

Changes to Linus Board of Directors

Melbourne, Australia – 19 June 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 – announces the commencement of Barry McNeill in the role of Non-Executive Director and the retirement of Steve McGovern from the Board.

As announced by the Company to ASX on 16 November 2022, Mr McNeill's appointment was subject to completion of his application for a director identification number (director ID) with the Australian Securities and Investments Commission as required under Australian law. The Company is pleased to confirm that this process has completed and Mr McNeill was formally appointed to the Board with effect from today.

Linus Chairman Gerard Bongiorno said, "Linus has reached a critical inflection point as we accelerate our growth in the sports video archive and highlights market and drive towards profitability. I am pleased to announce further strengthening of the Board to support this next phase with focused expertise and experience in the sports market. On behalf of my fellow Directors, I'm delighted to officially welcome Barry McNeill to Linus' Board and look forward to his immediate contribution to our growth. His existing relationships and reputation as a trusted advisor across global sport are already creating opportunity for Linus."

Mr McNeill has over 20 years' experience in Sports Management and Sports Technology. He has led multiple sport-tech companies through rapid growth phases as CEO at Catapult Sports (ASX:CAT) and Prozone, which was acquired by Stats Perform in 2015. He has built his career by commercialising technology products across many sporting codes in Australia, Europe and the US, and is well placed to help drive Linus' accelerate growth. Currently based in the US, Barry is already actively involved in driving new revenues for the company and paving the way for Linus' entry into the substantial US sports market.

Mr McNeill led commercial success of some of the sports world's most recognizable and successful technology and video/data analytics organizations. During Mr McNeill's time at Catapult and Prozone, the sports industry was digitally transformed beyond recognition with the influx of technology, data and more informed decision making across global sports. Mr McNeill led the development of how performance analysis and wearable technology would develop from innovative technologies to global brands with a globally distributed customer base and circa 75% CAGR.

While at Prozone, Mr McNeill lead the provision of analysis and consultancy services for the English Premier League, as well as league-wide deals with premier football leagues in Poland, Greece, Qatar, the United States, and China. This included the Men's 2010 World Cup media deal with Chinese media powerhouse Tencent to provide live in-game insights for fans. At Catapult he sold the wearable solution as a league-wide first to the Australian Football League, in partnership with Championship Data as well as a league-wide deal with the National Rugby League and with CAF - Confederation of African Football providing over 54 teams with access to world leading technology, software and services. Barry was also CEO at Sportsology, a leading advisory firm to major sports teams and leagues across MLS, NBA, NFL and European Football.



Currently, Mr McNeill is Founder & CEO at Bloom Sports Partners, a transformational sports advisory firm, helping sports leagues and growth focused ownership groups find competitive advantage and sustained success.

Gerard Bongiorno continued, "Barry has a proven ability to scale sports-tech companies through exponential revenue growth phases. His role on the board as well as his remuneration are aligned with Linus' growth and we look forward to his contributions."

Mr McNeill said, "The timing is perfect for me to join Linus as we look to reinforce our most recent sales success within the sporting sector. Whizzard meets an existing need for sports rights holders and the product strategy sees it adding even more value and entering large market segments like automated highlights. Traction to date with organizations like IMG Replay, Inverleigh Media and Cricket Australia makes me confident that my experience and relationships in the sporting and technology space will help drive accelerated growth for Linus."

To accommodate Mr McNeill's appointment, Steve McGovern has announced that he will retire from the Board on 15 July 2023. Commenting on Mr McGovern's retirement, Mr Bongiorno said: "On behalf of the Board and shareholders, I thank Steve for his dedication and commitment over the past 5 and a half years as a Non-Executive Director of Linus. His contribution to decision-making and the current trajectory of the Linus business has proved invaluable, and I have appreciated his wise counsel. We wish Steve all the best in his future endeavors."

For more information, please contact:

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