



Business Update

Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
September 2023

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- NAHL TV is in beta and going live shortly
- NAHL is the top junior hockey league in NA
- Hockey Technology Partners built a personalised channel app for the OTT service in just 3 weeks
- Included in premium subscription package
- First live proof point in US market
- 8 weeks from contract to live
 - Setup fees invoiced, recurring fees to commence this quarter, variable fee to begin next quarter
- More leagues in discussion

inverleigh



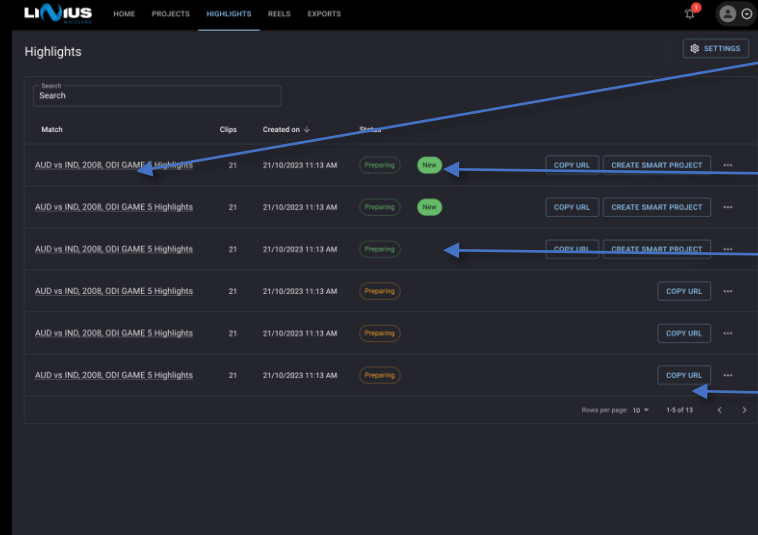
- Inverleigh now live for SANZAAR
 - Actively building content for publication
 - Final setup & recurring fees billed in Sept, to be paid in Q2
- Live in October for NZ Rugby
 - Final setup & recurring fees to be invoiced in October
- Next federations/archives in discussion

The screenshot displays the LINIUS ENGINE interface. At the top, there are navigation tabs: ENGINE, EXPLORE, COLLECTIONS, and EXPORTS. Below this, there are filters for Player, Action (1 selected), and Match. A 'CLEAR ALL' button and 'MORE FILTERS' are also visible. The main content area shows 'Showing 32 of 6,564 clips' and a grid of video thumbnails. Each thumbnail includes a 'Try' icon, a duration, a title, and a match reference. For example, one clip is titled 'Force, James O'Connor - Try in 1st Half' with a duration of 00:20 and match reference SR11RD09G0. Another is 'Blues, Iliesa Tanivula - Try in 1st Half' with a duration of 48:22 and match reference SR00RD06G0. A third is 'Bulls, Adriaan Strauss - Rolling Maul in 1st Half' with a duration of 00:20 and match reference SR18RD07G5. A fourth is 'Blues, Akira Ioane - Try in 2nd Half' with a duration of 00:20 and match reference SR18RD05G4. On the right side, a video player is open, showing a rugby match scene. The player has a progress bar at 2:11 / 4:20 and playback controls. Below the player, there is a 'Clip Information' section and a button labeled 'ADD CLIP TO COLLECTION'. At the bottom of the interface, there is a table with columns for Collection name, Duration, and No. of clips. The table shows 'Untitled collection' with a duration of 01:08:46 and 2 clips. To the right of the table are buttons for 'CREATE NEW COLLECTION', 'ADD BUMPERS', 'SAVE', and 'EXPORT'.

