



## ASX LIMITED

# First commercial deal with APRA AMCOS for Jaxsta Pro

### Highlights

- *First revenue generating commercial deal for Jaxsta Pro*
- *Provides Jaxsta with education and marketing exposure to just over 100,000 APRA AMCOS members*
- *Offers APRA AMCOS members a Jaxsta Pro subscription at a discount for the first year*
- *Allows APRA AMCOS members to enhance their careers and revenue streams through their Jaxsta Pro annual subscriptions*
- *Signifies the value of this established partnership and further verifies Jaxsta as the world's official data source for music credits*

**Sydney, Australia, 16 January 2020:** Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest publicly available database of official music credits, has signed its first commercial subscription deal with a performing rights organisation, APRA AMCOS. Under the deal, APRA AMCOS purchased 270 subscriptions to Jaxsta Pro outright for staff and ambassadors for 2020 (A\$25,000 excluding GST). In addition, the parties have committed to work together in order to reach just over 100,000 APRA AMCOS members with a coordinated education campaign and a reduced-price subscription offer for CY2020.

APRA AMCOS (Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society) is Australia's oldest copyright collection agency to over 100,000 songwriters, composers and music publishers. It licenses organisations to play, perform, copy, record or make available members' music, and distributes royalties to its members.

It is expected that this milestone deal will have significant additional benefits for Jaxsta as:

- it is the first commercial subscription deal for Jaxsta, signifying the start of a push to partner with similar organisations for enterprise subscription deals, member education campaigns and member sign-up deals; and
- APRA AMCOS is providing Jaxsta with communication access to its members that would not otherwise be available to Jaxsta.



Jaxsta CEO and Co-Founder, Jacqui Louez School, said, “Partnering with APRA AMCOS is a clear strategic push to commercialise the Jaxsta Pro product and work with organisations to offer large subscription-based deals to their members. Their members can fully harness the capability of Jaxsta Pro as a collaboration, career networking and revenue development tool.”

APRA AMCOS Chief Executive, Dean Ormston, said, “Jaxsta will help empower songwriters and composers to present their work and achievements accurately and with credibility to the music industry and broader public, worldwide. The service’s emphasis on giving credit where credit is due is one that resonates with our members, who often work behind-the-scenes. Jaxsta will serve as a networking tool and connection point to new professional opportunities across the industry.”

**-Ends-**



## About Jaxsta

Jaxsta is the music industry's global music technology company using data to solve an industry-wide need for official data. Digital music has seen an end to the printed "jacket" that once came with a physical CD or LP – where music enthusiasts and professionals would look to discover the names of those responsible for the music they love. The go-to authoritative source of music information, Jaxsta is collecting music metadata from major and independent record labels, publishers, royalty agencies and industry associations across the globe. The data is de-duplicated, cross-referenced, deep-linked and then made available online within a multi-functional, ever-evolving platform.

The Company's core platform, Jaxsta.com, is live and its B2B subscription-based service, Jaxsta Pro<sup>Beta</sup>, launched in November 2019. Jaxsta Pro<sup>Beta</sup> includes features only available to paid users. The Company's head office is in Sydney, with representatives in New York, London and Los Angeles.

## About APRA AMCOS (Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society)

APRA AMCOS has more than 100,000 members who are songwriters, composers and music publishers. The organization grants licences to businesses to play, perform, copy or record its members' music, and distributes royalties to members and affiliated societies worldwide. As a world-leading organization invested in the future of music, APRA AMCOS enables music creators and customers to maximize the value music brings to business and life. This is achieved through a simple and effective licensing framework, and by providing holistic industry support – from education, to live music, creators' rights advocacy and recognition through a high-profile awards and events program.

### Authorisation & Additional Information:

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

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