Video Virtualization Engine™

Market Update

Linius Technologies Limited (ASX:LNU)

James Brennan, CEO

April 2022

Video Virtualization Engine™

This virtual webinar is being held at 12:30pm AEST on 26 April 2022.

A full recording of the webinar will be made available afterwards for Investors at:
linius.com/company/investors/

James Brennan, CEO
April 2022

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What is needed for success?

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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

Latest News

Linius Sport – at the inflection point

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"We are really pleased with MatchVision. Throughout the season we've seen usage and key metrics increasing significantly along with continued innovation in the service. We are now working with Swanbay to maximise promotion of this innovative service through the rest of this season and into the next."
Richard Pepper, Head of Digital, Wolverhampton Wanderers FC

10 FOOTBALL BUSINESS AWARDS 2022
10 YEARS OF THE FOOTBALL BUSINESS AWARDS

FINALIST
BEST USE OF TECHNOLOGY IN FOOTBALL

LINIUS VIDEO SERVICES

RACING.COM

NBL NATIONAL BASKETBALL LEAGUE

swanbay.tv

MatchVision

CLUB BRUGGE KV 1891

MatchVision

EFL

MatchVision

Near term pipeline

- Swanbay
- McCormack Advisors
- IS Partners
- Aus, UK, EU, USA
- Pro, Collegiate, High School
- Golf, Cricket, Football, Basketball, Rugby

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Demo

Linius Sport – at the inflection point

Near term pipeline

- Swanbay
- McCormack Advisors
- IS Partners
- Aus, UK, EU, USA
- Pro, Collegiate, High School
- Golf, Cricket, Football, Basketball, Rugby

Linius Education – earlier on same curve

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"We are optimistic about the innovation Whizzard can bring to our students, researchers, staff, and community at The University of Newcastle. The advanced search capability based on AI/ML is being leveraged with the deployment of our current use case for historical news videos with our Library team with the rollout progressing well. We look forward to the success of this use case to drive further adoption throughout the University throughout the year."
Anthony Molinia, CIO, University of Newcastle

US & Global universities

Wide adoption @ ANZ Universities

Partners
Learning Mgt Systems
Lecture Capture
Video platforms
Virtual Classrooms
Ed Tech channel

Near term pipeline
ANZ Universities #2-5

VIDEO SERVICES

WHIZZARD

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

canvas BY INSTRUCTURE

zoom

LiveTiles

Providing a platform for today and the future

Linius has created a powerful **Video Applications Platform** called Linius Video Services (LVS).

LVS enables the creation of numerous video applications across multiple industries, directly by Linius, by customers and via Linius partners across the globe.

TODAY:

Product Execution, Platform Maturity

- Linius is focused on the direct commercialisation of multiple products built on LVS into large markets.
- Repeat sales of these products is key to near-term revenue growth
- Third party application developer Swanbay.tv has built products on LVS and repeatedly commercialised.
- LiveTiles engaged to build apps for education & enterprise
- Linius BVS subsidiary to build extended product sets on LVS
- LVS platform is continuously being enhanced to support growing demands.

FUTURE:

Extending the Platform Strategy

- Linius will evaluate additional markets for potential direct investment.
- LVS will be actively marketed to application developers, systems integrators, and OEM technology partners to develop and commercialize solutions in chosen markets.
  - Independently, in partnership or through various licensing arrangements.
- The goal is to enable scale by having most development and commercialization costs borne by third parties as they generate new revenues for Linius.

Linius powers multiple workflows in large markets

Linius Video Virtualization Engine™

Capture & post production

Ingest, transcode & store

Manage & protect

Deliver & playout

Linius simplifies the entire workflow by delivering files from source to delivery

Sports
Global value of sports media rights USD 52B in 2021; 16% increase from 2020. (1)

Education
Global higher education tech market projected to reach USD 169.7B by 2028; CAGR of 10%. (2)

Business
Global video conferencing market USD 9.2B 2021; forecast to increase 19.7% by 2026. (3)

Media & Entertainment (inc.News)
Global market projected to reach USD 3.5TR by 2028, from USD 2.3TR in 2021. (4)

Defense and Security
Global security market worth USD 103B in 2019; forecasted CAGR 6.5% to 2027 primarily due to video surveillance. (5)

