

## **Linus signs first US NCAA Division 1 customer with Brown University**

### **Highlights:**

- **Brown University (Brown) has deployed Linus Whizzard and Whizzard Highlights, its automated highlights extension**
- **Brown is Linus' first customer in NCAA Division 1, the premier level of US collegiate athletics**
- **Brown is a member of the prestigious Ivy League Conference**
- **Brown is now able to curate videos and publish automated highlight reels for the 2024/25 men's and women's basketball season**
- **The agreement is for an initial 3-year term and includes an annual license fee and several expansion opportunities across Brown**
- **The solution is already live and was deployed in just a few days, highlighting the scalability of these solutions across the US college sports market**

**Melbourne, Australia – 11 December 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 Brown University.

Linus Whizzard and Whizzard Highlights will be used initially by internal media and marketing teams at the university to curate and publish content to the Brown Bears website and social media channels. Initially deployed for basketball, future expansion opportunities within the contract include extension to other sports, virtualisation of the historical archive, opening the solutions directly to the athletes for their own usage in social media and NIL (Name, Image, Likeness) promotion, and creation of a fan-facing video portal.

Brown University is a private Ivy League research university in Providence, Rhode Island, United States with over 10,000 students. It is the seventh-oldest institution of higher education in the US, founded in 1764, and was ranked 9th among national universities in the US News & World Report 2023 edition. Brown has one of the largest university sports programs in the US, sponsoring 34 NCAA intercollegiate teams including football, soccer, basketball, rugby, hockey, tennis, baseball, softball, and volleyball.

**Linus Chief Executive Officer (CEO), James Brennan, said** “We are proud to be working with Brown University, one of the oldest schools in the country and part of the prestigious Ivy League. As our first customer in the NCAA Division 1, it represents a significant step forward in our efforts to penetrate the US college sports market which has a total addressable market of \$70 million for Linus. In just one year, we have secured three customers in the market with Brown, Lone Star Conference, and Peach Belt Conference, and forged key partnerships with the small number of major providers in this market such as Genius Sports, with more to come. These reference customers across Division 1 and 2, along with the partnerships will act as a catalyst for revenue growth across the NCAA.”



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**Kelvin Queliz, Senior Associate Director of Athletics for Strategic Communication and Content Creation** said “Brown University is delighted to begin our relationship with Linus in support of our highly regarded sports program. Our fans, students, and alumni are seeking more content about their favourite teams and players. Short form video posted to our website and social media will meet the changing viewing patterns of our fans and enable us to build deeper engagement. The efficiency of Whizzard makes it possible for our small media team to produce and publish highlight videos for every game for the first time. We are excited to see the results of these new videos through the current basketball season and look forward to growing our partnership with Linus.”

The agreement is for an initial 3-year term and includes an annual license subscription and future upsell opportunities at contracted rates. Revenue from this agreement of material nature is not guaranteed and is contingent upon take up of the service and expansion by Brown into other sports. 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.

This agreement is significant for Linus, given Brown is a member of the prestigious Ivy League Conference and the Company’s first customer in NCAA Division 1, the premier level of US collegiate athletics. This validates the Linus offering and the company expects it to open significant new opportunities to expand the service across other US universities and colleges.

The service is already live for the 2024/25 basketball season and was deployed in just a few days, highlighting the ability for Linus to expand rapidly and cost effectively within the US college sports market.

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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