



Jaxsta Investor Presentation (ASX:JXT)

ASX Small & Mid-Cap Conference

September 5, 2019

Presented by

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Investment Highlights

Jaxsta is a music technology company developing the world's most comprehensive resource for official music credits.

- **Core product offering launched**

Jaxsta.com is now live with over 100M+ credits

- **Upcoming first revenue streams**

Expected in CY2019 H2 with launch of paid B2B subscription platform, Jaxsta Pro

- **Significant and global addressable market**

US\$200+ million addressable market p.a. for Jaxsta Pro subscriptions alone ¹

- **Economic moat**

Underpinned by 'big data' technology

- **First to market advantage**

Jaxsta is the most comprehensive public-facing official music credits provider of its kind

- **Strong relationships and buy-in from record labels**

29 data licensing agreements which represent ~90 percent of the global recorded music industry ²

¹ This figure is based on 1.5 million potential users in the addressable target market multiplied by the average Jaxsta Pro subscription fee of US\$135 p.a. (excluding applicable taxes)

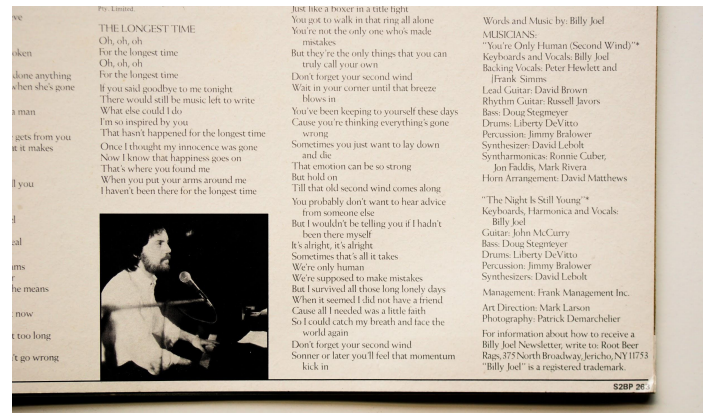
² As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

Artwork credit: Ezra Comeau Jeffrey

The Problem

There is still no public and official central database of music credits and liner notes.

This problem has created a void of trustworthy digital music credits for fans, talent and industry professionals alike, which in turn has affected **discovery, collaboration** and **accurate attribution**.



Artwork credit: Jeff Schock

The Problem

What are the real costs of decentralised and inaccurate credits?

For Artists & Music Creators:

- Misplaced royalties
- Lost collaboration and networking opportunities
- Portfolio management overheads
- Unchecked fraudulent activity

For Industry Professionals & Companies:

- Misplaced catalogue revenue
- Lost business and commissioning opportunities
- Data management overheads
- Time spent on research

For Digital Music Service Providers:

- Loss of customer engagement
- Higher bounce rates and subscription cancellations
- Limited competitive advantage
- Limited feature development

For Music Enthusiasts:

- Limited knowledge on their music
- Time and frustration spent on further music discovery
- Limited options for listening
- A need to pirate not purchase

Snapshot of the Music Industry

1999

Music revenues via CD sales peaked at US\$25.2B

2014

Music revenues bottomed out at US\$14.2B

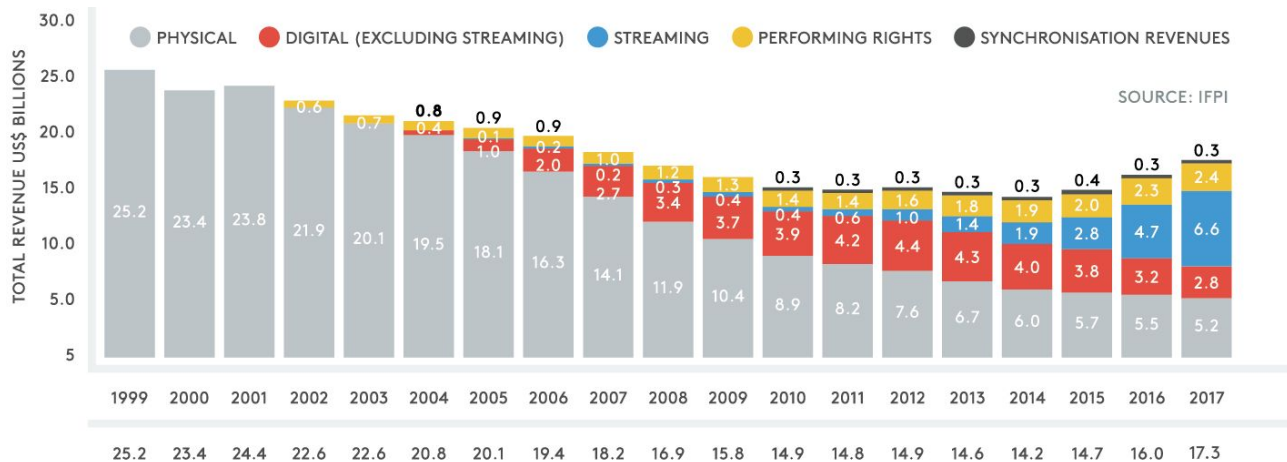
2017

3rd consecutive year of growth, up to US\$17.3B, mostly due to the growth of paid streaming subscriptions

