



## Market Update

September 2020





## Market Update

September 2020



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

# Agenda

## 1. Introduction

- Our plan
- Technology

## 2. Today we will focus on three sectors:

- AI Meeting Solution
- Sports
- News

## 3. Corporate Overview



# Disclaimer

This document has been prepared by Linus 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.

In the recent event of Covid-19 and in these changing times, Linus 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.



# Introduction

Linius' strategy has always been prove, grow, repeat

Linius has won substantial anchor clients in targeted customer segments

Multiple clients being impacted by COVID 19, such as

- Sports Hero
- NBL
- And others about to sign stalled

We will continue to maintain the low-cost base

Clients delivering revenue:

- LiveTiles – with first client win
- NBL – scheduled to go live in October
- Grafa – scheduled to go live in Q4
- Racing.com – live now
- SportsHero – when Indonesian soccer recommences

Linius is now in the grow and repeat phase



# Our Plan

## 1. Commercial Validation:

We have now commercially validated our technology:

- by winning substantial anchor clients in targeted customer segments
- developed solutions that add significant value to their business', and
- generate recurring revenue for Linus.

Sports and News sectors are slowly re-emerging.

Right now the video conferencing market with our AI meeting solution represents the fastest path to material recurring revenue growth.

## 2. Roll-out Replicable Solutions:

All of our solutions sit on our LVS platform's API's.

All have easily repeatable technology and commercial models.

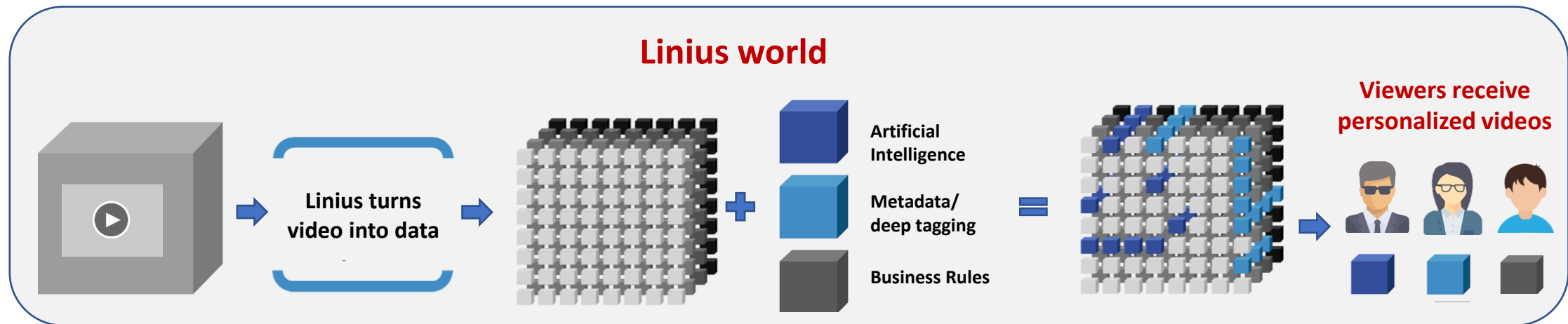
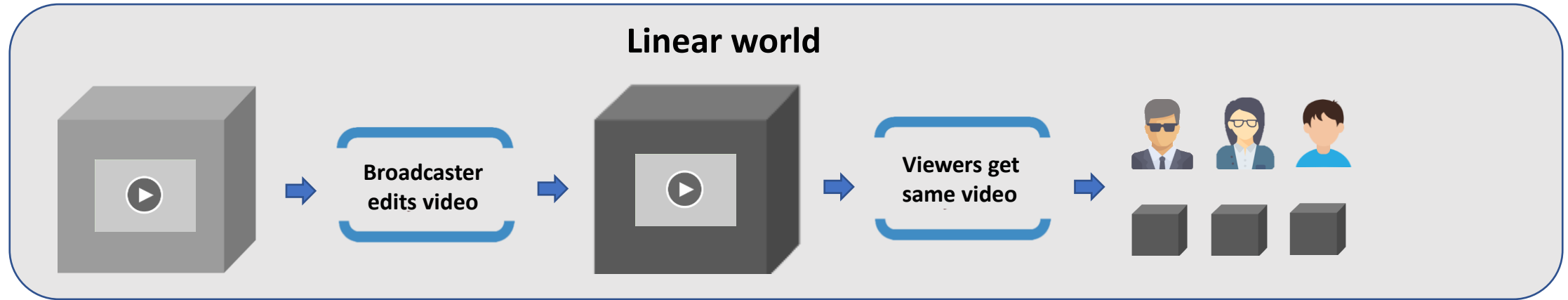
We can now roll out into mega markets, through:

