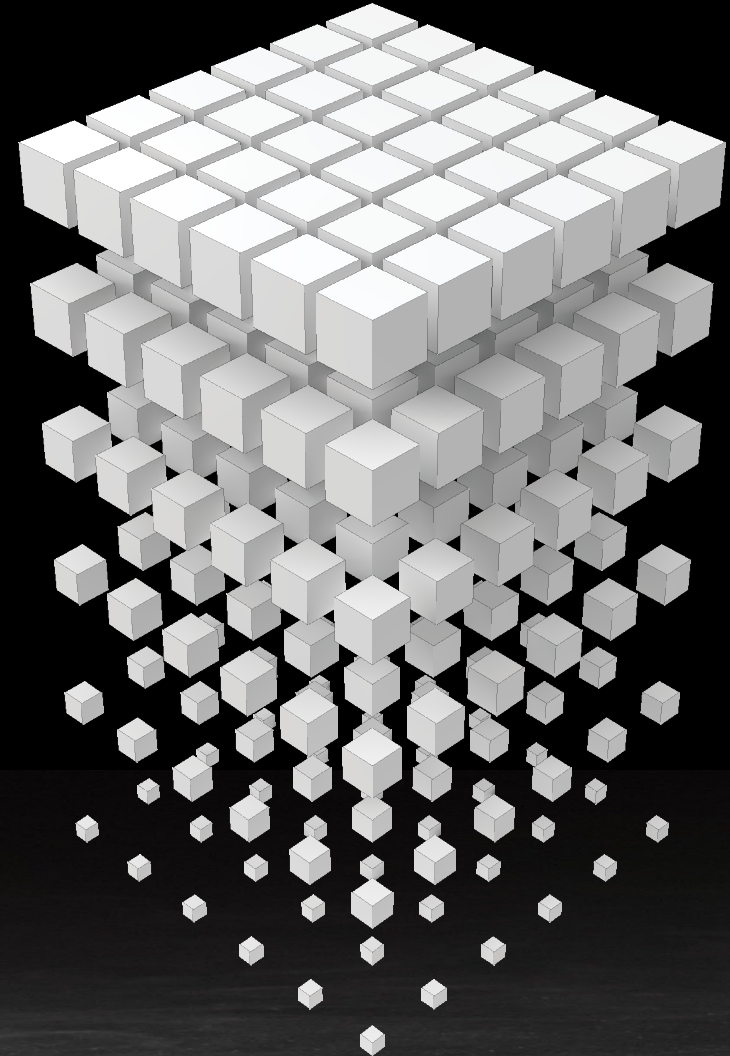
 Welcome

## We have the right Elements:

- Market Opportunity
- Strong Technology & Solutions
- Talented Team
- Great Partners

## We have the right Strategy:

- Commercial products in clearly defined large markets
- Customer success = proof = scale
- Adopt a platform strategy



# What is needed for success?

## Focus

- Ruthless alignment to strategy
- Purpose
- Clarity & alignment

## Execution

- Sales process & pipeline conversion
- Monetization – ARR
- Adoption & satisfaction
- Rigorous product lifecycle process

## Operational Excellence

- People & culture
- Organizational structure
- Communications, tools, process





LINIUS  
SPORTS

- Great customers and use cases
- Viewer engagement = success
  - WE HAVE IT!
- Leverage customer success to open doors and win deals
- Aggressive sales execution
- Expand reach with new partnerships



LINIUS  
EDUCATION

- Positive market feedback
- Happy, paying customer - UoN
- Need to drive adoption
  - Product enhancements
  - Customer success
- Pipeline is solid
  - Conversion is key
- Investing in sales and customer success resources

