

ASX Announcement | 6 June 2023

Linus Market Update Weblink

Linus Technologies (ASX: LNU) (**Linus** or **Company**) convened a webinar presented by CEO, James Brennan, on 5 June 2023 to provide an update on the Company's product strategy.

The presentation focused on:

- Details on the Linus product road map and strategy
- Demonstration of Linus Whizzard product for sport archives including Cricket Australia (CA), Inverleigh and IMG Replay

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

Key take-aways:

- Whizzard addresses the significant market need of sports rights holders to unlock the value of their video content.
- Major rights holders including IMG Replay, Inverleigh, and CA have selected Whizzard to solve this issue and increase the revenue generated by their video archives.
- Whizzard delivers a unique content production capability not currently available through their existing technology.
- Linus believe they have a world leading video search product.
- The product allows clients to produce more content, more efficiently, to meet consumer demand, providing:
 - Significant cost savings in content production;
 - More content across all available channels (TV, Apps, web, Social Media); and
 - Immediate new revenues.
- This product strategy directly supports Linus' path to profitability via new customer acquisition and growth from existing customer base.

The company has made multiple sales of its Whizzard product in recent months to clients including Cricket Australia, IMG Replay and Inverleigh Media. The virtual webinar presented demonstrations of the product, explanation as to why it is proving successful in the global sports marketplace, and how this will grow Linus revenue going forward. The webinar specifically addressed:

- Linus Whizzard addresses the significant market need of sports rights holders to unlock the value of their video archives.
 - Rightsholders, whether teams, leagues, broadcasters, or rights aggregators like IMG and Inverleigh, are all struggling to realize the value inherent in their content archives via current technologies.
 - Changes in viewer behaviour create additional demand for greater volume of unique and personalized content via multiple distribution channels.

- Rightsholders either struggle to keep up or make large staffing investments to meet this demand for content.
- Only Linius has the ability to search these vast archives to find specific moments quickly and accurately, driving operational efficiencies and satisfying demand for more content across increasingly fragmented consumer requirements.
- IMG Replay, Inverleigh Media, and Cricket Australia have selected Whizzard to solve this issue and increase the revenue generated by their video archives.
 - These companies were seeking solutions to meet these new demands for content and to better monetize their archives.
 - All were evaluating the market for solutions and chose Linius Whizzard.
 - Across these 3 customers, Linius will lock the value of nearly 100,000 hours of premium sports content and drive increased revenue for these organizations.
- Initial deployment of Linius Whizzard is now live with Cricket Australia and going live shortly with Inverleigh Media for SANZAAR rugby content.
 - Whizzard provides the most advanced video search capability available today.
 - Compared to current industry norms, Whizzard's video assembly functionality reduces time, cost, and overall video overhead.
 - Whizzard's publishing features increase the speed and frequency of publishing across websites, apps, and social media, ultimately speeding up time to revenue.
- New versions of Whizzard will add enhanced features including an advanced natural language search bar, and recommended and related content.
- Linius' modular product strategy enables the company to create additional customer value via functional modules built on Linius Video Services (LVS) and exposed via Whizzard.
 - Multiple solutions and use cases provide more opportunity to capture new customers, then aggressively drive additional MRR from each customer over time.
- New extensions to Whizzard will include Automated Highlights and a Video Highlights Search Bar for fans.
 - The market for automated highlights is high value with existing strong and growing demand. Every broadcaster & federation in the world recognizes the need for automated highlights and are each spending millions on it already.
 - The Company is confident that it can capture a portion of this growing market with a vertically integrated product that performs multiple functions for our customers.
 - Capturing a percentage of this market will generate a significant revenue for Linius.
 - Search bar for fans will make the world's best video search available to the masses through a familiar natural language search bar, revolutionizing video search.
 - This is the first module of Whizzard that unlocks the archive directly for fans.
 - When combined with automated highlights and recommended/related content, rights holders can now create a complete search-based video portal, with the content and monetization fully controlled by the rights holder.
- This product strategy directly supports Linius' path to profitability via new customer acquisition and growth from existing customer base.

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