

ASX Announcement | 16 September 2024

Linus partners with Prime Focus Technologies on AI-powered content creation and personalization

Highlights:

- Prime Focus Technologies (PFT), the creator of CLEAR®, delivers AI technology and media services to streaming platforms, studios, and broadcasters, helping them enhance productivity and accelerate revenue growth.
- Linus Media Solutions will be integrated with PFT's CLEAR® and CLEAR® AI
- PFT will resell the Linus Media Solutions portfolio, including Whizzard, Whizzard Highlights, Captivate, and the Linus Video Services platform and APIs
- Joint solutions include AI-powered automated highlights and personalized content curation for sports and broadcast customers
- Joint solutions will be marketed and sold to PFT's existing installed base and new business opportunities
- Several opportunities with leading global sports federations are already in development
- New partnership highlighted in recent ASX announcement and investor presentation

Melbourne, Australia – 16 September 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 provide details of its partnership with Prime Focus Technologies (PFT) to integrate Linus Media Solutions with its CLEAR® and CLEAR® AI platforms to offer sports clients unparalleled flexibility for automated content generation and personalization.

The partnership, which was noted in the Company's ASX release for its capital raising on 10 September 2024 and discussed in the Company's investor presentation on that day, aims to bring joint solutions to market, unlocking opportunities for growth, innovation, and revenue generation in the sports vertical, by combining PFT's AI expertise, content creation, and distribution workflows with Linus' cutting-edge video virtualization platform. The collaboration between PFT and Linus creates a significant opportunity to scale Linus Media Services into the global market.

Linus Chief Executive Officer (CEO) James Brennan said, "We are excited to partner with PFT to bring innovative content solutions to leading sports organizations and broadcasters worldwide. Combining the power of the CLEAR® AI platform with Linus' virtualized video assembly will create exciting new services for PFT's clients. Working with a global leader like PFT provides scale and access that we could not replicate independently. We are already engaged with PFT's sales and engineering teams on multiple opportunities with the largest sports federations in the world."

"I'm pleased to see the acceptance of Linus' technologies by leading technology providers like PFT over the past few quarters. It further confirms that our technology holds tremendous value, unlocking innovation for companies already at the forefront of their industries. The partnership go-to-market strategy will accelerate revenue growth and drive efficiencies as we scale to multiple customers through our partners."



Video Virtualization Engine™

Solution integrations are underway, combining CLEAR® AI Metadata and CLEAR® AI Search with Linus' virtual video assembly to create automated highlights and personalized video streams. Joint marketing and sales activities have begun and will ramp up over the coming months.

The agreement is for an initial 3-year term with fees and charges in accordance with Linus' current pricing schedule. It is otherwise generally on terms and conditions customary for a partnership of this nature, including as to confidentiality, protection of intellectual property, security requirements and data protection, privacy, and service levels.

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

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of CLEAR®. It offers streaming platforms, studios, and broadcasters AI technology and media services powered by the cloud that help them enable creativity, efficiency, and, most importantly, revenue generation. PFT works with major companies like Walt Disney- owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Bros. Discovery, Hearst, PBS, Paramount, Lionsgate, Crunchyroll, Insight TV, Disney+ Hotstar, BCCI, Tegna, Amazon MGM Studios and more.

For more information, visit www.primefocustechnologies.com.

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 valuable moments across vast video libraries, enabling viewers to create infinite personalized 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 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 monetization of their video assets.

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

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