



Video Virtualization Engine™

Business Update Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
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Deals/Deployments

- A-League
- Cricket Australia



Strategy

- Products
- The Path to Profitability
- Pipeline/Business Development



Summary/Recap







Over 3.6 million Australians profess support for an A-League club

- MatchVision for men's comp, current season + 2021/22, deployed on KEEPU.com.au + mobile app, league-wide
- Strategic tool for fan engagement
- Key part of their digital strategy
- Working hand in hand with the league to drive adoption
- Service to go live in December
- Commercial Details
 - Fixed monthly fee for first year
 - Add usage-based fees in second year
 - Additional Fee Options – individual club sites, women's comp, past seasons, editing tool



- Linius Archive Search & Edit
 - Significant proof point for Archive Search & Edit product
- All major CA formats, 40+ year archive, 20k+ hours of content
- Largest potential end-user base to date
 - Over 1.2 billion fans worldwide
 - Billions of content views each year
 - Millions of plays on YouTube per month
- Use by CA staff to search, edit, curate, and publish content to website, app, social media (particularly YouTube), “FAST” channels
- Commercial Details
 - Largest Revenue deal to date
 - Setup fee
 - Monthly license fee
 - Significant revenue share on ad & sponsor revenue from published videos
- Multiple opportunities to expand with additional use cases



Product Strategy – Monetizing Video Databases

“Broadcasters and rights holders are heavily focused on the live experience. 99% of the value is coming from 1% of the content (live). How do they unlock the value in the other 99% of content?”

B2B & B2C applications



Fan Engagement

Search

Edit

Publish & Share

Web3

Data Analytics

Archive = near live → 50+ years old

Market = Every major

- Broadcaster, sports league, team, rights holder
- University, library, museum
- News agency, entertainment studio
- Streaming service, OTT provider

Unlocks the value

Makes content

- Available
- Searchable
- Shareable
- Valuable = monetized

*Developed by
Linus, partners,
and customers*

Linus Sport – at the inflection point

*Each new deal makes
the next deal easier*



The Path to Profitability – Growing MRR / ARR

EXISTING

Australia

Significant market penetration

- Racing.com
- NBL
- A-Leagues
- Cricket Australia

Europe

Good traction, hero deployments

- Wolves
- Brugge
- EFL

Other Regions

Solid pipeline & leads

PIPELINE

Hot

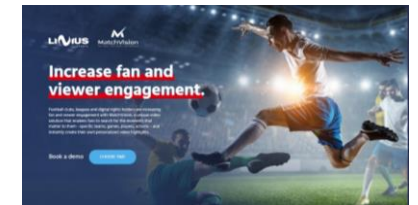
- EFL launch & growth
- Wolves/Brugge enhanced deployments
- Cricket Aus MRR + rev share
- Cricket Aus add'l use cases
- Expansion at A-Leagues
- 1 Whale
- 4 large opportunities
- Convert 5 more Warm opportunities to Hot

Warm

- 25+ Opportunities
- 60+ Leads

Campaign

5,000+ emails
1,000+ LinkedIn
50+ leagues
300+ teams
60+ broadcasters
500+ US colleges
25+ College Divisions



Growing Monthly Recurring Revenue (MRR) + setup + variable

**Break
Even**

- Global Sports Campaign
 - A-Leagues is first deal from the campaign
- Existing Partners
 - Swanbay
 - McCormack Advisors
 - IS Partners
 - Amazon (AWS)
- New partners/agents
 - Charlie Deane in Latin America – ex-Ooyala & Wildmoka
 - Evaluating others in APAC & Europe
- Board Outreach
 - New Board Director, Barry McNeil – ex-Catapult (ASX:CAT) & ProZone/StatsPerform

Linus powers multiple workflows in large markets



- **New wins**
- **Hot Pipeline**
- **Reduced cost rate**
- **On a path to profitability**

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