



Market Update



June 2020

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In the recent event of Covid-19 and in these changing times, Linius is performing its operations in a very nimble manner and reacting to changes and opportunities on a day-by-basis. For this reason, the content within this presentation is subject to change.



A recording of the Zoom Webinar hosted by The Board of Directors can be accessed [via this link.](#)

AGENDA

1. Introduction
2. Our plan
3. Technology
4. Client Demonstrations
 - Corporate Communications
 - Sports Broadcasting
 - News
5. Revenue Example
6. Corporate Overview
7. Q&A





INTRODUCTION

- Linus is growing and is very well placed to ride through difficult times
 - Quickly reduced expenditure
 - Market impact
 - Sports Hero
 - Essendon
 - NBL
 - And others about to sign stalled
 - Winning new clients:
 - Grafa
 - Livetiles
 - Achieved commercial validation

OUR PLAN

Commercial Validation + Roll-out Replicable Solutions

1. Commercial Validation:

We have now commercially validated our tech by winning substantial anchor clients in targeted customer segments, developed solutions that add significant value to their business' and generating revenue for Linus.

Target sectors:

- Corporate Communications – won LiveTiles
- Sports – Many clients won with Racing.com live
- News – won Grafa

2. Roll-out Replicable Solutions:

Having the tech commercially validated in core customer segments, we can now roll out into mega markets, through:

- Further direct sales
- Established relationships with Microsoft, Amazon, IBM
- Other global co-sell partners such as Swanbay in Europe
- OEM

TECHNOLOGY

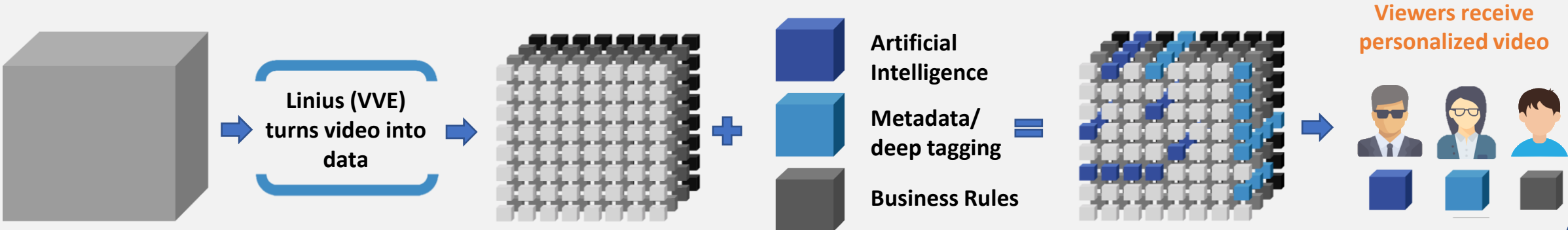


Linus has invented and secured all patents, trademarks and copyrights, and built the assets we are now rolling out commercially. No one else can do this.

Old world:



Linus world:





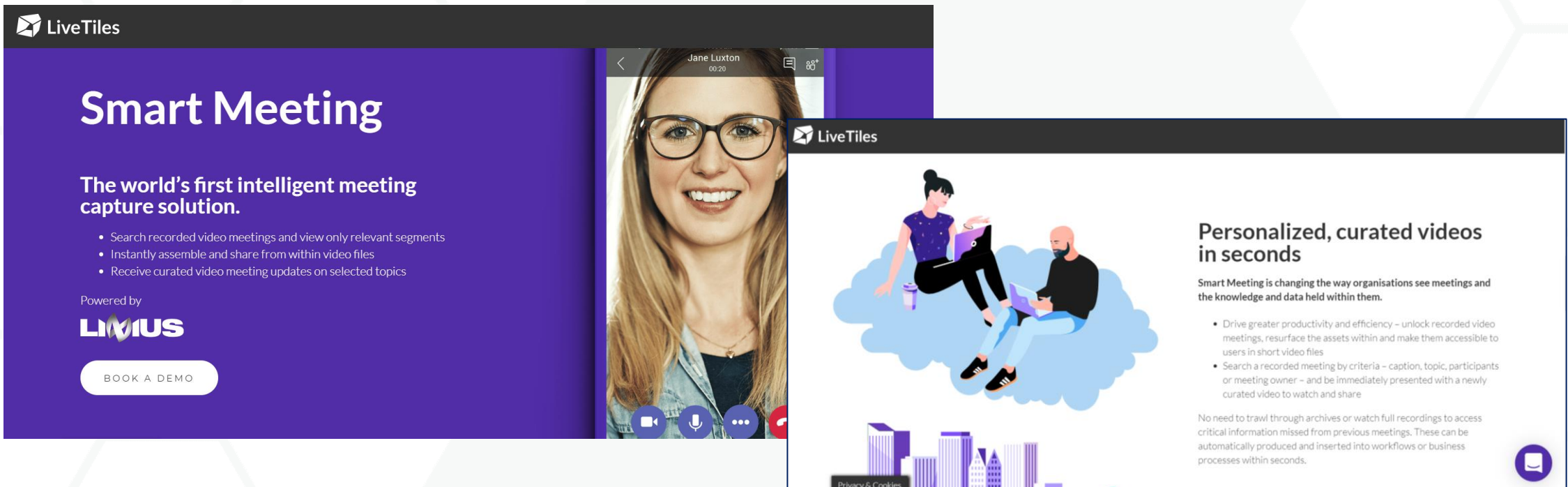
Corporate Comms



- **The video conferencing market size** surpassed USD 14 billion in 2019 and is anticipated to grow at over 19% CAGR between 2020 and 2026. (video conferencing market trends statistic report)
- In April 2020, there was more than **200 million Microsoft Teams meeting participants in a single day**, generating more than 4.1 billion meeting minutes. (marketwatch.com)
- **Microsoft Teams now has 75 million daily active users** and Zoom over 200 million. (theverge.com)
- There has been a **once-in-a-lifetime generational shift to working from home**, and an increased need for corporate communications via video-conferencing.

LiveTiles is headquartered in NYC and provides an intelligent workplace intranet platform for SharePoint, Azure and Office365.

- **LiveTiles Objective:** Increase ARPU and attract new customers
- **Value Proposition:** The world's first intelligent meeting solution
- **Commercials:** US\$3 per user per month



The image shows a mockup of the LiveTiles Smart Meeting interface. It features a purple header with the LiveTiles logo and the title 'Smart Meeting'. Below the title, it states 'The world's first intelligent meeting capture solution.' and lists three bullet points: 'Search recorded video meetings and view only relevant segments', 'Instantly assemble and share from within video files', and 'Receive curated video meeting updates on selected topics'. A 'Powered by LIVIUS' logo is also present, along with a 'BOOK A DEMO' button. On the right side, there is a video player showing a woman named Jane Luxton. Below the video player, there is an illustration of two people sitting on a cloud, one using a laptop. To the right of the illustration, the text reads 'Personalized, curated videos in seconds' and 'Smart Meeting is changing the way organisations see meetings and the knowledge and data held within them.' Below this, there are two bullet points: 'Drive greater productivity and efficiency – unlock recorded video meetings, resurface the assets within and make them accessible to users in short video files' and 'Search a recorded meeting by criteria – caption, topic, participants or meeting owner – and be immediately presented with a newly curated video to watch and share'. At the bottom right, it says 'No need to trawl through archives or watch full recordings to access critical information missed from previous meetings. These can be automatically produced and inserted into workflows or business processes within seconds.' A 'Privacy & Cookies' link is visible at the bottom left of the interface.

Smart Meeting

The world's first intelligent meeting capture solution.

- Search recorded video meetings and view only relevant segments
- Instantly assemble and share from within video files
- Receive curated video meeting updates on selected topics

Powered by
LIVIUS

[BOOK A DEMO](#)

Jane Luxton
00:20


Personalized, curated videos in seconds

Smart Meeting is changing the way organisations see meetings and the knowledge and data held within them.