Billion/trillion dollar customer markets

Sources:
(1) sportbusiness.com
(2) fortunebusinessinsights.com
(3) marketsandmarkets.com
(4) marketreportsworld.com
(5) grandviewresearch.com

Commercial models add value for Linius and customers

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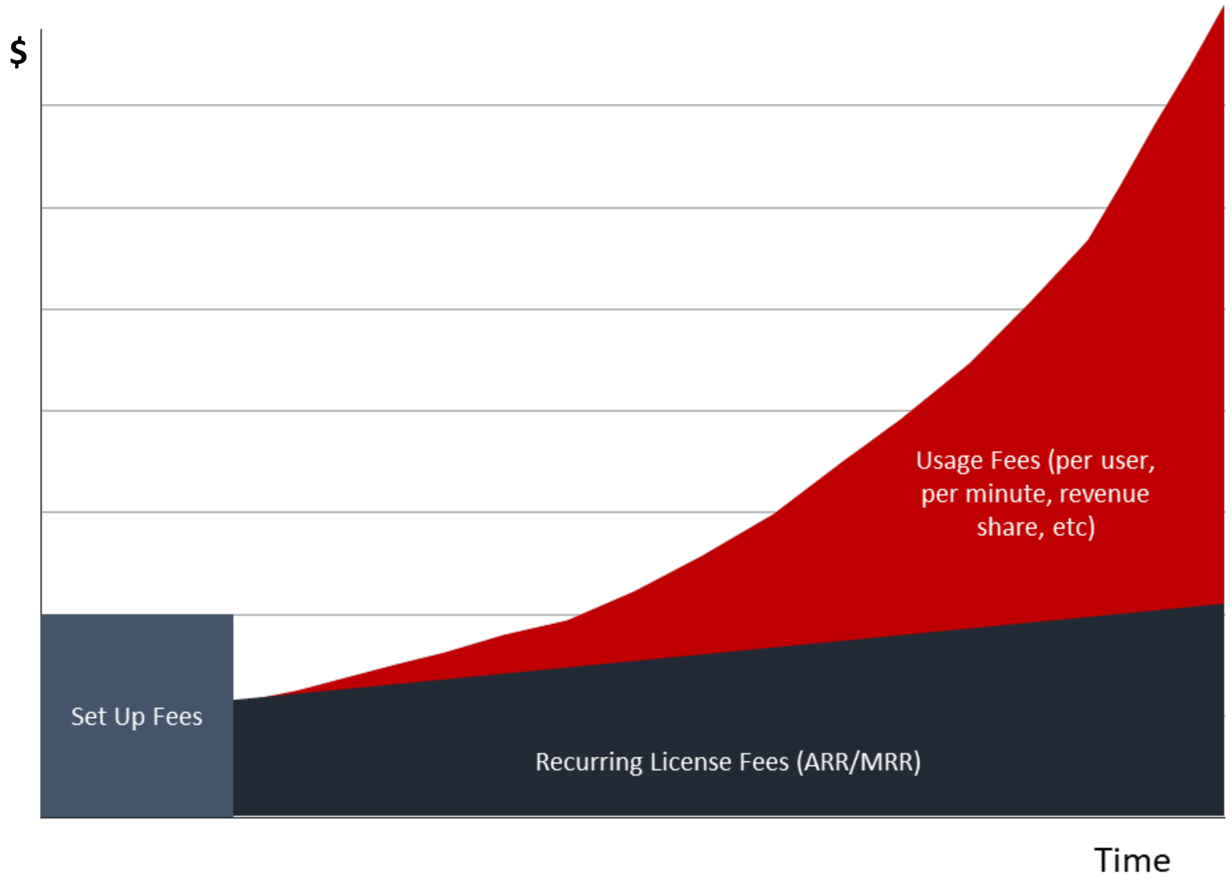
Linius solutions create client value

- Viewer engagement = $
- Current clients have seen significant increases in viewer engagement having deployed Linius personalisation products, with one reporting increases of 120%.
- Increased viewer engagement is monetized through advertising, sponsorship, subscription, user growth/retention
- All models generate significant returns for the client

Linius commercial models align with client value

Linius has introduced new commercial models to balance

- immediate cash flow
- predictable recurring revenue
- large usage-based growth potential



