

ASX Announcement | 21 December 2022

Linus extends and expands deployment with NBL

Highlights:

- NBL renews current agreement with Linus
- Deployment to be expanded to include MatchVision personalized highlights product

Melbourne, Australia – 21 December 2022: Linus Technologies Limited (ASX: LNU) (**Linus**) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) – is pleased to announce renewal and expansion of its current agreement with the Australian National Basketball League (**NBL**), first announced to ASX in November 2019¹.

The agreement has been renewed and expanded to include MatchVision, the award winning digital fan engagement service with the Linus Video Services (**LVS**) platform at its core. The NBL will also continue to use the existing Fan Channel solution, allowing users to build their own NBL video channel, save their preferences and receive notifications of new personalised video content.

Linus CEO James Brennan said, “We are delighted to be continuing our relationship with the NBL and expanding their solution with the addition of MatchVision. Deployments around the world, particularly with teams in the English Premier League and Belgian Pro League have shown that MatchVision significantly increases fan engagement, with fans watching more video, staying on the site/app longer, and taking multiple actions. This enables clubs and leagues to increase monetization of their content through advertising and sponsorship.”

“Following our recent announcements of new deployments with Cricket Australia and the A-Leagues in Australia, we are seeing tremendous momentum for Linus solutions. This will be the first deployment of MatchVision in basketball and we are excited to see the reaction of the NBL fan base.”

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

¹ [ASX Announcement](#), NBL signs up to Linus' Video Personalization Services, dated 26 November 2019.

About Linus Technologies Limited:

Linus' purpose is to elevate the educational, information, and entertainment value of the world's video through hyper-personalisation. We make it possible to connect and search vast libraries of video so users can create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and ultimately monetisation of their video assets.

For more on Linus Technologies, visit www.linus.com

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