



ASX ANNOUNCEMENT

Jaxsta launches Jaxsta Pro (beta version)

Sydney, Australia, 22 November 2019: Music technology company Jaxsta (**ASX:JXT**) (**'Jaxsta'** or **'the Company'**), today announced the launch of Jaxsta Pro (beta version), its paid business-to-business subscription-based service targeting music industry professionals.

Jaxsta's CEO and Co-Founder, Jacqui Louez Schoorl, said that the launch was a significant commercial milestone as the beta version of Jaxsta Pro is expected to generate the first revenues for the Company from early adopters this year. More significant revenues are expected to be generated in H1 2020 from wider adoption as market awareness of the product increases in line with the marketing and publicity campaigns also launched today.

Expanding the freely accessible, immersive music experience offered on [Jaxsta.com](https://jaxsta.com), the launch of Jaxsta Pro^{Beta} offers paying users access to premium features including:

- Profile management – users can claim their own profile (or profiles of artists they represent) and customise it via images, biographies, social links and contact details;
- Global music charts and alerts – users can create custom email alerts for any company, contributor, performer or song on international music charts;
- Market insights – users can access information on the most important music markets, such as population, digital indicators for streaming services and industry associations; and
- Calendar of events – access to a calendar highlighting key music events, industry conferences, festivals and award ceremonies from across the globe.

"The launch of Jaxsta Pro^{Beta} is a significant achievement for the Company and represents the delivery of our first revenue-generating product to market. We are immensely proud to have surpassed this milestone in less than a year since relisting," said Ms Louez Schoorl.

"The initial suite of features in the beta version of Jaxsta Pro are specifically designed to deliver the ultimate user experience and the best value for our target audience of music industry professionals. We believe these tools will be of great benefit to creatives worldwide, whether they be a music producer, record label or artist manager."

The Company will build on and refine the initial suite of features available in Jaxsta Pro^{Beta} by continuing to collect and assess user and market feedback. One of the first features Jaxsta expects to add to the current suite is 'Musical Works'. This feature will provide simplified access for music licensees to locate syndication deal contacts (e.g., a creative agency

searching for the rights to use a music track in an advertisement) and is currently scheduled for activation in CY 2020.

To support the launch of Jaxsta Pro^{Beta}, the Company is actively seeking to grow and acquire paid users via a range of marketing and publicity activities, as outlined in the presentation lodged on the ASX platform on 24 September 2019.

Jaxsta is currently offering 30-day complimentary trial memberships for Jaxsta Pro^{Beta} to drive initial user adoption and offer every person connected with the music industry an equal opportunity to claim their profile and populate it.

Additional details on Jaxsta Pro^{Beta} can be found on Jaxsta.com/Jaxsta-pro.

-ENDS-

ABOUT JAXSTA:

Jaxsta (**ASX: JXT**) is a music technology company with an online platform holding global official music data. Through direct industry partnerships, the Company credits the 'who, what, when and where' of music.

The Company's core platform, Jaxsta.com, is now live. Jaxsta Pro^{Beta}, the Company's B2B subscription-based service, commenced soft launch in October 2019 and includes features only available to paid users.

AUTHORISATION & ADDITIONAL INFORMATION:

This announcement was authorised by the Board of Directors of Jaxsta Limited

www.jaxsta.com

Level 1, 113-115 Oxford Street
Darlinghurst 2010 NSW Australia

JAXSTA INVESTOR RELATIONS:

Arthur Chan

WE Communications

E: jaxstainvestors@jaxsta.com

P: +61 2 9237 2805