



Video Virtualization Engine™

Business Update Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
June 2023

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Clients and prospects told us:

“We know there is huge value there, but we don’t know which bits are valuable, how we could find them, or how we could extract the value”

“Its impossible with current technology to use my archive the way that I want to”

“I can’t hire enough researchers, editors, and producers to create content that I need. Beyond the rights, its one of the biggest overheads in my business”

“99% of the archive is never watched beyond the live stream”

“Archives are expensive to manage and maintain, but we still can’t get at the value”

“Beyond the big moments, we don’t know what moments are important to our viewers”

“Different fans want to watch different things”

“We lose our viewers to contemporary video platforms like YouTube and TikTok”

Major rights holders have chosen Whizzard to solve this problem



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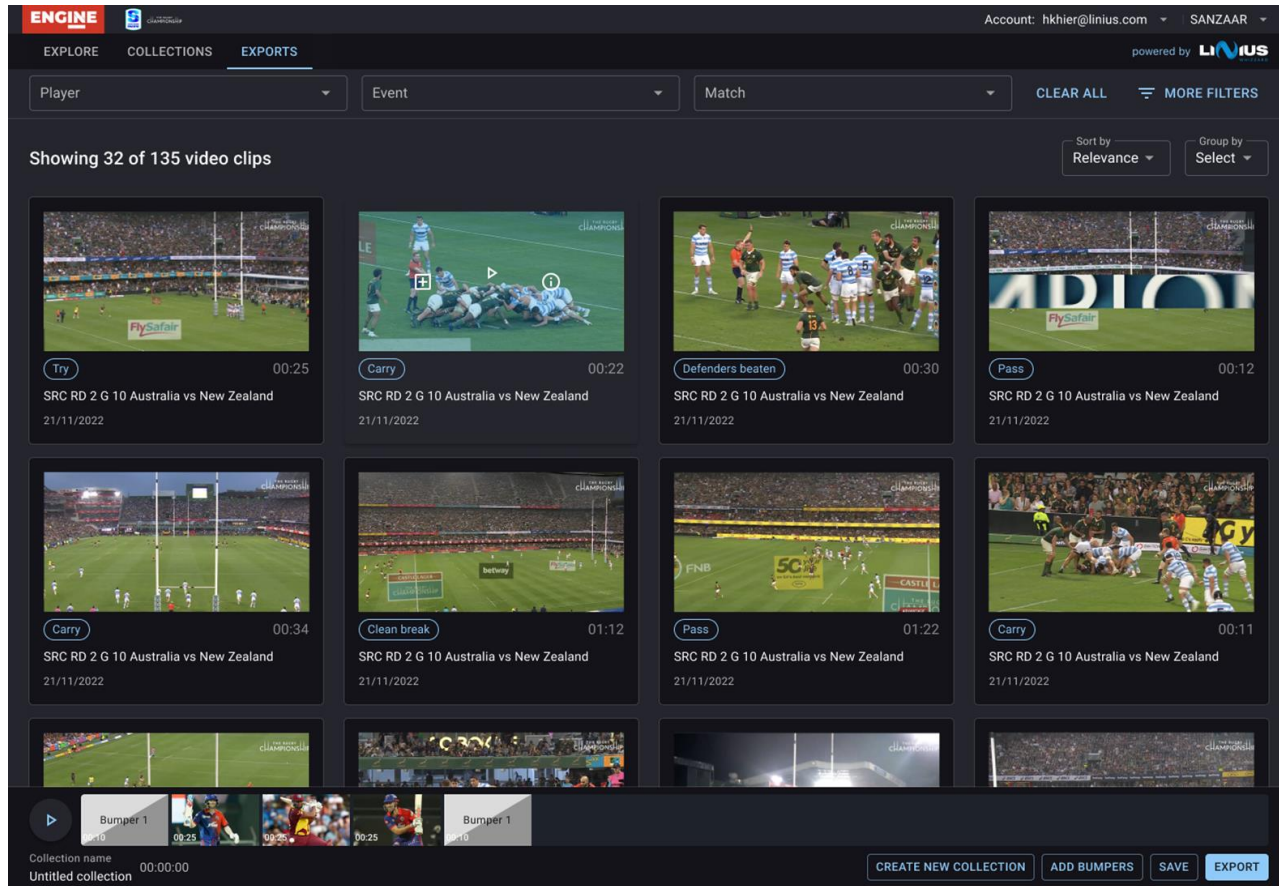


CRICKET
AUSTRALIA

Whizzard is now live - DEMO



Whizzard is configurable for multiple sports and embeddable within customer applications/workflows



Account: hkhier@linius.com SANZAAR

EXPLORE COLLECTIONS EXPORTS

Player Event Match CLEAR ALL MORE FILTERS

Showing 32 of 135 video clips

Sort by Relevance Group by Select

Clip Title	Duration
Try	00:25
Carry	00:22
Defenders beaten	00:30
Pass	00:12
Carry	00:34
Clean break	01:12
Pass	01:22
Carry	00:11

Collection name: Untitled collection 00:00:00

CREATE NEW COLLECTION ADD BUMPERS SAVE EXPORT



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← Back

SOUTH AFRICA Internationals 2022 - Week 2 - South Africa v Wales
SECOND TEST INT22Wk02G3_South_Africa_v_Wales

Clips	Start Time	End Time	Item Length	Price
	00:00:06:04	00:00:07:04	1 sec	\$ 1
	00:00:02:13	00:00:03:19	1 sec	\$ 1

SOUTH AFRICA Internationals 2022 - Week 3 - South Africa v Wales
THIRD TEST INT22Wk03G4_South_Africa_v_Wales