2030

Goldman Sachs forecast label revenue to more than double from 2015 levels by 2030¹

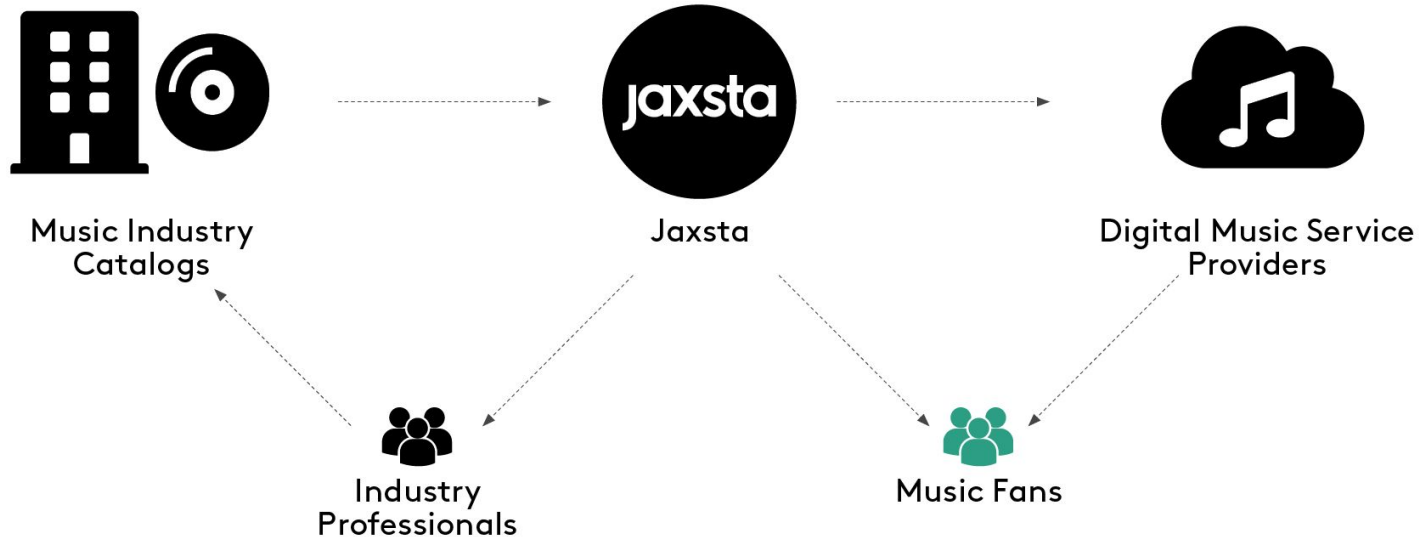
Global Recorded Music Industry Revenues 1999-2017 (US\$ Billions)



¹ 2016 | Music in the Air: Streaming Drives Industry Comeback - Goldman Sachs

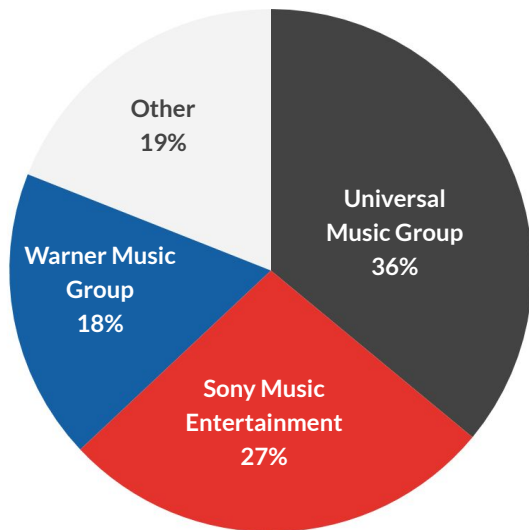
The Solution

Jaxsta is a metadata platform of music credits and liner notes sourced from official industry partners worldwide.