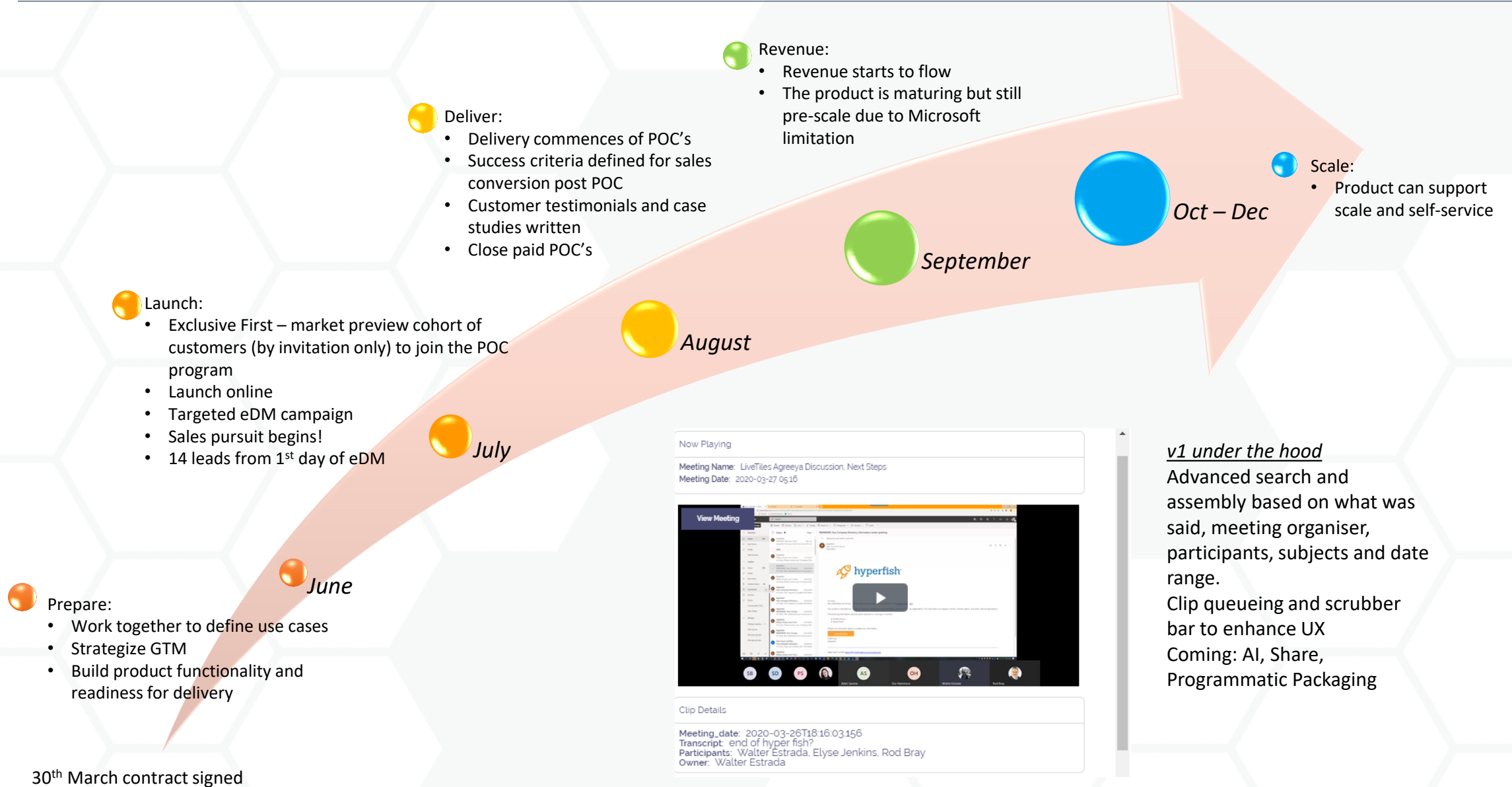
- Drive greater productivity and efficiency – unlock recorded video meetings, resurface the assets within and make them accessible to users in short video files
- Search a recorded meeting by criteria – caption, topic, participants or meeting owner – and be immediately presented with a newly curated video to watch and share

No need to trawl through archives or watch full recordings to access critical information missed from previous meetings. These can be automatically produced and inserted into workflows or business processes within seconds.

[Privacy & Cookies](#)



LiveTiles Demonstration



v1 under the hood

Advanced search and assembly based on what was said, meeting organiser, participants, subjects and date range.

Clip queueing and scrubber bar to enhance UX

Coming: AI, Share, Programmatic Packaging



Sports Broadcasting



- **Global** - sports media rights hit \$51bn in 2019 and football remains the dominant sport in global media rights accounting for \$20.8bn ([sportsbusiness.com](https://www.sportsbusiness.com))
- **UK** - The Premier League is the most-watched sports league in the world, broadcast in 212 territories to 643 million homes and a TV audience of 4.7 billion people. ([statista.com](https://www.statista.com))
- **USA** - The US NBA had over 1 billion unique viewers of their 2018 season. ([forbes.com](https://www.forbes.com))
- **AUS** - The Australian Football League (AFL) has 1.1 million club members ([afl.com.au](https://www.afl.com.au))

Sports Demonstration



Racing.com, a leading Australian thoroughbred horse racing media organization, and a joint venture between Racing Victoria, Victorian race clubs and the Seven Network.