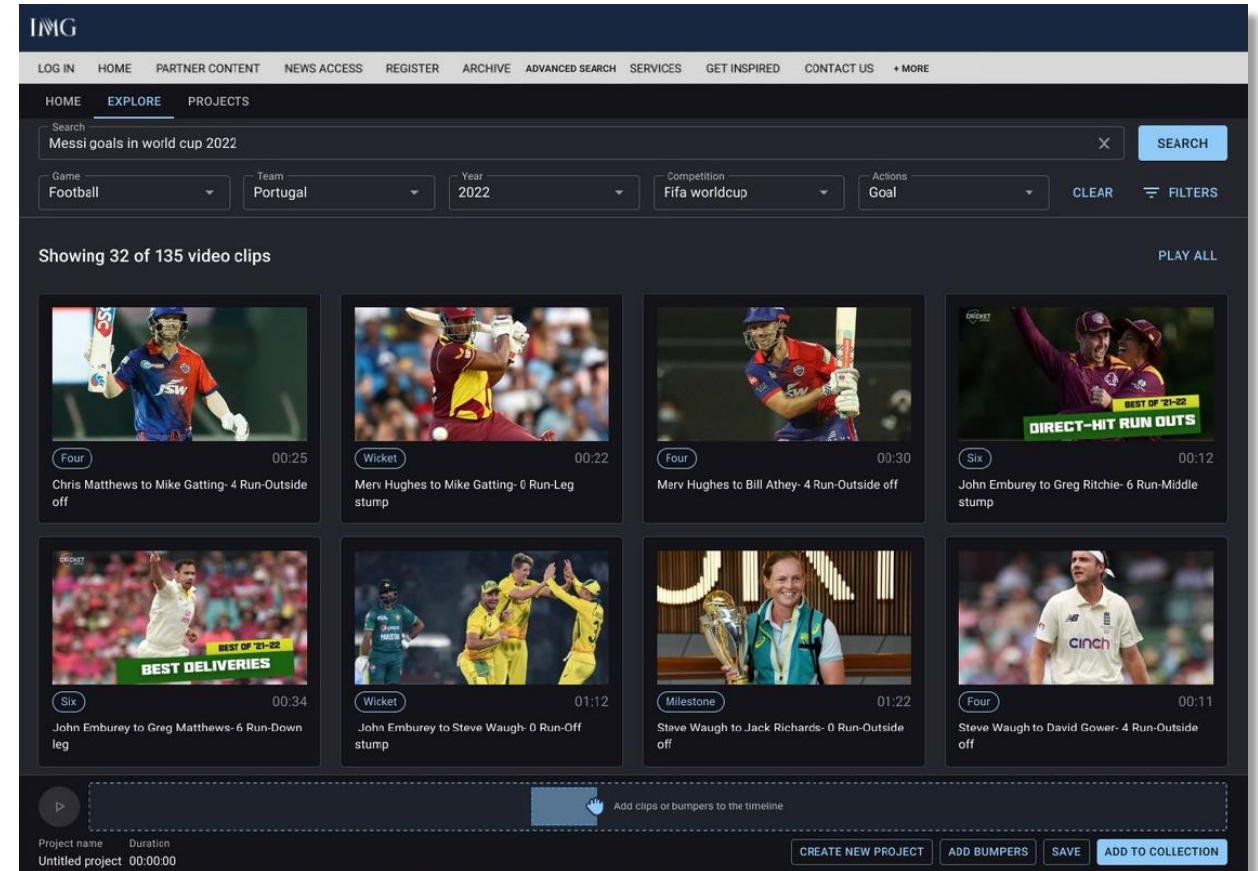
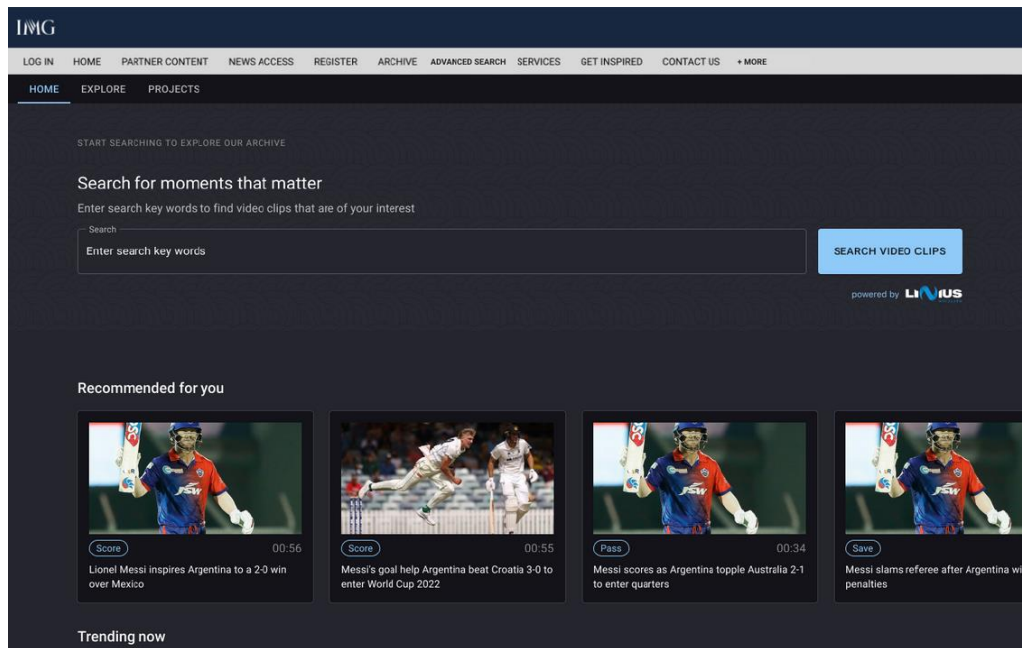
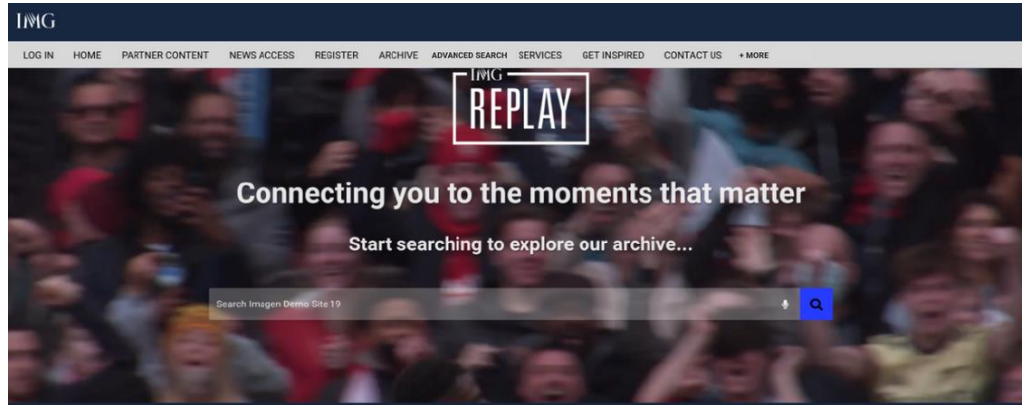
Clips	Start Time	End Time	Item Length	Price
	00:00:15:11	00:00:16:11	1 sec	\$ 1
	00:00:12:15	00:00:13:18	1 sec	\$ 1
	00:00:08:13	00:00:10:03	2 sec	\$ 2
			Full Length	\$ 10

