

## **Linus signs second US college conference and first deployment in American Football**

### **Highlights:**

- The Lone Star Conference (LSC) will deploy Linus Whizzard and Whizzard Highlights, its automated highlights extension
- This is Linus' second US collegiate conference customer, with the Peach Belt Conference already live
- LSC is the first customer to deploy Linus Media Solutions for American Football
- LSC and its member schools will be able to curate videos and publish automated highlight reels for the 2024/25 football and basketball seasons as well as season recap videos from the 2023/24 seasons
- The agreement is for an initial 3-year term

**Melbourne, Australia – 5 April 2024:** Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linus Media Solutions portfolio – is pleased to announce a new agreement to provide its sports solution, Whizzard, to the Lone Star Conference.

Linus Whizzard and Whizzard Highlights will be used initially by internal media and marketing teams at the conference to curate and publish content to The Lone Star Conference Digital Network<sup>1</sup>, conference website, and social media. Individual schools will then have the option to access the services to search, curate, and publish their own content. The agreement covers men's football (American Football) plus men's and women's basketball competitions with capacity to expand to other sports in the future.

Long known as a leader in intercollegiate athletics, the Lone Star Conference is an innovative athletics conference that aims to provide a superior competitive experience for member institutions and to allow for comprehensive development of student-athletes through academic services and life skills programming. LSC continues to build upon its proud history while aiming to be recognized as the premier NCAA Division II conference in the nation. LSC is one of the largest Division II conferences with 17 member institutions supporting over 100k students, located in the southwestern US states of Texas, Oklahoma, New Mexico, and Arkansas, plus Oregon and Washington. The conference currently holds championships in 19 NCAA Division II sports, nine for men and ten for women, including football, soccer, basketball, volleyball, tennis, baseball, softball, golf.

**Linus Chief Executive Officer (CEO), James Brennan, said** "We are excited to be working with LSC, the premier NCAA Division II conference. They have a large existing fan base through their subscription-based digital streaming network, the LSC Digital Network, which is available on web, mobile, smartTVs, and OTT streaming devices from Roku, Apple, Android, and Amazon, as well as strong interest from sponsors and advertisers. As our first customer deployment for American Football, it provides an important entry into the most highly monetized sport in the US. In both professional and collegiate athletics, football generates more revenue than any other sport. Unleashing the value of football archives is a top priority for Linus."

He continued, "Whizzard Highlights is proving to be a substantial driver of value for our customers and opportunity for Linus. It is evident that there is strong demand for innovative new solutions for sports highlights that do much more than simply provide clips and mini-matches. Customers are seeking flexible solutions that can provide integrated media production capabilities that work seamlessly with their existing media infrastructure and workflows. Linus provides automated highlights more efficiently and cost effectively than current automated highlights solutions through Linus' patented Video Virtualization Engine, which can produce automated highlights for a customer's entire archive in seconds without any new video files or storage. Furthermore, once content is virtualized, personalized fan engagement experiences are easily enabled, which no other solutions can do."

**Lone Star Conference Commissioner, Jay Poerner said** "LSC is delighted to be partnering with Linus to increase the quality, quantity, and speed of content for our fans. Whizzard will make it possible for our small media team to produce and publish highlight videos for every game for the first time. We expect the efficiency of Whizzard to make a huge difference for our team and our member schools. Game highlight videos and curated spotlight videos will drive greater engagement from our fans and create opportunities to monetize the videos through sponsorship, advertising, and subscriptions."

The agreement is for an initial 3-year term which includes variable fees that will depend on take up of the services, for which Linus 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 in the coming weeks to support season wrap up for the recently completed basketball season and to prepare pre-season promotional content before the 2024 football season.

This engagement is significant for the Company as it is the first customer deployment for American Football and provides further validation of Linus' technology and business model within the large US collegiate sports market, providing further expansion into the existing lucrative market for automated highlights solutions.

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

## About Linus Technologies Limited:

Linus' 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 Linus Technologies, visit [www.linus.com](http://www.linus.com)

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<sup>1</sup> <https://lonestarconferencenetwork.com/>