Latest business updates

Video Virtualization Engine™

- Executive team bolstered by addition of new **General Manager, Education & Enterprise**. Search for executive leader of the Sports business is ongoing.
- Organisation structure updated to **align staffing with customer value.**
- Team updated to put the **right people in the right roles**. Most roles now filled. While hiring has increased, overall expense for staff, contractors and consultants has reduced.
- Developed and introduced clear **company purpose, strategy, value proposition, and values.**
- Clarified and narrowed product portfolio, created **replicable products, defined roadmap** priorities for next 12 months.
- Focus on product marketing, developed **customer-oriented messaging and product value propositions.**
- **Engineering processes and tools** have seen significant maturation over past 6 months under new CIO Clive Malcher.
- Optimisations of core technology architecture bringing **efficiencies in production cost structure,** reducing development risk, and **accelerating development velocity.**
- Linius selected for **Amazon Web Services Rapid Prototyping Program** to support Linius in the development of another new product on LVS.

aws partner network

Video Virtualization Engine™

World-first technology re-defining video rich markets

Linius Technologies Limited (ASX:LNU)

Investor Presentation
April 2022

Video comes with multiple limitations and compromises

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Video use is massive and growing (84% of internet traffic and 64% of mobile traffic)
… yet video has experienced less innovation than other media

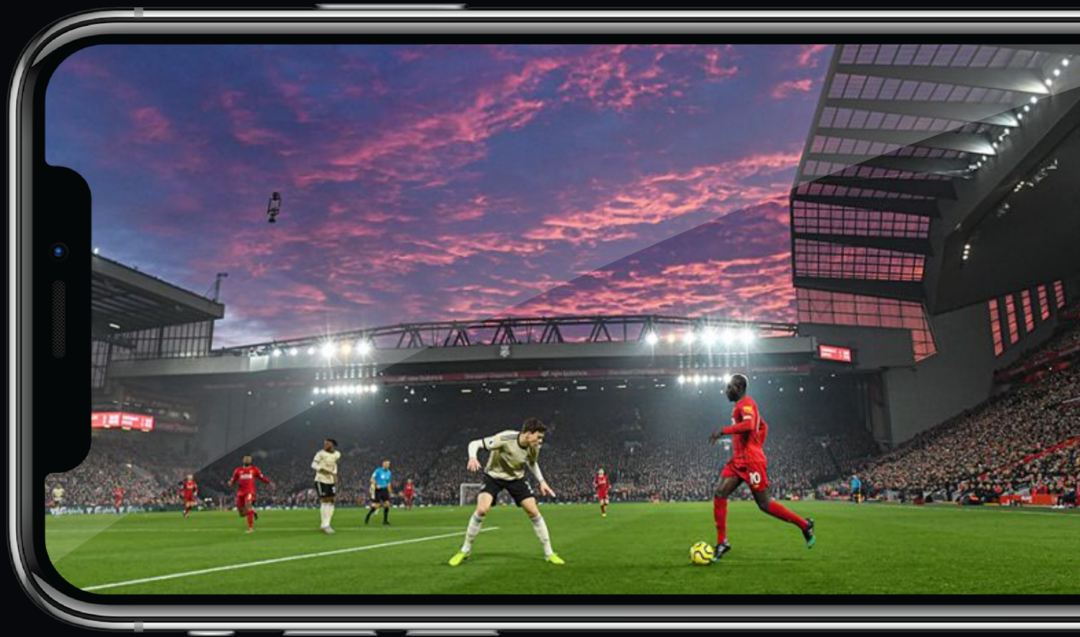
Why?
Due to the video file itself, which is often large, complex, inflexible, using significant bandwidth, processing, and storage

At the same time, viewers expectations have changed forcing content creators and owners to find new ways to engage viewers and monetise content.

Video distribution has not changed. with broadcasters still pushing the same content to all viewers. This is sub-optimal compared to all other digital media, which can be pulled through by the viewer to their own requirements.

Linius has revolutionised video distribution by going to the source of the issue **- the video file itself**

All other 'big data' is virtualised **only Linius has invented, patented and delivered video virtualisation**



Linius cuts through the limitations of video

Linius' patented technology provides the only video virtualisation platform to the world's content creators, managers, distributors and broadcasters.

Linius delivers efficiency across the video ecosystem, creates new opportunities for video owners to monetise their content and provides the world's only methodology to personalise every video stream to each viewer at scale.

