



Commercial Agreement Signed:

Racing.com partners with Linius in personalized TV launch.

Highlights:

- **Linius and Racing.com sign a Master Services Agreement to deliver a range of virtual video experiences to Racing.com viewers.**
- **Following the initial launch, Racing.com and Linius to deliver multiple world first video experiences in the racing industry and for video as a whole.**
- **The agreement is for an initial term of 12 months and is expected to provide monthly recurring revenue streams commencing this quarter.**

Melbourne, Australia – September 9, 2019: Linius Technologies Limited (ASX: LNU) – the only cloud-based technology solution that transforms static video into [hyper-personalized video](#) experiences with its patented [Video Virtualization Engine™](#) (VVE) – has signed a commercial agreement with Racing.com.

Linius will provide Racing.com users with a range of personalized video content experiences and also work with key elements of the media and publishing functions.

Racing.com CEO, Andrew Catterall, commented:

“We have been working with the Linius technology for a number of months, and the new service is in live development and testing. We expect to launch the first version of the product to our customers very shortly. We have a plan to deliver many more market leading experiences to Racing.com users over coming months and look forward to announcing them as they launch”.

Linius CEO, Chris Richardson, commented:

“Linius’ commercialization strategy is to develop strong case studies in key video-rich industries, which can then be replicated and delivered by our channel partners. Racing.com executes against that strategy and provides strong examples of video hyper-personalization in both the wagering and sports sectors.

Betting on horse racing in Australia alone generates \$18 billion in annual revenues, and globally it’s over \$116 billion each year¹. We seek to scale our business by replicating our solutions across other betting agencies, betting sites and across all other sports globally.”

The initial term of the engagement is 12 months with provisions for extension. Pricing is at Linius’ standard pricing and revenue will be dependent on take up of the service.

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About Linius 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 cloudⁱⁱ. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet trafficⁱⁱⁱ.

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' VVE-powered [Video Hyper-Personalization and Search Solution](#) enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No human hands required.

Linus is revolutionizing the way organizations and individuals across the globe produce, deliver and consume video, enabling previously impossible hyper-personalized video experiences.

It's a breakthrough set to disrupt entire multi-billion-dollar industries. Linus is initially focused on delivering its Video Hyper-Personalization and Search Solution to six core markets: News and Media, Sports Broadcasters and Rights Holders, Education, Corporate Communications, Security and Defence, and Sports Betting. For more on Linus Technologies, visit www.linus.com.

Sign-up for regular news and updates on Linus Technologies: https://www.linus.com/investor_updates/

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About Racing.com:

Racing.com is a leading Australian thoroughbred horse racing media organization, and a joint venture between Racing Victoria, Victorian race clubs and the Seven Network. Racing.com is the media rights holder for Victorian and South Australian thoroughbred racing, as well as broadcasting Hong Kong and other selected international feature race meetings, reaching 95 percent of Australia's available television audience through its linear channel on free-to-air, Foxtel, Kayo Sport and live streaming on racing.com digital assets, Seven Sport and 7plus. The racing.com digital network has over 395,000 subscribers to its racing plus video service, and is the exclusive provider of video on demand services for Victorian and South Australian thoroughbred racing.

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ⁱ International Federation of Horse Racing *The facts and Figures* <https://www.ifhaonline.org/>

ⁱⁱ RS Components, *The Race for AI*: <https://uk.rs-online.com/web/generalDisplay.html?id=i/race-for-ai>

ⁱⁱⁱ Cisco, *Cisco Visual Networking Index*: <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>