- **Client Objective:** Drive longer and deeper viewer engagement of the Racing.com platform
- **Value Proposition:** Drive viewer engagement by providing hyper-personalised video experiences
- **Commercials:** Bundled service under a fixed monthly fee
- **Market:**

Betting on horse racing in Australia alone generates \$18 billion in annual revenues, and globally it's over \$116 billion each year. (1) Gambling statistics show that around 26% of the world's population gamble, with horse racing widely considered to be the biggest gambling portal all over the world. (2)

1. ifhaonline.org
2. casino.org/gambling statistics

The screenshot displays the TIPPING HUB website interface. At the top, it says 'TIPPING HUB' and 'PRESENTED BY BET EASY'. Below this, there's a navigation bar with 'All States' and 'Victoria' selected. The main heading is 'Sportsbet-Ballarat Synthetic' for 'Tuesday, 30 June'. The page is divided into several sections: 'Top Selections' featuring 'Best Bet (Race 2) - 9. Impetus' and 'Best Value (Race 6) - 10. Yankee Lou'; 'Quaddie Selections' listing races 1 through 4; and a 'FORM ANALYST' section for 'Warren Huntly'. The central part of the page shows a grid of race results and betting odds for various races, including 'Mercedes Benz Ballarat Mdn', 'Hertz Mdn Plate', 'Sporting Globe Ballarat Mdn', and 'Polytrack Mdn Plate'. Each race entry includes the horse's name, jockey, trainer, and current odds. A 'BET NOW' button is visible for each race. At the bottom, there's a 'WATCH EVERY AUSTRALIAN RACE LIVE' banner with the 'SKY RACING' logo.

A jockey wearing a white helmet and a red and white racing silks is riding a dark brown horse. The horse is in motion, galloping along a grassy track. A white railing runs along the left side of the track. In the background, a large, out-of-focus crowd of spectators fills the stands. The scene is brightly lit, suggesting a sunny day.

Racing.com Demonstration



News Industry



- In the US alone, **adults over the age of 18 watched more than 27 billion minutes per week** of national cable news programming, and across all media including smartphones, 73.5 billion minutes per week of news was consumed. (fortune.com)
- “Video is a case of platform power writ large”. **Short form video remains the most popular format for news consumption** (straight news clips or crafted with music and subtitles). (reuters institute digital news report 2019)
- Media consumption is at unprecedented levels amid COVID. (JP Morgan)

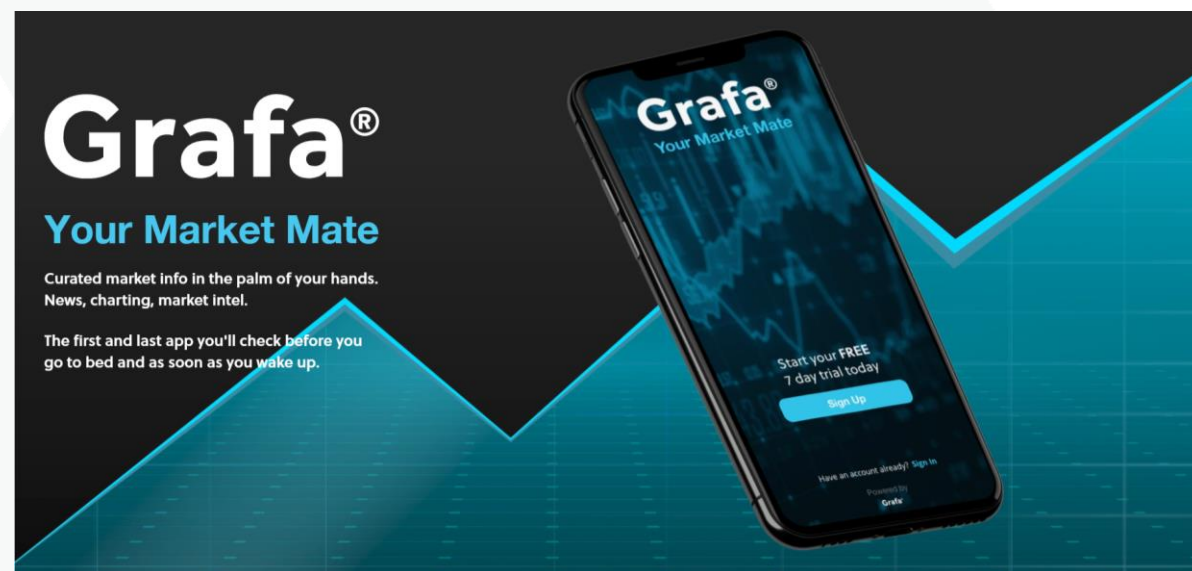
Grafa, a financial charting software platform planned to launch in August 2020 to bring news, charting and market intel into one place for subscribers. (grafa.io)

