



Video Virtualization Engine™

ASX Announcement | 25 October 2021

Linus appoints James Brennan as CEO and Clive Malcher as CTO

Highlights

- Linus has strengthened its executive team, with the appointment of two experienced leaders filling the roles of Chief Executive Officer and Chief Technology Officer.
- New Chief Executive Officer, James Brennan, has 20 years' management experience with industry leaders including Kaltura, BlueJeans Network, Polycom and Integrated Research, and has an outstanding record of leading global technology adoption, driving sales and successfully delivering go-to-market strategies for software services-related businesses.
- James has also been appointed to the Linus Board as an Executive Director.
- New Chief Technology Officer, Clive Malcher, is an experienced media industry executive who possesses both intimate knowledge of hands-on video tech and key commercial management skills.
- Appointments demonstrate Linus' commitment to build its suite of Video Services programs and then successfully commercialize them.
- Outgoing Chief Executive Officer, Chris Richardson will remain on the board and focus on Linus' blockchain start-up.

Melbourne, Australia – 25 October, 2021: **Linus Technologies Limited (ASX:LNU) ('Linus' or 'the Company') – the only cloud-based solution that transforms static video into hyper-personalized video experiences with its world first Video Virtualization Engine™ (VVE) – is thrilled to announce the appointment of both a new Chief Executive Officer (CEO) and Chief Technology Officer (CTO).**

James Brennan is a highly regarded product and go-to-market strategist and joins Linus as CEO at a time where the Company has commercialisation opportunities across multiple sectors for its unique industry leading VVE technology. He has also been appointed to the Linus Board as an Executive Director, working out of Linus' Melbourne headquarters.

Clive Malcher is a widely acclaimed technologist with video expertise and has been appointment as CTO to oversee that technology requirements as the Company enters this commercialisation phase.

The appointments will help guide the acceleration of revenues derived from the Company's existing suite of products across its core segments of Education, Sports and Business.

New Linus CEO has a successful record of driving sales strategies of software-related businesses

James Brennan has 20 years' management experience, gained in roles held across Asia, North America, and Europe. Over this time, he has built a reputation for leading global technology adoption, driving sales and go-to-market strategies for enterprise software and Software-as-a-Service (SaaS) businesses. His sales, product management and marketing leadership skills have been honed in senior management roles held in a number of highly regarded organisations including Kaltura, BlueJeans Network, and Polycom. Most recently, James was Head of Product at

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software services company Integrated Research Limited (ASX:IRI). While in this position he led the ambitious launch of three major products last year, which quickly gained market traction. As a group, they were adopted by over 200,000 users in the first quarter of Integrated Research's 2022 financial year. During his time as Managing Director, Asia Pacific (APAC) at BlueJeans, he headed a successful growth strategy that saw the region nearly double its annual recurring revenue in less than two years. In recognition of this achievement, he was subsequently awarded the APAC Cloud Video Service Provider of the Year by analyst Frost & Sullivan.

James' appointment comes as Linus is poised for growth following significant investment in its SaaS products (LVS and Whizzard). This investment is now starting to pay dividends, with some key clients already onboarded in the target Education and Sports market segments, including the University of Newcastle, Racing.com and English Premier League soccer club Wolverhampton – and more are in the pipeline. James' vast sales experience and efficacious leadership will be vital as the Company focuses on revenue growth, delivering exceptional customer engagement and customer success, and raising its profile with enterprise buyers across the Education, Sports and Business sectors. These skills will be particularly valuable as Linus strives to generate a meaningful revenue stream from its existing key partners, including AWS with the ISV accelerate program, and Zoom.

The material terms of James' employment agreement are detailed in the annexure.

New Linus CTO possesses both tech and commercial experience

Clive Malcher, Linus' new CTO, has accumulated more than 20 years' experience working with a number of major media organisations in senior roles encompassing technology (video technology included), product, strategy and commercial functions. Over this time, he has developed an intimate knowledge of hands-on video tech, spread across various different technologies and AI/ML. All this while also developing the commercial skillset needed to successfully get customers signed up for the tech offerings he has helped create. Throughout his career, Clive has been at the cutting edge of the media tech market segment. He helped draw the roadmaps that guided the construction of some of the earliest digital transformations/platforms in broadcasting for video-on-demand/over-the-top internet content and publishing for E-books/E-readers.

Clive's career resume includes technology leadership roles at media companies, such as ITV, Channel 5, HarperCollins and Piksel. In these roles, he often managed large multi-disciplinary teams and gained exposure to all three of the core Sports, Education and Business market segments now being targeted by Linus. He launched the first over-the-top service for ITV in 2005 and led product and strategy there. After a stint in digital publishing at HarperCollins, Clive moved back into video with a contract at ITV and a leadership role at Channel 5. In a subsequent role at Piksel, Clive worked as a technologist that facilitated discussion at that company's corporate-level and extended the tech function outwards. Most recently, Clive used his well-developed video tech skills, building a streaming platform for Into Film, a British Film Institute backed company that provides film/moving image education for schools.

