



Business Update Linus Technologies Limited (ASX:LNU)

James Brennan, CEO
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- Funding
- Go to market strategy
 - Market analysis
 - New products
 - New partners
 - New contracts
- Org restructure & path to break even



Linus funded with up to \$3m capital raising



- \$1.5m from traditional placement & convertible note
- Further placement facility for up to \$1.5m at Linus discretion
- Significant endorsement of Linus business plan from professional & sophisticated investors
- Provides runway to break even

Executing go to market strategy for growth



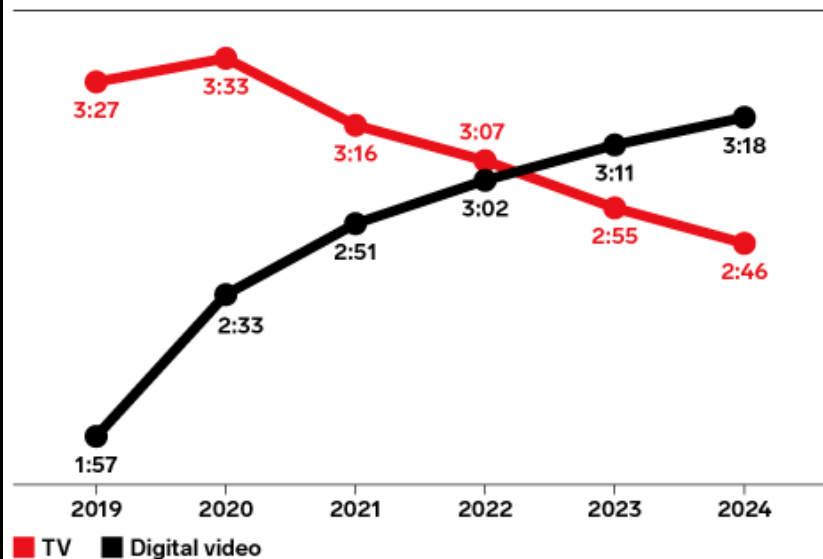
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Social apps are stealing share from broadcasters

US Time Spent per Day With TV vs. Digital Video Among Adults, 2019-2024

hrs:mins

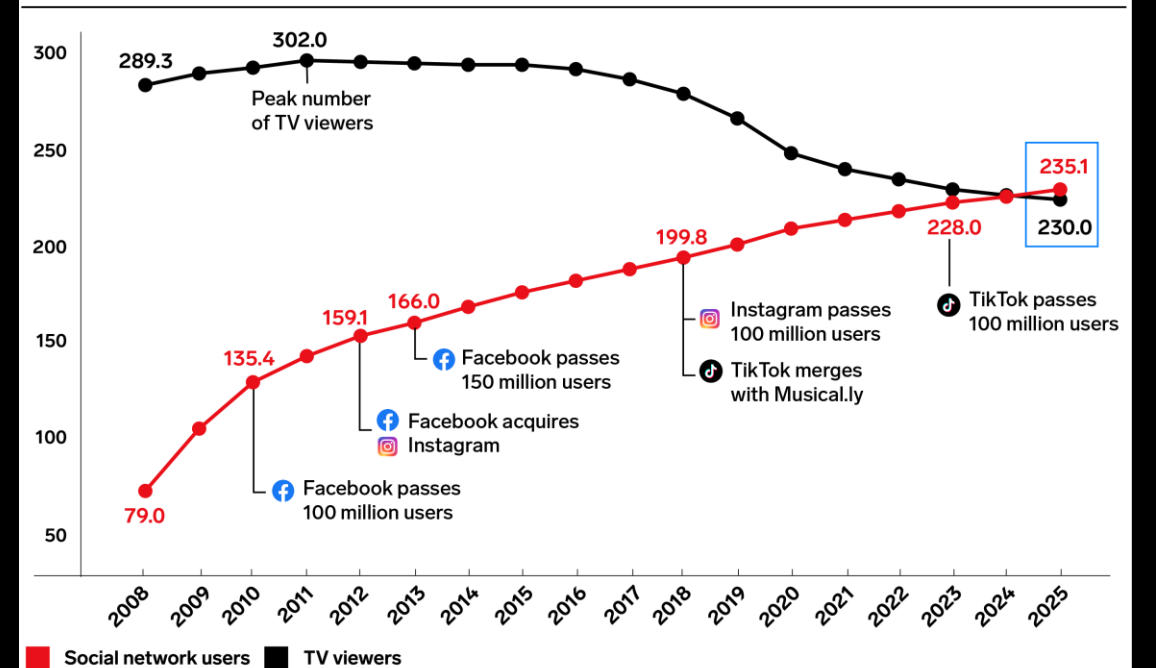


Note: ages 18+; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks
Source: eMarketer, Jan 2023