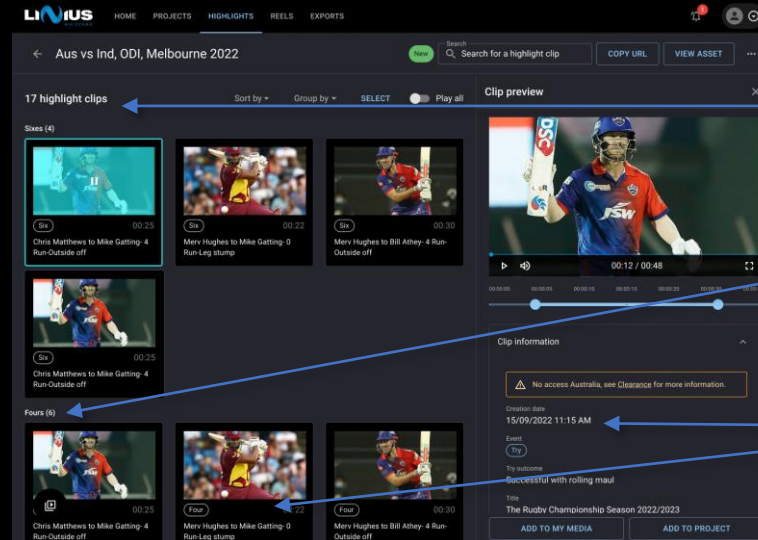
Fast start to FY24 – New Products



- Whizzard Highlights launching in Sept
- CA will be first customer to deploy
 - Additional setup fees invoiced and recurring fees to begin in October
- Will be a significant drive of user adoption and variable fees
- Upsell opportunities with all Whizzard customers
- Adds significant value to Whizzard for new target customers
- Entry into the large existing market for Automated Highlights



- Highlights packages
- Created as soon as the game is available
- Option to instantly create for historical games
- Auto curation feature



- Each games highlight clips
- Review chronologically or grouped by action
- Metadata rich views

FY23 was a transformational year

- Highest rate of new customer acquisition



- Linus solutions have now been validated in 15 sports, across 40+ federations, and customers in all 3 target geographies
- Launched Whizzard for sport archives & Linus Media Solutions
- Record financial performance