- Further direct sales
- Established relationships with Microsoft, AWS, IBM
- Other global co-sell partners
- OEM



# Technology

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





## Target Sector 1: **Corporate Communications**

### **Anchor Client**

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

### **Solution Description**

World's first intelligent meeting, at USD\$3 (plus) per user per month.

### **Progress**

- Secured their first client, a leading university
- Re-branding the solution to sit within their suite of products
- Adopted Linius Editing Function in addition to Meeting Solution

### **The Video Conferencing Market is Booming**

- Revenues in excess of USD 14 billion in 2019
- Anticipated to grow at over 19% CAGR between 2020 and 2026
- Microsoft Teams has up to 75 million users per day
- Zoom 300M+ participants per day

### **Linius Strategy**

Build on the success with LiveTiles and quickly roll out across the video conferencing and collaboration technology marketplace.





# 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**

DEMONSTRATION





# AI Meeting Solution

Making it available to  
**100's of millions** of users



# AI Meeting Solution

## AI MEETING SOLUTION

Anchor Client  
Millions of Users  
First Client Secured



**Price:**  
USD \$3 per month per user

**Product:**  
AI Meeting Solution

## VIDEO CONFERENCING MARKET

USD 12.6B Market  
Forecast 19B by 2025

Make service available on:

**Zoom:**  
300M+ daily participants;  
Revenue 2.4B;  
Multiple 80x;

**Webex:**  
324M users in Mar

And to buy on world-wide  
vendor marketplaces



**Price:**  
USD \$3 per month per user plus AI bundles

**Product Roadmap:**  
3 x new workflows to automatically gather content & add to libraries  
Advanced permissions for content management workflows  
Multiple UI templates for further functions/categories (i.e. HR/Education)

## COLLABORATION TECH MARKET

USD 31B Market  
Forecast 48B by 2024

Integrate Whole of Market VC solution  
into collaboration tools

Use Cases

- Unified Communication
- File Sharing and Synchronization
- Portals and Intranet Platform
- Project Management & Analytics
- Enterprise Social Network



KALTURA



Microsoft Teams





## Target Sector 2: **Sports**

### **Anchor Clients**

Racing.com, SportsHero, NBL

Swanbay has a significant near-term pipeline with global sports agencies and leagues