CART TOTAL 16 CREDITS
YOUR CREDITS 100.00 CREDITS
YOUR TOTAL AFTER CHECKOUT 84.00 CREDITS

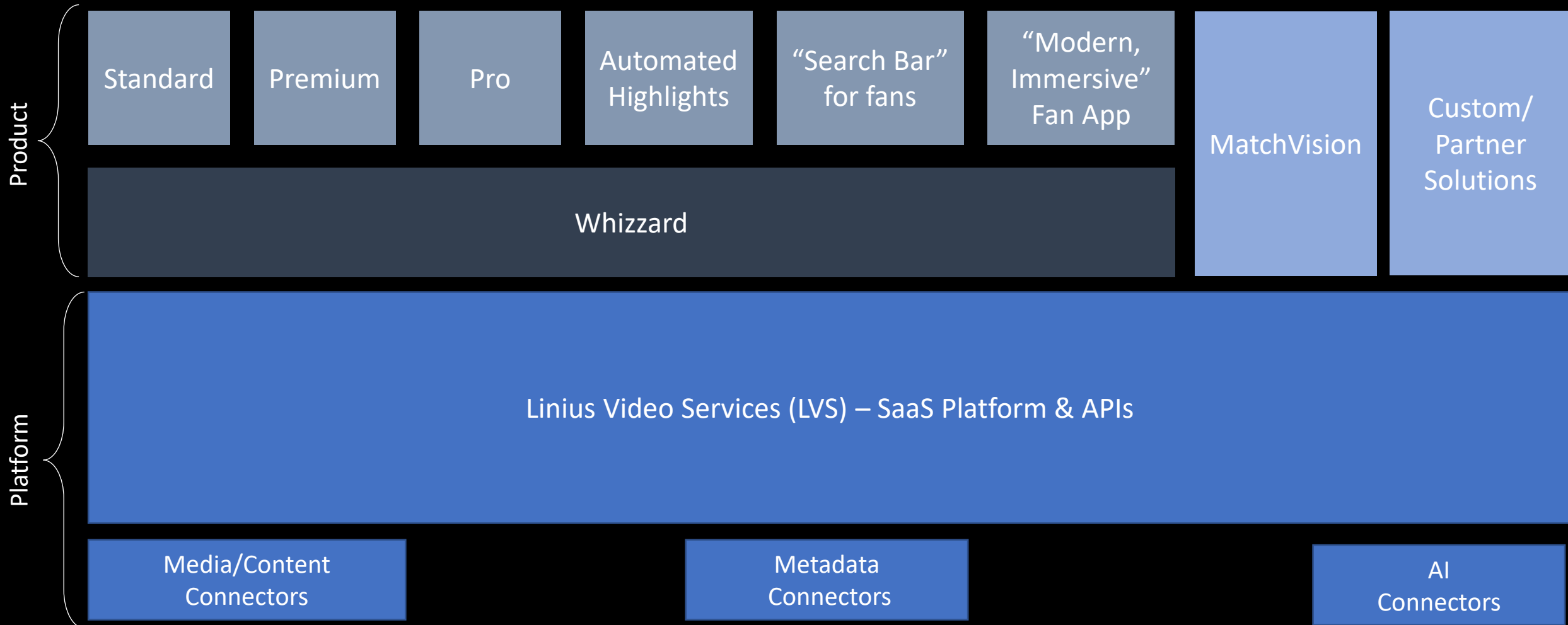
CHECKOUT

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New versions of Whizzard add enhanced features