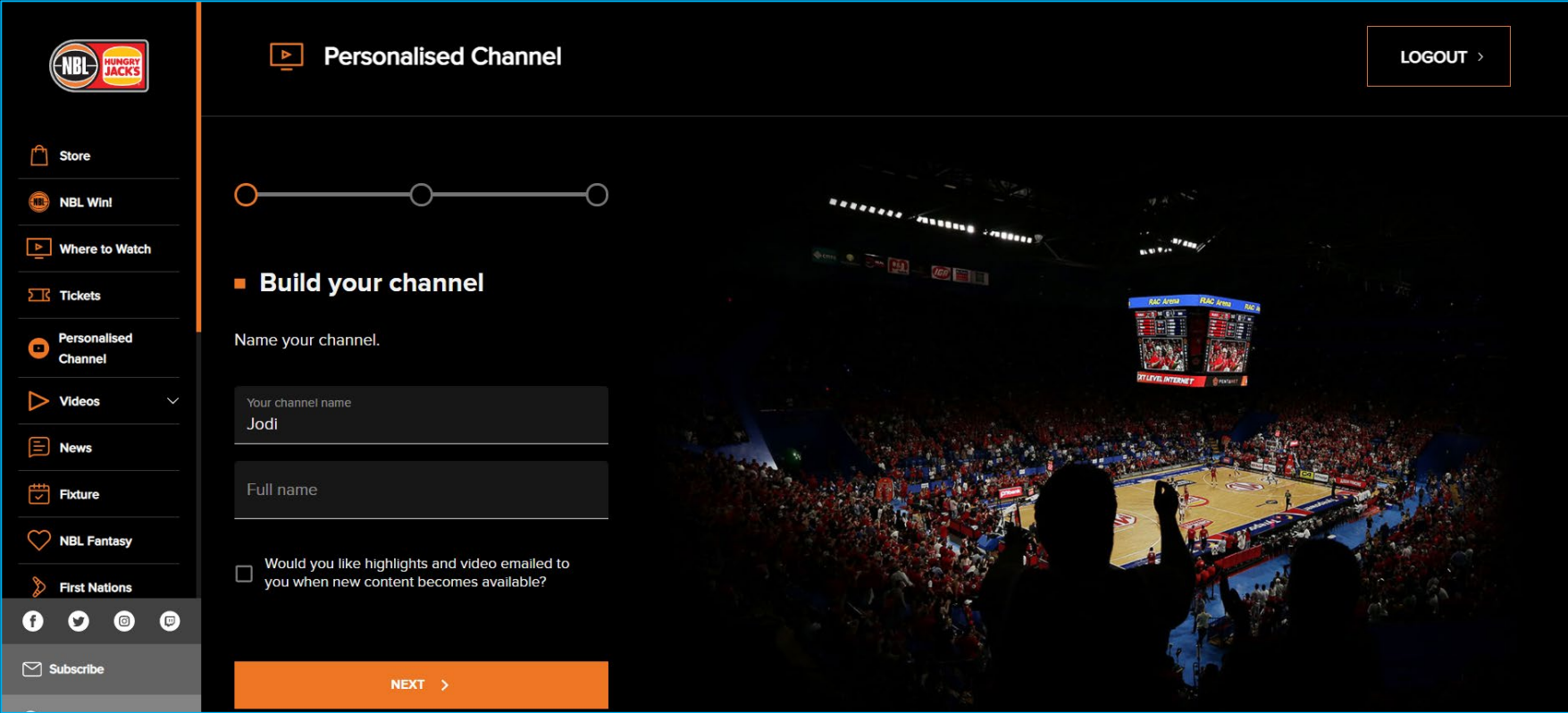


LINIUS  
BUSINESS

- Huge market potential
- Not clear on where Linius can win
- Test the market to narrow strategic focus
- Whizzard approved for Zoom, AWS and Brightcove partner programs
- Launching early Q3 with significant marketing campaign

# Business Update Highlights



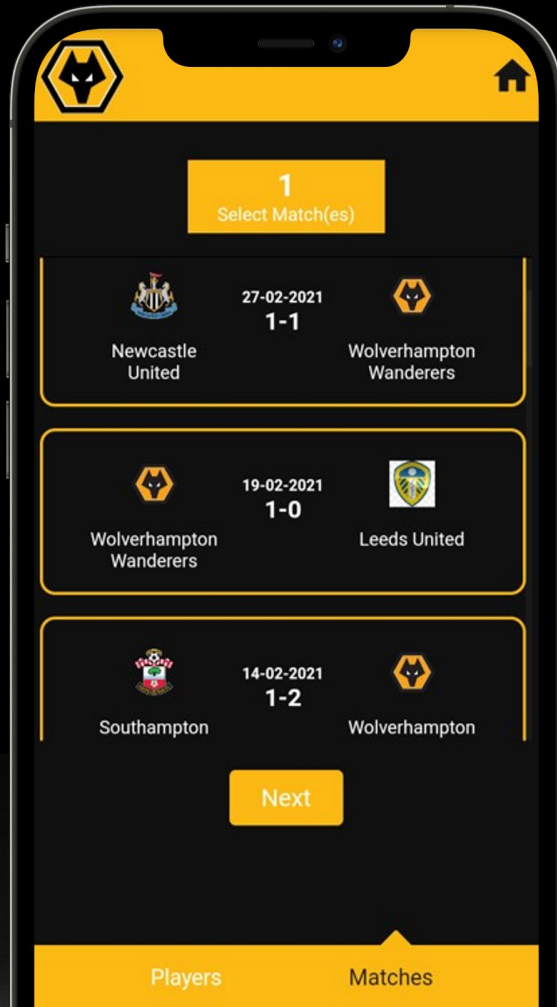


“The NBL Fan Channel service provides an opportunity to extend the reach of our sport by allowing our fans to curate and share their own channels.”