SportsHero solution now being repeated with NBL

Sky Italia POC not proceeding

### **Solution Description**

Personalized TV channels for basketball fans

### **Progress**

Set to launch in October

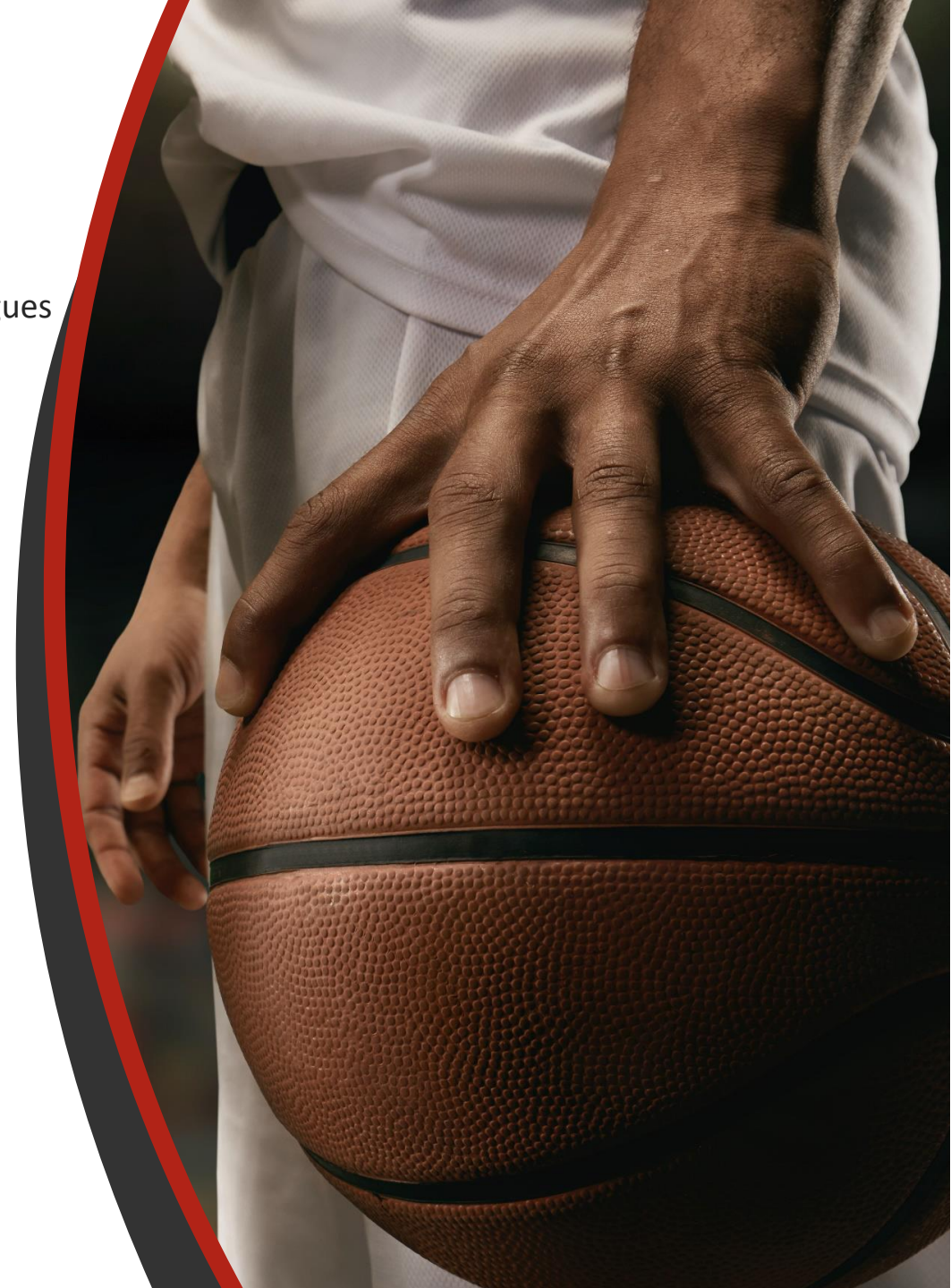
### **The Market for Basketball**

- Represents 8.6% share of the USD\$49.5B sports media rights
- The only sport projected to achieve consistent double-digit growth over the longer term
- Number two sport globally with over 200 countries participating in the sport, and over 450 million players

### **Linius Strategy**

Repeat into global basketball leagues

Continue to repeat the solution in other sports categories







Store

News

NBL TV

Live Games

Featured

Highlights

Classics

Game Replays

Top 10

Video Hub

Statistics

Fixture

Teams

Tickets

Partners

More



Subscribe

Search



## Build your channel

Lorem ipsum dolor sit amet, consetetur  
sadiptscing elit, sed diam nonumy eirmod  
tempor invidunt ut labore et dolore.