Linus' modular solutions create upsell/cross-sell possibilities



Whizzard adds value across the media life cycle

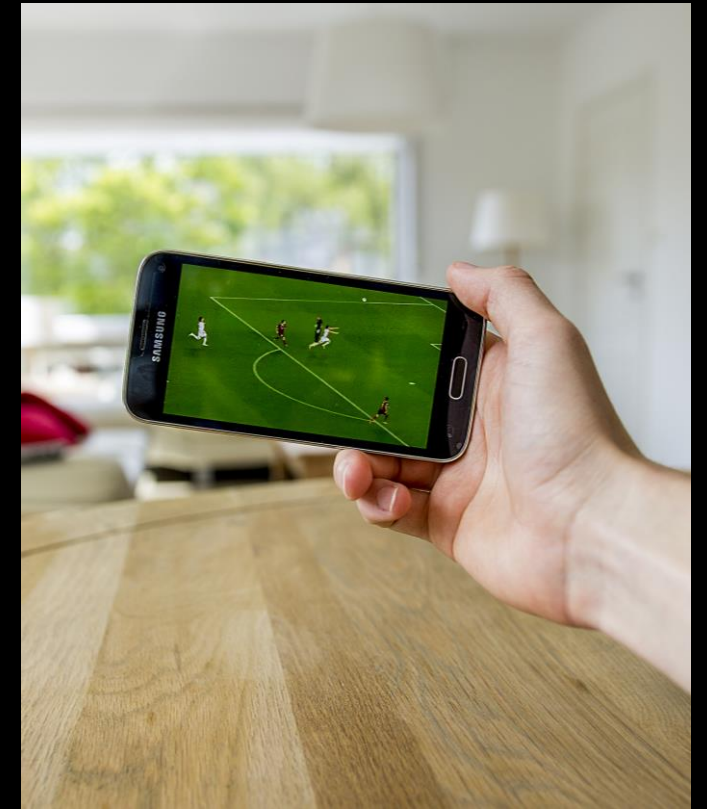
Pre-match



Live



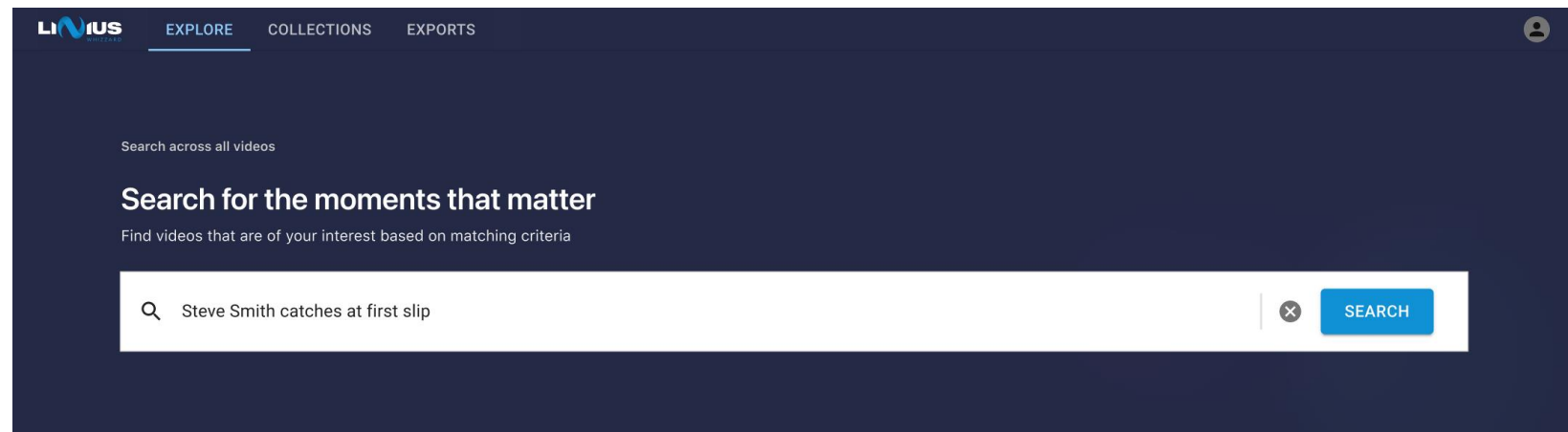
Post-match



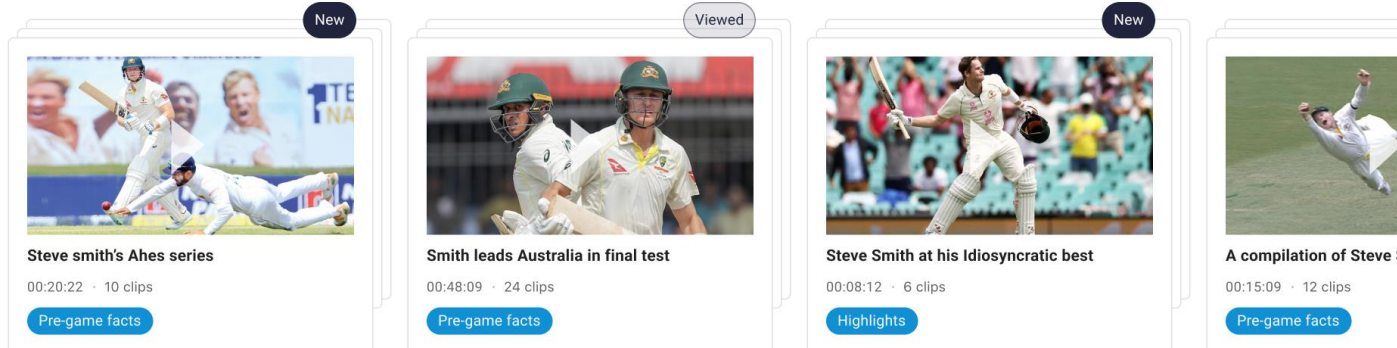
Pre-match: automated curation of relevant content



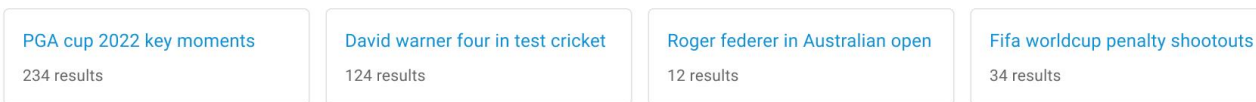
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Collections curated for you