- Client Objective:** Drive acquisition of users to the charting and market data app and drive viewer engagement of personalized financial news content. An initial target to the Australian market will be followed by a global roll-out targeted to millennials.
- Value Proposition:** **Your Market Mate** – hyper-personalized market information in the palm of your hand
- Revenue:** Fixed monthly fee plus standard rate card pricing.



Personalized
video news

Portfolio
charts

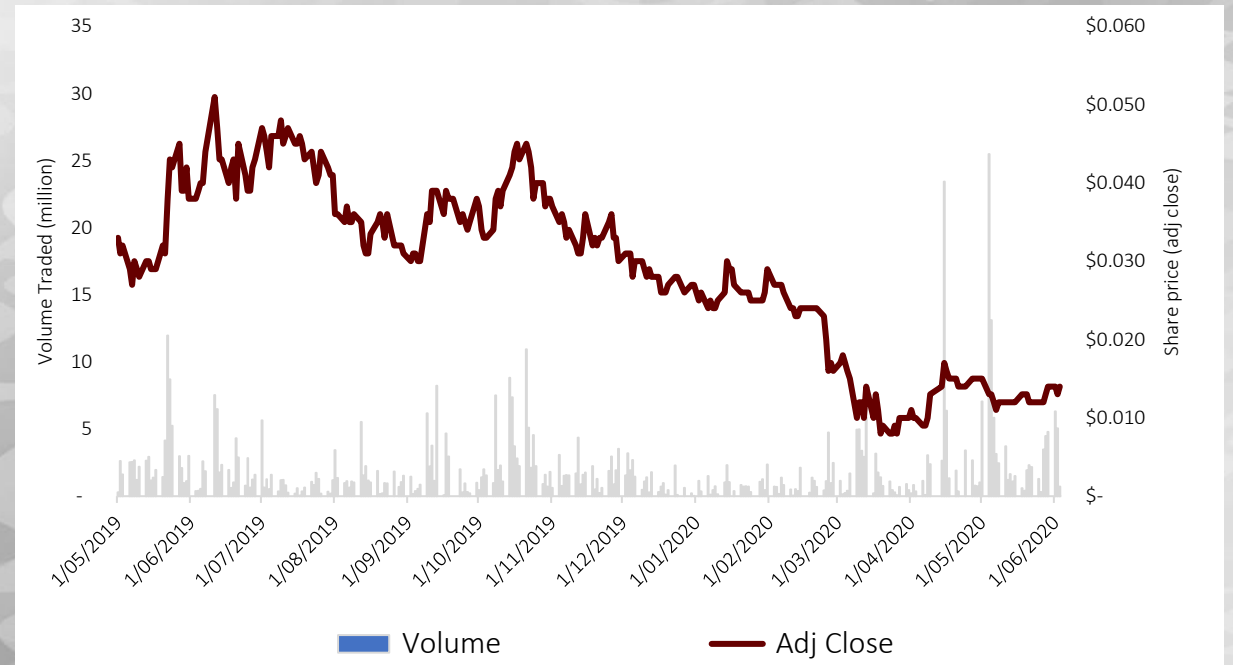


CORPORATE OVERVIEW

	Volume/Value
Share Price (26 June 2020)	A\$0.013
Market Cap	A\$17.03m
Total Shares on issue / listed on ASX	1,310.3m
Total options on issue	19.5m
Fully diluted shares on issue	1,329.9m
Cash on hand as at 31 March 2020	\$1.356m
Cash received as part of May 2020 capital raise	\$1.45m
Estimated cash spend June 2020 Quarter	\$1.2m

Major Shareholders	%
Earthrise Pty Ltd	7.37
Technical Investing	4.95
Steve McGovern	3.49
Gerard Bongiorno	3.49

Share Price Performance



Register

Board Shareholding (%)	7.0
Board & Management Shareholding (%)	7.0
International Shareholding (%)	3.2
Total Shareholders	2558



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