Full Name

Email

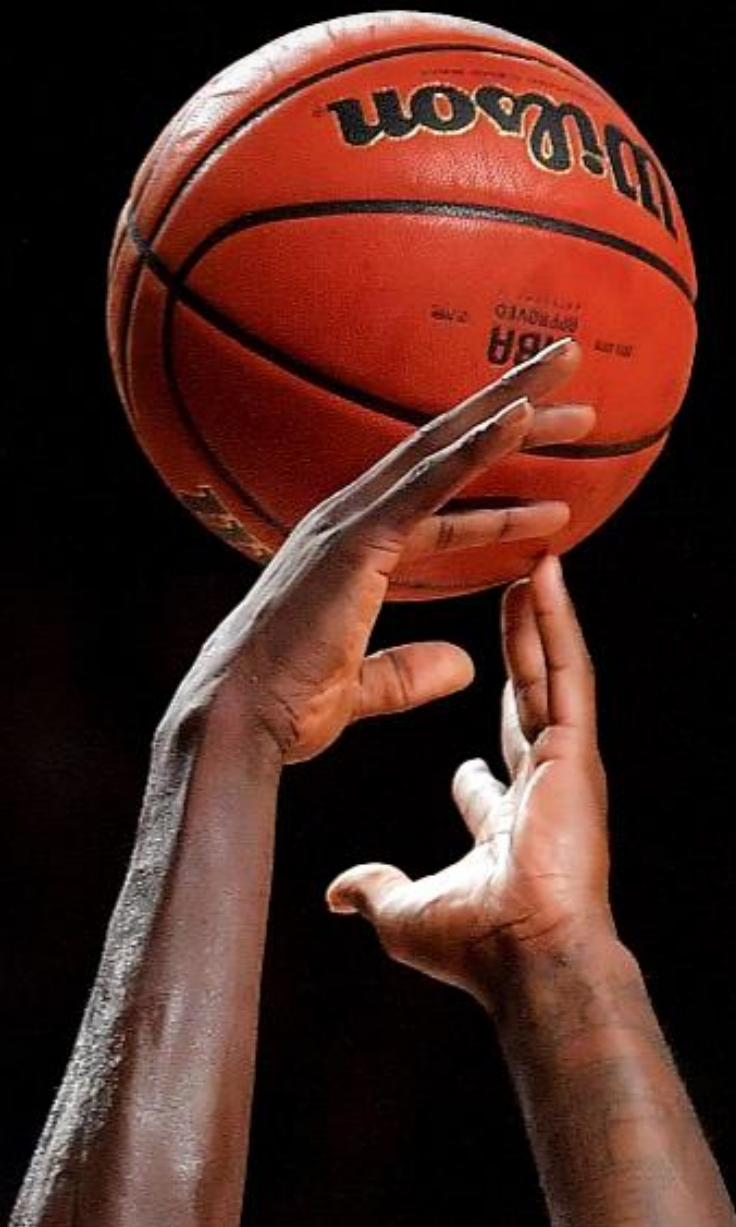
Your Channel Name

Select Your Team(s)

☒ Would you like highlights and video emailed  
to you when new content becomes available?

SYNC TO CALENDAR

NEXT >



## Target Sector 3: **News**

### **Anchor Client**

Grafa is a finance focused social network platform aimed to make finance simple and entertaining and eventually, become an agnostic trading platform.

### **Solution Description**

Personalized business and markets news for Investors

- tailored news packages delivered at market opens/closes and time coded to corresponding stock exchanges
- hyper-personalized news delivered according to individual trading portfolio data

### **Progress**

- Grafa's app is in final stages of development
- Linius solution ready for integration into the app