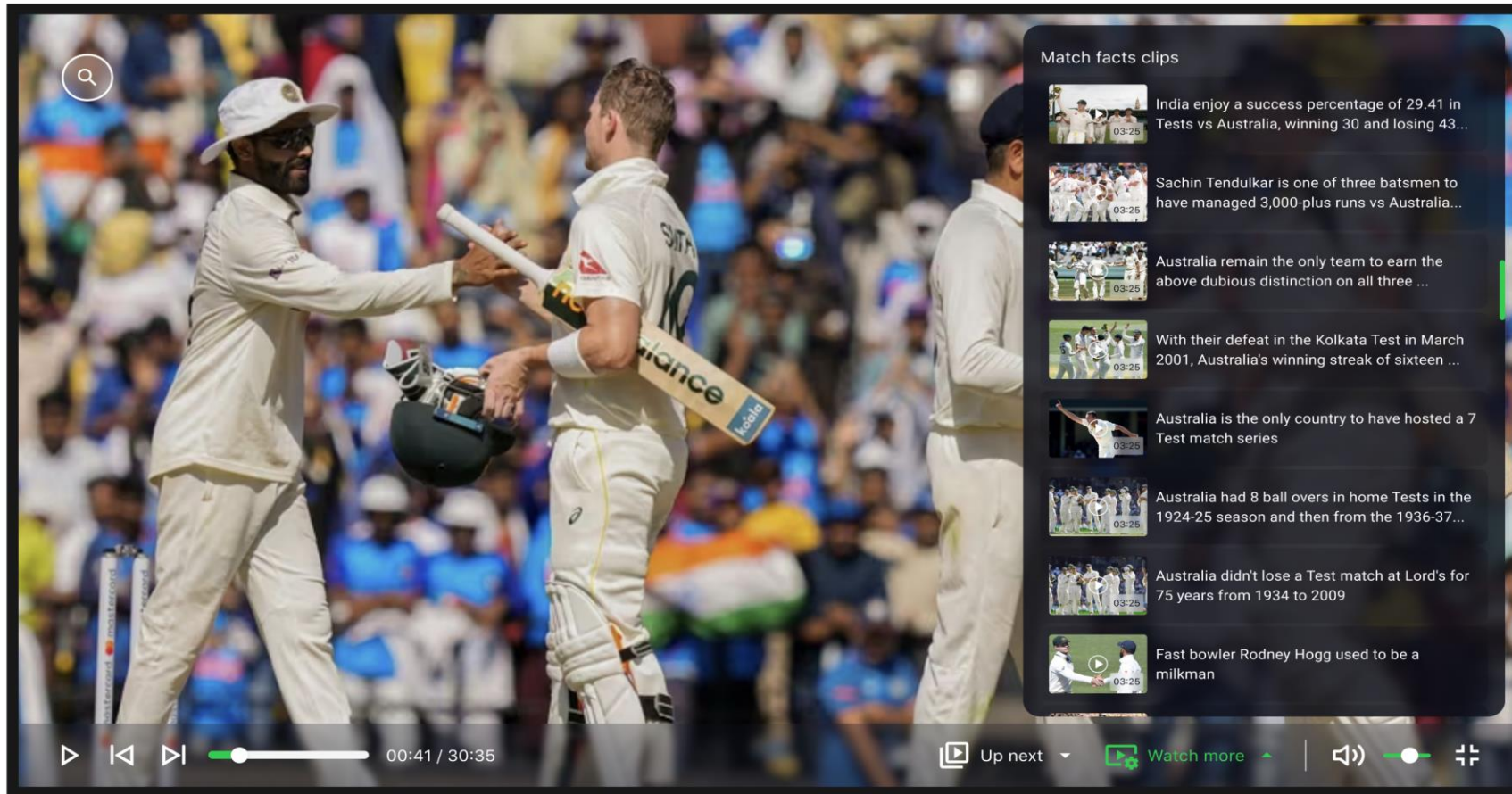


Recent searches



Existing "Match Facts" data files

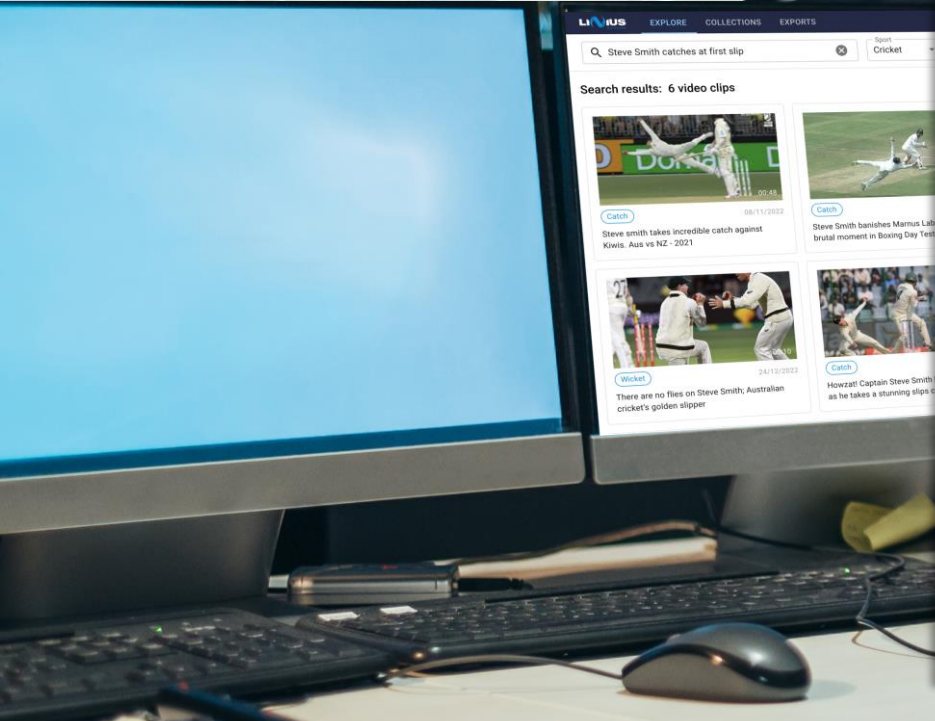
Pre or Live: Match Facts Clips pushed in-stream or surfaced to viewers (PiP or companion app/device)



Live: using deep search to augment match broadcast








Steve Smith nabs amazing one-hander!



LIQUIZ WHIZZARD EXPLORE COLLECTIONS EXPORTS

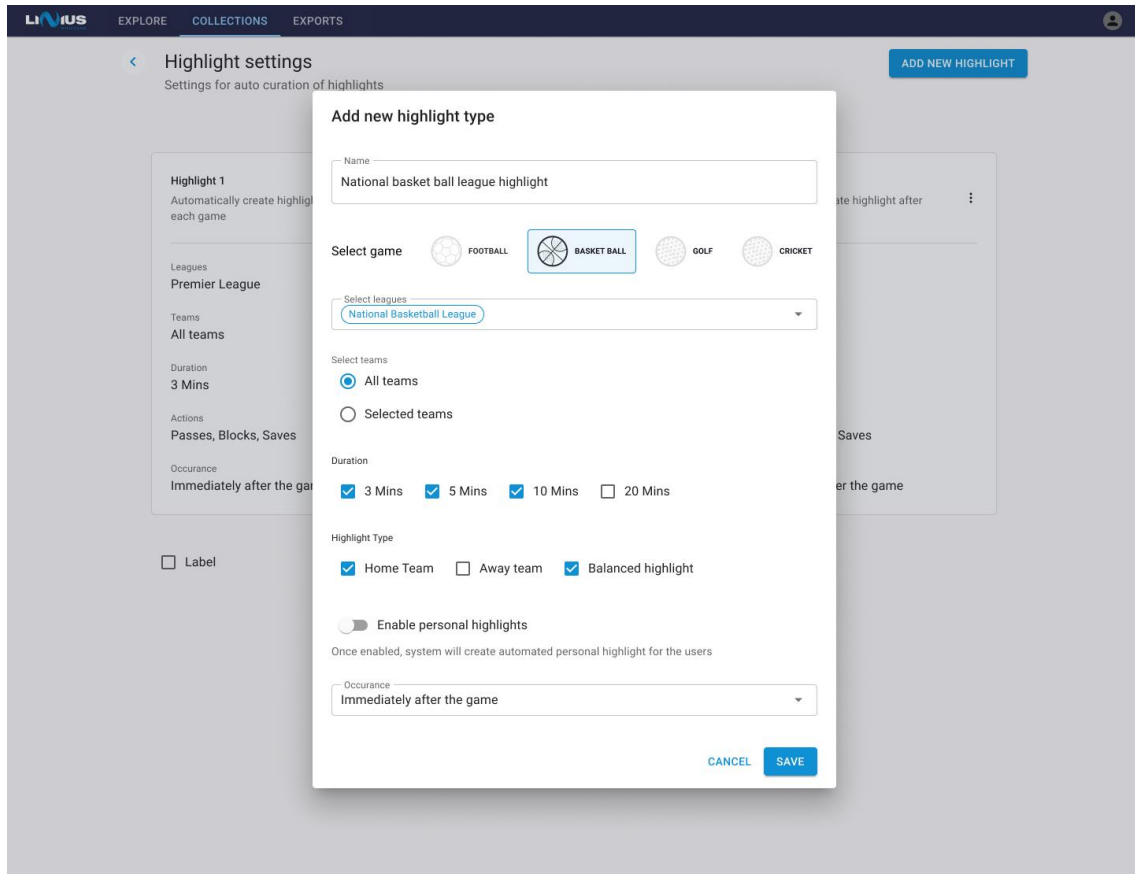
Q Steve Smith catches at first slip Sport Cricket Player Steve smith

Search results: 6 video clips

-  00:48
Catch 08/11/2022
Steve smith takes incredible catch against Kiwis. Aus vs NZ - 2021
-  00:12
Catch 11/11/2022
Steve Smith banishes Marnus Labuschagne in brutal moment in Boxing Day Test
-  00:08
Wicket 21/11/2022
There are no flies on Steve Smith; Australian cricket's golden slipper
-  00:10
Wicket 24/12/2022
There are no flies on Steve Smith; Australian cricket's golden slipper
-  00:14
Catch 28/12/2022
Howzat! Captain Steve Smith leads by example as he takes a stunning slips catch

