

**ASX Announcement | 20 April 2022**

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## **Linus to provide commercial update in virtual presentation**

**Melbourne, Australia – 20 April 2022:** 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) – is pleased to provide an opportunity for Shareholders and Investors to join a presentation via webinar to be hosted by Linus CEO, James Brennan, who will provide insights into recent exciting developments in the commercialisation of Linus' video virtualization technology, including with partner Swanbay.tv in the UK and Europe.

The webinar will be held at **12:30 PM (AEST) on Tuesday, 26 April 2022.**

### **Sports & Partner Swanbay.tv**

Linus continues to make commercial progress with our sports solutions. James will provide an update on global business development activities and adoption by existing clients including Racing.com and the Australian National Basketball League (NBL), and partner Swanbay's client English Premier League (EPL) club Wolverhampton Wanderers.

Swanbay have created their unique sports solution, MatchVision, with the Linus Video Services platform (LVS) at its core. The webinar will provide an update on proposed expansion of the existing Linus and Swanbay partnership to accelerate go-to-market capabilities for both Linus and Swanbay and bring further expansion to more regions, sports, leagues and teams.

James will provide an update on Swanbay's recent activities, including:

- The current pilot of MatchVision in partnership with the English Football League (EFL) and IMG, with deployment into EFL.com and selected partner club sites underway.
- The launch of MatchVision with Club Brugge KV, current champions of Belgian First Division and member of the UEFA Champions League.

### **Education**

Linus continues to mature its solutions, go to market plans, and business development activities in the higher education segment. The webinar will discuss progress at existing client University of Newcastle, product enhancements within Whizzard for education, and status of the current sales pipeline.

### Further updates

James will also provide updates on:

- Linius' commercial strategy including:
  - near term focus on product, repeatable customer value, and recurring revenue.
  - longer term platform and market expansion strategies.
- Plans to support Non-Fungible Token (NFT) creation within the Linus Sports Suite using the Linus Blockchain patent.
- Progress within the Business segment, including recent marketing campaigns.

**Event:** Linus Market Update

**Presenting:** James Brennan, CEO and Executive Director, plus key members of the Linus team

**When:** Tuesday 26 April, 12:30 PM (AEST)

**Where:** Zoom Webinar, details provided upon registration at the following link

[https://linius.zoom.us/webinar/register/WN\\_RU\\_vxsSMRDqIPXdu3vYn7w](https://linius.zoom.us/webinar/register/WN_RU_vxsSMRDqIPXdu3vYn7w)

After registering, you will receive a confirmation email containing information about joining the webinar.

Investors are invited to submit questions in advance to [ir@linius.com](mailto:ir@linius.com).

A recording of the session will also be made available for those unable to attend.

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

### About Linus Technologies Limited:

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

Our patented Video Virtualization 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 monetization of their video assets.

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

**For further information, please contact:** James Brennan, CEO, +61 (0)3 8672 7186 or [ir@linius.com](mailto:ir@linius.com)

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