\$496k
Annual Cash Receipts

82%
YoY Growth in
Cash Receipts

\$485k
Annual Billings

-54%
YoY Reduction in
Net Cash Outflows



Starting FY24 with built in growth



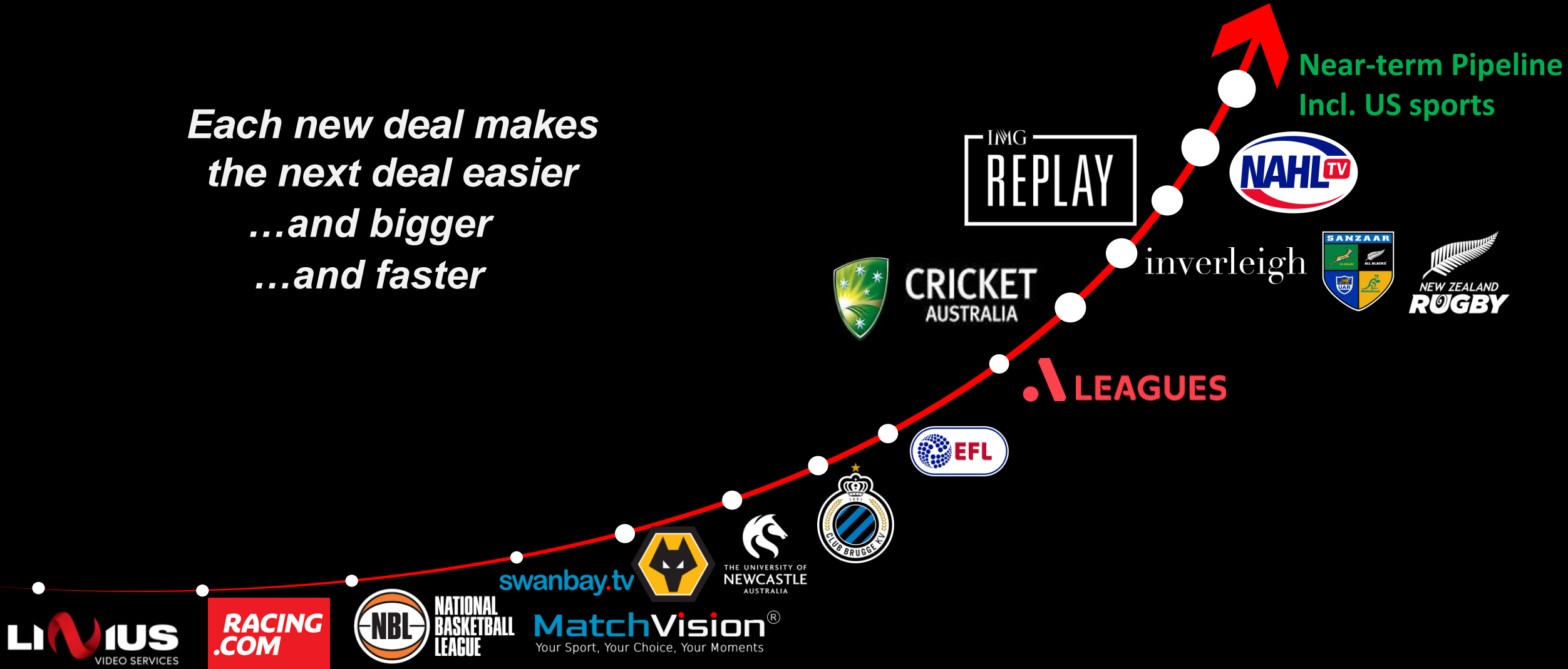
- ~\$725k contracted billings over the next 12 months from existing contracts
 - Does not include variable fees
- Huge growth opportunities from existing contracts
 - Variable fees
 - Upsell
 - Cross Sell
 - Expansion of master agreements



We have said new deals get bigger...