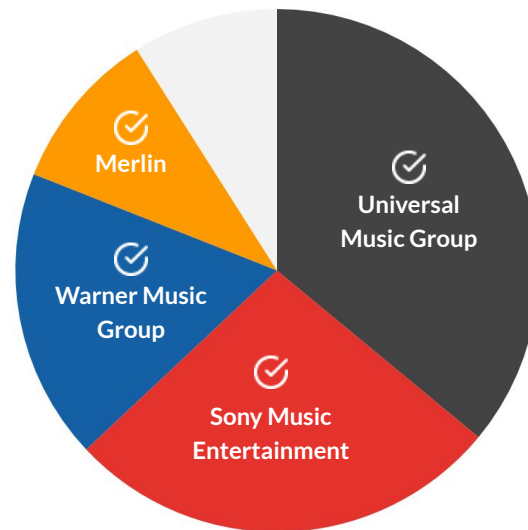


The Solution – Jaxsta progress

Market Share by Distributors - Streams ¹



Jaxsta's 2019 Progress



✓ Jaxsta Signed Data Partner

Jaxsta now has 29 licensing agreements, covering approximately 90 percent of the popular recorded music industry.²

¹ BuzzAngle Music 2017 U.S. Report - BuzzAngle Music

² As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

Jaxsta Pro: The IMDb / LinkedIn of the Music Industry

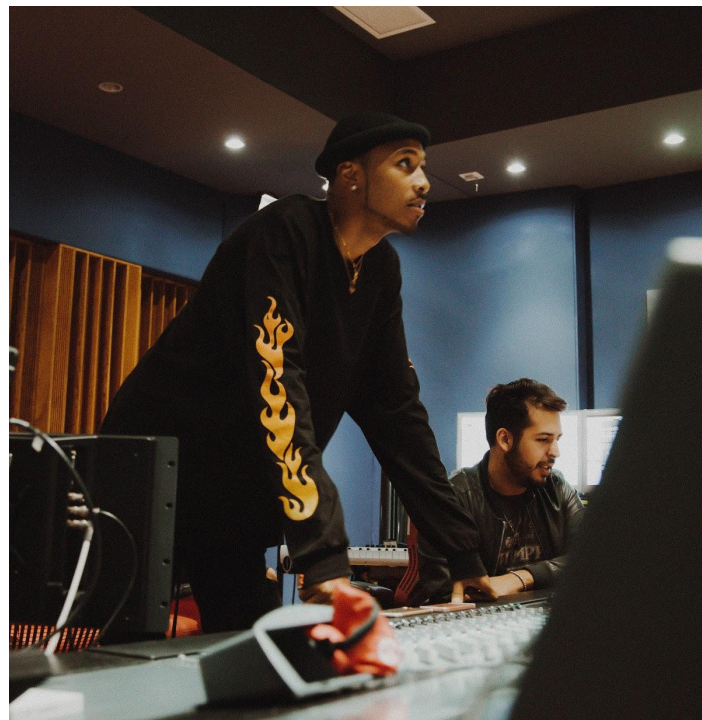
Artists, engineers, producers, songwriters, labels and more, all put work into music every day, but often only the artists get credited.

There is no widely adopted source for musicians and the industry to promote their careers using their body of work.

The movie industry has **IMDb**.

The corporate world has **LinkedIn**.

Jaxsta brings both of those concepts together to provide an official source which in practice will be a "IMDb meets LinkedIn" for the music industry.



Artwork credit: Frankie Cordoba

Jaxsta Pro: Revenue Stream #1

Issue:

Lack of networking and employment opportunities for industry professionals, including producers, engineers, artists – since the demise of the record jacket.

How does Jaxsta address this?

Jaxsta Pro B2B Subscription Based Service, Launching 2nd Half CY2019

Industry Pro Subscriptions

- Think LinkedIn or IMDb Pro for industry professionals
- US\$120 p.a. discounted *
- US\$150 p.a. premium *
- Creative industries employ 3.9 million globally ¹

¹ EY Cultural Times 2015 - EY

* Excluding any applicable taxes

Market Size:



Comparative Information

By way of comparison*, Jaxsta has the potential to be the 'music' version of:



LinkedIn

590 million members¹

Premium Career

US \$29.99/m

Premium Business

US \$54.99/m

Sales Navigator Pro

US \$74.99/m

Recruiter Lite

US \$129.99/m

Business Platform

Upwards from US \$10k p.a.



IMDb

87 million registered users²

200k-500k Pro members

250 million unique views per month

Annual Membership

US \$149.99

* This is not intended to be a forecast or forward looking statement and is in no way indicative of likely subscription membership numbers. Details provided for information purposes only.

¹ 2019 | LinkedIn by the Numbers: Stats, Demographics & Fun Facts - Omnicore

² 2019 | IMDb - Wikipedia

Jaxsta API: Revenue Stream #2

Issue:

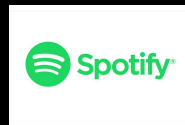
Inaccurate Data in the music industry - Data Service Providers (DSPs), industry bodies and fans are often forced to source poor and unauthorised data.

How does Jaxsta address this?

