ASX Announcement | 23 November 2023

Linius enters US college sports market with Whizzard deployment by the Peach Belt Conference

Highlights:

- **The Peach Belt Conference (PBC) will deploy Linius Whizzard and Whizzard Highlights, Linius' new automated highlights solution.**
- **PBC and its member schools will be able to curate videos and publish automated highlight reels for the upcoming men's and women's basketball season.**
- **The agreement is for an initial 3-year term and includes an annual subscription fee and variable revenue share.**
- **PBC is Linius' first customer in the lucrative US collegiate sports market which has over 1,100 schools and 150 conferences in the addressable market.**
- **This is Linius' first US customer for Whizzard and Whizzard Highlights, and expands Linius' entry into the automated highlights market segment, an existing high-value market.**

Melbourne, Australia – 23 November 2023: Linius Technologies Limited (ASX: LNU) **(Linius or Company)** – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linius Video Services (LVS) platform – is pleased to announce a new agreement to provide its sports solution, Whizzard, to the Peach Belt Conference.

The Linius Whizzard product will be used by internal media and marketing teams at the conference and member schools to curate and publish content to The Peach Belt Conference Sports Network[1], member school websites, and social media. Included in the deployment is Whizzard's new automated highlights capability, which automates the creation of highlight videos, allowing PBC to rapidly publish highlights of each game for the first time. The agreement covers men's and women's basketball competitions with capacity to expand to other sports in the future.

The Peach Belt Conference is a leading athletic conference in the National Collegiate Athletic Association (NCAA) at the Division II level. The 10 member institutions with nearly 60,000 students are located in the US South Atlantic states of South Carolina, Georgia, and Florida. The conference currently holds championships in 16 NCAA Division II sports, eight for men and eight for women, including soccer, basketball, volleyball, cross country, tennis, baseball, softball, lacrosse, golf, and track and field. Since its founding in 1990, the PBC has produced 30 national champions and an additional 27 national finalists. The conference was also the first in any division to hold an Esports Championship in 2018.

Linius Chief Executive Officer (CEO), James Brennan, said "We are delighted to be selected by PBC to enhance the PBC Sports Network. The schools in the conference have a highly engaged fanbase spanning students, family/friends, regional fans, and most importantly their alumni network – all seeking more content. The US collegiate sports market presents huge potential for Linius, with NCAA representing 1,100 schools and over 150 conferences. PBC is a fantastic initial partner for Linius in the US collegiate sports market, with a history of bringing innovative new solutions to their member schools and fans which are then taken up by other conferences."

"The US college sports market is highly replicable. The solution for PBC can quickly be deployed by other conferences and schools seeking to increase their fan engagement through automated video highlights. Linius has a strong pipeline of opportunities and partnerships in the US collegiate market which will be accelerated by this initial deployment with PBC."

Peach Belt Conference Commissioner, Dave Brunk said "We are very pleased to be partnering with Linius to bring this exciting new video capability to the PBC team, our member schools, our students, and fans. For the first time, we will be able to quickly publish highlight videos to augment the live and VOD streaming capabilities on the PBC Sports Network. Additionally, Whizzard will allow member schools and teams to search, curate and publish videos to meet their individual needs, including season recaps, player spotlights, and more. This will greatly increase engagement from our fans and allow us to monetize the video via sponsorships. The PBC has a history of being first to market with leading technologies and experiences for our members and fans, and we are excited to be the first NCAA conference using Linius solutions."

The agreement is for an initial 3-year term and includes an immaterial annual fixed license subscription and a variable component that will depend on take up of the services, for which Linius will have a revenue share component. The agreement is otherwise generally on terms and conditions customary for an engagement of this nature, including as to confidentiality, protection of intellectual property, security requirements and data protection, privacy, and service levels.

The service will go live for the 2023/24 basketball season starting in December.

This engagement is significant for the Company as it provides further substantive validation of Linius' technology and business model within the large US collegiate sports market, an important market segment that the Company has flagged to investors as a target over recent months. Additionally, it is the first deployment of Whizzard and Whizzard Highlights in the US and provides further expansion into the existing lucrative market for automated highlights solutions. The market is highly repeatable, with solutions deployed by one or a few organizations often replicated by many others and, operationally, once the solution is integrated into the first customer the technical and operational deployment for other organizations is much more streamlined.

Shareholder Engagement for SPP

The Company has appointed Vested Equities as a point of communication for the current Share Purchase Plan **(SPP)** offer. They will be contacting shareholders to provide an update on the Company's operations and answer any questions that shareholders may have on the SPP.

Investor Webinar

For further information on the PCB deal and other exciting developments Shareholders and Investors are invited to attend our virtual conference, hosted by CEO, James Brennan. The presentation will be held at 10:00 (AEDT) on Monday 27 November 2023.

Event: Linius Technologies - Market Update
Presenting: James Brennan, CEO and Gerard Bongiorno, Chairman
When: Monday 27 November 2023, 10.00 AM AEDT
Where: Zoom Webinar, details provided upon registration at the following link
https://linius.zoom.us/webinar/register/WN_p9mu6L7iSJiXctEDCxLFjg

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

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

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

About Linius Technologies Limited:

Linius' purpose is to unlock the value of the world's video, creating immersive, deeply personalized viewing experiences. For the first time, we make it possible to find, curate, and utilize the valuable moments across vast libraries of video, enabling viewers to 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 monetisation of their video assets.

For more on Linius Technologies, visit www.linius.com

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

Follow Linius at:
LinkedIn
Twitter
Facebook
YouTube

[1] https://pbcsportsnetwork.com