



Transforming the Global Video Market

Investor Presentation – September 2019

ASX:LNU

Disclaimer

This document has been prepared by Linius Technologies Limited (LNU). The information contained in this document is for information purposes only and has been prepared for use in conjunction with a verbal presentation and should be read in that context.

The information contained in this document is not investment or financial product advice and is not intended to be used as the basis for making an investment decision. In preparing and providing this document, LNU has not considered the objectives, financial position or needs of any particular recipient. LNU strongly suggests that investors consult a financial advisor prior to making an investment decision.

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of LNU, its related bodies corporate, or their shareholders, directors, officers, employees, contractors, agents or advisors, nor any other person accepts any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this document.

This document includes “forward-looking statements” within the meaning of securities laws of applicable jurisdictions. Forward looking statements can generally be identified by the use of the words “anticipate”, “believe”, “expect”, “project”, “forecast”, “estimate”, “likely”, “intend”, “should”, “could”, “may”, “target”, “plan”, “guideline”, “guidance” and other similar expressions. Indications of, and guidance on, revenue models, pricing, earnings and financial position and performance are also forward-looking statements.

Such forward-looking statements are not guarantees of future pricing, performance and events, and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of LNU, its related bodies corporate, and their directors, officers, employees, contractors, agents and advisors, that may cause actual results to differ materially from those expressed or implied in such statement. Actual results, performance or achievements may vary materially from any projections and forward looking statements and the assumptions on which those statements are based. In particular, potential revenue opportunities and guideline pricing models set out in this document are based on certain assumptions which may in time prove to be false, inaccurate or incorrect. Readers are cautioned not to place undue reliance on forward looking statements and LNU assumes no obligation to update such information.

This document is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in any jurisdiction, and neither this presentation nor anything contained in it forms the basis of any contract or commitment. Without limiting the foregoing, this document does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. The securities of LNU have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (**Securities Act**) or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States except in compliance with the registration requirements of the Securities Act and any other applicable securities laws or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any other applicable securities laws.

Mission

- Make all of the world's video accessible as data
- To become the *de facto* standard for the management and streaming of video
- Deliver Linius' patented Video Virtualization Engine™ (VVE) to mass markets in 3 ways:
 - Industry specific divisions and solution sets built around VVE
 - Mass distribution through partners
 - Self-service to global markets through a SaaS model

Linus has invented, patented, invested and built the assets we are now rolling out commercially

Status

- Heavily invested in and launched the Linus SaaS platform - Linus Video Services ('LVS')
- Established strong relationships with channel partners, including AWS, Microsoft and IBM
- Developed and launched the SaaS marketplace with third parties already investing and launching their own technology on the Linus backbone
- Invested in and secured Proof of concepts ('POCs') and first commercial deals
- Secured all patents, trademarks, copyrights
- Commercialize the technology & build strong, recurring revenue stream

Demonstration

If we could not meet for a personal demonstration, this 3-minute video developed for football broadcasters provides a good overview of how personalized channels work. (Just press play)



Making the world's **video accessible as data**

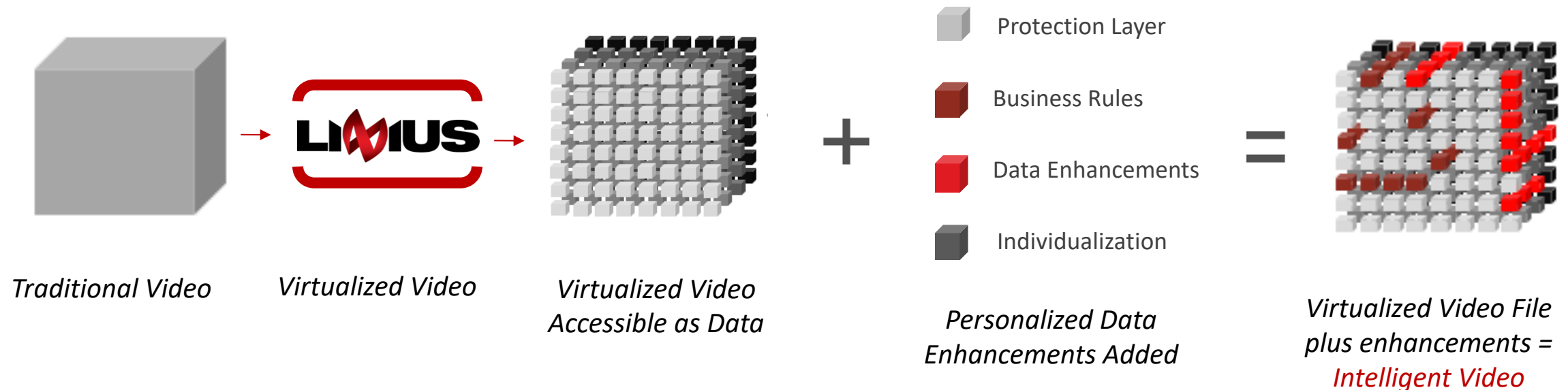
What is virtualisation of video?

