

ASX Announcement | 27 July 2023

Linus Market Update Weblink

Linus Technologies (ASX: LNU) (**Linus** or **Company**) convened a webinar presented by CEO, James Brennan, on 26 July 2023 to provide an update on the Company.

The presentation focused on:

- Details on Linus' first customer win in the US with Hockey Technology Partners
- How this deal will accelerate Linus' entry in the US sports market
- Update on Linus' pipeline and path towards profitability
- Details on the Linus product road map and strategy

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

The company has made multiple sales of its Whizzard product in recent months to clients including IMG Replay, Inverleigh Media and most recently Hockey Technology Partners. The webinar presented further details on these new deals, explaining why Whizzard is proving successful in the global sports marketplace, and how this success will grow Linus' revenue going forward.

Summary of webinar key points:

- Linus is continuing to progress its growth with the addition of its first customer in the US market, Hockey Technology Partners LLC (HTP), and near term pipeline in the US and beyond.
- With the announcement of this deal, Linus now has a global customer base spanning the 3 largest markets – North America, Europe, and Asia.
- The US sports market is the single most important market for the company's future growth:
 - North America is the largest market at over 37% of the roughly US\$460 billion global sports market.
 - The US market presents key opportunities for Linus in professional sports (Tier 1 & Tier 2), broadcasters, college sport, and high school sport.
- Linus has entered the US sports market with its recent contract with HTP:
 - HTP is a leading provider of digital solutions for global ice hockey leagues, teams, and fans. Solutions include websites, mobile applications, OTT streaming subscription services, and data management solutions.
 - Linus will virtualize over 2,000 games per year and support HTP in building innovative new fan experiences across web, mobile, and TV platforms.
 - HTP will use Linus Media Solutions to develop end user applications and experiences for fans of the most recognizable bodies in ice hockey.
 - This is a 3-year contract, and includes setup fees, monthly subscription, and revenue share.
 - HTP will begin using the solution in the current quarter with end-user applications to roll out through the 2023/2024 ice hockey season.

- The company continues to execute on its growth strategy which includes growth from:
 - Existing customers:
 - Three existing customer deployments being completed in Q1 and Q2 which will drive increases in monthly recurring revenue.
 - Upsell and cross-sell opportunities with existing customers including Racing.com, Cricket Australia, Inverleigh and A-Leagues which are expected to close in Q1 and Q2.
 - New customers in the same sports. The company is actively working to replicate its success in current sports such as cricket and football, repeating the same solutions with new customers in these sports.
 - New customers in new sports. Linus' growing customer base is providing cross sport credibility, making it easier to target customers in new sports including American football, volleyball, baseball, and eSports.
 - New Geographies. With its first deal in the US announced, Linus will be focusing heavily on expansion in this new market through its current partners McCormack Advisors and IS Partners, as well as its US-based board members. Additionally, the company has recently brought on additional business development partners to support growth in new geographies including LATAM, India, Asia, and Europe.
 - New segments. The broadcast segment represents the largest opportunity for Linus as broadcasters have access to billions of viewers as well as multiple sports and leagues. Linus is currently developing opportunities with multiple broadcasters.
- The company has adapted its product and go-to-market strategy to support the growth strategy
 - The enhanced product strategy seeks to provide additional value to customers and to drive higher revenues and margins as Linus targets new market segments.
 - Linus Media Solutions is a powerful suite of Linus applications, APIs, and services that enables broadcasters, federations, and rights holders to unlock the value of their media archives.
 - Linus Media Solutions has Whizzard at the core and includes the LVS platform, APIs, applications that extend the functionality and value of Whizzard.
 - This product strategy directly supports Linus' path to profitability via new customer acquisition and growth from existing customer base.

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