



# Business Update

## Linus Technologies Limited (ASX:LNU)

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James Brennan, CEO  
April 2024

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Hockey Technology Partners



# US college sport is a perfect market to scale 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 Linus estimated at >\$70m per year
- Solution is highly replicable
- Fan engagement solutions are a perfect fit for fans & alumni



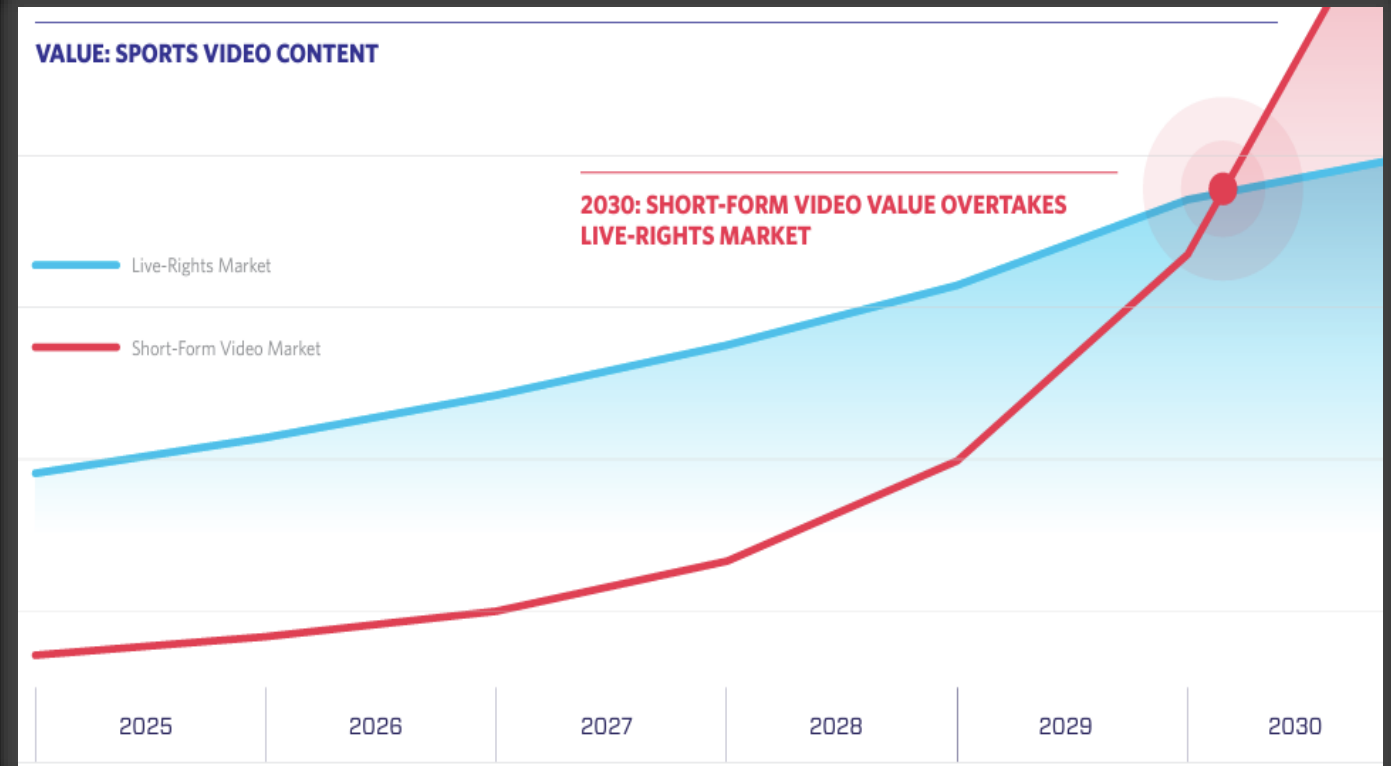
- Second deployment in US college sport
  - Leading conference in NCAA Div 2, 17 unis, 150k+ students
  - Existing monetization through LSC Digital Network, subscription-based streaming service
  - Opportunities for expansion
- Driving to category adoption
  - First deployment for American Football
  - Now engaged in the tech/partner ecosystem
  - Highly efficient deployment, exact replication of PBC
  - LSC & PBC putting Linus forward for further opportunities with NCAA and other conferences





