Jaxsta

Jaxsta AGM Presentation (ASX:JXT)

25 November 2019

Presented by

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CEO and Co-Founder

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Not for release to US wire services or distribution in the United States

Corporate Snapshot

Capital Structure

01	ASX: JXT
02	Share price: \$0.27 ¹
03	Shares on issue: 231,771,901 ²
04	Options: 28,146,923 ³
05	Warrants: 6,098,669 ⁴
06	Market cap @ \$0.27: \$64.2m

- 1. As at 21 November 2019
- 2. Including 86,760,617 shares escrowed until 28 December 2020
- 3. Constituted by performance options issued to senior employees and directors
- 4. Including 5,798,669 warrants issued to our major Data Partners

Board and Senior Management



Brett Cottle Chairperson & Non Executive Director



Jacqui Louez Schoorl
Executive Director



Linda Jenkinson Non Executive Director



Jorge NigaglioniNon Executive Director



Renee Bryant CFO



Phil Morgan CIO



Shelley Burger
General Counsel &
Company Secretary

Achievements to Date & Upcoming Milestones

Achievements to Date

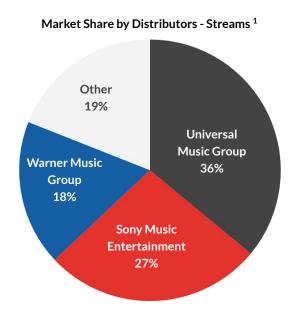
- Jaxsta.com beta launch positioned as the world's first publicly-facing database of official music credits
- **Jaxta Pro beta launch** First revenue generating product to market (B2B subscription platform)¹
- 31 data licensing agreements signed represents ~90 percent of the global recorded music industry ²
- **Data Partners** include: Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners
- GRAMMY's Behind The Record promotion

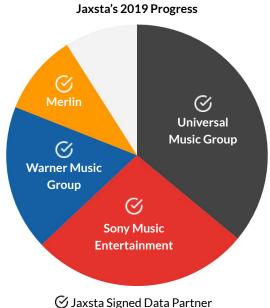
Upcoming Milestones in CY2020

- Jaxta Pro beta revenue first significant revenues expected from B2B subscription platform in H1 2020
- Additional data licensing agreements Further increase representation of music data on the platform
- Jaxsta API launch New revenue opportunities expected
- Advertising on Jaxsta.com Revenue opportunities to capitalise on traffic to platform

 Jaxsta expects its first revenues from Jaxsta Pro to be received 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 launched on 22 November 2019.
 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

Jaxsta 2019 progress





Jaxsta now has 31 licensing agreements, covering approximately 90 percent of the popular recorded music industry.²

¹BuzzAngle 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.

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
- First revenue generating product to market
 Recent full release launch of beta version of Jaxsta Pro
 (B2B subscription) targeting music industry professionals
- 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
 31 data licensing agreements which represent
 90 percent of the global recorded music industry

1. This figure is based on an addressable market of approximately 1.4m users across a range of user specific license types and price points. This is based on creative industries employing 3.9m individuals globally (according to EY Cultural Times 2015 - EY)
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

Jaxsta 2019 AGM Presentation (ASX-JXT)

Thank You

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

Jaxsta

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