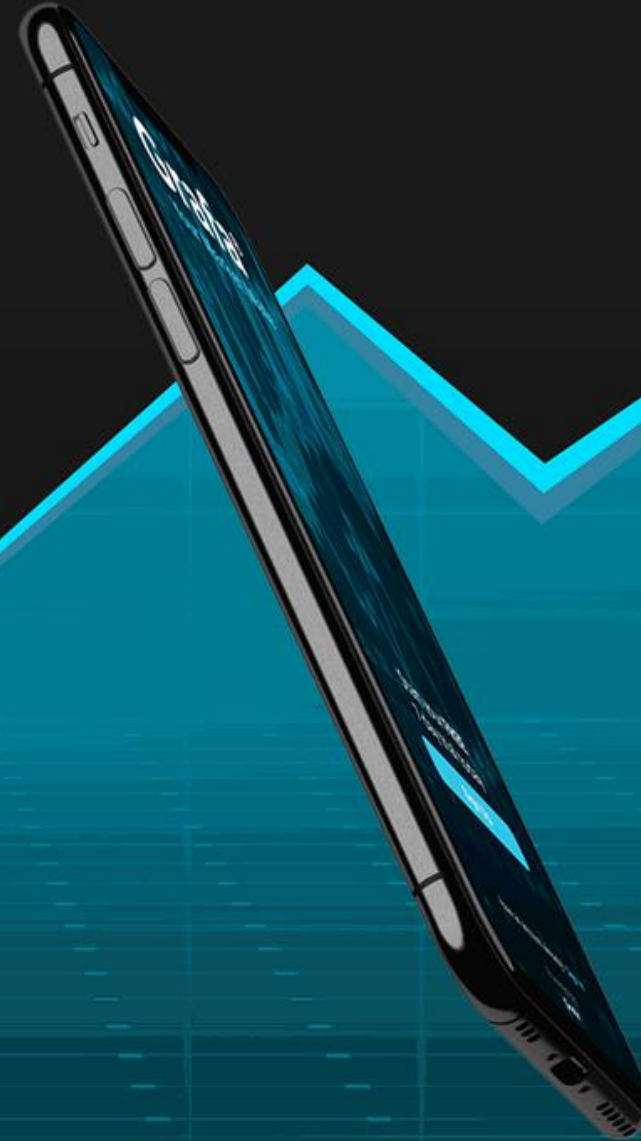
### **Linius Strategy**

Linius has an active pipeline to repeat its news solution and editorial function into the News B2B market - news originators and distributors.



# Grafa®

Your market mate





Product description

# Grafa Vision



Grafa aims to be the world's largest finance-focused content and social networking platform.

Grafa makes finance simple and entertaining.

It allows anyone, anywhere in the world to quickly research, get tips and understand investment opportunities.

Eventually Grafa will be an agnostic trading platform that allows users to trade any asset, using any other platform.

Grafa is your Money Mate.



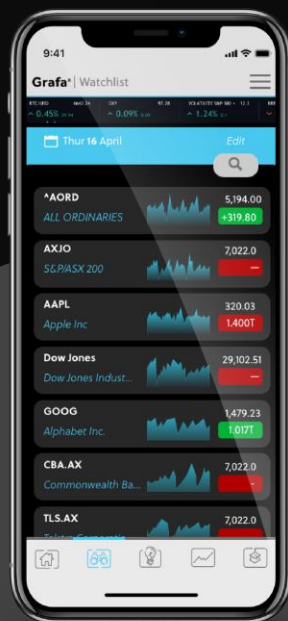
## Product description

# How Grafa works

Grafa is a content and social network for finance and business. It allows the exchange of ideas and data insights about financial markets in real time from your mobile phone. It's the first and last app that anybody with any money invested in any asset class checks before they go to bed and as soon as they wake up.