Indexing the original video data, creating a virtual video which contains no video data, but instead points to it in the origin file.

Virtualization is a two-part process:

1. We virtualize an original video (usually in the client's existing environment). This is the process of reading the headers of the video file and creating a database containing an index of all the important frames in the video, that serves as a basis for reconstructing video from the original encoding.
2. We then create virtual videos, which are a fraction of the size of traditional video files (well less than 1%), as they contain no video data. These point back to the data within the original file. While all the data still needs to be streamed or downloaded, our ability to reassemble the data, on the fly, at the device, means that each virtual video can be unique — a new video for every play.

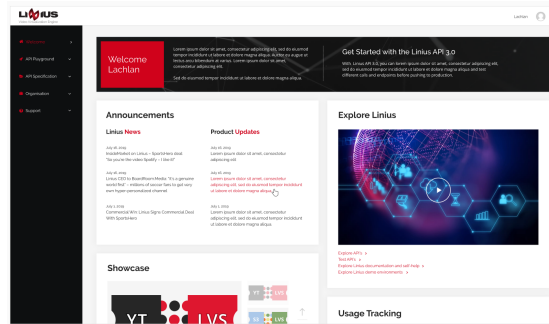
This patented method makes the previously impossible, possible.



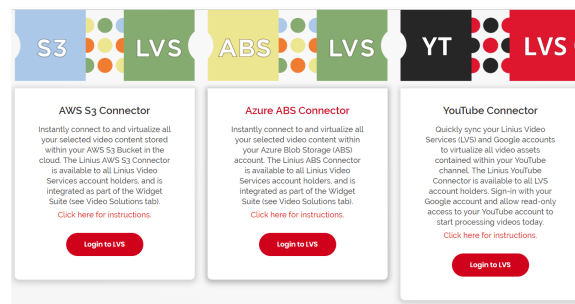
Linus Poised to **Scale Commercially**

We have invested in and established the assets required to meet our vision.

Technology



Linus Video Solutions (LVS) - the cloud-based SaaS platform for our core VVE technology.



The Marketplace - where third parties build and promote their tools, plugins, and add-ons.

Partners



- ✓ Available on Microsoft and Amazon Web Services marketplaces
- ✓ Microsoft Co-Sell Program
- ✓ AWS Partner Agreement
- ✓ IBM Collaboration Agreement
- ✓ Hemisphere, Certus, MediaAmp & more partners to come

Patents



Our tech is globally patented. The core invention patent is fully granted in:

- ✓ US, EU, Canada, S. Korea, PRC, Hong Kong, Singapore, Australia and India.

We continue to file new patents in line with our commercialisation strategy:

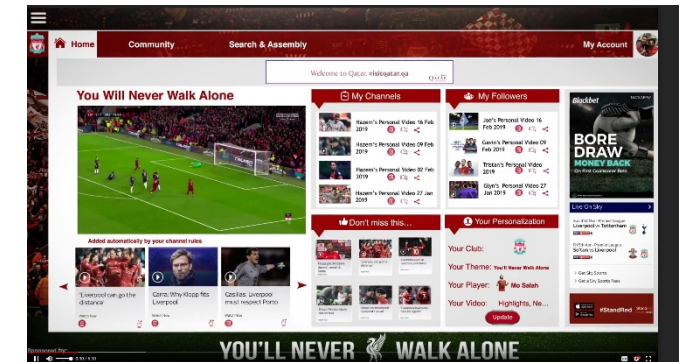
- ✓ 4 continuation patents granted in US
- ✓ additional patents in process

Where to from here

- **Deliver Personalized Television to the world**
- **Launch the Worlds first video Blockchain**