As part of these changes, Outgoing CEO, Chris Richardson, will remain on the board of Linus Technologies and will focus on Linus' blockchain start-up and Linus Chairman, Gerard Bongiorno will transition from Executive to Non-Executive Chairman.

Linus Chairman Gerard Bongiorno said "We are thrilled to welcome James and Clive to the Linus senior executive team. Both are high calibre leaders whose reputations precede them. The detailed knowledge James possesses of education and corporate customers, streaming media technology, and international markets will be a real asset. His experience will be instrumental as Linus continues to ramp up its commercialization and expansion strategies, a process going hand-in-hand with a broadening and deepening the Company's product range. James' analytical thinking plus his proven ability to successfully launch new products and grow recurring revenues in businesses will be a real boon for our commercialisation endeavours, giving impetus to our efforts to materially grow the number of clients both here and overseas using our 'video on the fly' products.

"Clive joining the Linus team as our new CTO represents another significant boost to our human capital base. His past experience at the cutting edge of media tech gives us a serious leg up as we grow Linus' presence in our three target segments of Sport, Education and Business. We fully intend leveraging off Clive's reputation for introducing revolutionary digital products to multiple categories within the broader video industry. What particularly attracted us to Clive was the fact he offers more than just hands-on tech experience across many different technologies and AI/ML. He also possesses commercial savvy, and has always looked at new products from a voice-of-the-customer perspective. We expect him to make an invaluable contribution to ongoing moves by Linus to bring to market revolutionary digital products to the video market segment and then successfully market them to potential clients.

"We welcome both James and Clive to the Linus team. I would also like to thank our outgoing CEO, Chris Richardson, for his six years at the helm, during which time the Company successfully proved the technology and evolved its product range to set in train the commercialisation strategy that's now gaining traction."

Commenting on his new role, Linus CEO James Brennan said "I welcome this opportunity to play a key role in the delivery of commercial sustainability to a disruptive business with such fantastic growth potential. I am excited by both the product offerings Linus already has in the market and those in the pipeline. As a passionate product and go-to-market strategist, I love understanding and solving high value customer and market problems. I look forward to developing and executing a clear purpose and focused product vision that adds value to the Linus brand.

"It is going to be amazing working with the highly motivated Linus team to build a customer focused ethos and further advancing their clearly evident 'can do' culture. I am also eagerly awaiting the opportunity to meet Linus shareholders and the Company's other stakeholders. It is the perfect time to be joining Linus as it scales customer adoption and elevates the educational, informational, and entertainment value of the world's video, in the process realising the inherent value in Linus' 'video on the fly' products."

Commenting on his new role, Linus CTO Clive Malcher said "Linus presents me with some exciting challenges as I enter a new chapter of my career. I have always enjoyed working at the cutting edge of the media tech market segment and my new role at Linus allows me to do exactly that. I look forward to being part of a team introducing revolutionary digital products to the sports, education and business segments of the video industry. But what also excites me is the current commercialisation of Linus' product range. It provides me with another opportunity to trail-blaze new products that give viewers what they want in an easy-to-understand and cost-effective way."

Ends

This announcement has been approved for release to ASX by the Board of Directors of the Company.

About Linus Technologies Limited:

Linus Technologies Limited ([ASX: LNU](#)) has invented and patented the **Video Virtualization Engine™ (VVE)**, which is available on Amazon Web Services, Microsoft Azure and IBM Cloud.

Amazon, Microsoft and IBM are investing billions in virtualizing video services (technologies) and artificial intelligence in the cloud. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet traffic.

Only Linus can expose the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry.

Linus has the potential to transform many multi-billion-dollar markets, and is initially focused on:

- **Anti-Piracy:** Applying proven data protection methods to video to solve piracy
- **Search:** Search within videos and compile new videos on the fly
- **Security and Defence:** Intelligent search and immediate distribution of security footage
- **Personalized Advertising:** Hyper personalized to individuals, timeslots and content

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

Follow Linus Technologies on Twitter ([@linus_tech](#)), LinkedIn ([Linus Technologies Ltd](#)), Vimeo ([Linus Technologies](#)) and Facebook ([@linus](#)).

For further information, please contact:

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Annexure

Summaries of Key Terms of Executive Service Agreement – James Brennan

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¹ Vesting conditions may be achieved at any time during the relevant financial year and Shares will be issued within 28 days of confirmation of achievement to the reasonable satisfaction of the Board. In all cases, vesting is also subject to the Executive remaining an employee of the Company up to the date of achievement of the relevant vesting condition.

² **Financial year** means 1 July to 30 June.

³ **Gross revenue** means actual cash receipts from Group operations, exclusive of any research and development or other grant revenue, recognised in Australian dollars in the consolidated accounts of the Group, and subject to achievement of a minimum gross profit margin (expressed as a percentage of Gross Revenue) of 85%.

⁴ Budgeted gross revenue for 2022/23 to be determined and approved by the Board, however for guidance only is currently approved at \$13.2 million.

⁵ Budgeted gross revenue for 2023/24 to be determined and approved by the Board, however for guidance only is currently approved at \$27.4 million.