

ASX Announcement | 16 November 2022

Appointment of New Director, Barry McNeill

Melbourne, Australia – 16 November 2022: 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 announce that it will appoint Barry McNeill as a Non-Executive Director of the Company.

Mr McNeill has over 20 years' experience in Sports Management and Sports Technology. He has led multiple sport-tech companies through rapid growth phases as CEO at Catapult Sports (ASX:CAT) and Prozone, which was acquired by StatsPerform in 2015.

Linus has clients across a wide range of sporting codes in Australia and Europe, including the more recent wins of A-Leagues football and Cricket Australia. Repeating these successful client case studies is key to the company's growth. Mr McNeill has built his career by commercialising technology products across many sporting codes in Australia, Europe and the US, and is well placed to assist Linus to accelerate growth. He will take an active role in driving new revenues for the Company.

Mr McNeill led significant commercial success of some of the sports world's most recognizable and successful technology and analytics organizations. During Mr McNeill's time at Catapult and Prozone, the sports industry was digitally transformed beyond recognition with the influx of technology, data and more informed decision making across global sports. Mr McNeill led the development of performance analysis and wearable technology, taking them from innovative technologies to major brands with globally distributed customers and circa 75% CAGR.

While at Prozone, Mr McNeill led the provision of analysis and consultancy services for the English Premier League, as well as league-wide deals with premier football leagues in Poland, Greece, Qatar and the United States Soccer Federation and Major League Soccer, plus the Men's 2010 World Cup media deal with Chinese media powerhouse Tencent to provide live in-game insights for fans. At Catapult he sold the wearable solution as a league-wide first to the Australian Football League, in partnership with Champion Data as well as a league-wide deal with the National Rugby League and also with CAF - Confederation of African Football providing over 54 teams with access to world leading technology, software and services.

Currently, Mr McNeill is Founder & CEO at Bloom Sports Partners, a transformational sports advisory firm, helping sports leagues and growth focused ownership groups find competitive advantage and sustained success. Previously, Mr McNeill was CEO at Sportsology, a leading advisory firm to major sports teams and leagues across MLS, NBA, NFL and European Football.

He holds a Master in Psychology degree from University of Liverpool and accreditations from the UK's Institute of Directors and the Australian Institute of Company Directors.

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Linus Chairman, Gerard Bongiorno said “We are delighted to have Barry McNeill join the Linus Board. He brings direct global sector knowledge and experience in sports and technology which will add tangible value to Linus’ global growth strategy. He has worked with many of the leading sporting organizations around the world and is a trusted advisor to their leaders. He has a proven ability to scale sports-tech companies through exponential revenue growth phases. We look forward to Barry’s contributions at this critical growth stage for Linus.”

As required under Australian law, Mr McNeill’s appointment will not take effect until he has obtained a director identification number (director ID) with the Australian Securities and Investments Commission. In accordance with ASIC guidance on timing for the issue of director IDs, the Company expects this process to complete in mid to late December.

As previously announced to ASX on 15 November 2022, investors are invited to a virtual conference to be hosted by CEO, James Brennan, that will deliver insights into recent exciting developments in the commercialisation of Linus’ video virtualization technology. The presentation will be held at 12:00 noon (AEDT) on Thursday 17 November 2022.

To attend the virtual conference please register at the link below:

https://linius.zoom.us/webinar/register/WN_JKFtcwN6RjaQsHd9kZArHw

After registering, you will receive a confirmation email containing information about joining the webinar. A recording of the session will also be made available for those unable to attend.

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

About Linus Technologies Limited:

Linus’ purpose is to elevate the educational, information, and entertainment value of the world’s video through hyper-personalisation. We make it possible to connect and search vast libraries of video so users can create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and ultimately monetisation of their video assets.

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

For further information, please contact: James Brennan, CEO, +61 (0)3 8672 7186 or ir@linius.com

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