



Jaxsta Pro Beta Launch Plans

Investor Presentation

24 September 2019

Presented by:

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Presentation Overview

- Achievements and Upcoming Milestones
- What to expect in the lead up to Jaxsta Pro Beta
- Overview of Marketing/Sales strategy
- Jaxsta Pro Beta Live Demo (Phil Morgan, CIO)
- Q&A



Achievements & Upcoming Milestones

Achievements

- **Jaxsta Beta launched** - positioned as the world's first publicly-facing database of official music credits
- **31 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 Beta launch - first revenues expected with launch of B2B subscription platform
- **CY2020** - Additional data licensing agreements
- **CY2020** - Jaxsta API launch

¹As 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

Meet the Jaxsta Sales & Marketing Team/ Agency Partners

Jaxsta Sales & Marketing

Beau Adams

Head of Sales

Diana Cordeiro

Head of Marketing

Rod Yates

Head of Original Content

Erica Price

Digital Marketing Specialist

Michael Holmes

Customer Service Manager

PR Teams

Music Industry Specific

ScoopMarketing

North America and UK PR

Clients include:

- Dr. Dre
- Guns N' Roses
- John Mayer
- KISS

Valerie MacIver PR

Australia PR

Clients include:

- Keith Urban
- Kobalt Music Group
- Live Nation

Investor Relations

WEBUCHAN

Australia Investor Relations & ASX Enquiries

Clients include:

- Alciodion
- Volpara Health Technologies
- Adobe

Social Media

THE SYNDICATE
ENTERTAINMENT MARKETING AGENCY

Clients include:



Creative Agency

3BONDI

Clients include:



Target Audience for Jaxsta Pro Beta

Target Audience

- Music Industry Professionals
- Music Creators
- Music Students
- TV, Film & Advertising Professionals

Regions

- U.S.
- UK
- Australia
- Worldwide (via Jaxsta's global chart alerts)

Market Size

- Practical → 250k- 500k
- Addressable → 1.5m
- Total → 3.9m¹

**The creative industries employ
3.9 million people globally***

*2015 EY Cultural Times

Artwork credit: Frankie Cordoba

Jaxsta Pro Beta Launch Plans - Investor Presentation

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Jaxsta Universe



Key Music Membership Associations & Partners



- Jaxsta is currently working closely with multiple Music Industry Associations and key Music Industry Partners.
- For Jaxsta this establishes a network of over **8K staff** and over **3M members** to target with Jaxsta Pro Beta.

Jaxsta Data Partners

In Alphabetical Order:



31 Data Partners represent
100,000's of labels

Jaxsta's 31 data licensing agreements represents approximately 90 percent of the global recorded music industry ¹

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

IMDb is the 'go to database' in the Film & TV Industry.

Jaxsta is the 'go to official database' in the Music Industry.

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



LinkedIn

590 million members ¹

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 users ²

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 Pro Beta: Pre & Launch Strategies

Jaxsta Pro Beta : Pre & Launch

Objectives

- Develop global audience
- Build awareness for Jaxsta Pro Beta
- Acquire Jaxsta Pro Beta members
- Drive website users at launch and ongoing engagement

Strategy

- Google Ads
- Driving sales with Data Partners, Music Associations and key Distributors
- Jaxsta Pro Beta enterprise leads
- Music events, conferences and panels (e.g. Jaxsta Lounges)
- PR strategy
- Social media marketing (Organic & Paid)
- SEO and website
- Email acquisition and conversion campaigns
- Jaxsta content (e.g. Humans of Music blog and Social posts)

*Please note: some strategy initiatives have already commenced as we're in Pre-Launch phase

Artwork credit: Nicholas Green

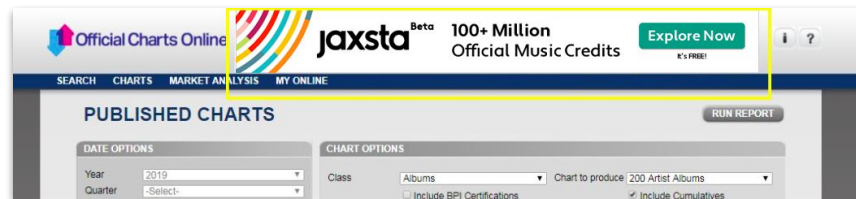
Music Associations - Working with our Partners

