

## ASX Announcement | 10 April 2024

### Linus Market Update Weblink

---

Linus Technologies (ASX: LNU) (**Linus** or **Company**) convened a webinar presented by CEO, James Brennan, on 10 April 2024 to provide an update on the Company's activities in Q3 FY24.

The presentation focused on:

- Lone Star Conference (LSC): details on the new deal with LSC
- IMG: details on the recent expansion for Bundesliga and the overall revenue expansion opportunities in development with IMG
- Hockey Technology Partners (HTP): details on the recent expansions with HTP for the USA Hockey National Championship and other expansion opportunities
- Peach Belt Conference: update on the deployment and demonstration of the solution
- Commercial and product development activities from Q3 FY24
- Update on Linus' pipeline and path towards profitability
- Details on the Linus product road map and strategy

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

#### Key take-aways:

- With individual deals accelerating, the company continues to focus on deals which create additional scale and can be leveraged into multiple deals and growth opportunities.
- Following its entry to the US college sports market in Q2 FY24 with the NCAA's Peach Belt Conference (PBC), Linus has successfully expanded penetration into this key market with its second customer the Lone Star Conference (LSC). This new customer also marks Linus' first deployment into American Football.
  - LSC is the leading conference in the NCAA Division 2, and will deploy Whizzard and Automated highlights for basketball and American football, which is the highest revenue generating sport globally.
  - Deployment provides further validation of this highly replicable solution targeting 150 NCAA conferences.
  - Total addressable market of US college sports for Linus estimated at >\$70m per year.
- In January, Linus reached a pivotal milestone with services now live for existing customer IMG.
  - IMG, the world's leading sports and media company has now deployed Linus Whizzard as part of the re-launch of the IMG Video Archive service. For reference, the IMG Video archive includes the content of 35 leading rights holders including The English Premier League, PGA, Wimbledon, Giro D'Italia.

- Deployment with IMG creates multiple scale opportunities:
  - Growth within IMG Video Archive – IMG recently announced the addition of initial content from customer Bundesliga which validates this growth opportunity.
  - Expansion within IMG and parent Endeavor.
  - Federations within IMG Archive.
  - All Broadcasters, federations and technology providers who follow the market leaders.
  - Industry tech providers seeing the success for this integration.
- Launched just 6 months ago, Linus' automated highlights solution is gaining market momentum, now deployed with 3 customers. This is a well-established market with existing need and customer budgets. Linus' solution has clear competitive advantage which is being recognised by customers and other vendors creating both direct customer growth and potential to scale through partnership/integration with leading providers.
  - An example of an automated highlights video from customer PBC was showcased during the webinar.
- Customer Hockey Technology Partners (HTP) continues to scale with Linus an enabler of this growth. Under the existing master services framework, HTP recently expanded into the USA Hockey National Championships, one of the largest amateur hockey tournaments in the US. This creates scale opportunities with USA Hockey for next season, growth through newly released features, and additional federations.
- Linus is also scaling through industry partnerships. An integration license agreement was signed with Avid, the leading video editing software provider. This agreement gives Linus access to early development capabilities to integrate our solutions with those from Avid. This is an example of industry leaders now seeking to work with Linus.

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