Post-match: Automated Highlights is a high-value extension

Automated highlight – Single Sport

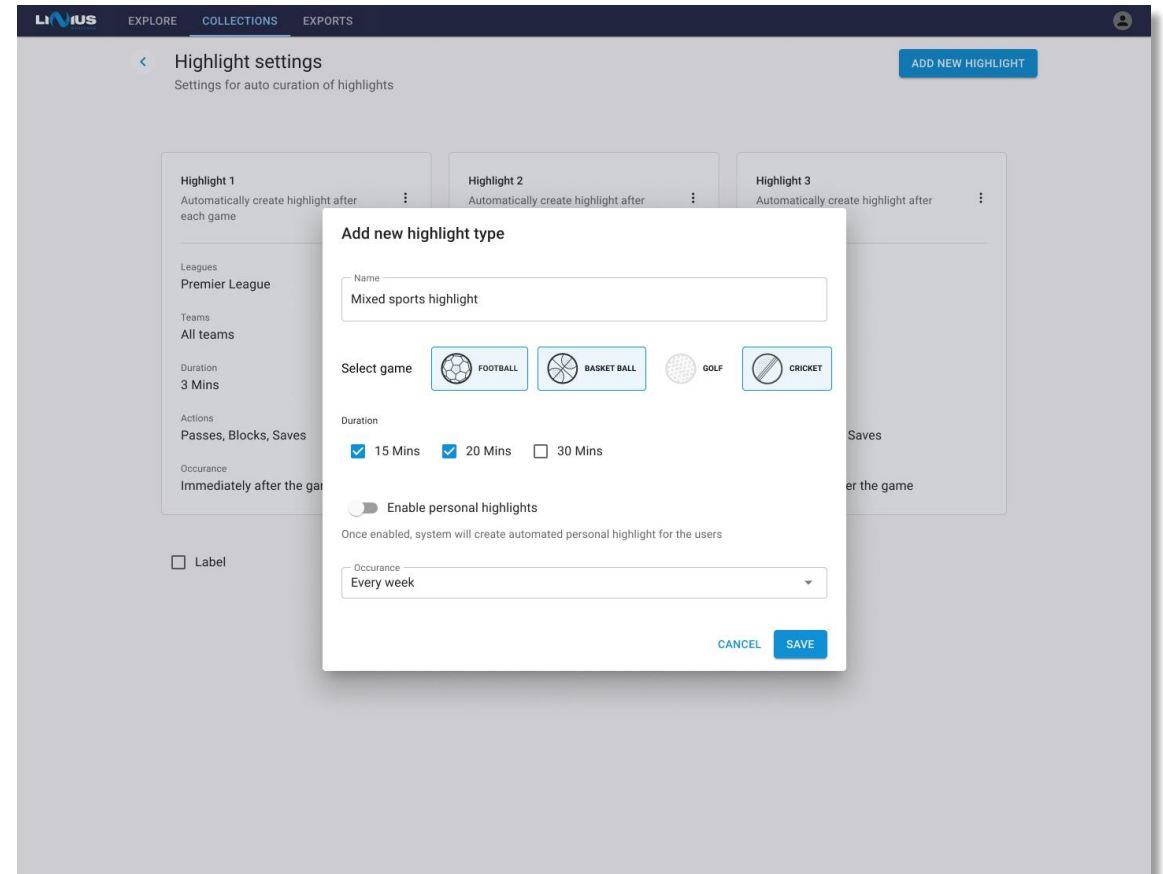


The screenshot shows the 'Add new highlight type' dialog box in the Linius interface. The dialog is titled 'Add new highlight type' and contains the following fields and options:

- Name:** National basket ball league highlight
- Select game:** FOOTBALL, BASKET BALL (selected), GOLF, CRICKET
- Select leagues:** Premier League, National Basketball League (selected)
- Select teams:** All teams, Selected teams
- Duration:** 3 Mins, 5 Mins, 10 Mins, 20 Mins
- Highlight Type:** Home Team, Away team, Balanced highlight
- Enable personal highlights:** Enable personal highlights. Once enabled, system will create automated personal highlight for the users.
- Occurance:** Immediately after the game

