

## ASX Announcement | 07 March 2025

### Linus Market Update Recording Link

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Linus Technologies (ASX: LNU) (**Linus** or **Company**) convened a webinar presented by new CEO, Ben Taverner, on 6 March 2025 to providing an update on the Company's activities since he joined in 1 February 2025.

The presentation focused on:

- Ben's background and experience
- Why Ben joined Linus
- Ben's plans to drive revenue
- Linus' new positioning statement

A recording of the Zoom Webinar can be accessed **via this [link](#)**.

#### Key take-aways:

- Ben's background and experience included time at:
  - IMG, Wembley National Stadium, UEFA Euro 2008, Juventus, Sportfive and with Usain Bolt.
  - Pivoting to sports technology in 2017, Ben has worked in Sports data & analytics for the past 8 years, including time at Kore, Sportsdigma and Sportlight technologies.
- Why Ben joined Linus
  - Opportunity to steer the company through its commercial phase, considering product is ready for customers.
  - Fan Engagement and Content are top priorities for major Sports Federations and Teams worldwide. This space is experiencing rapid growth, and Linus has the right products to empower Rights Holders with scalable solutions.
  - The Linus platform makes it easy for sports organisations to connect with fans.
  - Linus have a strong underleveraged partnership network ready for growth in the short and medium term.
- Ben's plans to drive revenue
  - Grow revenue from existing customers with upsell opportunities.
  - Grow revenue from existing pipeline.
  - Grow revenue by filling the pipeline with new revenue opportunities.
- Linus' New Positioning Statement
  - Linus is bringing fans back to Rights Holder and Broadcaster platforms through Personalisation, Automation, User-Curated Content & Analytics, this unlocks monetization, first-party data collection, and enables increased revenue for Rights Holders.

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