*Larry Kestelman, Hungry Jack’s NBL Owner and Executive Chairman*

# NBL Launch – Fan Channel Video





*“I’ve never seen any other platform out there that offers this experience.”*

*“Fan feedback was brilliant, really positive.”*

*“The usage stats are very strong since we’ve launched; the stats speak for themselves:*

- Incredible dwell times, several minutes higher than our site’s average*
- Repeat visits are great, an engaging platform that supporters are really enjoying”*

Richard Pepper, Head of Digital, Wolverhampton Wanderers FC (Wolves)

[swanbay.tv](https://www.swanbay.tv)

## aws case study

- Increased user engagement by 125%
- Doubled website page views to 400,000
- 50–100 new videos per day
- Lowered time to market
- Enabled its media team to independently create and publish videos
- Low-latency, secure content delivery at scale



*“We are excited about the future possibilities with Linus and our product roadmap, particularly with the innovation and improved video experiences that we can bring to digital customers and partners. Our further investment in Linus technology has helped give us the opportunity to provide an even better user experience for our customers.”* [Matthew Hill, Head of Product & Vision, Racing.com](#)

[Read the full AWS case study here.](#)

## The Market Opportunity

- ANZ higher education is focus
- Annual IT spend is \$2.9 billion (in 2020) <sup>(1)</sup>
- TAM: >1m students, 49k teaching staff, 41 Australian universities <sup>(1)</sup>

## Updates

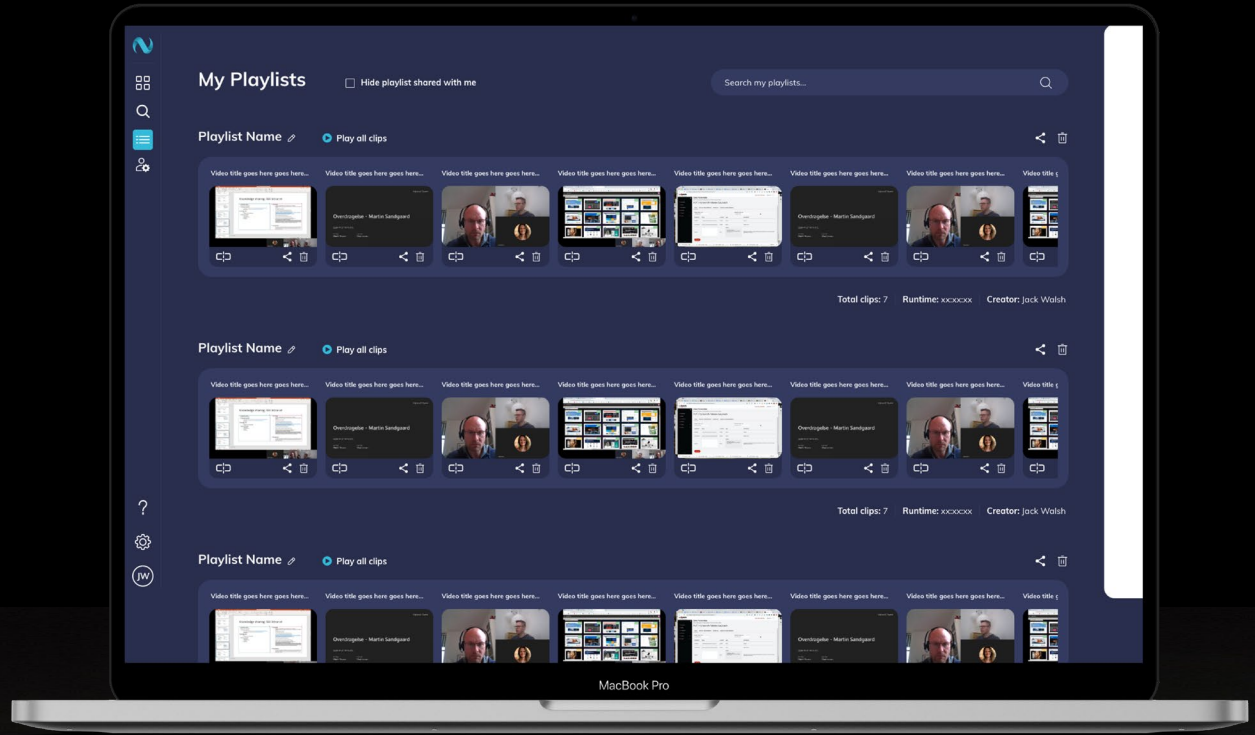
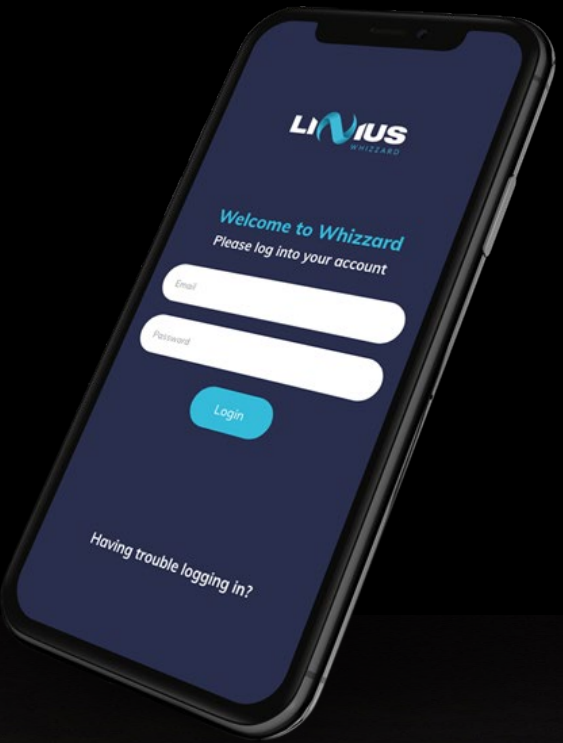
- University of Newcastle deployment evolving to connect more content to more users with new use cases
  - Immediately repeatable
- Ongoing product developments planned for education market through FY22
  - Integrations for major LMS platforms, Lecture Capture and VCMS platforms, Virtual meeting platforms
  - Additional AI/ML enrichment technologies
- Bolstered sales/success team with industry experts Mark Lamont, Philp Uys, Kerrie Campbell
- Partnering with AWS Australia higher education sales team
- Joined key industry bodies - Edugrowth, Educause, Caudit

