

## **ASX Announcement | 28 November 2023**

### **Linus Market Update Weblink**

Linus Technologies (ASX: LNU) (**Linus** or **Company**) convened a webinar presented by CEO, James Brennan, on 27 November 2023 to provide an update on the Company.

The presentation focused on:

- Linus' first customer in the US college sports market, the Peach Belt Conference
- The opportunity in the US college sports market
- Expansion in the US with Hockey Technology Partners
- Update on developments with current customers

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

The company continues to accelerate the commercialization of Linus Media Solutions, including Whizzard, Whizzard Highlights, and fan engagement solutions. The webinar presented further details on recent new deals, explaining why Linus Media Solutions is proving successful in the global sports marketplace, and how this success will grow Linus' revenue going forward.

Summary of webinar key points:

- Linus recently announced its first customer in the US college sports market, with the Peach Belt Conference (PBC)
  - PBC is an influential and innovate conference in the National Collegiate Athletics Association (NCAA) Division 2, with 10 member schools covering 60,000 students
  - PBC will deploy Linus Whizzard and Whizzard Highlights, Linus' new automated highlights solution.
  - PBC and its member schools will be able to curate videos and publish automated highlight reels for the upcoming men's and women's basketball season.
  - PBC is actively promoting the agreement with Linus to their peers in the NCAA via social media and a press release which can be found [here](#).
  - The agreement is for an initial 3-year term and includes an annual subscription fee and variable revenue share.
- The US college sports market represents a tremendous growth opportunity for Linus, and the company is aggressively targeting growth in this segment
  - The NCAA represents 1100 schools and 150 conferences across 24 sports
  - NCAA Division 1 generates \$15.8 billion USD in annual revenue across all of its conferences and schools
  - The company estimates that the Total Addressable Market for the company in US college sport is in excess of \$70 million.
  - The company has an existing pipeline of opportunities across a wide range of NCAA conferences and schools
  - New commission-based sales agents have been onboarded to target the US market

- Linus has expanded its deployment with Hockey Technology Partners (HTP), its first US customer
  - HTP is Linus' first customer in the US, announced in July 2023
  - The service for NAHL TV went live in October 2023 and has generated strong usage and positive feedback from fans and the league
  - Based on the success with NAHL TV, HTP has expanded the service to include 2 new customers which are now live with the service
  - The expansion was completed under a new Master Services Framework with HTP that enables rapid expansion of the service, generating additional recurring revenue for Linus
- Linus' existing customers continue to grow and drive further utilization
  - Contract with Racing.com has been extended for 2 years and expanded to include Whizzard and Whizzard Highlights
  - Cricket Australia has deployed Whizzard Highlights and recently launched a new FAST channel that is supported by Linus Whizzard
  - Inverleigh Media has produced content with the support of Whizzard which is now published on the New Zealand Rugby website ([www.nzrplus.com](http://www.nzrplus.com)), and has a pipeline of opportunities which include Whizzard under the existing Master Services Framework
  - Deployment with IMG Replay is in its final stages

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