

January 23, 2018

LINIUS LAUNCHES SaaS TECHNOLOGY

Highlights

- *Linus' SaaS ("Software as a Service") offering allows users to utilize Linus' patented Video Virtualization Engine™ ('VVE') in the cloud*
- *Initially launched to selected developers to encourage development of technologies and new businesses based upon VVE*
- *Supports Linus' strategy of rapidly scaling its business*

Linus Technologies Limited (ASX:LNU) (Linus or Company) is pleased to announce the launch of its SaaS 'self-service' product to developer communities, system integrators and resellers.

Linus' patented Video Virtualization Engine (VVE) is now available as a SaaS ('Software as a Service') solution.

The global SaaS market has grown from US\$5bn in 2005 to US\$105bn in 2017¹

As the solution rolls out, users will be able to log on and pay to virtualize their videos themselves, without the requirement for Linus resources.

Developers can build new products and businesses on top of VVE, through a suite of API's built for global scale.

"We started the development of our SaaS solution early last year with the first trial being the large-scale virtualization of Instagram. Companies such as Twilio, Salesforce and Xero clearly demonstrate the success of providing technology as a service in the Cloud," commented Chris Richardson, Linus CEO. "We've long said that virtual video adds value to a huge range of businesses. While we sharpen our focus on key strategic verticals, this enables our technology to be applied to opportunities which are endless both in terms of size and creativity. Making VVE universally available will be a key component of our efforts to scale our business moving forward."

Deployed on Amazon Web Services, Linus' self-serve capability has initially been launched to selected developers and partners ahead of a global roll out.

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About Linus Technologies Limited:

Linus Technologies Limited (ASX:LNU) has invented and patented the **Video Virtualization Engine™ (VVE)**, which is available on Amazon Web Services, Microsoft Azure and IBM Cloud.

Amazon, Microsoft and IBM are investing billions in virtualizing video services (technologies) and artificial intelligence in the cloud. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet traffic.

Only Linus can expose the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry.

Linus has the potential to transform many multi-billion dollar markets, and is initially focused on:

- **Anti-Piracy:** Applying proven data protection methods to video to solve piracy
- **Search:** Search within videos and compile new videos on the fly

¹ <https://www.statista.com/statistics/510333/worldwide-public-cloud-software-as-a-service/>
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- **Security and Defense:** Intelligent search and immediate distribution of security footage
- **Personalized Advertising:** Hyper personalized to individuals, timeslots and content

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