Buttons: CANCEL, SAVE

Automated highlight – Multi Sport

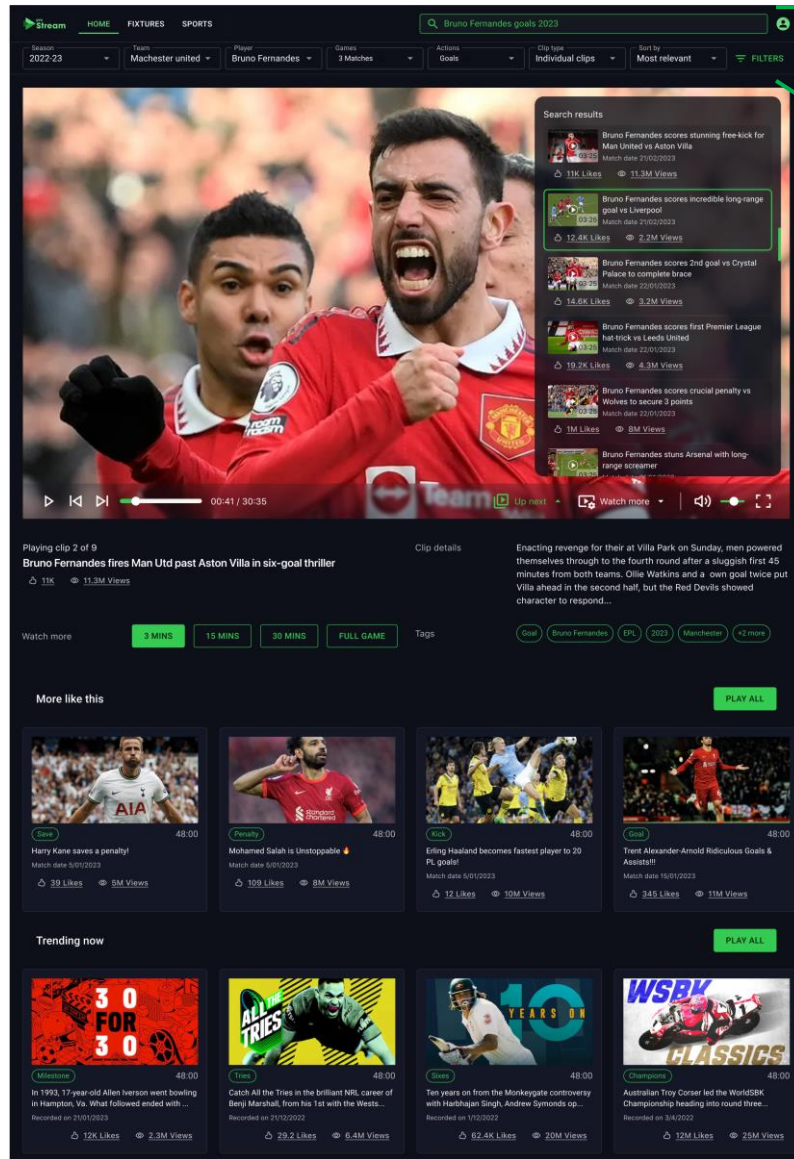


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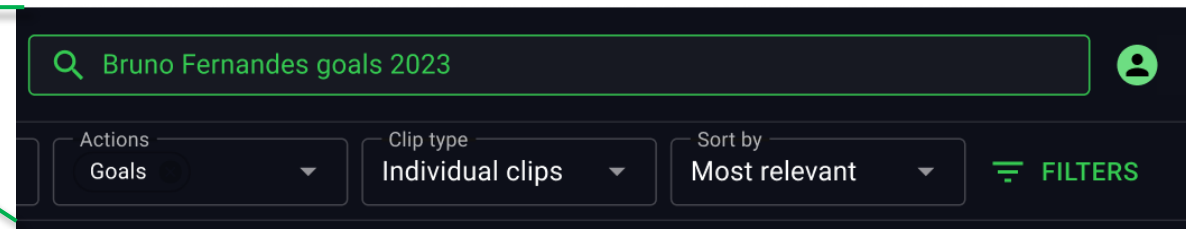
- Name:** Mixed sports highlight
- Select game:** FOOTBALL, BASKET BALL, GOLF, CRICKET (all selected)
- Duration:** 15 Mins, 20 Mins, 30 Mins
- Enable personal highlights:** Enable personal highlights. Once enabled, system will create automated personal highlight for the users.
- Occurance:** Every week

Buttons: CANCEL, SAVE

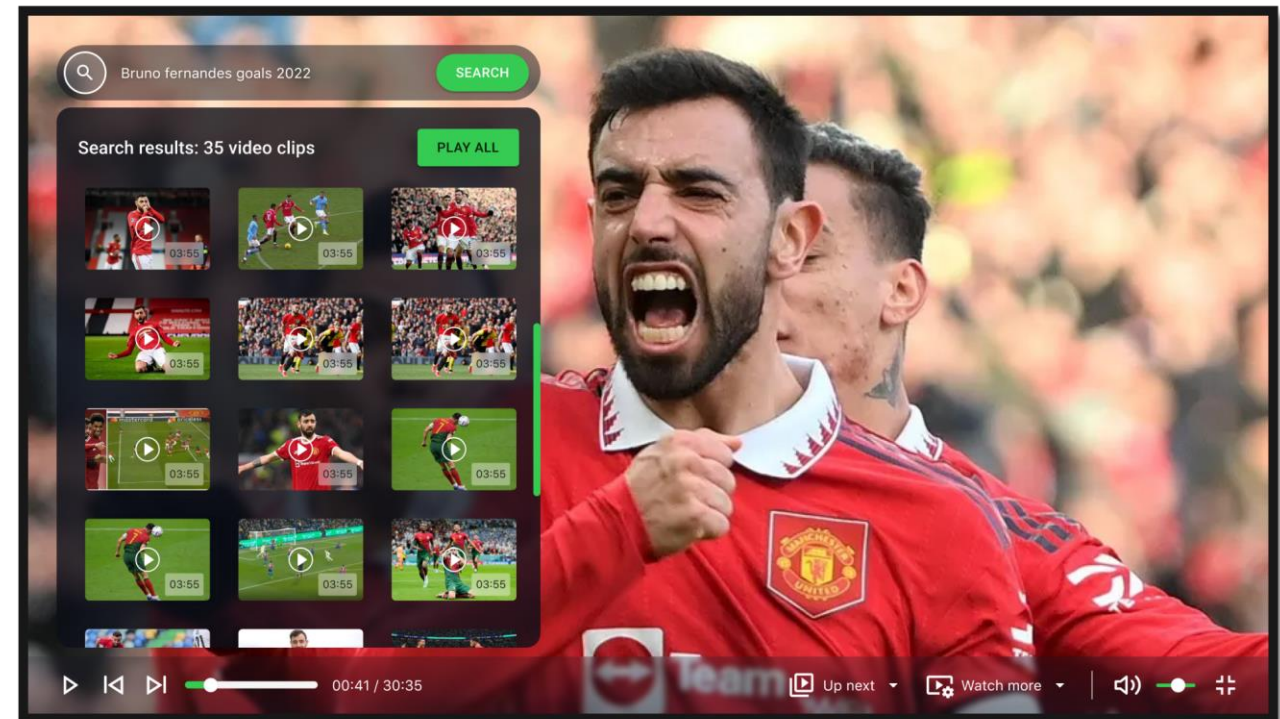
Post-match: Search bar opens the archive to fans



The screenshot shows a sports website interface. At the top, there is a navigation bar with 'Stream', 'HOME', 'FIXTURES', and 'SPORTS'. A search bar contains the text 'Bruno Fernandes goals 2023'. Below the search bar, there are filters for 'Actions' (Goals), 'Clip type' (Individual clips), and 'Sort by' (Most relevant). The main content area features a large video player showing Bruno Fernandes celebrating a goal. To the right of the video player is a 'Search results' sidebar with a list of clips, each with a thumbnail, title, and view count. Below the video player, there are sections for 'Clip details', 'Watch more', 'More like this', and 'Trending now'.



This close-up view highlights the search bar containing 'Bruno Fernandes goals 2023' and the filter options: 'Actions' (Goals), 'Clip type' (Individual clips), and 'Sort by' (Most relevant). A 'FILTERS' button is also visible.



The screenshot shows a search results page for 'Bruno fernandes goals 2022'. The search bar contains the text 'Bruno fernandes goals 2022'. Below the search bar, there is a 'PLAY ALL' button and a grid of 12 video thumbnails, each with a play button and a duration of 03:55. The video player at the bottom shows Bruno Fernandes celebrating a goal.



Whizzard creates value for clients & the Company

- How do customers make money?