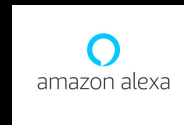
Big Data (API) Supply

- Jaxsta aspires to be the official and authorised source of music data
- Music metadata adds value to DSPs' services via: credit attribution, improved search/query responses, interface enrichment and playlist creation/editorial/discovery

Market Size:



96m paying users
207m total users ¹



310m users ³



56m paying
subscribers inc. free
membership ²



Over 1.9 billion active
monthly users ⁴

¹ T.Ingham 2019 | Spotify hit 96M paying subscribers in 2018 - and just posted its first ever operating profit - Music Business Worldwide

² 2018 | Apple Music Now Has 56 Million Users: Report - Billboard

³ 2016 | Number of active Amazon customer accounts worldwide from 1st quarter 2013 to 1st quarter 2016 (in millions) - Statista

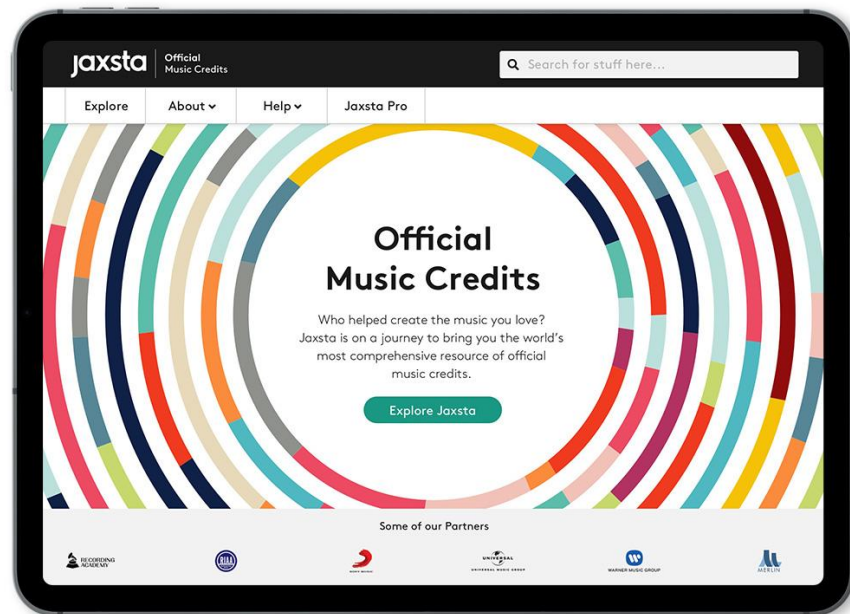
⁴ 2019 | YouTube by the Numbers: Stats, Demographics & Fun Facts - Omnicore

Jaxsta Product Overview

Product	Jaxsta.com (Beta)	Jaxsta Pro	Jaxsta API
What is it It?	<ul style="list-style-type: none">• Public website database of official music credits• 100M+ credits for individual artists, songwriters, musicians, producers and engineers• More data ingested each day from existing data partners	<ul style="list-style-type: none">• Paid, business-to-business subscription-based platform• Access to additional features such as official industry charts, new chart tracking, marketing information etc• A 'LinkedIn meets IMDb Pro' for industry professionals	<ul style="list-style-type: none">• A big data (API) and data-feed for digital services providers (e.g. Spotify, Apple Music, Alexa etc)• Web-service based version of Jaxsta's database that third parties can use to enhance existing content or user experience
Revenue Opportunities	Advertising on Jaxsta.com	Paid subscriptions from music industry professionals	API and data feed sales to third parties
Expected Timeline	Available now in beta on Jaxsta.com	CY2019 H2	CY2020

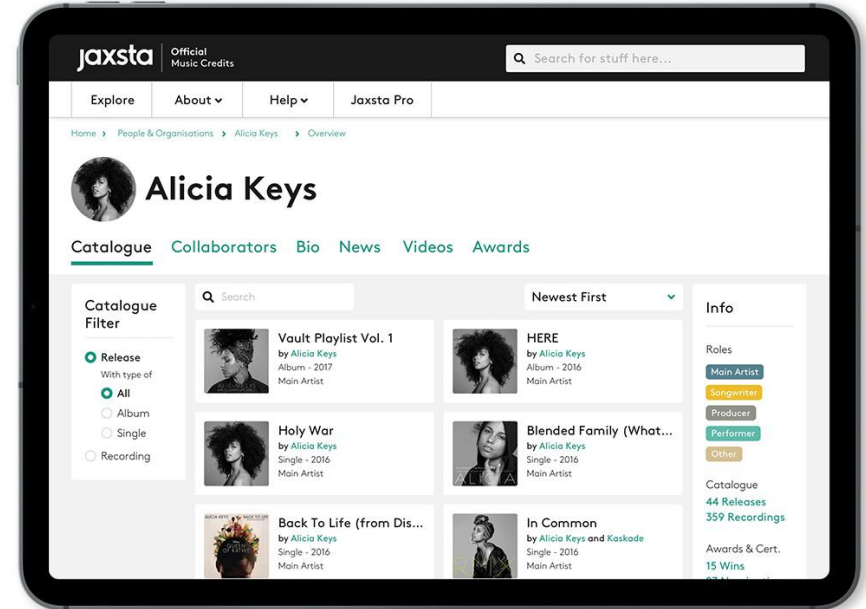
Competitive Advantage

- Jaxsta has signed with **29 Data Partners** - Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners
- **Accuracy and authoritative** - We work directly with record labels, publishers and Performance Royalty Organisations (PRO) to extract their deep data
- **Living database** - Comprehensive and up-to-date music market data (Bloomberg for music)



