



The Future of TV is Personal

Linus' patented Video Virtualization Engine™ is designed to convert cumbersome, legacy video into interactive, virtual video, enabling Artificial Intelligence, personalization and the opportunity transformation of the entire Internet video market.

Annual General Meeting

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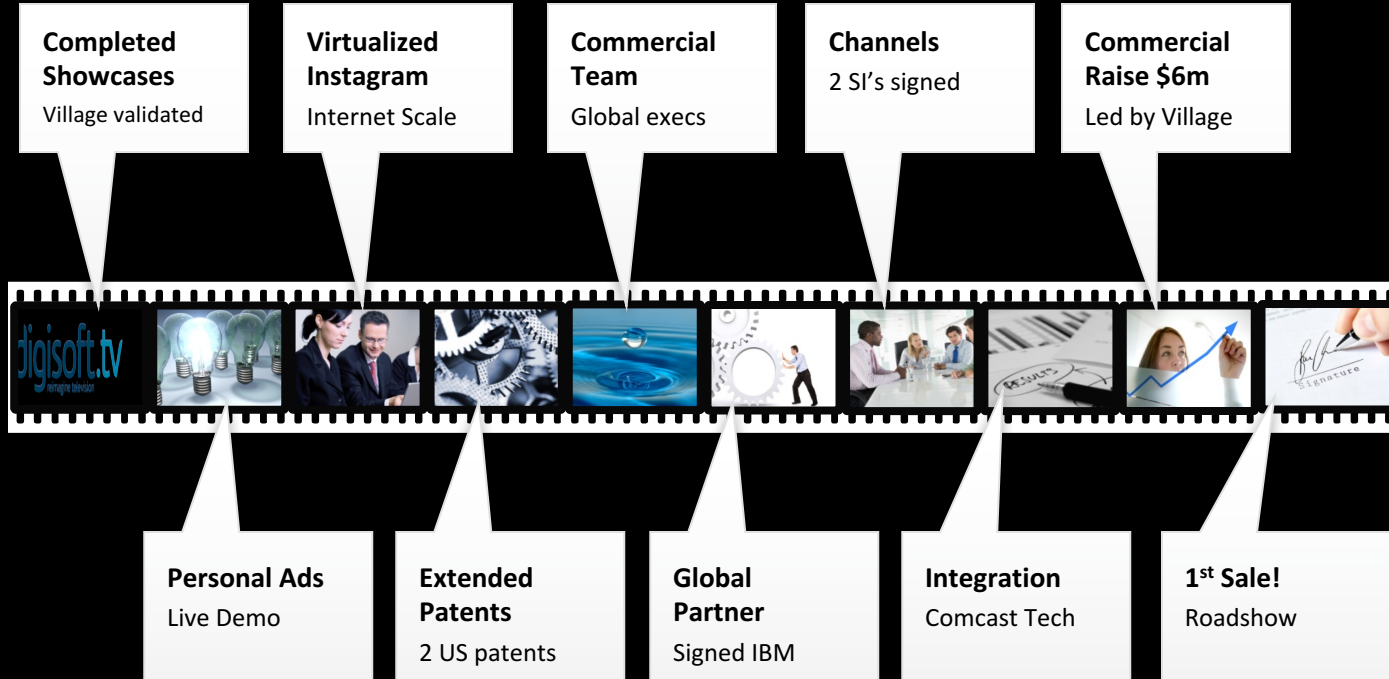
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THE JOURNEY SO FAR





Where to From Here?

Strategy

- **Vision:** Make the worlds video accessible as data
- **Mission:** Scale quickly
- **Key Metric:** The number of virtual videos created
- **Commercialization Strategy:** Growth into attractive global markets

Our commercial activity is focused on two things:

1. Growth in key metric

leading to growth in revenue in clearly defined, attractive markets which means client wins and utilization of VVE

2. Building our organizational and technology infrastructure to scale quickly, for example:

leveraging IBM, Microsoft, Amazon — technology capabilities and relationships

launching SaaS product to developers.