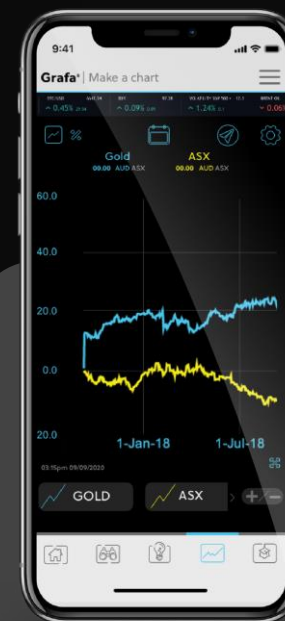
Newsfeed



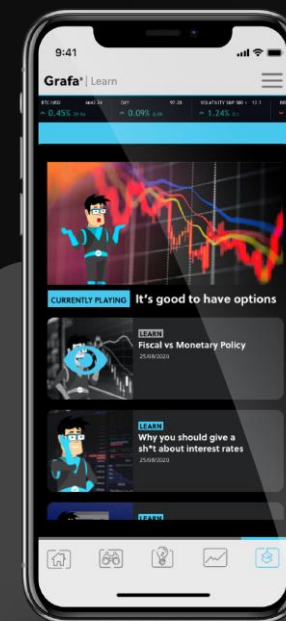
Watch List



Analysis



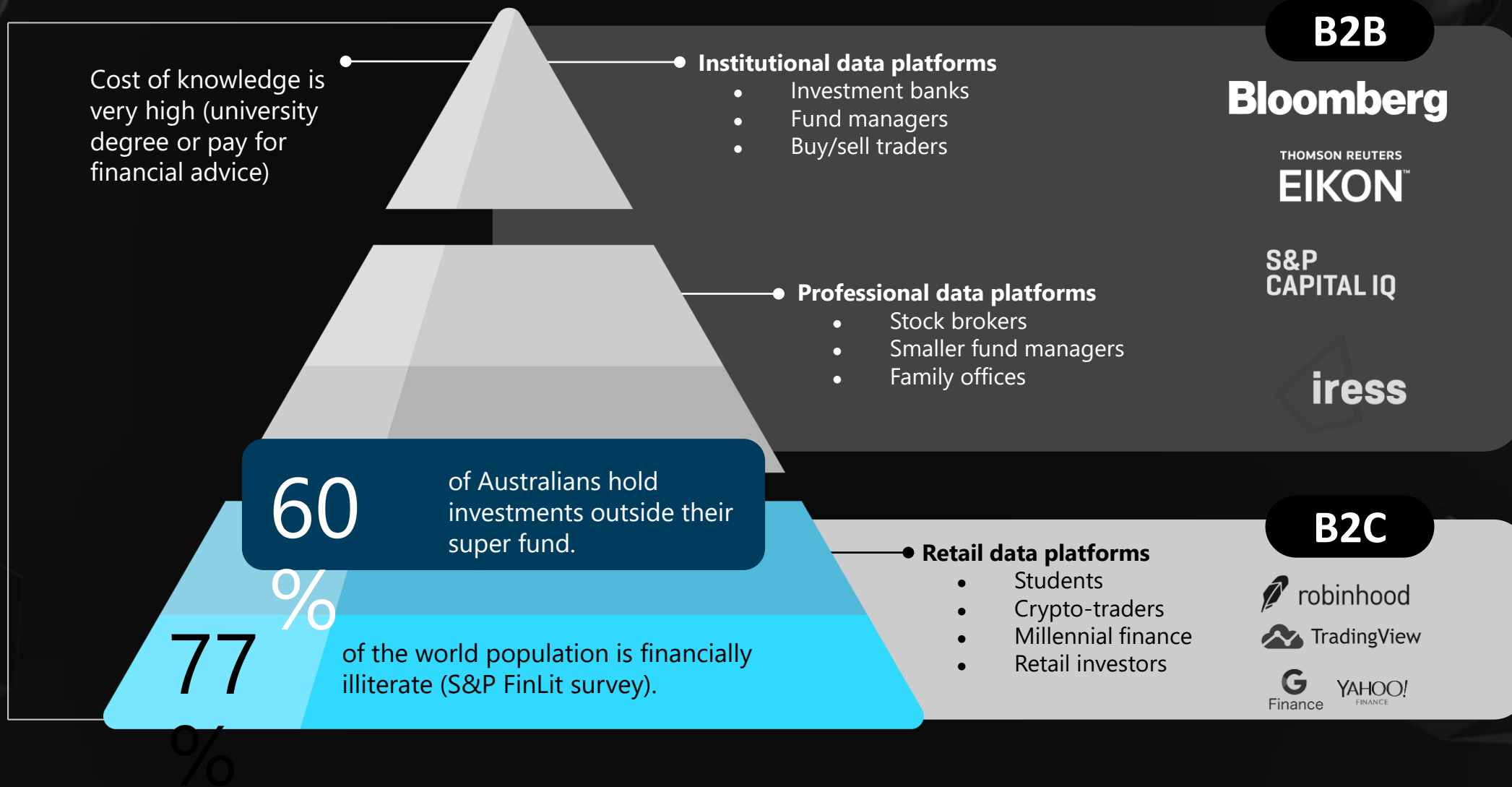
Charts



Learn

# The Problem

Millennials will control **\$24 trillion** of assets by the end of 2020.



# Consumer customer profiles



## Millennial Investors

Used to self-education via online tutorials. Comfortable paying low cost subscription for software.



## Retail investors (all ages)

Becoming increasingly sophisticated and self-reliant for their own investment decisions.



## Sophisticated Investors

Need simple to use tool that is mobile responsive for immediate information hit.



## Students

Need to scaffold information being taught by institutions to expand their knowledge and understanding of finance.

# Business customer profiles



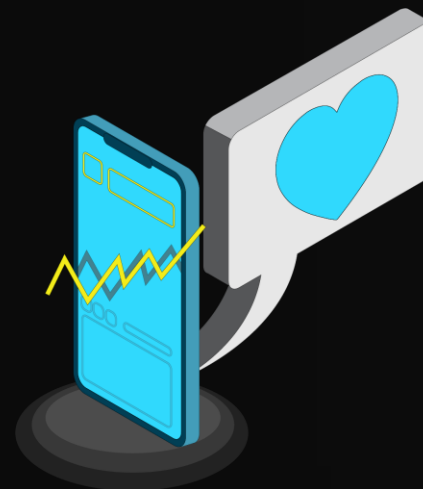
## Listed companies

Using Grafa to promote their company announcements to an engaged investor audience.