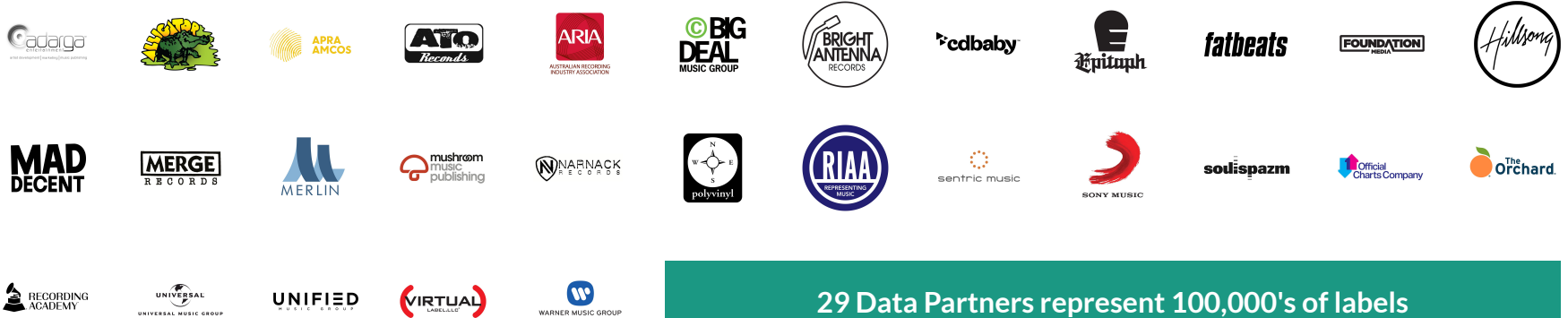
Competitive Advantage

- We **deep link and de-duplicate** the data using our proprietary software solution (patent-pending)
- Jaxsta Pro extends metadata into a **highly usable tool** for the industry
- Data from **multiple charts** available all in one place, including chart movement alerts
- Jaxsta has a dedicated display for **artist collaborations** sourced from our official Data Partners



Jaxsta Network/Relationships

In Alphabetical Order:

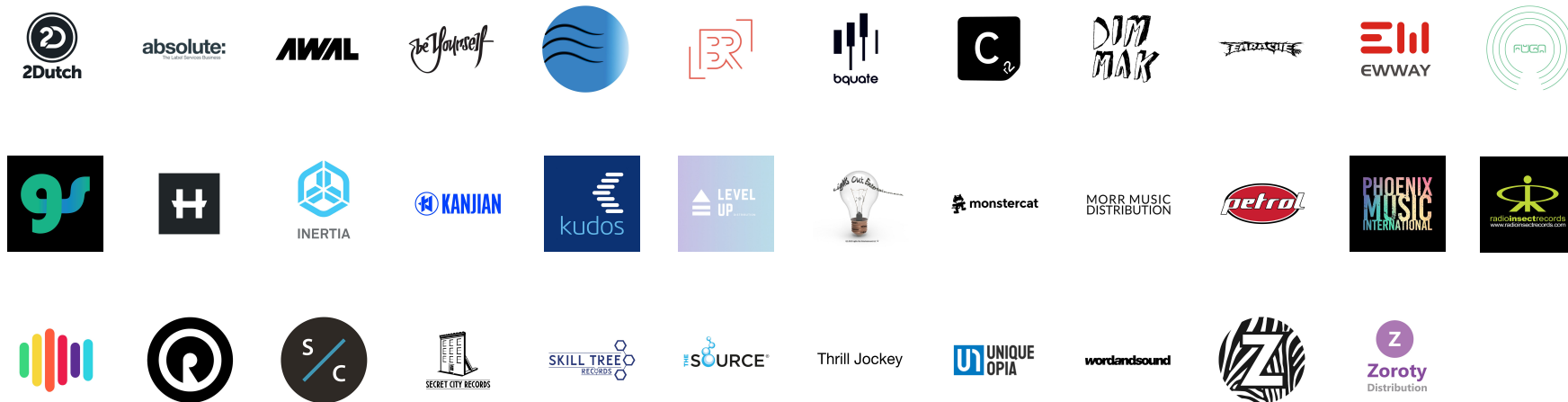


Proud Members of:



Merlin Labels in Jaxsta

In Alphabetical Order:



Merlin represents 10,000's of independent labels

Achievements & Upcoming Milestones

Achievements

- **Jaxsta Beta launched** - positioned as the world's first publicly-facing database of official music credits
- **29 data licensing agreements signed** - representing ~90 percent of the global recorded music industry ¹
- **Data Partners** include: Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners

Upcoming Milestones

- **CY2019 H2** - Jaxsta Pro launch - first revenues expected with launch of B2B subscription platform
- **CY2020** - Additional data licensing agreements
- **CY2020** - Jaxsta API launch

¹ As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

Artwork credit: Boga Rin

Why invest in Jaxsta

- **First mover advantage** - most comprehensive, publicly-facing, official music credits provider of its kind
- **29 data licensing agreements signed**, representing ~approx. 90 percent of the global recorded music industry ¹
- **Live product: Jaxsta.com (Beta) launched**
- **First revenues expected with launch of Jaxta Pro (CY2019 H2)**
- **Significant and global addressable market**
US\$200+ million addressable market p.a. for Jaxsta Pro subscriptions alone ²
- **Strong relationships and buy-in from record labels and music industry**

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² This figure is based on 1.5 million potential users in the addressable target market multiplied by the average Jaxsta Pro subscription fee of US\$135 p.a. (excluding applicable taxes)

Artwork credit: MD Duran



Thank You

To find something you 'Google it'.
For anything music you'll 'Jaxsta it'.
jaxsta.com

jaxsta

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Jacqui Louez Schoorl

CEO & Co-Founder

jaxstainvestors@jaxsta.com

APPENDIX

Management Team



Jacqui Louez Schoorl
CEO & Co-Founder

- 20 years Film and Music Industry experience.
- Extensive experience with product development, production, distribution and marketing.
- Worked with George Lucas and Rick McCallum on 'Star Wars Episodes II and III.
- Worked with Baz Luhrmann and Catherine Martin on their famous 'Chanel No.5' campaign.
- Founder of Women In Music Sydney.
- Proud dementia advocate for Alzheimer's Australia NSW.
- Graduate of the Australian Institute of Company Directors (GAICD)



Renee Bryant
CFOO

- 10 Years working within a multi-million dollar entrepreneurial music business, promoting and financing tours for international artists including Coldplay, Pearl Jam, Elton John and Sia.
- Commercially focused CFO with the ability to manage risk, provide strategic advice to the Board on financial performance and sustainability, scope Joint Venture feasibilities, and work with foreign currency.
- Strategic business acumen and interpersonal skills that enables leadership across the business and with external stakeholders both locally and overseas.
- Genuine ability to adapt to changing environments and respond to rapidly changing situations.



Louis Schoorl
Co-Founder

- Multi award-winning songwriter and producer.
- In Australia he has worked with artists such as Guy Sebastian, Jessica Mauboy, Daniel Johns, 5 Seconds of Summer, The Veronicas, Delta Goodrem and many more.
- In Los Angeles Louis has been writing with/producing for Kesha, Demi Lovato, Dua Lipa, Julia Michaels, Jason Derulo and Andy Grammer.
- Louis is signed to Disney Publishing out of the U.S.
- Louis was the Breakthrough Songwriter of the Year Award winner for APRA AMCOS in 2014.



Dick Huey
Head of Partnerships

- Over 20 years experience in Music Business.
- Founder of Toolshed, a digital strategy, marketing and music rights licensing service for consumer brands, media, tech, sports and entertainment companies, based in New York City since 2001.
- A strategic consultant to major consumer brands with extensive digital music services skills in the areas of digital strategy, rights acquisition and usage issues.
- Extensive relationships across major and independent record labels and digital service providers.



Phil Morgan
CIO

- Music, ecommerce, data and technology strategy expert.
- Over 15 years of detailed experience across online business, from management to data, analysis and development.
- Career highlights include over 7 years in online at Woolworths Limited, and 4 years consulting on e-commerce and technology for Playhouse Digital.
- Phil has worked with brands big and small, covering everything from business strategy and forecasting for new market entrants to systems architecture and logistical enhancements for established businesses.



