



Video Virtualization Engine™

Business Update Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
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Accelerating up the exponential growth curve

*Each new deal makes
the next deal easier
...and bigger
...and faster*

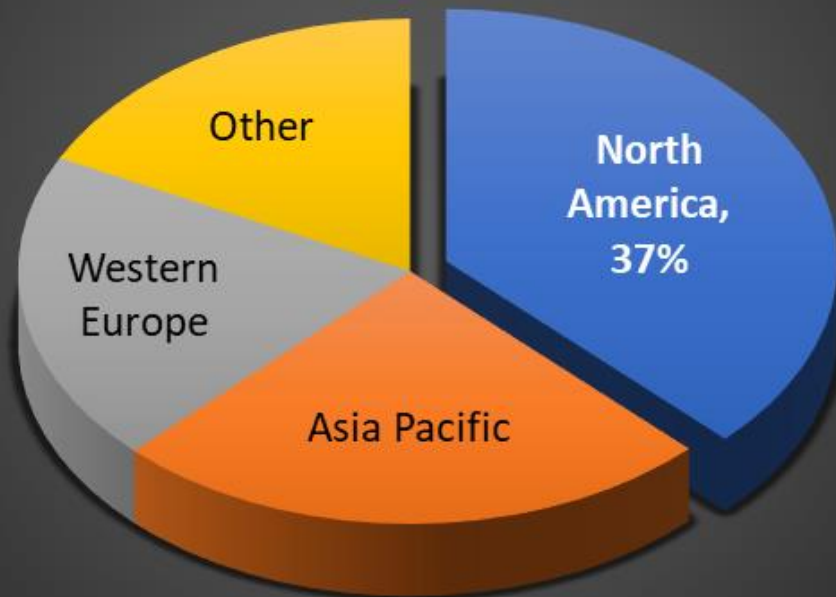


Global customer base



US sports market is important to Linus' growth

**Global Sports Market
Value by Region**



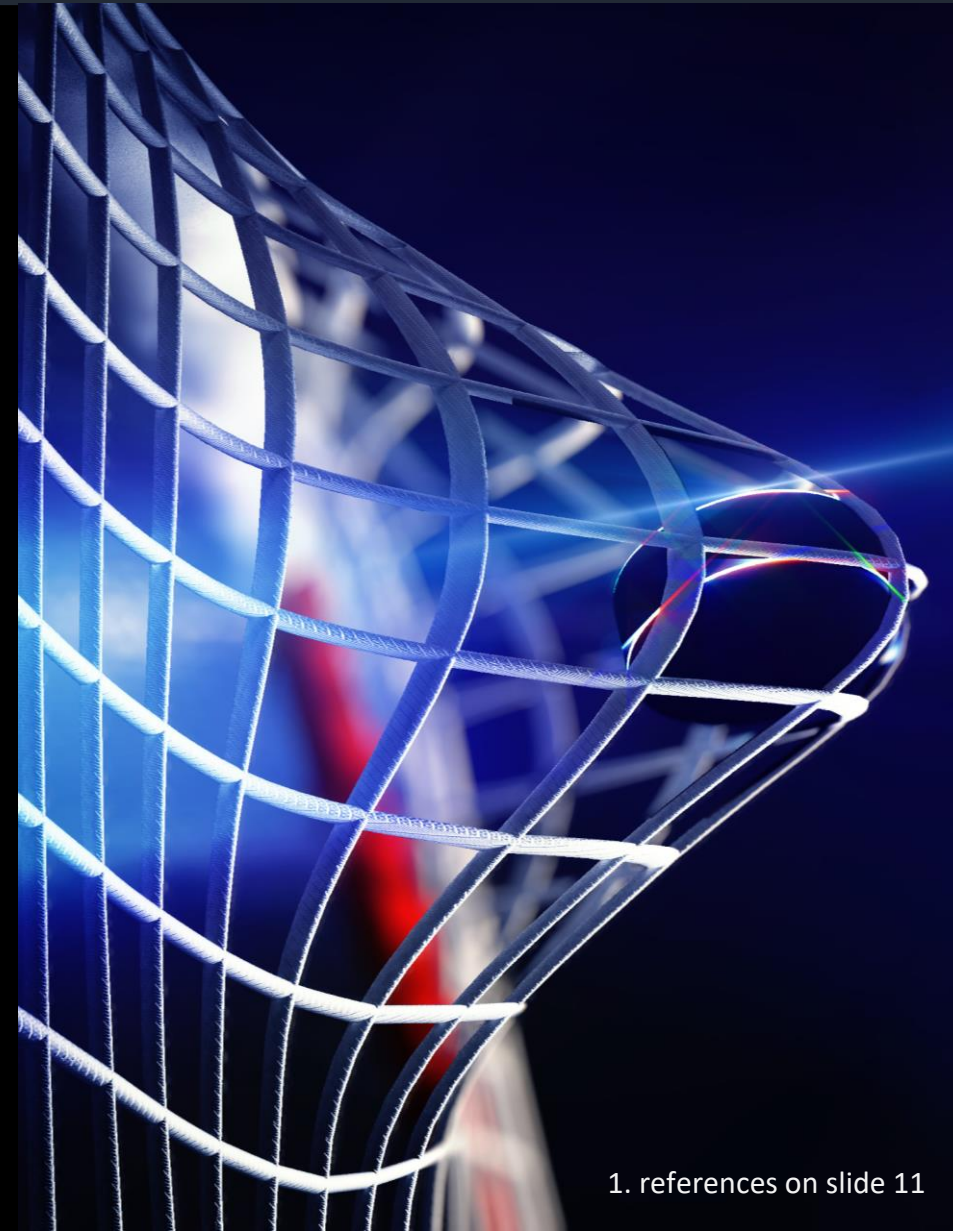
- Global market = ~\$460m USD
- NA is largest region at 37.4%
- Media rights is largest segment at 30% and fastest growing
- Key opportunities for Linus:
 - Leagues/federations – Tier 1 & 2
 - Broadcasters
 - Collegiate Sports
 - High School Sports

