

## Linus signs commercial agreement with Grafa.

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### Highlights:

- Grafa will provide news, charting and market intelligence to its subscribers, utilising Linus' Video Virtualization technology to hyper-personalize the video experience for individual users.
  - Linus' technology will enrich local and international business, money and finance news with AI, delivered as personalized videos within the Grafa platform.
  - Grafa to pay Linus standard pricing based on utilisation plus monthly retainer for virtualised content.
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**Melbourne, Australia – May 6, 2020:** Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) (VVE) – has signed a commercial agreement to provide its Linus Video Virtualization Service (LVS) to enable Grafa to deliver hyper-personalized video experiences to its subscribers.

Upon its launch in July 2020, Grafa will provide news, charting and market intelligence to its subscribers–to be available initially on mobile with a web-based/desktop version to be released shortly after.

Linus technology enables Grafa subscribers to personalize finance and business video content based on their interests. Users will input their preferences encompassing economic data, stock markets, forex and cryptocurrencies to effectively build their own bespoke business news channel, tailored specifically to them.

Linus will deliver local and international business, money and finance content, enriched with AI to be personalized for Grafa subscribers.

Subscribers will no longer need to search, or watch, traditional, linear channels for information related to their investment portfolio. Grafa, described as “Your Market Mate” will deliver personalized, tailored videos each time a user logs in – ensuring subscribers are up to date with market movements so that informed decisions can be made quickly.

**Linus CEO, Chris Richardson, commented:** “Our strategy is about repeat sales and to date we have validated our tech with deployments in sports, news and corporate communications. Repeatability is about direct selling more of the same, rolling out solutions through partners and encouraging third parties to build their own businesses utilizing our tech. Pleasingly so, this deal ticks all three boxes as Grafa builds their own platform and directly integrates it with our technology, so we are absolutely thrilled to be working alongside such an innovative and disruptive company.”

Grafa will pay Linus standard pricing based on utilization, plus a minimum fee of US\$5,000 per calendar month, with total revenue dependent on take up of the service.

The initial contract is for 8 months, inclusive of up to 2-month's development time, and will target Australian Investors, with future roll out plans to expand globally in 2021.



**Grafa CEO, Heidi Cuthbert commented:**

"The Grafa platform will use machine learning to understand the types of information that users want to see. We are building a financial knowledge and information platform that will give users access to a world of information at their fingertips."

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This announcement has been authorised for release to ASX by the Linus Board of Directors.

**About Linus Technologies Limited:**

Linus is a global software-as-a-service company headquartered in Australia, with operations in London, New York and Europe. Linus has invented and patented the Video Virtualization Engine™ (VVE), which indexes, analyzes and tags each frame in a conventional video file and transforms it into a fully searchable Virtualized Video. Linus' technology exposes the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry. Linus' VVE powered hyper-personalization and search solution enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No human hands required.

For more on Linus, visit [www.linus.com](http://www.linus.com).

**About Grafa Pty Ltd:**

Grafa is a financial charting software platform targeted towards millennial investors, the education sector, retail investors and content makers. It provides stock market analysis including market trends, company information, new floats, mergers and acquisitions. Grafa provides information relevant to the economy, the stock market, business operations, retail sales, education, transport, infrastructure spending and data journalism. Grafa is the world's first financial charting software platform featuring personalized news streaming.

Grafa will launch in July 2020.

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