

Linus Market Update Weblink

Melbourne, Australia – 14 December 2021: Linus Technologies Limited (ASX:LNU) ('Linus' or 'the Company') – the only cloud-based solution that transforms static video into hyper-personalized video experiences with its world first Video Virtualization Engine™ (VVE) – is pleased to provide access to the recording of the market update held at 12:00 (AEDT) on Tuesday 14 December 2021.

For access to the full presentation ([click here](#)) and recording of the webinar ([click here](#)).

The webinar was scheduled to coincide with Linus' new CEO, James Brennan joining the Company, including James' initial impressions of Linus and his approach to shareholder engagement.

The key elements of the webinar included:

- An overview of James' strategic and operational planning.
- An update on the Education sector, including an overview of the bolstered sales teams' go-to-market strategy and buoyant opportunity pipeline.
- The Company's go-to-market strategy for Sports, including details of a new partner agreement with McCormack Advisors designed to target joint ventures and accelerate sales with major global broadcasters.
- The evolving relationship between Linus and partner Swanbay, that has seen further commercialisation of the Linus technology off the back of their deployment into English Premier League Club, Wolverhampton Wanderers.
- An update on Linus Whizzard for the Enterprise sector, including updates on the free self-service trial launch, key integrations and partner marketplace presence.

This announcement has been authorised for release to ASX by the Linus Board of Directors.

About Linus Technologies Limited:

Linus is a world-first technology that makes hyper-personalized video experiences possible, with its globally patented Video Virtualization Engine™ (VVE).

Linus cracks open a traditional video file exposing its data within, transforming a once in-penetrable video file into fully searchable data that can be enriched with AI and machine learning. And because it's all done virtually and lightweight, an infinite amount of personalised video streams can then be re-assembled and delivered, on-the-fly, providing the most relevant information to the viewer.

Linus' mission is to make the world's video accessible as data, and in doing so provide many points of value across the entire video ecosystem starting with the enrichment of video archives, through to production workflows, to on-screen play-back.

Linus is re-defining video rich markets around the globe including Sports, Enterprise and Education, and transforming the way the world watches, and works with video.

For more on Linus Technologies, visit www.linus.com

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