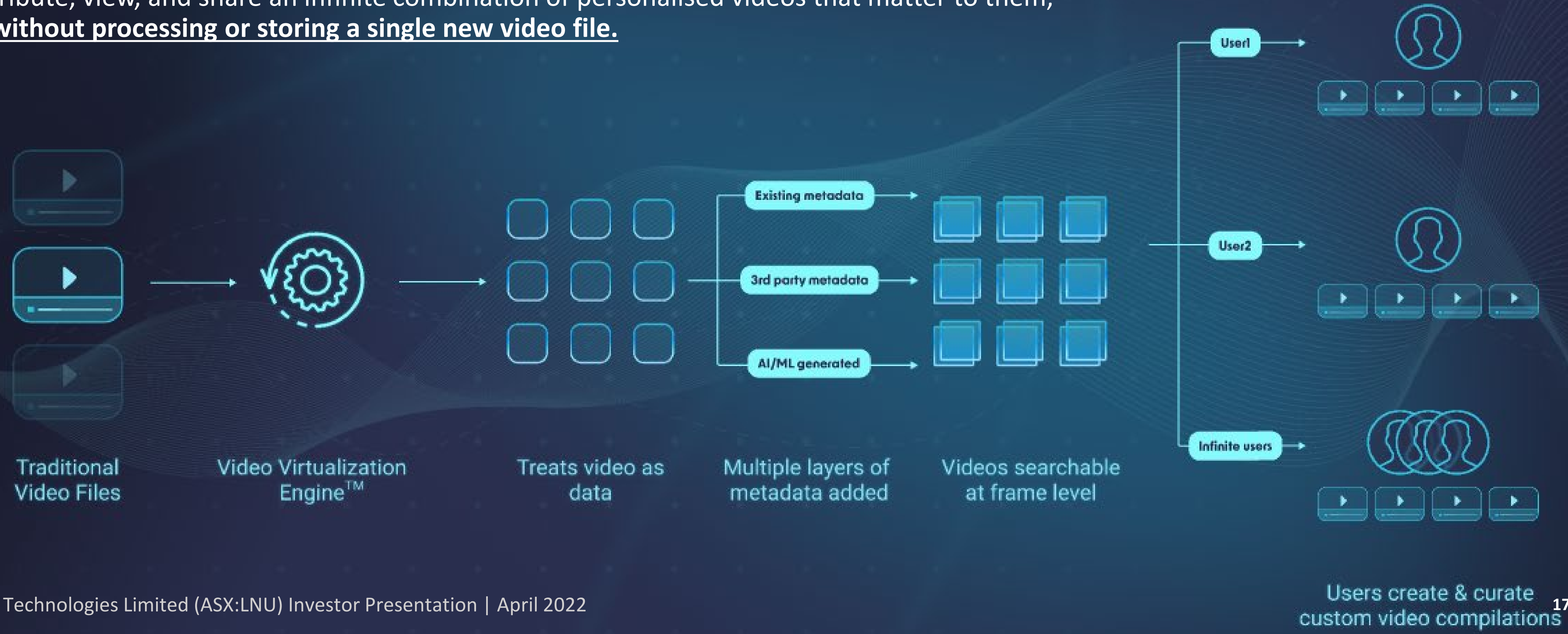
Available today as a SaaS platform to application developers and clients, generating recurring platform and variable usage revenue.

Linius' technology empowers clients and users across multiple market segments and use cases.

Virtualisation makes it possible

No one else in the world can instantly assemble infinitely variable video streams at broadcast scale and quality.

Linius' patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data enriched with AI and ML. By virtualising video, users can create, search, edit, distribute, view, and share an infinite combination of personalised videos that matter to them, **all without processing or storing a single new video file.**