## Next Steps

- Close & deploy additional Australian universities and drive ARR in FY22
- Ensure customer success
- Product evolution to meet user and market needs

<sup>(1)</sup> Council of Australasian University Directors of Information Technology, 2019 metrics: [caudit.edu.au/2019-metrics](https://caudit.edu.au/2019-metrics), 2020 Benchmarking snapshot: [caudit.edu.au/2020-benchmarking-snapshot](https://caudit.edu.au/2020-benchmarking-snapshot)

# Whizzard Demonstration



# Business – Whizzard approved for marketplaces

## The Market Opportunity

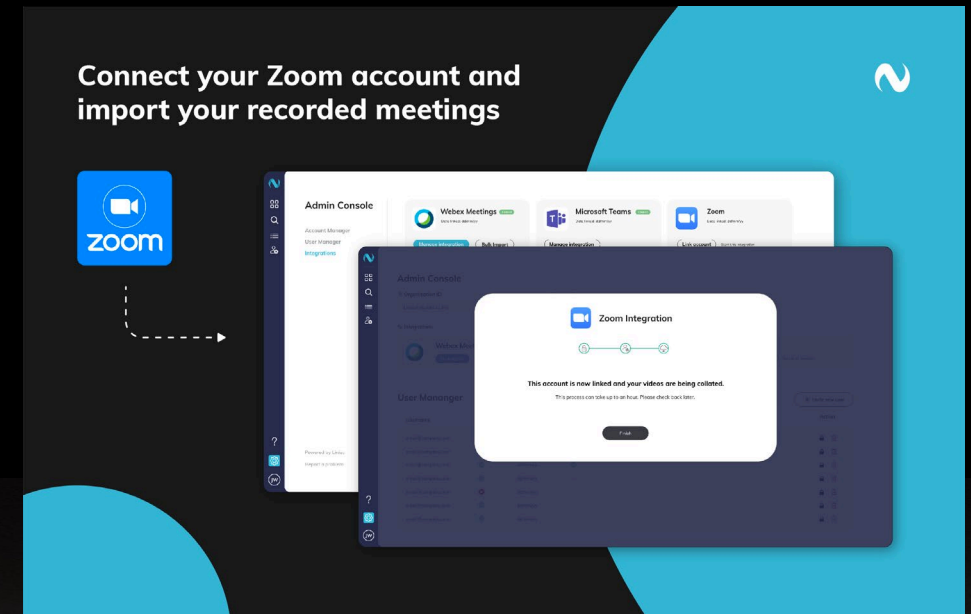
- Global video conferencing market is a \$6.8b USD market projected CAGR of >10%. (2)
- Zoom has the #1 market position in Video Conferencing with nearly 50% share (3)