## Startups (all ages)

Using Grafa to promote the value proposition of their idea to an engaged investor network.



## Professional services

Using Grafa to create content to build trust amongst their target customer audience.



## Education institutions

Using Grafa to generate leads for education products. Eventually can sell online tutorials via the platform.



# Join the waitlist for Grafa pre-sale

We invite you to join our pre-sale for a lifetime subscription to Grafa.

It's US\$150 for unlimited use for life.

Visit  
[grafa.io/prelaunch](https://grafa.io/prelaunch)



# Corporate Overview

## Volume/Value

Share Price (14 September 2020)	A\$0.039
Market Cap	A\$51.99m
Total Shares on issue / listed on ASX	1,333.1m
Total options on issue	41.4m
Fully diluted shares on issue	1,374.5m
Cash on hand as at 30 June 2020*	\$1.597m
Cash received as part of May 2020 capital raise*	\$1.45m
Estimated cash spend Sep 2020 Quarter	\$1.2m

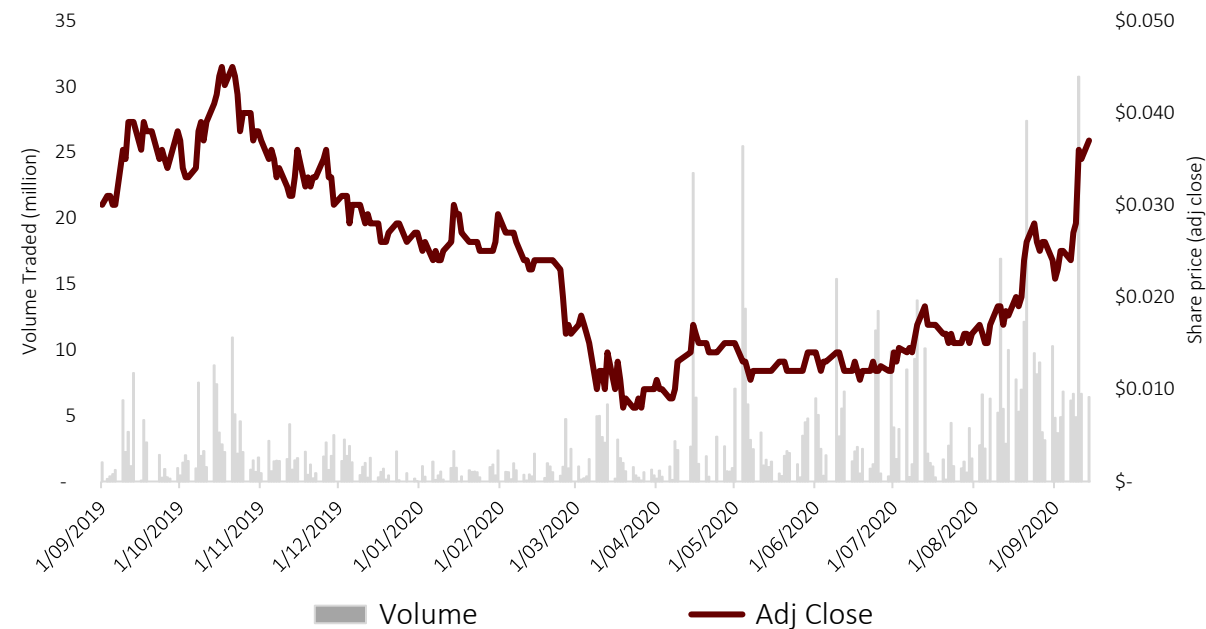
\* Additional \$250,000 was received post shareholder approval – 4 September

## Major Shareholders

%

Earthrise Pty Ltd	7.24
Gerard Bongionrno	5.14
Technical Investing	4.86
Steve McGovern	3.43

## Share Price Performance



## Register

Board Shareholding (%)	8.57
International Shareholding (%)	3.03
Total Shareholders	2692





[www.linus.com](http://www.linus.com)

Australia | United States | UK | Europe