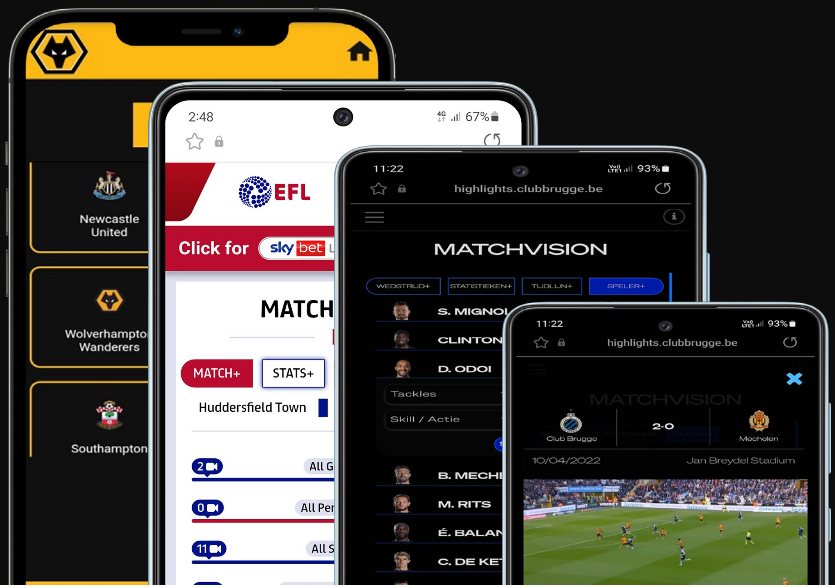
Commercialising our initial focus markets

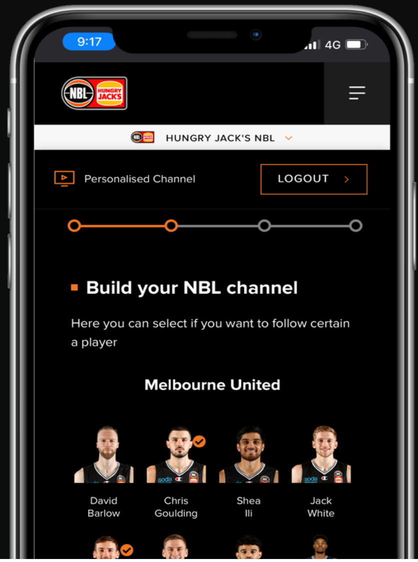
Linius Video Virtualization Engine™

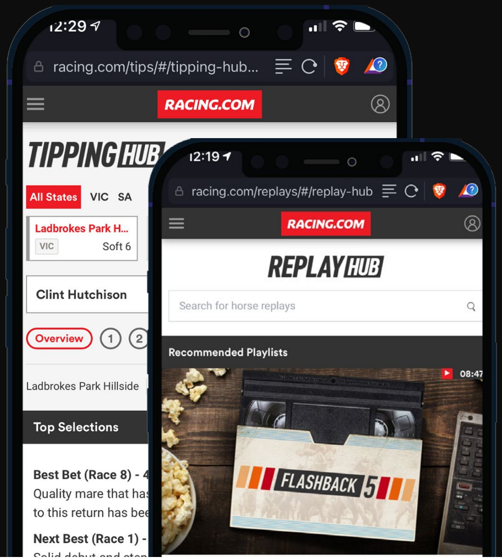
Linius has validated video virtualisation in its current core focus markets - Sports, Education, Business

- Significant annual recurring revenue (ARR) identified across each of these markets
- Customer satisfaction and repeat sales are key to near-term ARR growth

Linius is also finding success with partners like Swanbay, who have built and sold their own successful solutions with LVS.







swanbay.tv | EFL | NBL National Basketball League | The University of Newcastle Australia | zoom | RACING.COM

Repeating success in target markets to drive growth

Video Virtualization Engine™

SPORTS

- Satisfied customers, growing adoption, proven value.
- Partnerships and direct team in place to replicate and accelerate this success in new regions & sports.
- Executing robust sales pipeline, with new leagues/sports/teams to be announced soon.

Global value of sports media rights USD 52.1B in 2021; 16% increase from 2020's Covid affected total. (1)

EDUCATION

- Validating solution in ANZ generates proof to tap US market potential.
- Deep customer engagement, developing & proving high value use-cases.
- Connection with most ANZ universities
- Strong opportunity pipeline for CY2022.
- Experienced team of industry experts.
- Partnerships with leading tech platforms.
- Focused roadmap to accelerate user adoption by mid-CY2022.

Global higher-ed tech market to reach 169.7B by 2028 (CAGR 10%). (2) ANZ: 50 unis/1.5m students. (3) US: ~2400 unis/~20m students. (4)

BUSINESS

- Broad market potential.
- First product in market.
- Market testing to determine segments and use cases with greatest potential for focus through CY2022.
- Partnerships with leading enterprise vendors AWS, Zoom, Brightcove.