1. Personalized Sports Experiences Starting with Soccer

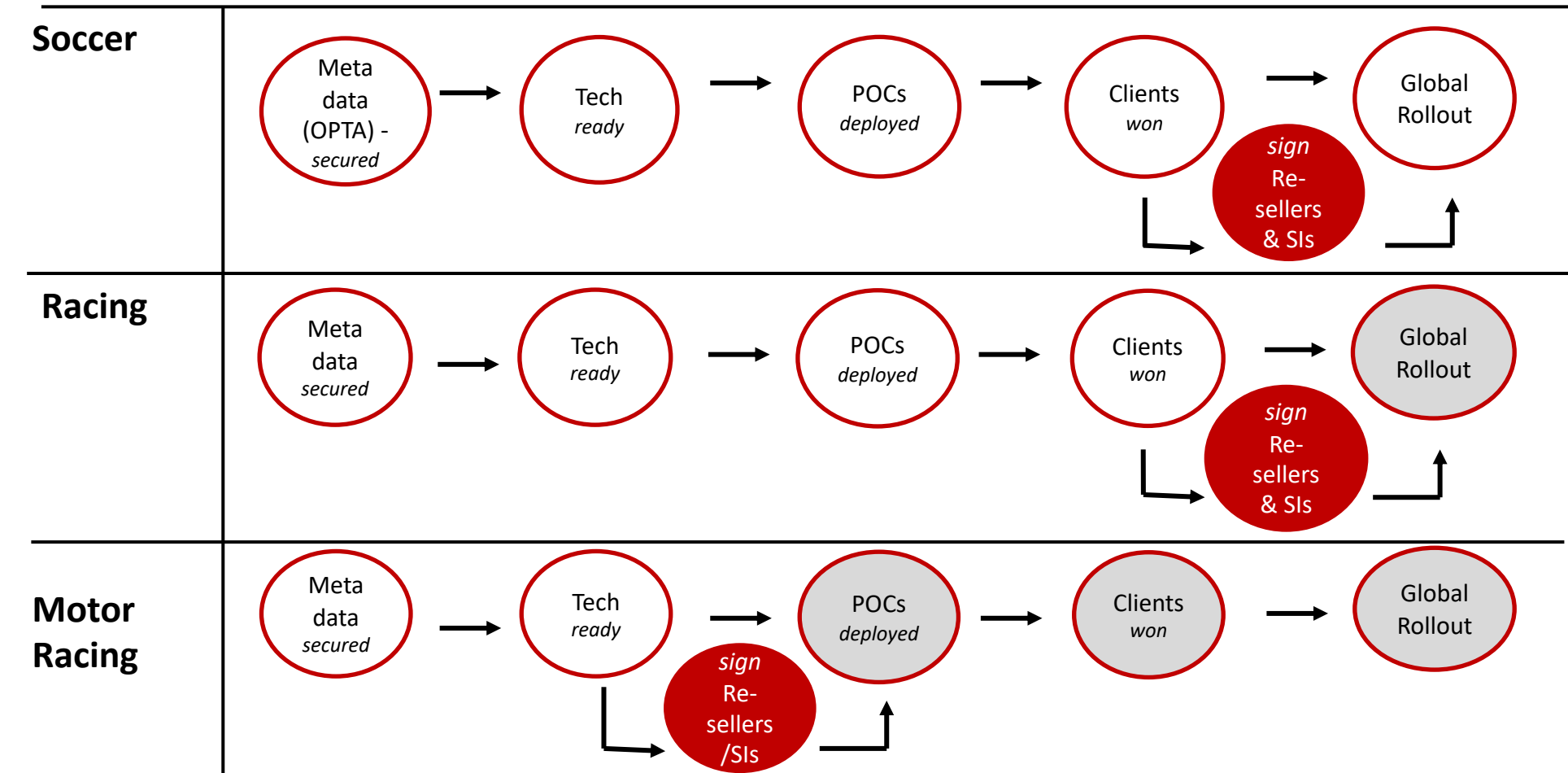
<p>Vision</p>	<ul style="list-style-type: none"> • New subscription / ad revenues for every sports broadcaster • Increase the value of sports rights with personalization • Linus have a 2-year plan to provide every sports fan with their own TV Channel
<p>Strategy</p>	<ul style="list-style-type: none"> • Lead with the biggest sport in the world – soccer • Validate, win a client or two, and roll out through major cloud providers & SI's • Seed new sports markets and sports betting, roll out through SI's
<p>Market Size</p>	<ul style="list-style-type: none"> • Broadcasters can charge circa \$5pcm per subscriber and or use an ad funded model; There are 1.8 billion sports subscribers. The EPL alone generated £2.8B in broadcast revenue in 2016-2017. <i>(Premier League Economic & Social Impact, January 2019)</i>
<p>Status</p>	<ul style="list-style-type: none"> • Commercial - POC's completed with large Asian broadcaster; First Soccer client won – Sportshero; Entering Soccer POC's with a European Broadcaster • Metadata – Opta Agreement – the global leader in soccer metadata • Content Rights - Broadcaster owned. EPL open to rev share on VOD rights • Technology – Market ready and deployed
<p>Next Steps</p>	<ul style="list-style-type: none"> • Global marketing commenced