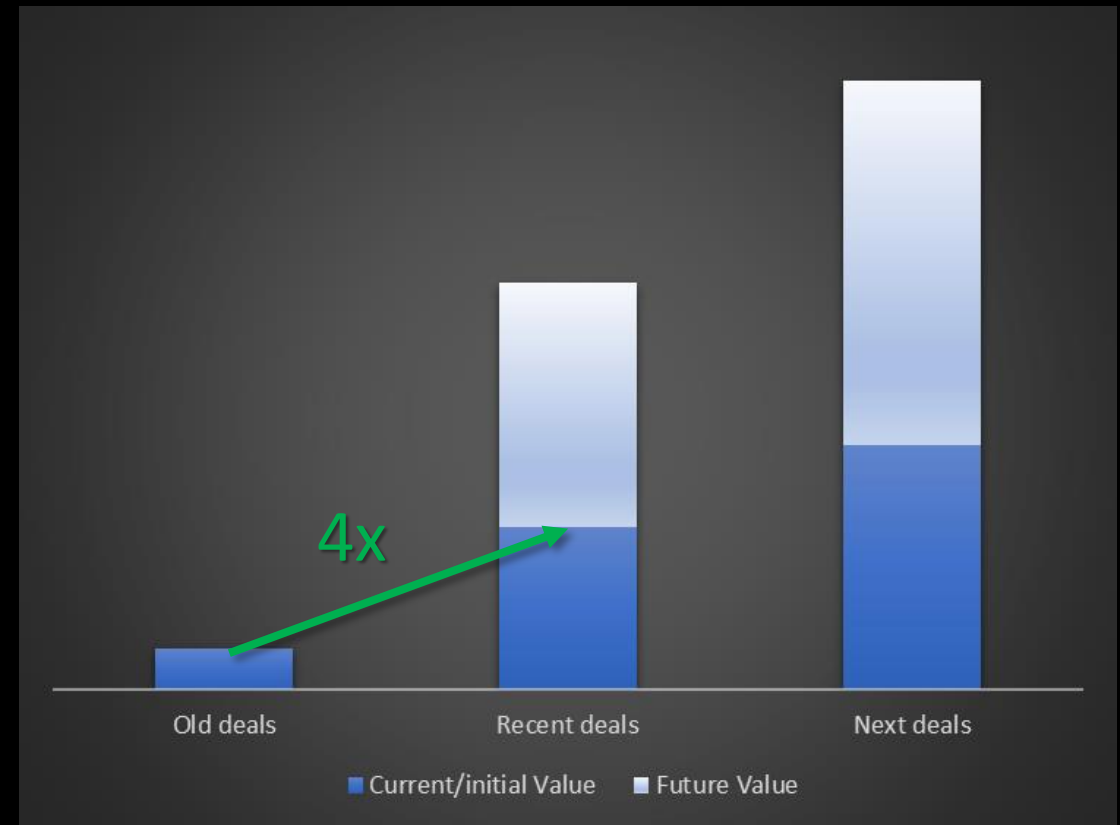


*Each new deal makes
the next deal easier
...and bigger
...and faster*



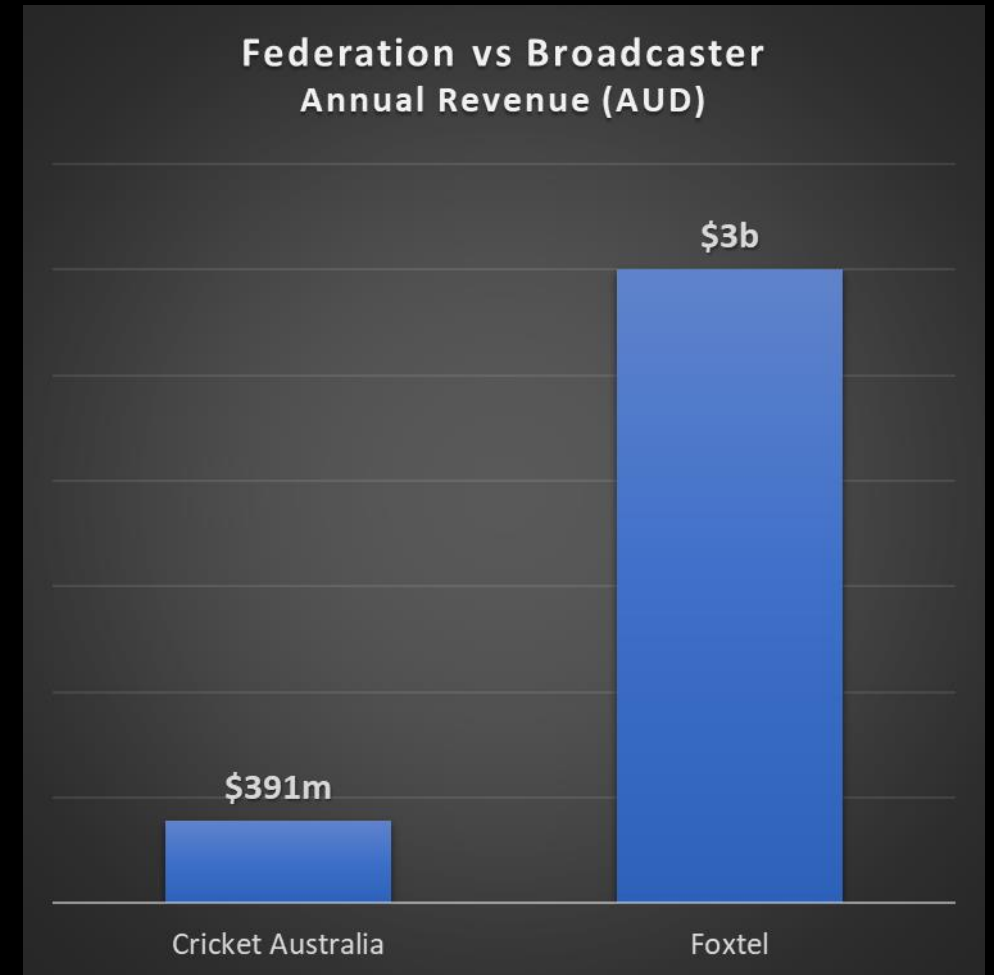
New deals are bigger and will continue to grow