# Scaling with automated highlights

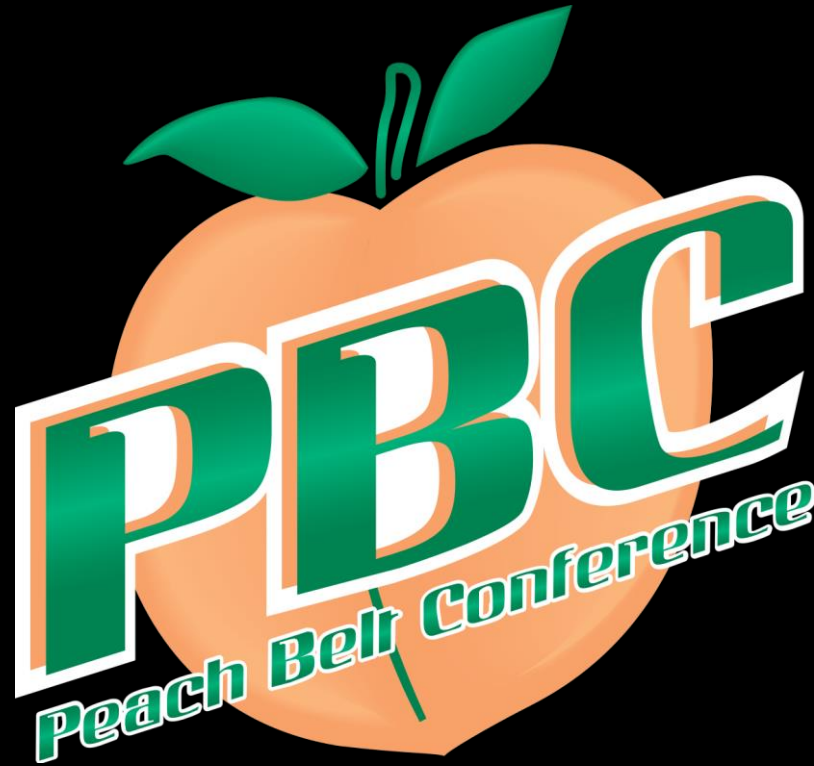
- Product launched and deployed with multiple customers
- Established market with customer need
- Existing customer budgets
- High growth market
- Product has clear competitive advantage
- Strong value prop in business development efforts



CRICKET  
AUSTRALIA



\* Delaware North's 2022 Future Of Recreation, Travel, and Hospitality report  
<https://www.delawarenorth.com/our-difference/future-of/>



- Enabling scale quickly & efficiently
  - Bundesliga pilot content is first example – now available on IMG Video Archive for the first time
- Capture new federations more easily
- Solution expansion opportunities
  - Content publishing module for federations
  - Automated highlights
  - Fan engagement apps
- Expansion with other parts of IMG/Endeavor





- USA Hockey National Championship tournament
  - 800 games over 3 weeks in March/April
  - New feature for clip/channel download
  - Offered as part of premium subscription
- Deployment unlocks and supports other growth opportunities
  - USA Hockey league-wide, full season deployment for 2024/25 season
  - Download feature & premium subscription rolling out to existing customers
  - Multiple other league-level opportunities in progress
  - Whizzard being proposed to all customers/prospects



- Significant business development traction in UK and US
- Partner development – Avid, Genius, StatsPerform, AWS, more to come
- Selective event participation – Sportel, NAB, NACDA
- Increased marketing activities
  - Targeted campaigns to NCAA, broadcasters, federations
  - New website and sales materials

- Foundations for scale are laid
  - Scale in college sport
  - Scale in automated highlights
  - Scale with IMG
  - Scale with Master Framework Agreements
- Scale will accelerate revenue growth

The screenshot displays the Linius video management interface across three devices: a laptop, a tablet, and a smartphone. On the laptop screen, the main interface features a header with 'WE ARE LINIUS' and a navigation menu with 'HOME', 'EXPLORE', and 'EXPORTS'. Below this, a search bar is visible, followed by a grid of video clips. One clip is selected, showing a player in a green jersey hitting a cricket ball. The 'Clip Information' panel on the right provides details for the selected clip, including its title 'Smashing Steve: The Warner Way in BBL' and a description 'Catch the Jaw-Dropping Moments as David Warner Sends Balls Soaring into the Sands in Big Bash League'. A 'PROJECT' sidebar on the right lists various video projects. The smartphone displays a mobile-optimized view of the same content. The interface includes a video player at the bottom with a play button, a progress bar showing 01:58, and a control bar with icons for volume, closed captions, subtitles, settings, and full screen.

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