1. Personalized Sports Experiences **Other Sports**

- The global value of sports media rights reached \$49.53B in 2018 of which soccer accounts for 40%. (*SportBusiness Media*)
- Betting on horse racing generates over \$116B in annual revenues globally. (*International Federation of Horse racing*)
- Basketball is the number two sport globally with over 200 countries participating in it, and over 450 million players (*Basketball in Australia, Wikipedia*)

The Rollout Plan



2. Personalizing core verticals

	Vision	Strategy	Status
<p>Corporate</p>	<p>Increased communication and compliance</p>	<p>Outsource to Microsoft</p>	<p>Green light for global roll out Commercial POC completed, Co-sell agreement w/ MSFT signed, On boarding MSFT with initial briefings completed. Metadata generated by Microsoft's Video Indexer. Technology market ready and deployed.</p>
<p>News</p>	<p>Personalization delivers the answer to driving news subscription</p>	<p>Partner with news aggregators</p>	<p>Green light for global roll out Commercial POC's completed , First aggregator won – Newstag. Metadata available through AI, predominantly MS Video Indexer. Technology market ready and deployed.</p>
<p>Security & Defense</p>	<p>Instant actionable intelligence</p>	<p>Engage advisors to facilitate introductions</p>	<p>Green light for global roll out Commercial Deep engagement with UK agencies. Early engagement with US agencies. Metadata Available through AI. Technology available and deployable off the shelf.</p>
<p>Education</p>	<p>Enhanced learning and research</p>	<p>Outsource via product integrations</p>	<p>Green light for global roll out Commercial Currently integrating with Kaltura (6.7% OVP market share), promoting on Kaltura marketplace; signed agreement with Media Amp, market leader in the US. Metadata Available through AI. Technology Available and deployable off the shelf.</p>

3. Video on the Blockchain - VdoChain

Only Linius' VdoChain puts the video asset *on* the blockchain, unlocking the power of the blockchain to provide guaranteed, public, auditable rights without requiring third-party intervention.

Blockchain is great for solving a number of problems

- proof of ownership / rights
- audit history
- double spend
- time and speed

- ✓ We've proven it with a public demonstration.
- ✓ We've secured the necessary intellectual property.
- ✓ We've architected the solution.

We've partnered with IBM Aspera and other major industry players to accelerate the deployment of the Media & Entertainment digital asset workflows on the cloud, via an underlying digital asset trusted network (DATN).

We will showcase this with IBM at IBC - International Broadcasting Convention - in September.



SaaS Revenue model

It is purposely simple. We virtualize the video, enrich it with metadata, and play out personalized videos.

1. Virtualization	\$0.0092 per min	Purposefully low cost to encourage virtualization of as much content as possible
2. Enrichment	With AI \$0.3000 per min without AI \$0.1480 per min	Includes third party cost from AI provider
3. Personalized video delivery T1: <= 10,000,000pcm T2: > 10,000,000 & <= 50,000,000pcm T3: > 50 000 000pcm	\$0.0022 per min \$0.0017 per min \$0.0012 per min	The bulk of the fees, in line with the client's monetization model