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eMarketer | InsiderIntelligence.com

There Will Be More Social Network Users Than TV Viewers in the US by 2025



Note: TV viewers are individuals who watch live or recorded video on a TV set at least once per month; excludes digital; includes DVR and other prerecorded video such as video downloaded from the internet but saved locally. Social network users are internet users of any age who use a social network via any device at least once per month.
Source: eMarketer, May 2023

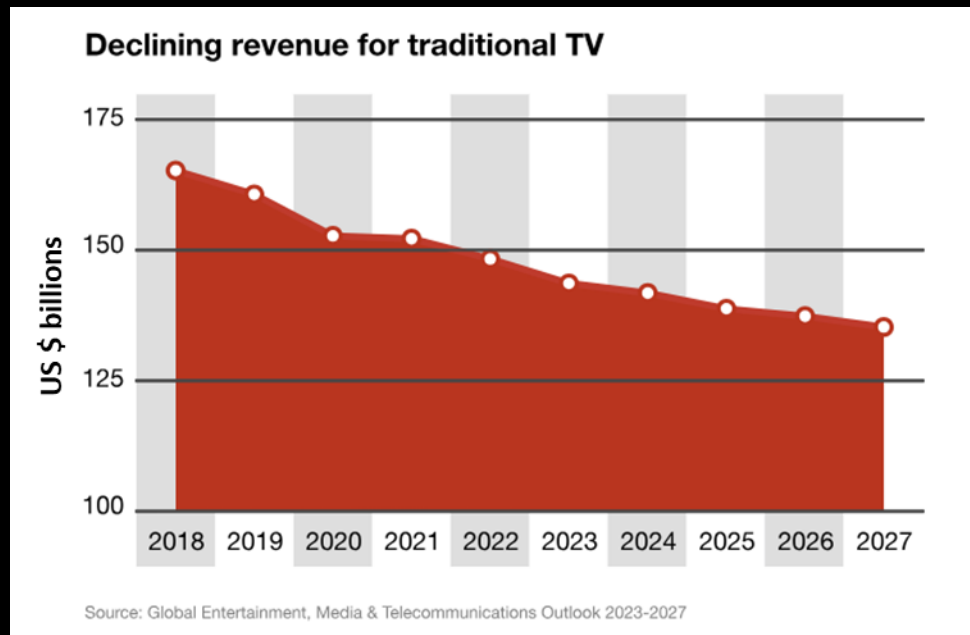
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Insider Intelligence | eMarketer