Global video conferencing market USD 9.2B in 2021; forecast to increase 19.7% to USD 22.5B by 2026. (5)

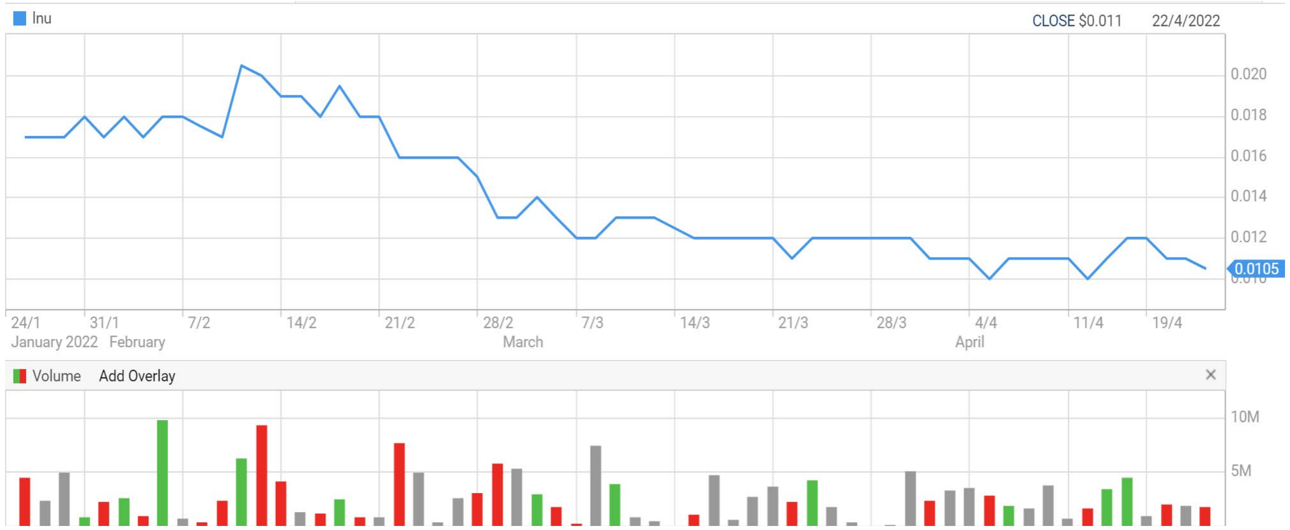
- **Currently expanding to US region within sports market including collegiate sport.**
- **Leverage sport success into education use cases in US university market.**

1 sportbusiness.com, 2 fortunebusinessinsights.com, 3 educationlimited.com & statista.com, 4 studyaustralia.gov.au & universitiesaustralia.edu.au, 5 marketsandmarkets.com

Key financial details

ASX code	**LNU**
Listing date	July 2011
GICS classification	Software & Services
Share price (22 April 2022)	$0.010
Market Capitalisation	$17.7m
Shares on issue	1,765.9m
Options on issue	57m
Cash on hand (31 December 2021)*	$1.506m
Trading range (last 12 months)	$0.01 to $0.04
Average daily volume	3.86m

* Proforma cash on hand excludes $2,000,000 received from New Technology Capital Group, LLC in respect of the subscription agreement as disclosed on 28 January 2022.



Major shareholder	Holding
Earthrise Pty Ltd	5.47%
Gerard Bongiorno	4.87%
Technical Investing	4.53%
Steve McGovern	2.59%
Board shareholding %	8.14%
International shareholding %	3.88%
Total shareholders (No.)	3,534

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Video Virtualization Engine™

Corporate overview

Key milestones

2016

Listed on the ASX with core video virtualization patent

2017

Patent portfolio extended

2018

Microsoft Azure

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Technology Partner

LINIUS VIDEO SERVICES

- SaaS Platform, Linius Video Services (LVS) launched
- Microsoft Azure Integration
- Became official AWS Partner

RACING.COM

NBL NATIONAL BASKETBALL LEAGUE

swanbay.tv

2019

- Successful test of world's first virtual video blockchain
- Swanbay partnership agreement
- Accepted into Microsoft Co-sell program
- Client won - Racing.com
- Client won – NBL

2020

LINIUS WHIZZARD

LINIUS BLOCKCHAIN

- Covid 19– reduced operating expenditure to mitigate impact
- Operational re-alignment to 3 core customer markets - sports, education, enterprise
- Racing.com launch two more Linius products
- Whizzard strategic direction and brand launch
- John Wallace appointed to the Board
- Blockchain patent granted

2021

EFL

CLUB BRUGGE KV

- Whizzard successfully integrated with Zoom and launched on Zoom Marketplace
- Partner Swanbay in conjunction with IMG, pilot fan engagement solution MatchVision with English Football League (EFL) and Club Brugge of the Belgian Pro League.

