

ASX Announcement | 18 November 2022

Linus Market Update Weblink

Linus Technologies (ASX: LNU) (Linus or Company) is pleased to provide the market update weblink and summary of the presentation.

Linus CEO, James Brennan's presentation focuses on:

- **Details of recent commercial wins with Cricket Australia and A-Leagues professional football in Australia**
- **The repeatability of these sales and the accelerating path to scale in Sports**
- **Updates to the company's product and go to market strategy**
- **Review of the company's commercial pipeline and business development efforts**
- **How the current pipeline provides a path to profitability**

Linus has achieved significant recent wins and is seeing the greatest immediate revenue opportunity in the sports market. Now with repeatable, scalable products that meet multiple B2B and B2C use cases for sports customers, the company is accelerating its growth in this segment. As such, this webinar and presentation are focused on the Company's progress, strategy, and opportunity in the Sports market.

Summary of webinar key points:

- Linus signed a commercial agreement to deploy MatchVision, with Linus Video Services at its core, for the A-Leagues. This deal will provide immediate MRR and provides multiple opportunities for future expansion.
- Linus signed a commercial agreement to deploy Linus Archive Search & Edit for Cricket Australia (CA). CA has over 1.2 billion fans worldwide and a 40+ year video archive with over 20k hours of match content. Linus will help CA to expose this archive content to fans and drive value through monetization via advertising and sponsorships. CA will be Linus' highest revenue generating customer. The deal includes an upfront setup fee, monthly subscription fees (MRR), and a significant revenue share component. There is significant additional upside from the deployment of additional use cases which are currently being discussed.
- Monthly Recurring Revenue (MRR) from both deals will be realized in the current quarter.
- Linus' product strategy is focused on helping customers to unlock the value of their video databases. The focus is on non-live content archives, from 10 seconds to 50 years old. LVS is the best tool to help customers unlock the value in these archives. Linus has multiple repeatable products built on LVS to provide value to customers in B2B and B2C use cases.
- Linus' sports business has reached the inflection point of exponential growth. Each new win is making subsequent wins easier and faster.

- Linus has a strong pipeline of commercial deals that will allow the company to build a path to profitability. This will be attained through:
 - Revenue from existing clients
 - Deployment of current deals and generation of new MRR
 - Growth within these clients
 - Large, well-progressed pipeline opportunities – conversion of 5 opportunities that are in late stages of the sales cycle will move the company significantly towards profitability
 - Commercial pipeline which contains 25+ additional sports opportunities and 60+ leads in development
 - The company estimates that conversion of an additional 5 of these opportunities could allow the company to reach profitability
 - Business development activities which include global sports marketing campaigns, direct sales, sales through partners like Swanbay, McCormack Advisors, IS Partners, and AWS, and onboarding of new sales agents in regions like LATAM and APAC

With significant recent wins, a hot pipeline, and a reduced internal cost base, Linus is on a path to profitability.

[A recording of the Zoom Webinar, hosted by Linus CEO, James Brennan, can be accessed on the Linus website, via this link.](#)

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