Broadcasters need a lifeline



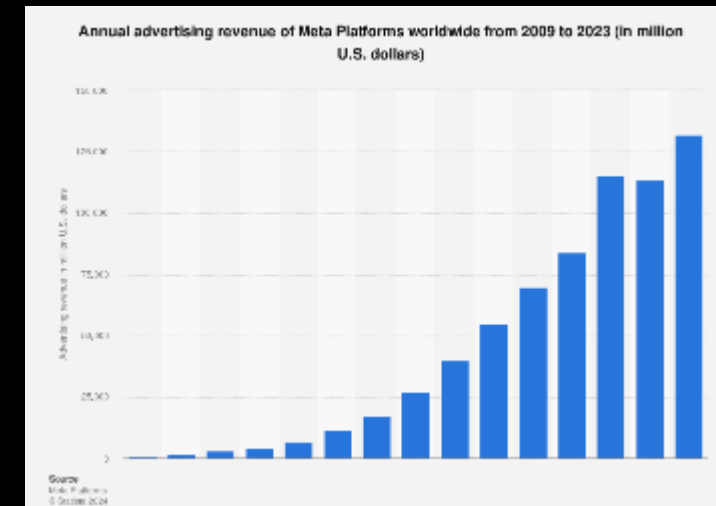
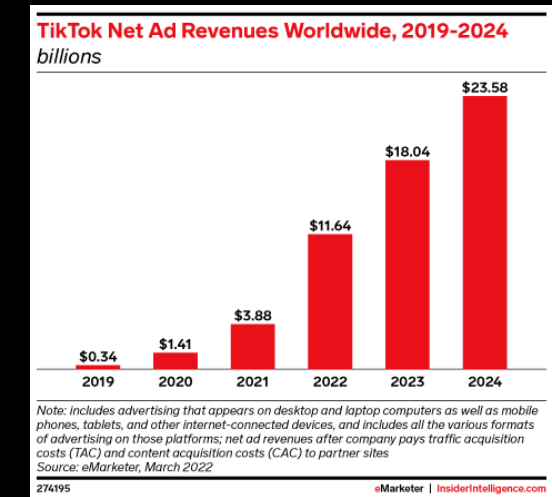
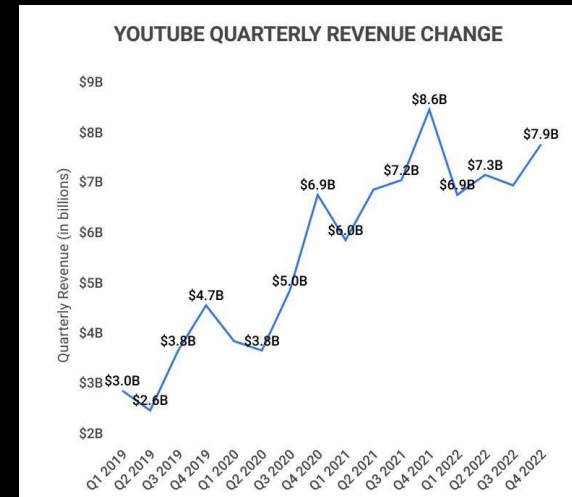
Broadcast



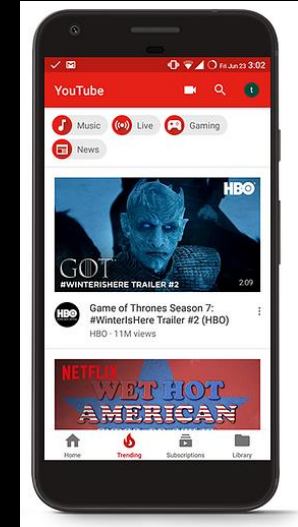
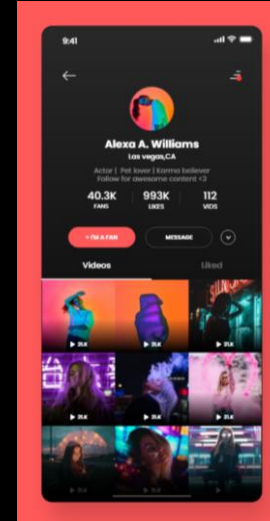
*“The decline in the number of subscribers is expected to accelerate, with subscription revenue **projected to fall by around \$15 billion annually** by 2027. We expect a revenue tipping point or cliff in the near future...”*