2022

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

Wolverhampton Wanderers F.C.

aws partner network
Technology Partner

- Whizzard announced the AIIA VIC Tech Platform Solution of the Year
- Client won – University of Newcastle
- Accepted into AWS ISV Accelerate Program
- Whizzard launched on AWS & Brightcove Marketplaces
- Linius and Swanbay Partner announce Wolves deal and solution goes live
- AWS publish case study on Linius & Racing.com
- Appointment of James Brennan as CEO and Clive Malcher as CTO
- Client NBL launch sports fan channel
- Sports Partnership agreements with McCormack Advisors & IS Partners

Experienced board with technology expertise

James Brennan
CEO

James is a dynamic leader with 20 years' experience in developing products and growing enterprise software and SaaS businesses. He has deep expertise in video, unified communications and educational technology with an outstanding track record of unlocking the latent potential of products and businesses. See more from James **here.**

Gerard Bongiorno
Chairman

Gerard is Principal and Co-CEO of Sapient Capital Partners, a merchant banking operation and has over 25 years of experience in capital raisings and corporate advisory. Gerard brings to Linius his experience from Challenger Limited (ASX: CGF), Village Roadshow and KPMG and his ongoing work at Sapient, raising capital both in Australia and internationally.

Stephen McGovern
Director

Stephen has over 20 years' experience as an executive in telecommunications, media sales and pay TV, and is managing director of cloud call recording company Dubber Corporation Ltd [ASX: DUB]. He has led several established companies, which have penetrated new and emerging markets and have required a strong sales and solutions focus.

John Wallace
Director

John, who is US-based, has over 30 years' experience in video and media organisations. Over this time, he has gained an extensive understanding of the technology, television and broadcasting industrial sectors, both from an operational and sales marketing perspective. He is ex-President & CEO of Deluxe Entertainment Services and is very active in the start-up investment community.

Latest business updates – Sport

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Video Virtualization Engine™

- **Linius and partner Swanbay are finalizing a new deeper partnership agreement** with Swanbay's MatchVision as a core solution. This will enhance go to market capabilities for Linius and Swanbay to bring our joint solutions to more regions, sports, leagues and teams
- MatchVision (including Linius LVS) has launched with **Club Brugge KV** of the Belgian First Division and UEFA Champions League
- MatchVision is currently being piloted in partnership with **the English Football League (EFL) and IMG.** The solution is live on a dedicated demo platform which has been shared extensively with encouraging usage and positive feedback. Deployment into EFL.com and selected club sites is currently underway
- **EPL club Wolverhampton Wanderers** are extremely happy with the staged launch of MatchVision this season.

  "We are really pleased with MatchVision. Throughout the season we've seen usage and key metrics increasing significantly along with continued innovation in the service. We are now working with Swanbay to maximise promotion of this innovative service through the rest of this season and into the next." *Richard Pepper, Head of Digital, Wolverhampton Wanderers FC*

- These activities have led to **increased invoicing and revenue** for Linius in the sports segment
- Swanbay's MatchVision is receiving industry attention & recognition, having been selected as a **finalist for the prestigious 2022 Football Business Awards** in the category of Best Use of Technology
- **NBL and Racing.com** continue to see steadily growing user engagement and customer satisfaction led by new CSM
- Significant increase and progression of Sports pipeline with **new opportunities in US, AU, EU, Asia**; multiple sports including **football, golf, cricket, rugby** and more; multiple levels from **Pro to Collegiate to High School**

Latest business updates – Education & Enterprise

Video Virtualization Engine™

- **Consolidated Education & Enterprise team** under new executive leader focused on execution
- Deployment at **University of Newcastle accelerating** with live usage this term and new use cases next term

