

ASX Announcement
28 June 2017

LINIUS TECHNOLOGIES APPOINTS KEN RUCK TO LEAD PERSONALIZED ADVERTISING

NEW YORK, NY -- **Linus Technologies Limited (ASX: LNU) (Linus)**, developer of the Video Virtualization Engine™ (VVE™), today announced the appointment of **Ken Ruck** to the post of executive vice president to lead the Personalized Advertising Division, effective immediately.

Ruck will report to company CEO, Chris Richardson and will lead one of Linus' four core industry divisions in its mission to revolutionize and unlock the vast potential of personalized advertising. By virtualizing video, Linus unlocks the raw data of video, enabling:

- Targeted, personalized advertising for cable companies, for the first time
- AI enhanced personal viewing experiences
- Deep analytics for advertisers, broadcasters, and cable operators
- Programmatic content and advertising creation for IP-TV and OTT digital-media broadcasters

"Ken is coming on board at an exciting stage of Linus' growth, said Chris Richardson, CEO of Linus."A substantial opportunity lies ahead for Linus to utilize video virtualization to create a new standard for personalized advertising for the broadcast and online industries. Ken's rich experience in the video software industry as well as his keen understanding of the digital media and AI technologies will help us take our business to the next level."

Ruck joins Linus from Kodak where he served as Chief Innovation Officer working on new digital products with a focus on advanced development of video image recognition and artificial intelligence systems.

Prior to Kodak, Ruck worked at scaling both start-up and large media company products and held positions of VP of Video Monetization for Flash Networks, Co-Founder of Hemisphere Interactive, the most successful video product development firm with clients consisting of all the top international media companies, as well as executive roles with Turner Broadcasting, MTV, Virgin Mobile, and ACNielsen. Ruck was a Founding Member of Oberon Media, a globally successful video game platform start-up.

"I am delighted to take on the challenge of driving Linus' growth globally for its Personalized Advertising division," said Ruck. "My top priority will be to drive virtual video throughout the ecosystem of players in the advertising and broadcast worlds. We are well positioned to lead a fundamental transition in how video works, underpinned by AI and blockchain, and I am looking forward to building my world-class team and driving revenue."

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ASX: LNU

Capital Structure

Shares quoted on ASX – 294.0m

Total shares on Issue – 679.2m

Market Cap @ 4.6c – 31.2m

Unlisted Options – 73.0m

Corporate Directory

Christopher Richardson
Executive Director, CEO

Gerard Bongiorno
Chairman, Non-Executive
Director

Stephen McGovern
Non-Executive Director

Stephen Kerr
Company Secretary, CFO

Key Definitions

Video Virtualization Engine™ is Linus' patented software that turns existing Internet videos into virtual video files, enabling next generation TV.

Showcase Partners are Linus channel to market partners, and assist with product development and market validation.

Digital Video Value Chain is the suite of technologies that enable getting a "video" from the camera to the screen.

Transcoding is the process by which video files are converted to different formats. The process helps to support low bandwidth connections and lets video conform to the unique constraints of various mobile devices.

Contact Details

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About Linus Technologies Limited

Linus Technologies Limited (ASX:LNU) is set to revolutionize the world of video. The Linus Video Virtualization Engine™ has cracked the code of content intelligence and created the next evolution of video streaming. Linus transforms cumbersome, static video files into agile, dynamic files that can be easily manipulated on the fly, in order to deliver an enhanced, custom experience for both broadcasters and end-users in any way imaginable, and some as yet to be imagined.

Linus' patented Video Virtualization Engine™ cuts costs and boost revenues across the multi-billion dollar video industry.

For more information, please contact:

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