

Linus raises \$685,000 as it continues growth and customer expansion

Melbourne, Australia – 16 October 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 Media Solutions – has received firm commitments from professional and sophisticated investors to raise \$685,000, before costs (**Placement**).

During FY23, the Company made significant progress against its strategic plan to reach profitability.

Linus has materially penetrated the sports market with long term contracts with blue-chip customers, working with content from 15 different sporting codes, 40 different sporting federations, in all three of its target geographies – US, Europe, and Asia. The Company finished the year with record cash receipts of \$496,000, an 82% increase YoY.

The Company has since made a rapid start to FY24, announcing that it already has contracts which will see billings rise to \$725,000 over the next 12 months, a 49% increase over FY23. The Company's first deal in the US market, announced with Hockey Technology Partners (HTP) in July 2023, has already seen that service go live for end users through NAHL TV and generate monthly recurring fees. Further, full deployments with Inverleigh Media for SANZAAR and NZ Rugby are now generating monthly recurring fees. Finally, the Company announced the launch of Whizzard Highlights, with Cricket Australia (**CA**) being the first customer to have deployed this solution and now generating additional monthly fees. This launch marks Linus's entry into the large existing market for automated sports highlights. With an increasing rate of new customer acquisition and great market credibility, the Company is well positioned for accelerated revenue growth in FY24.

The Placement supports further acceleration of customer acquisition and deployment as well as delivery of key product enhancements.

Proceeds from the Placement will be used for further execution of Linus' go to market plan which sees accelerating deal closure, growing recurring revenue, further penetration of the US sports market, and entry into key segments like broadcast and college sports. This capital injection, coupled with recent financial results and continued growth in cash receipts, delivers time for management to complete the deployment of the IMG project and generate monthly recurring revenue from recent deployments with Inverleigh Media, CA, and HTP. It further supports growing recurring revenues from expansion with existing customers including A-Leagues, CA and Racing.com, and to close further near-term pipeline. This plan will generate significant new revenues and place the Company in a position to rapidly improve its cash position on its path towards profitability.

Further details on the Company's progress and near-term priorities were provided in an investor webinar on 22 September 2023 (view recording [HERE](#)), along with recent announcements.

Linus CEO, James Brennan said “I am thankful to the existing Linus shareholders that supported us in this placement. This is a pivotal time for the company as we begin to see accelerated recurring revenues from full project deployments completed over the past few months, pending deployment with IMG Replay, rollout and expansion of new products, and expansions with existing customers. It is encouraging to see customers like CA and Racing.com continue to grow and innovate with Linus as we bring new high-value products to market.

“This placement backs our business development efforts as we build pipeline and accelerate deals through the sales cycle. We will leverage the success and validation from FY23 to drive significant growth in the next two quarters from our existing client base, acquisition of new clients, and entry into ever larger target segments including broadcast and college sport.”

Existing shareholders have also participated in the Placement, including a \$100,000 commitment from Linus directors, subject to shareholder approval, which will be sought at the Company’s next general meeting.

The Placement will result in the issue of 342,500,000 fully paid ordinary shares at \$0.002 per share to raise \$685,000, before costs, conducted within the Company’s existing Listing Rule 7.1A placement capacity for 292,500,000 shares and pursuant to LR 10.11 for 50,000,000 shares in respect of shares subscribed for by directors (and nominees), subject to shareholder approval. The issue price represents a discount of 17.4% to the 15-day VWAP, meeting the requirements of LR 7.1A.3 in being greater than 75% of the 15-day VWAP. The shares issued under the Placement will rank equally with existing Linus fully paid ordinary shares on issue.

The Placement (excluding director participation) is scheduled to settle on 20 October 2023 with allotment on 24 October 2023.

This announcement has been approved for release to ASX by the Board of Directors of the Company.

About Linus Technologies Limited:

Linus' purpose is to unlock the value of the world's video, creating immersive, deeply personalized viewing experiences. For the first time, we make it possible to find, curate, and utilize the valuable moments across vast libraries of video, enabling viewers to create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and monetisation of their video assets.

For more on Linus Technologies, visit www.linus.com

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