



LINIUS APPOINTS PETER COHEN TO LEAD ANTI-PIRACY DIVISION



Los Angeles, CA — 17 August 2017 – Linus Technologies Limited (ASX: LNU), developer of the Video Virtualization Engine™ (VVE™), today announced the appointment of Peter Cohen to the post of Executive Vice President to lead the company's Anti-Piracy division, effective immediately, to be based in Los Angeles.

Reporting to CEO, Chris Richardson, Cohen will focus on introducing the Linus technology to content owners and distributors concerned about the growing threat and cost of content piracy online. The company's core technology virtualizes video, allowing content distributors to deliver a personalised virtual file of any video content instead of the physical source file – locking down intellectual property and locking out pirates.

The Linus technology:

- Prevents piracy of the original asset
- Prevents hijacking streams
- Prevents stealing of downloaded files
- Enables new monetization models
- Prepares for future technology, such as blockchain

Formerly Head of Business Development for mobile engagement company Experience Proximity, Cohen brings extensive career experience in content distribution and monetization honed at HBO, CNN International, Rainbow Programming, ACTV, The Box/MTV2, and BillboardLive.

"The threat and cost of content piracy is growing every day; the recent HBO hacks are a case in point. As that threat grows, so too does the need for more inventive and robust asset management and video distribution technology, offering

targeted, measurable, and efficient delivery to end-users. The uniquely-compelling solutions Linius has developed with video virtualization, blockchain, and AI is leading-edge technology that's establishing a new standard of anti-piracy protection. Having spent my whole career working with content creators and distributors, I'm excited to be part of a solution that's protecting their valuable work," Mr. Cohen said.

Chris Richardson sees content protection as a topic that's attracting more attention and investment.

"Piracy costs the industry billions each year, putting at risk the entire content ecosystem from creators to distributors. Eliminating that risk and cost is a core goal for the anti-piracy division. It's what lead us to develop world-first technology that allows for distribution and management of virtualized video files — files that can be transmitted for individual viewing but are unable to be stolen. Leading Australian cinema distributor, Village Roadshow, recently made a strategic investment in Linius on the basis of our proprietary technology and a desire to leverage it to protect its business and customers. We see huge opportunities ahead," Mr. Richardson said.

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About Linius Technologies Limited

Linius Technologies Limited (ASX:LNU) is set to revolutionize the world of video. The Linius **Video Virtualization Engine™** has cracked the code of content intelligence and created the next evolution of video streaming.

Linius 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.

Linius has the potential to transform many market sectors, and is initially focused on:

1. Delivering personalized advertising solutions for broadcasters
2. Video security and reduced piracy
3. Enhancing search engine monetization
4. Security-service applications

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

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