

Linius raises \$600,000 as they scale through expansion in college sport, American Football, and automated highlights

Melbourne, Australia – 15 April 2024: Linius Technologies Limited (ASX: LNU) (**Linius** or **Company**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linius Media Solutions – has received firm commitments from professional and sophisticated investors to raise \$600,000, including \$60,000 from Directors and their nominees, before costs (**Placement**).

The placement follows a recent series of new deals and customer expansions which demonstrate the company's strategy to scale through individual deals which can be quickly leveraged into multiple deals and growth opportunities. The Company discussed the importance of these recent expansions in a webinar last week which can be accessed on the Linius website and via this [link](#). Highlights from the webinar are below:

- New deal in the US college sports market with the NCAA's Lone Star Conference (LSC).
 - This new customer also marks Linius' first deployment into American Football, the highest revenue generating sport globally
 - Linius has successfully expanded penetration into this key market, following the January 2024 launch with the Peach Belt Conference
 - LSC is the leading conference in the NCAA Division 2, and will deploy Whizzard and Automated highlights for basketball and American football
 - Highly replicable solution targeting 150 NCAA conferences, 1100 universities and a total addressable market estimated at >\$70m per year
- Linius' automated highlights product now deployed with 3 customers
 - Launched just 6 months ago, Whizzard Highlights is gaining market momentum
 - This is a well-established market with existing need and customer budgets
 - Whizzard 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
- IMG recently added content from Bundesliga to the IMG Video Archive for the first time ever, and first new federation expansion since relaunch of the service which now includes Linius.
 - In January, IMG, the world's leading sports and media company deployed Linius Whizzard as part of the re-launch of the IMG Video Archive service, which includes the content of 35 leading rights holders including The English Premier League, PGA, Wimbledon, Giro D'Italia, and more.
 - Deployment with IMG creates multiple scale opportunities for Linius
 - Growth within IMG Video Archive – new Bundesliga content validates this growth opportunity
 - Expansion within IMG and parent Endeavor
 - Federations within IMG Archive
 - All broadcasters, federations & technology providers
 - Industry tech providers seeing the success of this integration
- Customer Hockey Technology Partners (HTP) continues to scale with Linius as an enabler of this growth.
 - Under existing master services framework, HTP added a new league, USA Hockey, for the 2024 National Championships, the largest amateur hockey tournament in the US

- Deployed personalized channels and new personal clip download feature
- Opportunity now exists to scale with USAH league-wide/season-long for 2024/25
- New “personal clip download” features being rolled out to additional customers
- New league opportunities currently in formal bid stage
- Linius is also scaling through industry partnerships. A new integration agreement was signed with Avid, the leading video editing software provider, which will see Linius Whizzard available within their solutions. This is an example of industry leaders now seeking to work with Linius.

Additionally, the Company is seeing continued growth of new and existing pipeline opportunities with sports federations, broadcasters, US college conferences/schools, and technology partners in all target geographies. The Company expects to show continued growth in financial results and further new and expansion deals over the coming quarters.

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 acceleration of Linius’ go to market plan which is focused on scale and near-term revenue growth through further penetration of the US sports market, and continued investment 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 implement this plan and its cash position on its path towards profitability.

Linius CEO, James Brennan said “I greatly appreciate the backing from existing and new shareholders who funded this placement. Your support enables us to continue growing through new deals like the Lone Star Conference and expansions with existing customers like IMG and HTP. These deals are about more than the individual opportunity - they validate that we have products and value propositions that create scale. We are doing things with video that nobody else can do, and customers, prospects, and other technology providers are taking notice.

We have a clear opportunity to scale into the US college market, working within the provider ecosystem that will unlock opportunities faster and bigger than before. We have an indisputable differentiator in the high-growth, well-established automated highlights market through our virtual video - nobody else can provide personalized auto-highlights or highlights packages across a 50-year archive in seconds. We have customers like IMG, HTP, and Inverleigh who are ready and able to scale with our products to support more of their customers’ needs - as they grow, we grow.

The pieces are in place and our task now is to turn them into a revenue generating machine and lead us to profitability.”

The Placement will result in the issue of 300,000,000 fully paid ordinary shares at \$0.002 per share to raise \$600,000, before costs, conducted within the Company’s existing Listing Rule 7.1A placement capacity for 270,000,000 shares and pursuant to LR 10.11 for 30,000,000 shares in respect of shares subscribed for by directors (and nominees), subject to shareholder approval. The issue price represents a discount of 0.9% 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 Linius fully paid ordinary shares on issue.

The Placement (excluding director participation) is scheduled to settle on 19 April 2024 with allotment on 24 April 2024.

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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