- Deals in the past 12 months are on average, 4x larger than prior deals
- Deals have significant upside value
- Next deals are projected to continue to get larger
- Markets we are in offer potential for exponential growth
 - TV & OTT Broadcasters
 - US & EU sporting bodies
 - US collegiate sports



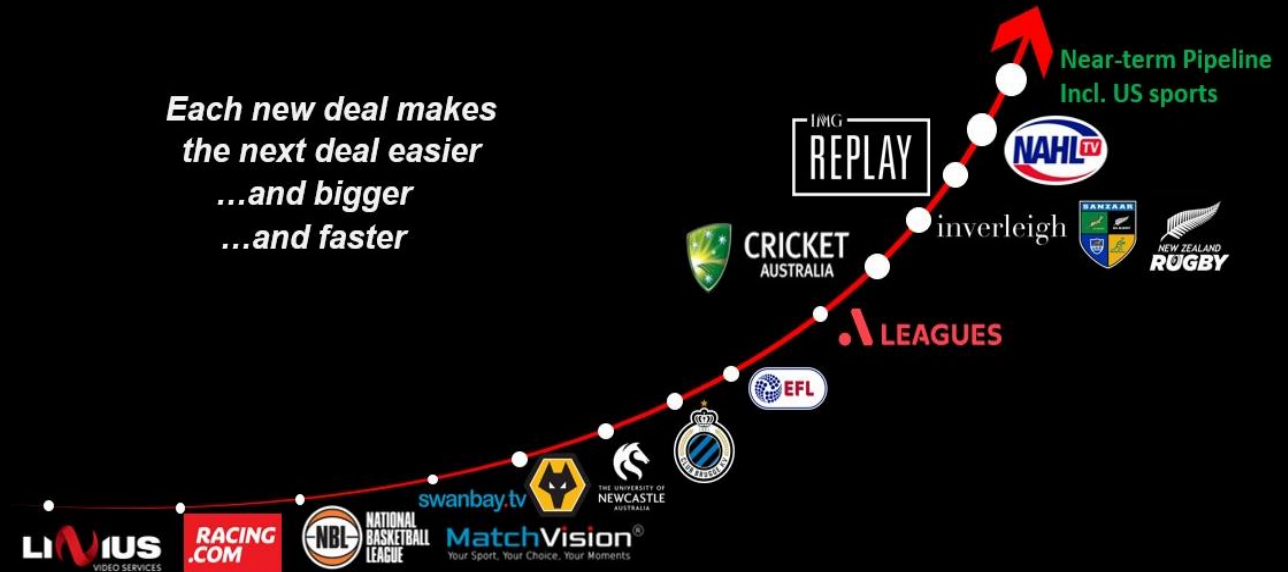
Linius delivers what every broadcaster wants: more viewing

- Our GTM is about **Replication** and **Scale**
- We are in the broadcast market, which includes:
 - Sports federations, creators, publishers, TV & OTT
- They all want the same thing – more viewing
 - Case studies are as relevant to TV broadcaster as they are to a Federation
- Linius offer is the same for all
 - Same tech, content, data, use cases, sales model
- Opportunity to scale viewing and ability to monetize
 - Exponential revenue potential to Linius
- Broadcasters in the pipeline in all target geographies



Recap

- Transformational FY23
- Great start to FY24
- FY24 has ~50% growth locked in already
- More growth to come from existing customers
- Deals & pipeline are getting bigger
- Exponential growth segments in our addressable market



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