Linus scores in US market

- First US customer with Hockey Technology Partners LLC
- Over 2,000 ice hockey games per year to be virtualized
- HTP to build end user experiences across web, mobile, and TV
- Build to begin in current quarter
- Applications to roll out through 2023/2024 hockey season
- 3-year term with setup fees, monthly subscription, and rev share

Interesting facts about the ice hockey market¹

- NHL revenues US\$5.3b for 2021/2022 season, 5th highest globally
- NHL signed 7-year rights deals for US\$625m per year (compare to AFL ~US\$425m per year)
- NHL had 22m total attendees vs 17m for NFL in 2021/22 season
- 1.6b global fans watched the IIHF World Championship in 2020
- 1.6m registered players globally (compare to AFL at 555k)



Where will growth come from?

- Credibility – 10+ customers, 3 regions, 15 sports, 40+ leagues/federations
- Existing clients:
 - Contracts still in deployment
 - Upsell/cross sell
- New customers in same sports - replicating our success
- New sports - cross sport credibility allows us to enter new sports more easily
- New geographies – 3 target markets covered
 - We focus directly on US, Australia & Europe
 - Partners joining to cover new regions - LATAM, India, Asia, Europe
- New segments
 - Proven in teams, leagues, rights holders/media companies
 - Next target is Broadcasters

Source Modules

Archive Integration
Data toolset
Content discovery
Video Virtualization

Whizzard Highlights
Automated rules
engine

Whizzard Analytics
Views
Likes
Rankings

Recommendation
Engine
Promoted Content
Content to content
Personalization

Central Management Portal

Whizzard
Search>Curate>Publish

Whizzard SDK
Video Tutorial
APIs
Developer kit

Custom
Applications

MatchVision
Fan Engagement

Publish Modules

Whizzard Publisher
Website
Apps
Broadcast

Whizzard App
Modern Immersive
Fan App

Whizzard Search
Search Bar
for fans

Whizzard Store
Content Licensing

Whizzard NFT
NFT creation and
pricing

- We continue to close more deals
- Secured first customer in US market
- Targeted growth strategy
- Strong pipeline of near-term opportunities
- High value product



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- Slide 6
 - NHL revenues US\$5.3b for 2021/2022 season, 5th highest globally
 - <https://theathletic.com/3382650/2022/06/25/nhl-revenues-reach-record-high-thanks-to-jump-in-sponsorship-licensing-deals/>
 - https://en.wikipedia.org/wiki/List_of_professional_sports_leagues_by_revenue
 - NHL signed 7-year rights deals for US\$625m per year (compare to AFL @ ~US\$425m per year)
 - <https://www.cnbc.com/2021/04/27/turner-sports-nhl-announce-seven-year-deal-for-broadcast-rights.html>
 - <https://www.sportspromedia.com/insights/analysis/afl-tv-broadcast-media-rights-foxtel-kayo-seven-telstra-gillon-mclachlan>
 - NHL had 22m total attendees vs 17m for NFL in 2021/22 season
 - <https://www.wsn.com/nfl/nfl-vs-nhl/>
 - 1.6 billion global fans watched the IIHF World Championship in 2020
 - <https://www.insidethegames.biz/articles/1089534/world-ice-hockey-championships-audience>
 - 1.6m registered players globally (compare to AFL at 555k)
 - <https://www.coachup.com/nation/articles/ice-hockey-growth>
 - https://en.wikipedia.org/wiki/Australian_rules_football_in_Australia