Objectives

- Introduce Music Associations and their members to Jaxsta Pro Beta
- Acquire high value (music industry professionals) leads through our music associations networks

Strategy

- Continue to focus on strengthening music association relationships via:
 - PR stories
 - Newsletter features
 - Social media shares and mentions
- Targeted paid opportunities to ensure strong coverage for Jaxsta Pro Beta launch (e.g. ad placements, newsletters, activations and events)



Jaxsta ad running on The Official Charts Online Dashboard




Example A/B Test

Music Associations - Working with our Partners

The Music Network
30 Jul 2019 03:30 PM

Jaxsta has already been dubbed the IMDB of the music industry, for good reason.



Songwriter data now available on Jaxsta following APRA AMCOS deal

APRA AMCOS is the latest data deal struck by Jaxsta.

AIM UK @AIM_UK
10 Jul 2019 07:49 PM

Great to see that Friend of AIM @JaxstaMusic have entered into a new commercial data access agreement with @merlinnetwork, which will help to ensure independent music is properly credited around the world.

[See More](#)



Reply Retweet Liked 4

AZIM
10 hrs ·

"Australia-based technology company Jaxsta has entered into a commercial data access agreement with global digital rights agency Merlin."




MUSICBUSINESSWORLDWIDE.COM
Merlin links data partner deal with music credit resource Jaxsta - Music Business Worldwide

[Jaxsta](#), Angela Abbott Middlekauff, Australian Independent Record Labels Association and 10 others

Buzz Music
21 Aug 2019 02:35 PM

Credit goes to music creators with **APRA AMCOS** and **Jaxsta** data partnership.



Credit goes to music creators with APRA AMCOS and Jaxsta data partnership


Credit goes to music creators with APRA AMCOS and Jaxsta data partnership

Unlike Comment 1

MUSIC BUSINESS ASSOCIATION
Sign In | Join | Mailing List |

NEWS


MUSIC BIZ MEMBER JAXSTA LAUNCHES MUSIC CREDITS DATABASE IN BETA PHASE, SIGNS NEW AGREEMENT WITH MERLIN



Congratulations to Music Biz member Jaxsta, who recently launched its groundbreaking online database of official music credits in the beta phase! Founded in 2012 by Jacques Louwe Schoorl and Louis Schoorl, Jaxsta sources its credits directly from its official data partners, which include record labels such as Warner, Universal, Sony and myriad independent organizations such as the Recording Industry Association of America (RIAA) and The Recording Academy (GRAMMY Awards), and most recently, global digital rights agency Merlin. Combined, these partners give Jaxsta access to the credits of more than 90 percent of global music releases.

Sounds Australia
1 Jul 2019 07:10 PM

Nice one Jaxsta for shining the light on this wonderful human of ours. Read Glennie G's story on Jaxsta now: <http://bit.ly/3014K4>



Unlike Comment 57 2

PR Strategy

Key Media Target Reached



Est. Audience: 1,694,858



Est. Audience: 8,982



Est. Audience: n/a



Est. Audience: 66,388



Est. Audience: 18,745



Est. Audience: 5,266



Est. Audience: 2,151,767



Est. Audience: 15,620



DIGITAL MUSIC NEWS

Est. Audience: 105,440

Future Media Targets



The New York Times

RollingStone

Bloomberg

THE WALL STREET JOURNAL



Pitchfork

Music Technology Policy

Social Marketing

Objective

- Acquire leads through our social media channels
- Awareness for Jaxsta Pro Beta across global markets

Strategy

- Jaxsta social channels include Facebook, Instagram, Twitter and LinkedIn
- Increase Twitter presence with focus U.S. engagement
- Engage with our global markets during important holidays and event milestones (e.g. topical and music related events, festivals and conferences)
- Create an online community that trusts, values and promotes Jaxsta, Jaxsta Pro Beta and our achievements





