



Business Update

Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
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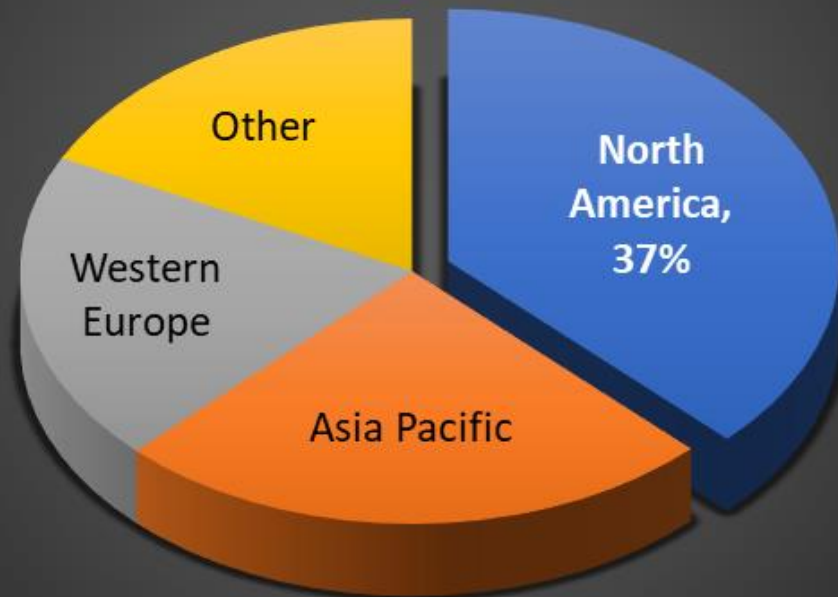
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- Hockey Technology Partners
- Peach Belt Conference
- The US college sport market opportunity
- Growth strategy for US market
- Existing customer updates



US sports market is important to Linius' growth

**Global Sports Market
Value by Region**

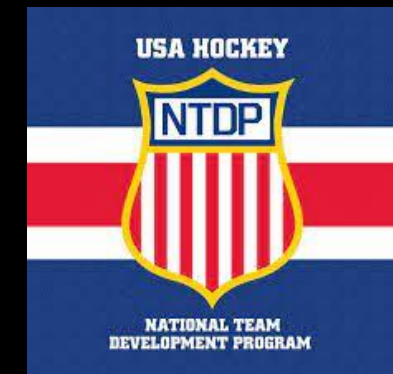


- Global market = ~\$460b USD
- NA is largest region at 37.4%
- Key opportunities for Linius:
 - Leagues/federations – Tier 1 & 2
 - Collegiate Sports
 - Broadcasters
 - High School Sports

Growing in the US with Hockey Technology Partners



- First US customer signed July 2023
- Service for NAHL TV live October 2023
- DEMO
- Contract expanded with Master Service Framework
- 2 new customers onboarded in October 2023
- Setup & monthly revenue for NAHL started in Q1, with new customer revenue added in Oct
- Variable revenue for NAHL targeted to begin in Jan
- Plans to expand to more customers and to add Whizzard & Whizzard Highlights



Marc Ruskin

Founder, Hockey Technology Partners

Linius enters the US college sports market



- First US college sports deal with NCAA Div 2 conference
- 10 schools in southern US states with ~60k students
- Initial deployment for men & women's basketball
 - Option for additional sports within current contract
- Includes Whizzard & Whizzard Highlights
- 3-year contract with revenue from annual license plus a significant revenue share
- PBC is an influential, innovative conference in Div 2
- PBC will actively promote the Linius deployment to other conferences & schools



US college sport is a perfect market to accelerate growth



- 1100 NCAA schools, 150 NCAA conferences, 24 sports
- NCAA Division 1 generated \$15.8b USD in revenue in 2019
- Big 10 and SEC each generated over \$2b USD in 2022
 - Ohio Sate University generated \$250m USD
- Total Addressable Market for Linius estimated at >\$70m per year
- Solution for PBC is highly replicable
- Fan engagement solutions are a perfect fit for fans & alumni
- Multiple opportunities in current pipeline with a range of conferences and schools



Linius aggressively targeting huge opportunity in US college sport

The Plan

- Repeat current products & strategy
- Target American football
- Target broadcasters tightly coupled with conferences & pro leagues
- Whizzard, Automated highlights & fan engagement

Execution

- Leverage HTP & PBC as validation
- Multiple pipeline opportunities with college & pro sports
- Partnerships are key to scale
 - OTT streaming platforms, tech providers, rights holders (Learfield, Catapult, Veritone)
- New commission-based agents onboarded

Further success with existing customers



- New 2-year agreement with Racing.com
 - Adds Whizzard & Whizzard Highlights
 - Additional monthly license revenue
- Cricket Australia adds Whizzard Highlights and launches their new FAST channel
- Inverleigh now producing content through Whizzard for New Zealand Rugby, published on NZR+ (www.nzrplus.com)
 - Actively developing multiple opportunities through existing Master Services Framework
- IMG deployment in final stages



inverleigh



- US market is a tremendous opportunity for Linius
- Linius has penetrated US market including college sport
- Great initial validation points with HTP and PBC
- Aggressive strategy to grow in the US market
- Continue to grow our global strategy and existing customers
- Exponential growth segments in our addressable market

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