## Updates

- Whizzard approved for vendor marketplaces:
  - Zoom: self-service free trial & marketing campaign
  - AWS: ISV Accelerate program, field teams paid to sell Linius
  - Brightcove: joint marketing campaigns and co-sell
- Whizzard wins the Australian Information Industry Association's (AIIA) 2021 VIC "Technology Platform Solution of the Year"

## Next Steps

- Launch in early Q3
- Test the market and learn
- Refine and narrow target industries, segments, and use cases



(2) [fortunebusinessinsights.com/industry-reports/video-conferencing-market-100293](https://fortunebusinessinsights.com/industry-reports/video-conferencing-market-100293)

(3) [digitalinformationworld.com/2021/04/top-video-call-platform-by-market-share.html](https://digitalinformationworld.com/2021/04/top-video-call-platform-by-market-share.html)

## We have:

- Great technology
- Solid base of clients
- Significant market opportunity
- Unique products with strong value prop
- Talented team and partners

## We will:

- Focus
- Execute – deals, customer success, ARR
- Repeat our successes
- Lead the way to an LVS platform strategy



*Shareholder communication to be centered on delivery – wins, revenue, ARR, adoption, customer satisfaction*



## Volume/Value

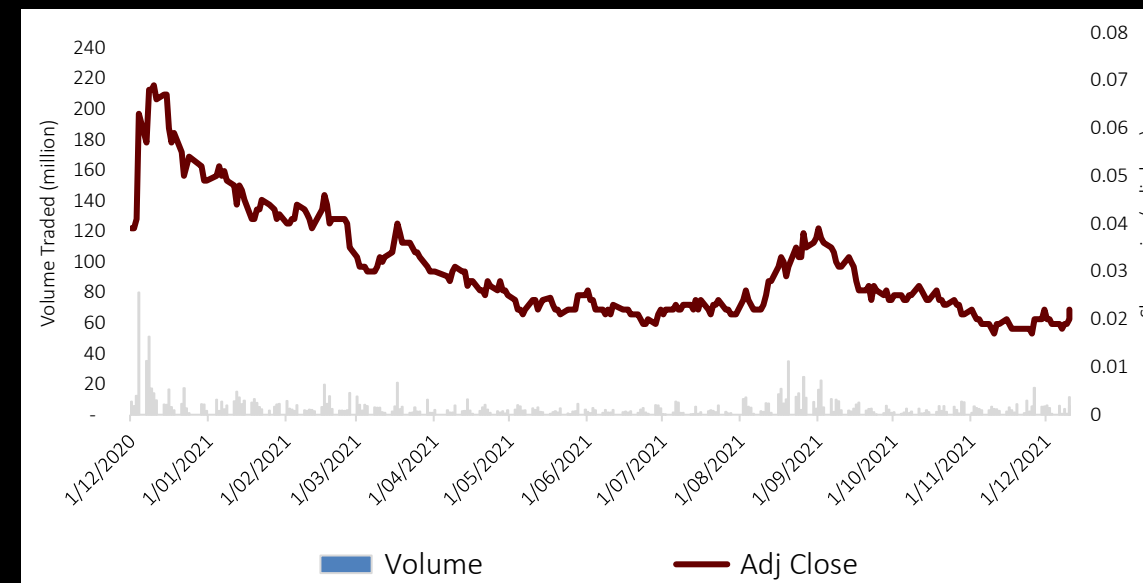
Share Price (13 December 2021)	A\$0.022
Market Cap	A\$37.3m
Total Shares on issue / listed on ASX	1,694.9m
Total options on issue	66.9m
Fully diluted shares on issue	1,762m
Cash on hand as at 30 September 2021*	\$2.93m

\* \$400,000 to be received from directors in December, post approval at AGM.

## Major Shareholders

Major Shareholders	%
Earthrise Pty Ltd	5.70
Gerard Bongiorno	4.48
Technical Investing	4.72
Steve McGovern	2.70

## Share Price Performance



## Register

Board Shareholding (%)	7.18
International Shareholding (%)	2.76
Total Shareholders (No.)	3,718



Video Virtualization Engine™

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