Marketing Strategy Summary

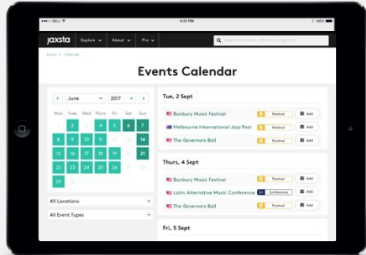
Jaxsta Pro Beta: Pre & Launch - Marketing Campaign

- Leverage Data Partner relationships
- Jaxsta Pro Beta enterprise leads and bulk memberships
- SEO (B2B & B2C)
- Google Ads (B2B & B2C)
- Socials - organic & paid (B2B & B2C)
- Brand Ambassadors & Influencer outreach (B2B & B2C)
- Video content (B2B)
- Content strategy (B2B)
- Global PR strategy (B2B)
- Direct Marketing (B2B)
- Website updates (B2B & B2C)
- Email marketing (B2B & B2C)
- Website banners (B2B)
- Surveys for member feedback (B2B)
- Music Partnership Marketing

Never miss an event

Know where to go to connect, be educated and celebrate music globally. Update and plan your calendar with ease directly from Jaxsta Pro.

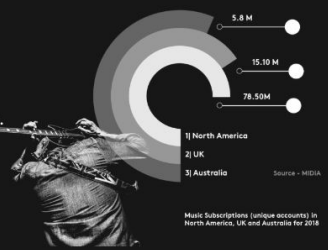
Get Jaxsta Pro



Enrich your knowledge

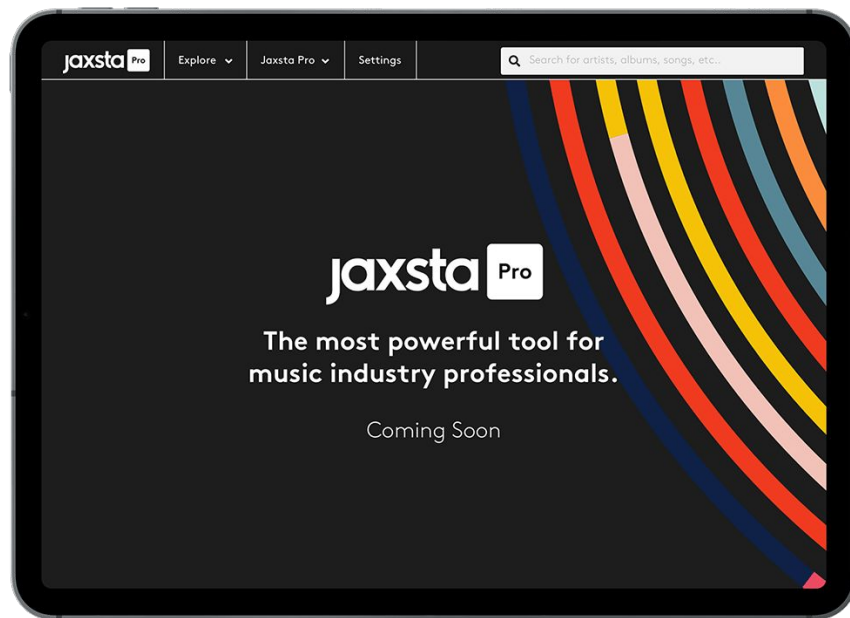
Gain even deeper access to our complete data set. Access rich market insights, approved industry contacts and important industry identifiers that track your work, all in one place.

Get Jaxsta Pro



Jaxsta Pro Beta: Post Launch - Marketing Touchpoints

- 360 marketing review ahead of launching marketing campaign
- Music conference attendances and activations
- Dial up dynamic digital content and display ads
- Review and evolve content strategy e.g. new videos, blog, social content
- Engage new Ambassadors & Influencers
- Activate new partnership marketing opportunities
- New PR angles (e.g. new features & functionality of Jaxsta Pro Beta, new partnerships, Jaxsta Executive Team)
- Targeted emails for specific segments (e.g. students, songwriters, engineers)
- Consider campaigns in new target markets (e.g. Europe)



Thank you!

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