  "We are optimistic about the innovation Whizzard can bring to our students, researchers, staff, and community at The University of Newcastle. The advanced search capability based on AI/ML is being leveraged with the deployment of our current use case for historical news videos with our Library team with the rollout progressing well. We look forward to the success of this use case to drive further adoption throughout the University throughout the year." *Anthony Molinia, CIO, University of Newcastle*

- Linius has released advanced capabilities and added value in its education solutions through the integration of additional AI tools like **facial recognition and optical character recognition (OCR)**. These advanced features are enabling new use cases in research at UoN and other potential universities
- Linius will further expand our education solutions through **partnerships with Canvas (Instructure)**. Upcoming versions of Linius Whizzard will support native integration with this and other leading Learning Management Systems and Video Platforms
- **Education pipeline continues to mature** with multiple opportunities progressing through the sales cycle
- **Whizzard for business** is now available on the Zoom Marketplace and the marketing campaign has kicked off
- **Renewed partnership and engagement with LiveTiles** with new solution and commercial plans in development to bring value to our joint markets

The investment thesis (SUMMARY)

LINIUS
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Linius has:

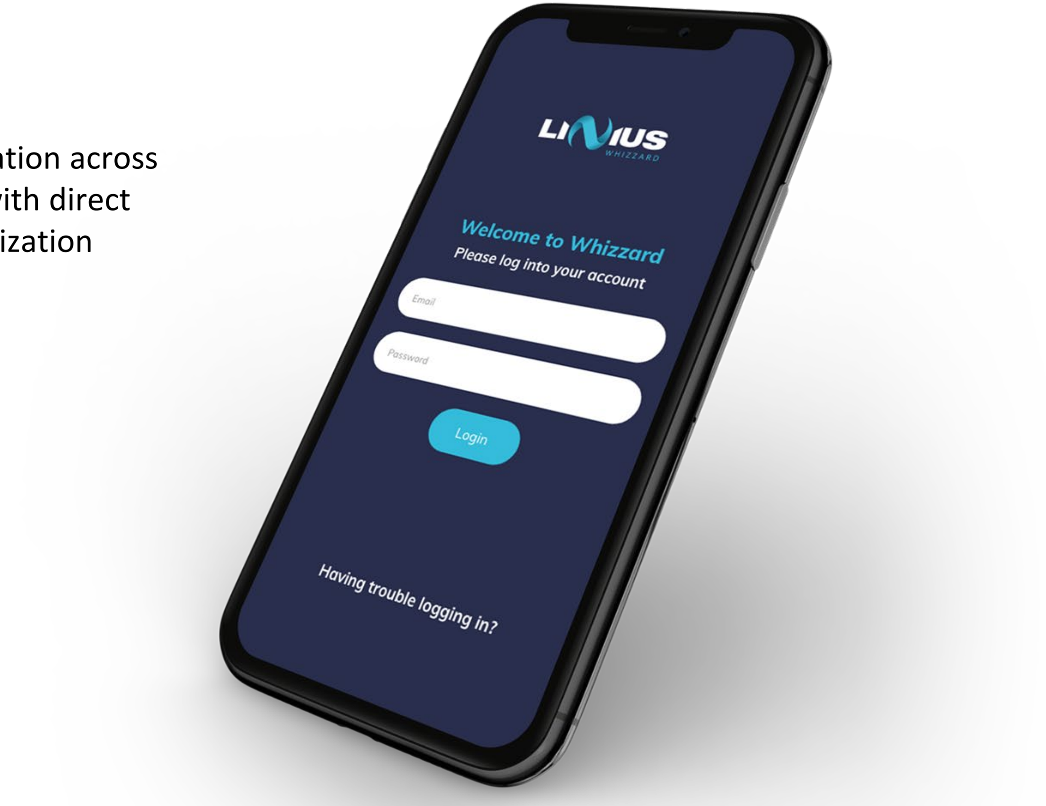
A unique, patented technology that virtualizes video solving long-standing limitations of the video industry

A platform led strategy to enable value creation across multiple market segments and workflows with direct & partner models to accelerate commercialization

A growing client base in the sports, education and business sectors who attest to the effectiveness of the Linius product offering

A growing list of partners to aid the Company's market penetration

A talented team focused on growing annual recurring revenues



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