



Linus Technologies Ltd

www.linus.com

(ASX: LNU)

19 September 2016

ASX announcement

Investor Presentation, Media Release & Roadshows – Post IBC

Highlights:

- Updated investor presentation and media release, including the outcomes from IBC 2016
- European and North American roadshow
- Australian investor roadshow, September 28th – October 12th, Melbourne, Sydney, & Perth

Linus Technologies Limited (ASX: LNU) is pleased to announce that, following the successful beta release and showcase launch of its Video Virtualization Engine™ at IBC 2016, it is providing investors and the market with the attached updated Investor Presentation and the accompanying media release, (also accessible via www.linus.com/investor-presentations/ and www.linus.com/media/).

European and North American investor roadshow

Following the achievement of the beta release of its revolutionary video core technology with a successful demonstration at the 2016 International Broadcasting Convention (IBC) in Amsterdam, Linus CEO Chris Richardson has been meeting with international investors, raising awareness of the company and its technology. Linus is very pleased with the results of bringing the Linus story to a range of new and existing institutional and high net worth investors in Europe, the UK and the US.

Australian roadshow

Mr. Richardson will be updating existing shareholders and prospective investors in Australia via investor roadshows over September 28th – October 12th, in Melbourne, Sydney, and Perth.

For more information, please contact:

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About Linus Technologies Ltd

Linus Technologies Ltd (ASX: LNU) is a developer of disruptive video technology. Based in Melbourne, Australia, it seeks to apply its lead product — the Linus Video Virtualization Engine™ — throughout the global digital video value chain to cut costs and boost revenues for enterprise customers.

Linus has the potential to transform many aspects of Internet video, and enable a wide range of future applications. For examples, see our use-case presentation.

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Transforming Television



INVESTOR PRESENTATION

September 2016



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By 2019, the world's internet traffic will exceed 180 billion gigabytes per month. More than 80% of that traffic will be video. More than two thirds of it will go to mobile devices and to TVs.

Cisco, 2015

Linius impacts dozens of billion-dollar industries



US\$193 billion TV advertising

US\$52 billion eLearning



US\$38 billion surveillance

€180 billion smart cars

For details on these and many others, see our separate [use-case presentation](#)

Virtual Video

Linus' technology is fully patented in all major jurisdictions:
US, Canada, Australia, S. Korea, China, Hong Kong, Singapore, India, and the EU

We “unwrap the DNA” of the video files, enabling us to apply standard database management and big-data techniques to Internet video files



We can arbitrarily mix-and-match pieces and parts of different videos, creating the world's first **intelligent media format**
But the best part is, it's still 100% standards compliant, and works everywhere on the Internet



Company Milestones



Linus Technologies Corporate Snapshot



Trading information (as at 16 Sep 16, 7.4 cents/share)

ASX ticker symbol	LNU
Listing date	9 May 2016
Listed shares	196.7m
Listed options (LNUOA exp 31/12/2016)	14.5m
Unlisted shares	375.7m
Undiluted market capitalisation	\$43.4m
Unlisted options	61.5m
Performance shares	100m
Fully diluted market capitalisation	\$55.4m
Cash raised on re-listing (before costs)	\$3.5m

Top 5 shareholders

Phoenix Myrrh Technology Pty Ltd	43.7%
Earthrise Holdings Pty Ltd	7.9%
Steve McGovern Nominees Pty Ltd	3.5%
Naley Pty Ltd	3.5%
Parlin Investments Pty Ltd	2.6%

Share price performance since listing



Board of Directors & Key Management

Chris Richardson	Executive Director and CEO
Stephen McGovern	Non-Executive Director
Stephen Kerr	Executive Director and CFO
Gavin Campion	Key Business Developer and Consultant

Talented board & management team



Chris Richardson

Executive Director and CEO

Chris is an accomplished internet video executive with more than 20 years' experience leading tech companies in the US, Europe and Asia. He has served in managerial roles for several Silicon Valley start-ups including U4EA Wireless and NextHop Technologies. Prior to founding NextHop, Chris helped to build the early internet as a software engineer at MERIT Networks, and was Visiting Professor of Internet Routing at St Petersburg State Technical University in Russia.