Shelley Burger
General Counsel & Company Secretary

- Over 12 years of experience at a top-tier, Australian law firm working with a wide variety of clients including blue-chip, ASX listed organisations in the technology and financial services industry.
- Specialist in corporate and commercial advisory, corporate governance, private equity and mergers & acquisitions.
- Trusted advisor to executives with a proven track-record of strong stakeholder engagement and management across advised organisations.
- Shelley holds a Bachelor of Laws and Bachelor in Design Computing and is admitted in the High Court of Australia, the Federal Court of Australia and Supreme Court of New South Wales

The Board



Brett Cottle

Chairperson & Non Executive Director

- Former CEO of APRA AMCOS for 27 years
- Has attended over 190 board meetings with APRA AMCOS
- Ranked #27 in themusic.com.au 2016's Power 50
- Received Order of Australia in 2012
- Studied Law at The University of Sydney



Linda Jenkinson

Non Executive Director

- First New Zealand woman to list on the United States NASDAQ stock exchange
- Air New Zealand NED
- Sold her company John Paul for \$150mil in 2017
- 25 years entrepreneurial, general management and consulting experience
- Background in business services, financial services and insurance, high-tech, healthcare, and transportation and logistics
- Expertise in general management, strategy, capital raising, mergers and acquisitions, strategic sourcing, operations, outsourcing, turnarounds, finance, entrepreneurialism and change management
- Founded two multi-million companies including an IPO of a \$230 million international transportation services company with 6,000 employees
- M.B.A., The Wharton School, B.B.S. Massey University
- Public and private board experience in Australia, New Zealand and the United States



Jacqui Louez Schoorl

Executive Director

- CEO, Executive Director and Co-Founder of Jaxsta
- 20+ years entertainment industry experience
- Founder of Women in Music Sydney - 1000+ followers
- Shortlisted for Executive of the Year in The Industry Observer Awards 2018
- Accomplished public speaker
- Graduate of the Australian Institute of Company Directors (GAICD)



Jorge Nigaglioni

Non Executive Director

- 24+ years of experience in accounting and finance roles in both public and private companies.
- Jorge has worked with start up companies and has been CFO for two publicly listed companies in the United States and Australia.
- As a Controller at Agilent Technologies, he was involved in turning around two divisions to profitability.
- In his last two years at PricewaterhouseCoopers he was involved in auditing and consulting for start up companies, where he has focused his expertise to launch early ventures to success.
- M.B.A., University of Wisconsin-Madison
- B.Sc. in Business Administration, Bryant University.
- Mr Nigaglioni is a graduate and member of the Australian Institute of Company Directors and also holds a Certificate in Governance Practice and Administration from Chartered Secretaries Australia.

Jaxsta Capital Structure

Share Capital	
Free Tradable Shares	143,732,950
Escrow	87,593,951
Ordinary Shares Total	231,326,901

Options & Warrants		
Options (\$Nil)	Expiry: 28/03/2026	990,000
Options (20c)	Expiry: 16/11/2023	20,000,000
Options (30c)	Expiry: 16/11/2023	1,000,000
Options (65.1c)	Expiry: 28/03/2025	601,923
Warrants (1c)	Will vest over different periods and have expiry dates up to 7 years	5,798,669



Trading under 'JXT'

Financing History of the Company

- Founded early 2015 as a private company
- First private investment (June 2015) - effective share price 5c
Raised **AU\$1.15M** in 2016 - effective share price 15c
- Jaxsta IPO raised **AU\$5.09M** in public listing capital raise (Dec 2018)
effective share price 20c
- Jaxsta placement raised **AU\$3.3M** - effective share price 25c
- Total funds raised since inception **AU\$14.8M**
- Approximate market capitalisation of **AU\$41M**



Testimonials

"After using Jaxsta for a few weeks during their beta period, I can honestly say **this website is a game changer for the music business!** Finally I can see the REAL credits for a record or song and know that this is verified information from the label and artist!"

— *Songwriter & Producer*

"For the first time, I can source songwriting, musicians, charts, producers, engineers, publishers, agents, promoters, managers and labels for artists in one place which, to be frank, **will save me hours of research.**"

— *Managing Director, Label*

"**Jaxsta Pro empowers** you by providing information that, until now, has only been partially accessible through time consuming research, data collection and networking."

— *Label & Marketing Manager*

"Jaxsta is about to resolve **a problem that has dogged the recording music industry since the dawn of digital distribution.**"

— *CEO, Association*

"Until now we have had to rely on Wikipedia to find information out about potential collaborators. Searching for management, record label, publishing personnel etc. has always been very hit and miss and is a consistently frustrating experience. The fact that Jaxsta will have all of this information available to us on one platform is **incredible news for our industry.**"

— *Director, Publisher*

"As a music marketing professional, I find I can quickly access the facts I need for pitch decks and one-sheets. Jaxsta is a well organized resource that is **sure to be a HUGE time saver!**"

— *Brand Strategist*

"Most music fans are interested in the relationships between different artists, which musicians played in which bands, album liner notes and so on. If Jaxsta can help DSPs add that sort of functionality to their services, I think it will result in **increased stream and download revenues for everyone involved.**"

— *Owner, Label*

"Currently, we have to spend hours trying to compile the information required by immigration in order to obtain visas for our clients. With Jaxsta, **this information is all in one place, searchable and more importantly verified.**"

— *Owner & Managing Attorney*

"I am confident that **music professionals will NOT be able to live without Jaxsta** - once we have tasted it, explored it, played with it - similar to our Spotify or iTunes subscriptions. **Jaxsta will become as important to us as our banking apps, our Uber app.**"

— *SVP Membership, PRO*

"From the first time it was described to me, I've been excited about the potential of Jaxsta. Having a giant, searchable database of all the talent that goes into making music is exciting from both a fan's and a professional's perspective. **This is a great new income stream for the music industry in a time when those are very welcome.**"

— *Head of Operations, Distribution Company*

"A service like **Jaxsta has long been needed within the music industry.** The time saved hunting creatives down is well worth the cost of Jaxsta on an annual basis."