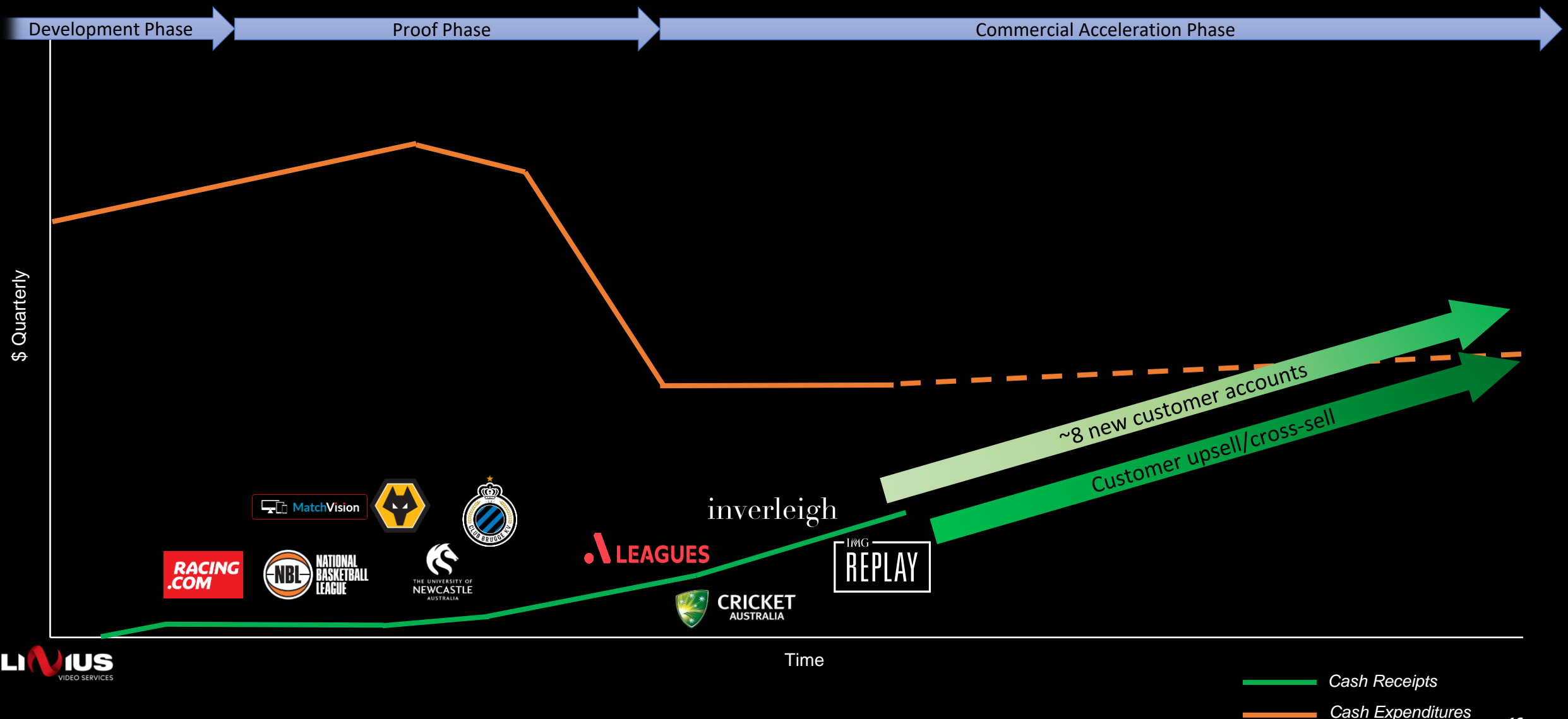
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- How does the Company make money?

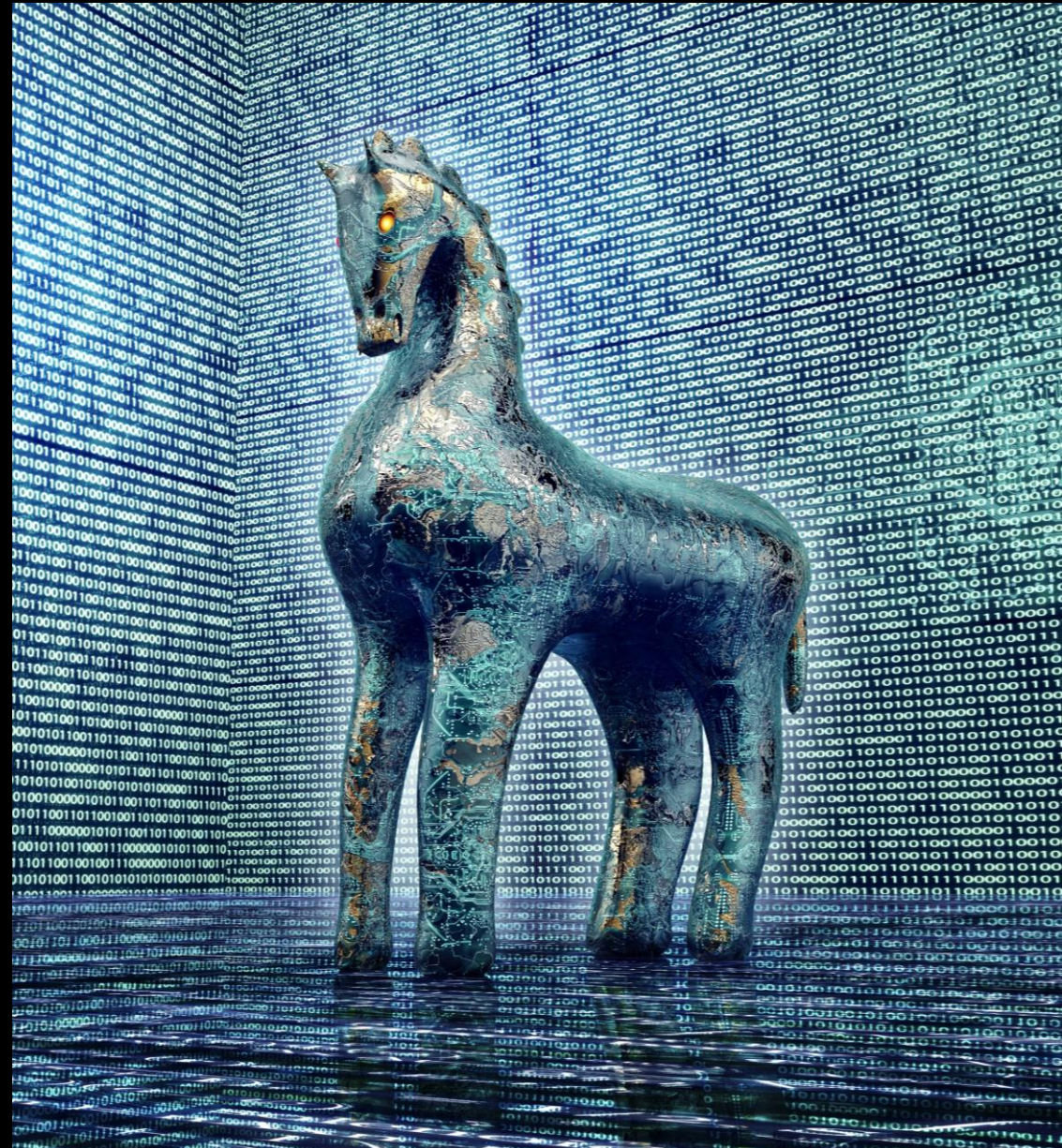


Product strategy supports path to profitability



Recap

- Existing large market
- Defined customer need
- Differentiated solution
- Modular product strategy
- Upsell/Cross-sell
- Exciting new product extensions
- All supporting path to profitability



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