Stephen McGovern

Non-Executive Director

Stephen has more than 20 years' experience as an executive in telecommunications, media sales and pay TV, and is managing director of cloud call recording company Dubber Corporation Ltd [ASX: DUB]. He has led several established companies, both domestically and internationally, which have penetrated new and emerging markets and have required a strong sales and solutions focus.



Stephen Kerr

Executive Director and CFO

Stephen is a qualified chartered accountant and chartered company secretary. He has more than 15 years' experience as a CFO and governance professional, having held senior finance positions in private and publicly listed companies in IT, business services, logistics, transport and life sciences.



Gavin Campion

Consultant

Gavin has founded, directed and invested in a number of digital media and software companies, including Reality Group, Shoppers Advantage and Sputnik Group. From 2012 to 2015 he led the commercialisation and successful ASX listing of knowledge management platform provider Knosys Ltd [ASX: KNO].

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Media Release

Linus Proves Up Technology & Enters into Key Partnership Discussions Post IBC

Highlights:

- **Linus has achieved a strong boost in inbound partnership discussions, with at least three new potential partners now under NDA as a direct result of exhibiting at IBC**
- **All key software features have now been developed and demonstrated in anticipation of commercial release in the first calendar quarter of 2017**
- **Video highlights of Linus' presence at IBC available below**
- **Updated presentation follows this release in support of international investor roadshow**

Linus Technologies Limited (ASX: LNU) is pleased to update investors on progress achieved in the past week toward commercialisation of its Video Virtualization Engine™.

Per Linus's ASX release of Friday 16 September, Linus has achieved beta release of its revolutionary video core technology with a successful demonstration at the 2016 International Broadcasting Convention (IBC) in Amsterdam.

IBC is one of the world's biggest broadcasting shows. This year's six-day conference and exhibition attracted 55,796 attendees from more than 160 countries.

Linus's entire calendar was pre-booked with meetings with product managers, technologists and C-suite executives from major video companies.

With the addition of constant drop-by meetings at the Linus conference stall, in the past week Linus has presented its value proposition to several hundred new potential industry partners and future clients.

Strong traction in several video industry sectors

The Linus technology resonated strongly with decision-makers representing the entire global video value chain.

"Presenting at IBC has boosted Linus's profile significantly," said Linus Technologies Chief Executive Officer Chris Richardson.

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“Linus has been specifically targeted for partnership discussions by companies ranging from video software providers, to content delivery networks (CDNs), to global film studios. The potential partners approaching us are indicating that the Linus technology could add significant value throughout several distinct parts of the video value chain.

“We are noting great interest specifically from portions of the video industry at risk of suffering commoditisation, such as CDNs. These industry players view Linus’ capabilities as a route to stronger potential profits via differentiation.

“Linus can confirm that it has initiated at least three new, important showcase partner discussions as a direct result of presenting at IBC and we are progressing these discussions under non-disclosure agreements.”

“Exhibiting alongside Linus has promoted tremendous interest in our industry-leading software for cable TV presenters,” said Fearghal Kelly, Chief Executive Officer of Digisoft.tv, Linus’ first commercial channel partner.

“Cable TV providers are very excited by the potential for Linus and Digisoft to insert personalised advertising into TV streams on the fly through legacy set-top boxes. We’ve already had requests and are scheduling meetings for further discussions with several cable companies toward the implementation and license of joint Linus/Digisoft solutions.”

All key software features now developed, commercial release impending

Linus notes that its successful completion of a beta release and integration with Digisoft brings Linus close to commercial release of its software. With all key features now developed and demonstrated, the next steps include creating more integration kits for potential partners and enhancing stability at scale.

Linus continues to anticipate achieving commercial release in the first calendar quarter of 2017.

European and North American investor roadshow

Following its successful beta release and showcase launch at IBC, Linus CEO Chris Richardson has been meeting with international investors, raising awareness of the opportunity to invest on-market at this early stage. Linus is very pleased with the results of bringing the Linus story to a range of new and existing institutional and high net worth investors in Europe, the UK and the US.

Updated Investor Presentation and Australian roadshow

A newly updated investor presentation, including the outcomes achieved at IBC 2016, has been prepared and released to the market. [Click here](#) to view the updated Investor Presentation.

Mr. Richardson will be updating existing shareholders and prospective investors in Australia via investor roadshows over September 28th – October 12th, in Melbourne, Sydney, and Perth.

As more details on the outcomes of IBC become available, updates will be made on linius.com, and to our email distribution list.

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