— *Artist Manager / A&R*

"As a photographer and creative director, I can see it as **a wonderful way to connect directly with musicians, management and PR agents for potential collaboration and commission opportunities.**"

— *Photographer (Editorial, Commercial, Documentary)*

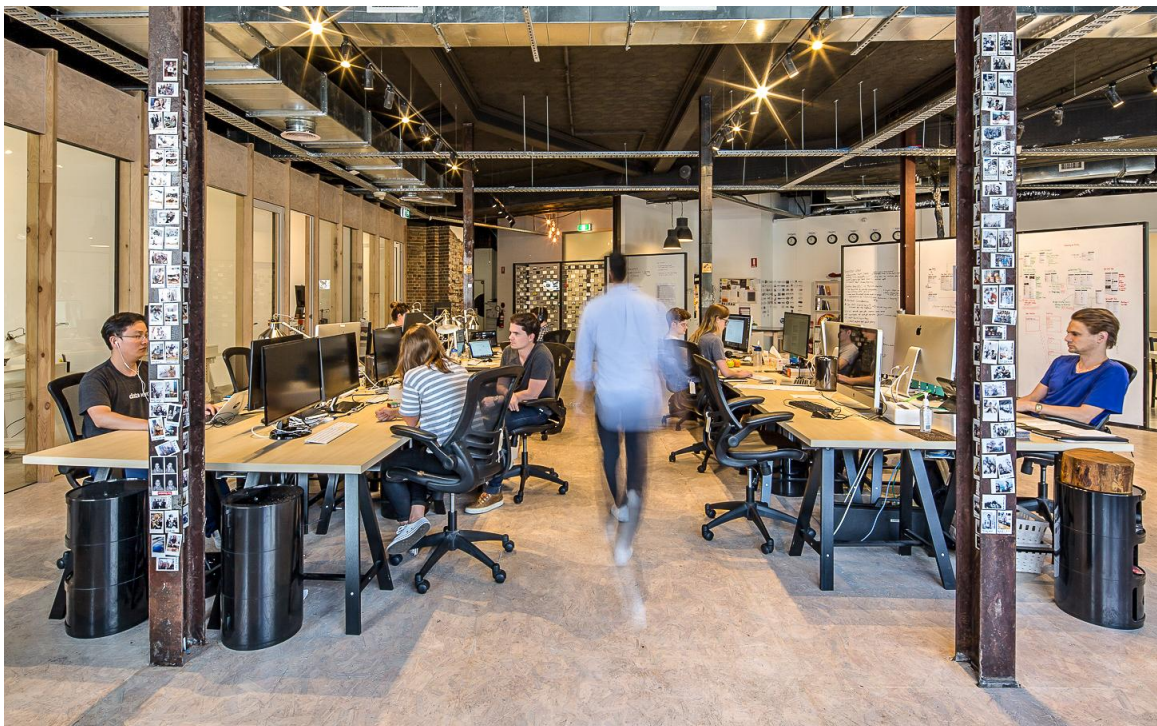
"**Jaxsta will provide fans** (and potential industry business partners) **the most accurate and rich information available for every artist and for every song.** To me, that sounds like **one of the most valuable and exciting developments to come to music in years.**"

— *General Manager, Association*

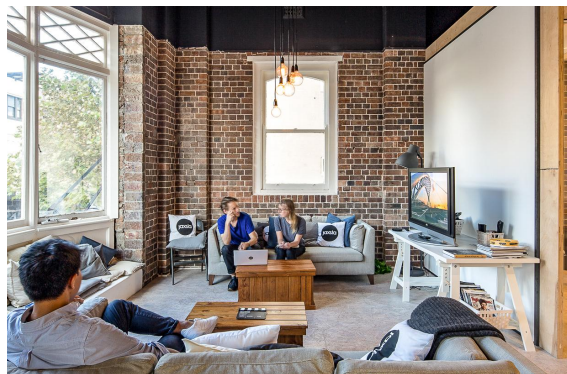
"The Music Industry will benefit enormously from this product."

— *General Manager / CFO*

Jaxsta Sydney Head Office



Artwork credit: Bo-Ke Photography



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