

Personalised  
video experiences  
that drive fan  
engagement

# Ben Taverner - Bio

## EXPERIENCE



## DETAILS

 London & New York Wembley National Stadium Euro 2008	 Team of 20+ Increased revenue 174%	 Team of 60+ 4 shirt deals under MGMT	 US to EMEA tech Led to PE Investment	 New biz clients. IMG International Cricket Council ESL PORSCHE MOTORSPORT	 Start up League Wide deal with the Saudi Pro League
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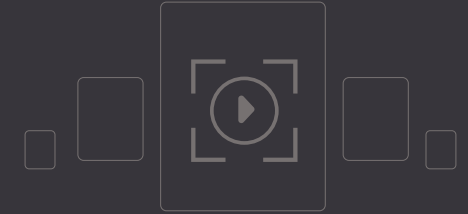
## RECENT CLIENTS



REDEFINING FAN EXPERIENCE



## Why Ben Taverner joined Linius



- ★ Opportunity to drive significant growth at Linius over the long term, to truly start the commercial era at Linius
- ★ Fan Engagement space is experiencing rapid growth, there is a large Total Addressable Market (TAM)
- ★ Linius has patented technology in this space, the ability to deliver personalized video streams
- ★ Linius has a proven platform, a winning product, solid customer base & a springboard to succeed commercially
- ★ There is a strong pipeline for near term wins, along with medium term wins
- ★ Our partnership network is strong, but underleveraged, this presents additional revenue opportunities
- ★ Acceleration phase: Linius will be targeting my proven network in new markets – UK+EU+USA
- ★ Annual Recurring Revenue – we have the opportunity to create a true 100% SaaS (Software as a Service) business with a low cost of entry & high margin

# Driving Near and Mid Term revenue

★ 4 keys areas of focus:

## 1. Grow revenue from existing customers with upsell opportunities to great customer base

- Multiple clients with latent revenue opportunity
- Customer success focus, optimizing growth, additional services

## 2. Grow revenue from existing pipeline

- Advanced discussions with Broadcasters, Sports Organisations and Partners
- Material ARR opportunity
- Captivate product is resonating and aligns with client monetization objectives

## 3. Grow revenue by filling the pipeline with new revenue opportunities

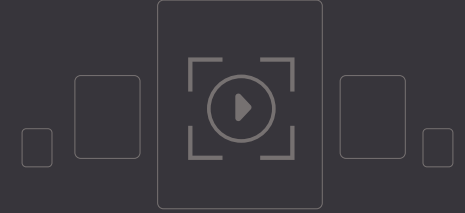
- My network in UK and EMEA
- Leverage existing partner opportunities

## 4. Grow revenue by increasing sales conversion

- Refine product marketing – amplifying value proposition and productisation of the Linus License
- Improve sales processes – focus on client value creation as a path to deal closure



# Our New Positioning Statement



Linius is bringing fans back to Rights Holder and Broadcaster platforms through Personalisation, Automation, User-Curated Content & Analytics, this unlocks monetization, first-party data collection, and enables increased revenue for Rights Holders

REDEFINING FAN EXPERIENCE |





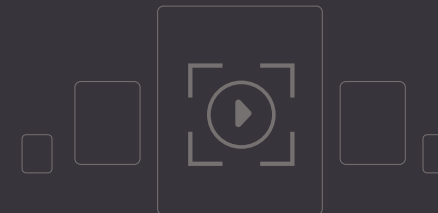
## Examples of near term pipeline:

### BROADCASTERS & SPORTS

- ★ Australian National Broadcaster
- ★ Governing body of a top European Football (soccer) league
- ★ NHL team in the Eastern Conference

### PARTNERS

- ★ Fujitsu, the world's leading Systems Integrator
- ★ Prime Focus, leading MAM provider
- ★ Magnifi - World leading provider of Auto highlights
- ★ Brightcove – World's biggest online video platform
- ★ Stats Perform - Sports data collection
- ★ AVID - Editorial platforms



# Q&A







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Thank you