A simple example

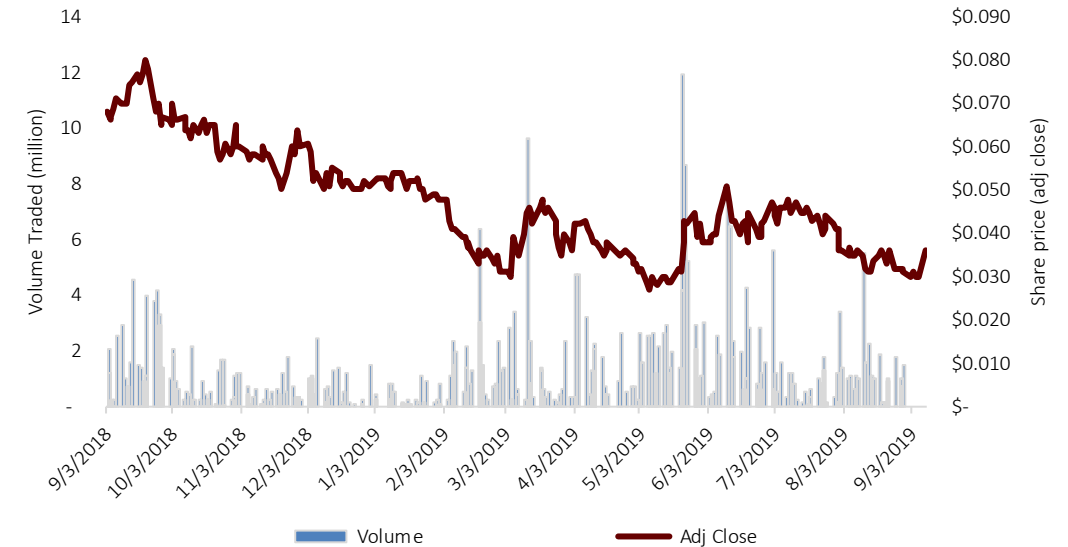
- Client X is a mid-sized broadcaster with 10,000,000 subscribers
 - The client broadcasts 50 football matches per week at an avg. length of 90 min each
- 25% of subscribers take on a personalized soccer channel at \$5 per month generating new revenues of \$12.5m pcm for the client
- On average each subscriber watches their channel 6 hours a month
- Linius revenues of ~\$1 million pcm
- Multiply this by every broadcaster, by every sport and the numbers become large very quickly

Corporate Overview

Item	Volume / Value
Share Price (12 September 2019)	A\$0.039
Market Cap	A\$40.6m
Total Shares on issue / listed on ASX	1,042m
Total options on issue	160m
Fully diluted shares on issue	1,202m
Cash on hand as at 30 Jun 2019	\$2.3m
Estimated cash spend Sep 2019 Quarter	\$2.4m

Major Shareholders	%
Gavin Champion	10
Technical Investing	4.9
Steve McGovern	3.8
Gerard Bongiorno	3.5

Share Price Performance



Register	
Board Shareholding (%)	7.4
Board & Management Shareholding (%)	7.4
International Shareholding (%)	3.7
Total Shareholders	2,374

Executive Leadership team and Board



CHRIS RICHARDSON

Executive Director and CEO

Chris is an accomplished internet video executive with more than 20 years of experience leading tech companies in the US, Europe and Asia. Since 2010 Chris has held GM level roles in public and private video technology companies globally, after spending 10 years in Silicon Valley leading product management for VC funded start-ups.



GERARD BONGIORNO

Executive Chairman

Gerard is Principal and Co-CEO of Sapient Capital Partners, a merchant banking operation and has over 30 years of professional experience in capital raisings and corporate advisory. Prior to forming Sapient (formerly Otway Capital), Gerard was Head of Property Funds Management at Challenger Financial Services Group (CFG) and was Group Special Projects Manager at Village Roadshow. Earlier in his career he worked at KPMG in insolvency and corporate finance.



STEPHEN MCGOVERN

Non-Executive Director

Stephen has more than 20 years of experience as an executive in telecommunications, media sales and pay TV. Stephen is Managing Director of cloud call recording company, Dubber Corporation Ltd [ASX: DUB].



CHRIS YOUNG

VP, Engineering

Chris has been working in digital video since starting out at the BBC in 1999. He has worked across Digital Interactive TV, IPTV, OTT and YouTube Multi Channel Networks. He joins Linus from Honeycomb TV where, as CTO, he helped build the business from bootstrapped start-up to its recent merger with IMG Group. He is an active member of the Lean / Agile community, speaking at conferences across Europe.



Building Assets to Transfer the Global Video Market

-  Christopher Richardson, CEO
-  info@linius.com
-  +61 3 8672 7186
-  Investors ir@linius.com
-  Press and Media pr@linius.com