vs

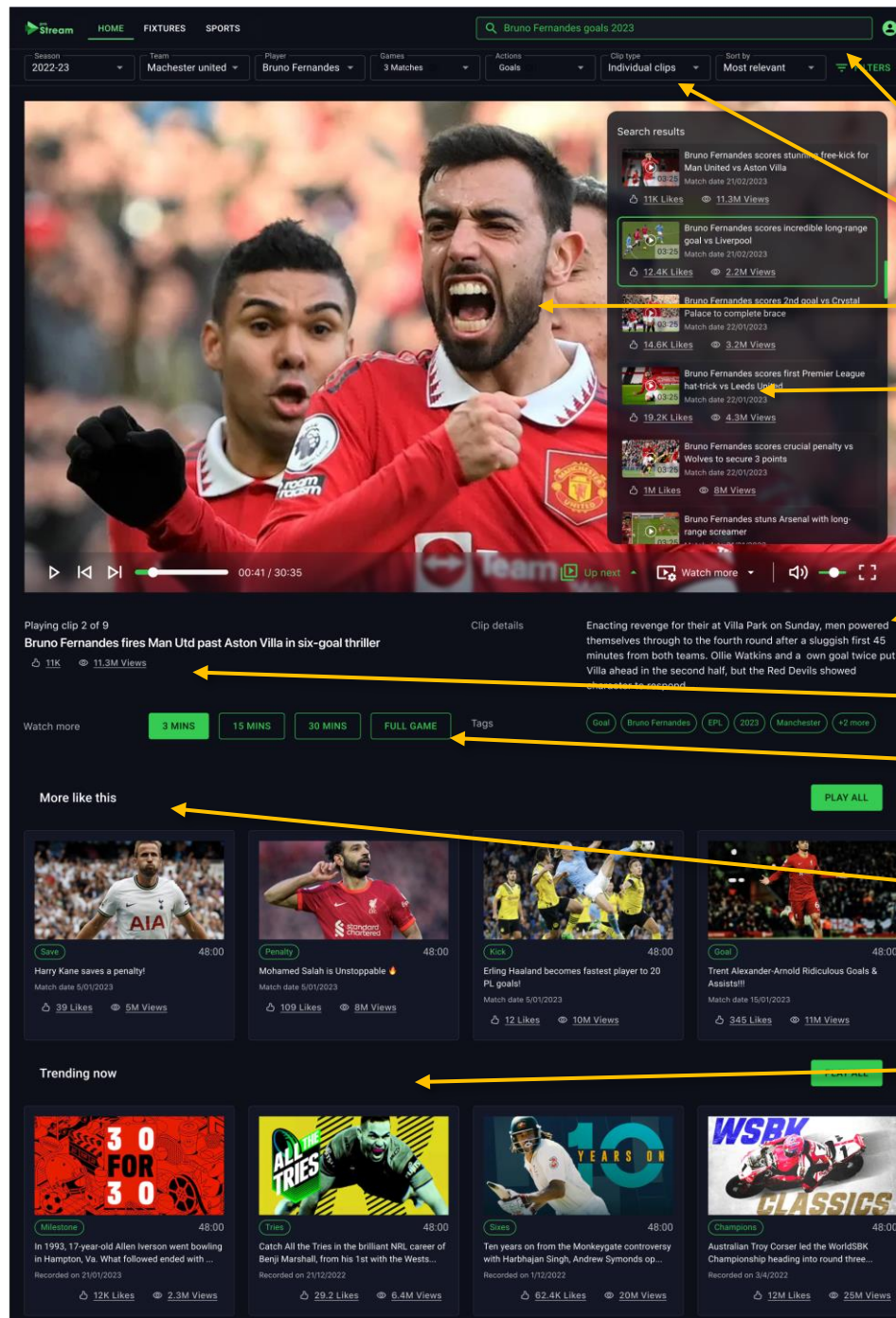
Social



Linius provides a true digital experience for broadcasters



Introducing: Linus Captivate

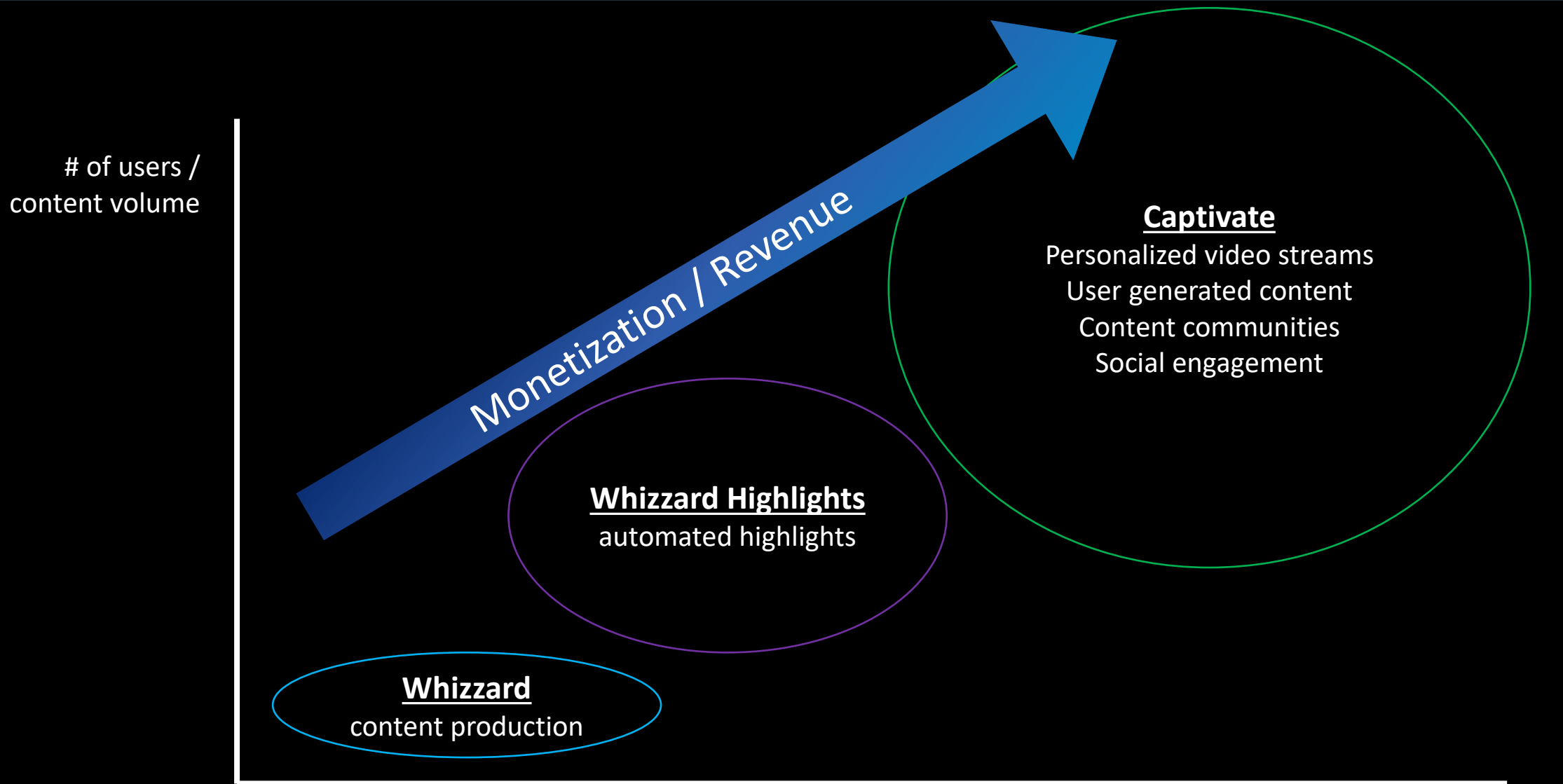


- NLP Search
- Dynamic filtering
- Instant playback of resultant assembly
- Navigate clips in stream
- Clip descriptions
- Likes, view, following
- Deep dive into highlights
- Related/recommended content
- Popular, trending, promoted content published from Whizzard

Captivate Demo



New products open greater total addressable market



Leading tech providers are now behind this strategy



PRIME FOCUS TECHNOLOGIES

- World's largest independent integrated media services company
- Customers include StarTV, Channel 4, ITV, Warner Bros. Discovery, Paramount, Disney+ Hotstar, BCCI, Amazon, MGM Studios & more
- 10k employees globally
- Content management, creation, distribution
- Generative AI

GLOBAL SYSTEMS INTEGRATOR

- One of the top global IT services providers
- Customers in most industries with strong presence in public sector
- Systems/solutions integration specialist
- Market requires key industry partnerships
- Off-the-shelf Linus platform and APIs

Recent partners driving opportunities



Extension with CA is ultimate validation of this strategy



- Ultimate validation of the Captivate model
- Linus extends contract to include distribution of the CA video archive
- CA archive + Captivate and Whizzard
- Walk in with a complete package: content + experience



Restructure and path to Break Even



- Restructure possible due to product completion & partner GTM
 - More scalable, lower cost deployment method
 - Reduced \$1m annual cost
- Faster revenue growth from partner GTM



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- Slide 6

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- Slide 7

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