

ASX Announcement | 6 April 2023

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## **Linus Expands Commercial Agreement with Inverleigh Media, Adding Major New Sports Federation**

### **Highlights:**

- Existing commercial agreement for Linus Whizzard expanded to include an additional sports archive with approximately 10,000 hours of recent and historical archive content.
- Linus to receive additional set up fees, increased monthly license fees and new opportunities for variable usage fees, in line with the commercial extension structure within the existing master agreement.
- The new archive covers an additional national professional and amateur Rugby Union competition.
- Further sports federations and archives are currently targeted by Inverleigh to extend deployment of the solution.

**Melbourne, Australia – 6 April 2023:** Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linus Video Services (LVS) platform – is pleased to announce an expansion to its existing agreement for its sports solution, Whizzard, with Intrepid Productions by Inverleigh Pty Ltd (**Inverleigh**), a global leader in premium sports content creation, management, and distribution.

This expansion comes within a week of Linus announcing its engagement with Inverleigh. It adds the video archive for a national sport federation in Inverleigh's client facing media services platform 'ENGINE' into Linus' Whizzard solution, making their video archive more searchable and usable across multiple applications.

The archive includes approximately 10,000 hours of recent and historical video content for professional and amateur Rugby Union competitions. Linus Whizzard will be a component of the overall solution provided by Inverleigh.

The addition of this content follows the announcement on 24 March 2023 of Inverleigh selecting Linus Whizzard to enhance the searchability of its video archive for SANZAAR (South Africa, New Zealand, Australia, and Argentina Rugby).

**Linus Chief Executive Officer (CEO), James Brennan, said** "I am pleased to see the speed at which our deployment is growing with Inverleigh. Our agreement was designed to make it simple for both Linus and Inverleigh to commercialize and operationalize deployment for additional customer archives. Each new customer archive that is added has a multiplier effect to Linus' recurring revenue generated through this contract. We are actively supporting Inverleigh as they offer Whizzard to more customers and are looking to bring exciting new fan engagement solutions in the future."

"The momentum building behind Whizzard is evident from the recent wins and announcements over the past two quarters. We have announced five new customer deployments in as many months, with more expected in the coming months."



Video Virtualization Engine™

Beyond the first two deployments of Whizzard, Linus will support Inverleigh in bringing Whizzard to additional customers and prospects. Whizzard is being integrated into Inverleigh's media management platform ENGINE and offered to customers as an additional service option. Further, once archives are virtualized, Linus and Inverleigh will partner to offer customers personalized fan engagement applications.

The additional deployment, expected to launch in the June Quarter, is significant in terms of market acceptance of the technology solution and value provided by Whizzard. It also validates Linus' business model and expansion opportunities into more national sports federations around the world.

The deployment is contracted under Linus' master agreement with Inverleigh announced on 24 March 2023, and is for an initial 3-year term. It includes a fixed setup fee, monthly licence subscription, and ongoing usage-based fees. Usage fees are dependent upon take-up of the service. Additional revenue opportunities exist as Inverleigh enables more customers with Whizzard and personalized fan engagement applications.

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

### **About Linus Technologies Limited:**

Linus' purpose is to unlock the value of the world's video, creating immersive, deeply personalized viewing experiences. For the first time, we make it possible to find, curate, and utilize the valuable moments across vast libraries of video, enabling viewers to 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 monetisation of their video assets.

For more on Linus Technologies, visit [www.linus.com](http://www.linus.com)

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