Near-Term Goals -> Revenue

Linus short-term goals for commercialization drive revenue in the anti-piracy division, secure the first commercial wins in search and personalized advertising and lay the strategic foundation for future business growth:

- ✓ Deliver the integration of VVE with at least one world leading Over The Top (OTT*) platform
- ✓ Deliver the integration of VVE into IBM's BlueMix Cloud
- ✓ Engage with a global movie studio to develop Proof of Value (POV) in anti-piracy
- ☐ Deliver the integration of VVE into Microsoft Azure
- ☐ Deliver the integration of VVE with Major OTT ad servers
- ☐ Engage with a global movie studio to develop a mass content distribution POV
- ☐ Deliver an end to end piracy solution with a movie studio
- ☐ Deliver the integration of VVE with at least one cognitive AI provider
- ☐ Deliver blockchain strategy and solution design
- ☐ Deliver POC of Search in a global cloud environment
- ☐ Convert initial deal flow with IBM

- * OTT - a broadcaster that broadcasts over the public internet



SEARCH

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|---------------------|---|
| PRODUCT | Linus VVE, Linus Player and Linus AI Intelligence system supplied to online clients with little to no integration. This is the first commercially available monetization method for video artificial intelligence |
| Proposition: | Worlds first personalized video search results |
| Market: | Applicable to Media & Entertainment, Higher Education, Corporate, Sports |
| Delivery: | Delivered with Microsoft, with open API to any AI system |

RELEVANT STATISTICS

- 55% of people watch video online each day
- Market is growing at 20-40% per annum
- Snapchatters watch 10B videos a day
- 500 million people watch video on Facebook everyday
- You tube has 5B video views per day
- You tube as 18% market share of video on the internet
- Conservatively estimate 2B video searches per day

Paid per search result

SECURITY & DEFENSE

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|---------------------|---|
| PRODUCT | Linus VVE, Linus Player and Linus AI Intelligence system supplied to online (OTT) clients with little to no integration. This is the first commercially available monetization method for video artificial intelligence |
| Proposition: | Video to be analyzed at scale, instantly compiled based on intelligence and injected into workflow. |
| Market: | Applicable to government agencies and video security firms |
| Delivery: | Delivered with Microsoft, with open API to any AI system and onsite deliver |

MARKET STATISTICS:

- Video surveillance is a \$40billion market
- 72M hours (822 years) of video acquired per day
- Video surveillance is 20% of UK's criminal justice budget
- 0.2% of all US federal video footage is ever viewed. It would take 7 million analysts to accomplish.

Paid per search result, plus per-seat license

ANTI PIRACY

| | |
|--------------|--|
| PRODUCT | Linus VVE, Linus Player and Linus Content Protection system supplied to Movie Studios. |
| Proposition: | Content protection |
| Market: | Applicable to content producers and owners |
| Delivery: | Delivered with IBM |

MARKET STATISTICS:

- Film piracy costs the US economy \$20.5 billion per year
- 100 billion visits to pirate sites per year
- 432 million internet users regularly pirate content
- In 2016, peer-to-peer distributors were responsible for 5.4 billion downloads of pirated wide-release films
- A stolen movie that appears online before appearing in theaters loses 19 percent of its box-office revenue on average compared with films that are pirated after they're released,

Paid per streamed video

PERSONALIZED ADS

| | |
|--------------|--|
| PRODUCT | Linus VVE, Linus Player, API to ad servers, supplied to online (OTT) clients with integration into workflows |
| Proposition: | High value, hyper-personalized advertising Makes Ad blockers redundant |
| Market: | Applicable to Media & Entertainment |
| Delivery: | Delivered with Microsoft, with open API to any AI system |

MARKET STATISTICS:

The US TV advertising market revenues of \$90B per annum. Cable \$75.3B, IP \$15B

Total # of ads viewed estimated at 9 - 12 trillion p.a., in the US

With Linus personalized ads, Ad blockers do not work, saving this revenue for the industry.

- Ad blocking forecast to cost \$35B by 2020
- 225M consumers who are active users of ad blockers

Paid for 1,000s of ads served



Engineering Intelligent Content