



ASX RELEASE

Core Business Update and upcoming Investor Webcast

Sydney, Australia, 27 February 2020: Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company, ASX: JXT) will be holding an investor update via webinar at 10:00am (AEST) on Friday, 19 June 2020. The purpose of the call is to provide an update of the business as part of the Jaxsta Pro campaign and its near and medium term objectives.

Presentations materials are included with this announcement.

Details of Investor Webcast

- Jaxsta will hold an investor webcast at **10:00am, Friday, 19 June 2020**.
- To pre-register or join this webcast please follow this link:
https://zoom.us/webinar/register/WN_m9-D60E5T0ObEEVzkcB21g.
- To submit questions please provide them in writing via email to jaxstainvestors@jaxsta.com by 3pm (AEST) on Wednesday, 17 June 2020.

- Ends -

For further information please contact:

Authorisation & Additional Information:
This announcement was authorised by the Board of Directors of Jaxsta Limited

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

Jaxsta Investor Relations:
Jacqui Louez Schoorl
E: jaxstainvestors@jaxsta.com
P: +61 2 8097 1201

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^{Beta}, launched in November 2019. Jaxsta Pro^{Beta} includes features only available to paid users. The Company's head office is in Sydney, with representatives in New York, London and Los Angeles.

jaxsta

Core business update

June 2020



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Agenda

Part 1

Business Highlights

Part 2

Core Business Update to 2020

Part 2 - A

Jaxsta Pro Free Campaign Momentum & Ongoing Goals

Part 2 - B

Industry Support

Part 2 - C

Cost Structure Optimisation

Part 3

Next Steps

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1 Business Highlights

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Jaxsta's Freemium Strategy

Rapid scaling of logged-in users creates customer database for ongoing messaging & easier future conversion.

Leads to quicker and deeper industry adoption, advocacy and word of mouth.

Increased usage leads to improved SEO, organic growth and media pick up.

Allows time for users to fully understand the value of Jaxsta through ongoing usage.

Creates a large, accurate dataset of feature usage to help determine what can be monetised.

21,000+

Subscribers

52

Days Jaxsta Pro Freemium live

1,400+

Official Jaxsta Profile Claims

34%

Daily Return Visitors On Site

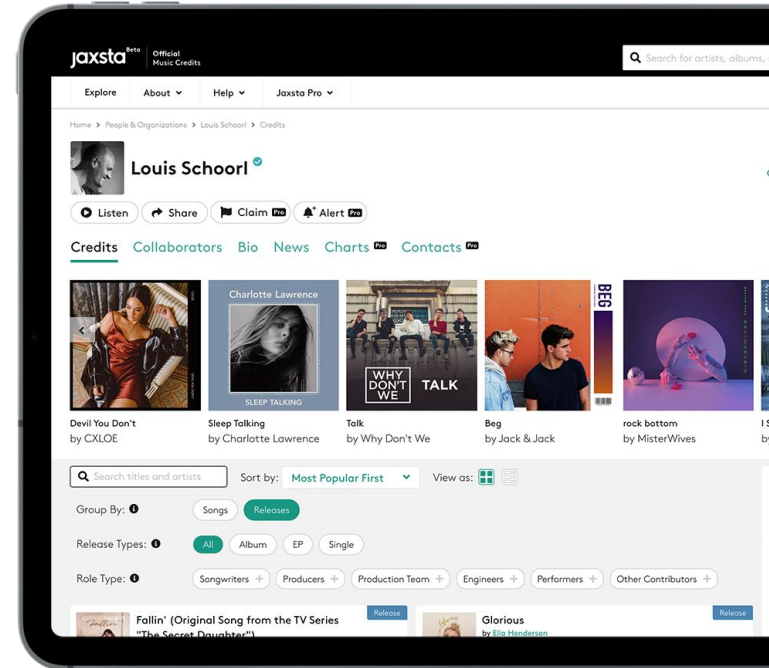
Freemium to scale



Existing scalable subscription based platforms:

- LinkedIn
- Facebook
- Apple & Spotify
- iMDB

All followed this Freemium model proving to be an optimal way of growing, educating and adapting users and the platform

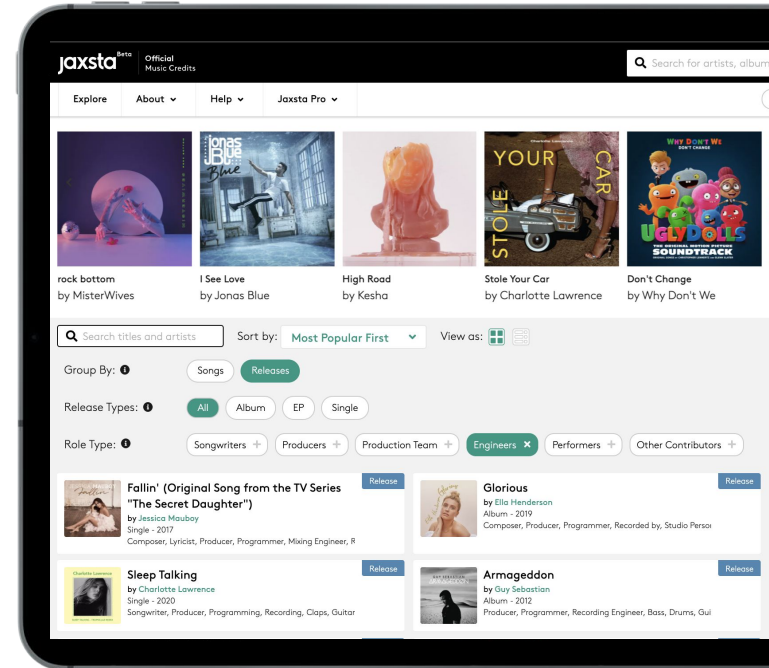


Listening to our users

Jaxsta interface redesign

Launched with Jaxsta Pro free:

- Based on long-term user feedback & detailed in-house research and development
- Unique way for end users to navigate credits by album *or* song - **an industry first**
- Offers in-page search
- Cost optimisation through platform optimisation

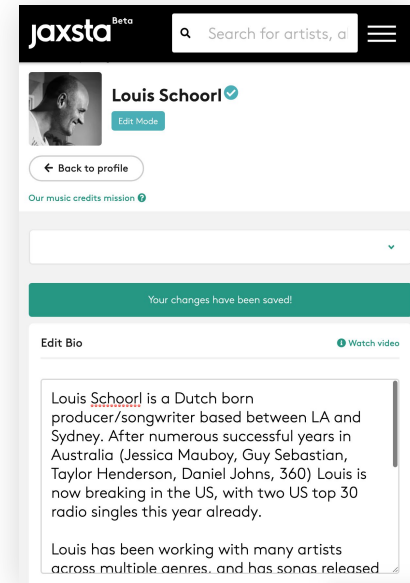
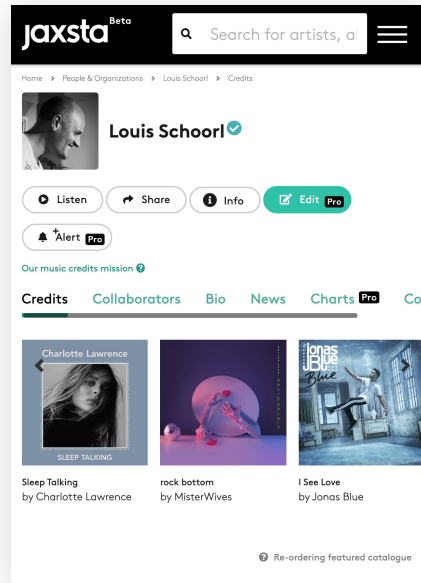
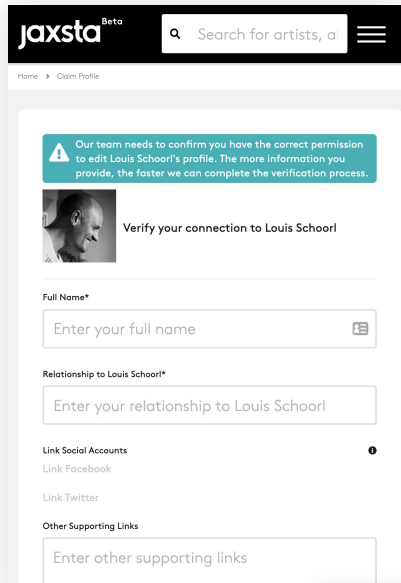


Jaxsta Profile Claims - Your official resume



We've taken the official credits from the music industry and pre-built profile pages for over 10 million contributors. A user can then 'claim' their profile - a process where we verify that they are who they say they are to add serious credibility to Jaxsta.

Users claiming profiles are our most engaged segment - a real focus on quality growth for Jaxsta as we expand.



00:09:02

Average Time on Site

18.55

Pages per session

Claimed Profile User Engagement

3.39

Sessions per month per user

46.3%

Users finding us organically or directly

Influential Profile Claims

Profile Claims from Industry Legends add significant credibility to Jaxsta

Like an Official tick on a Twitter profile, it shows that others are taking a lead in claiming their Jaxsta profile for others to follow.

Ahmir "Questlove" Thompson Our music credits mission

Listen Share Edit Alert

Credits Collaborators Bio News Awards Charts Contacts

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Rita Wilson Our music credits mission

Listen Share Claim Alert

Credits Collaborators Bio News Charts Contacts

--	--	--	--	--

Charlie Puth Our music credits mission

Listen Share Alert

Credits Collaborators News Awards Charts Contacts

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John Legend Our music credits mission

Listen Share Claim Alert

Credits Collaborators News Awards Charts Contacts

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High-Profile Social Sharing

jaxsta

Attracting superstars such as John Legend and Rita Wilson, with their many millions of social followers, raises the profile and credibility of Jaxsta.

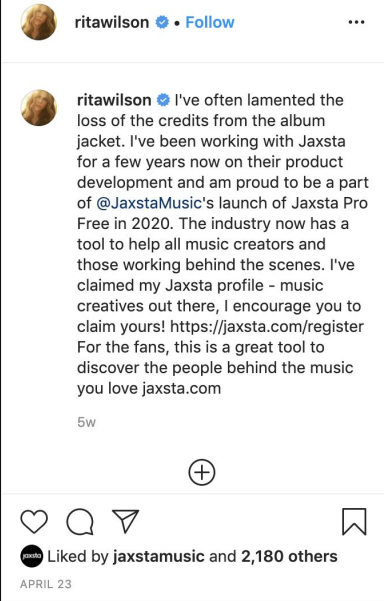
We work with their management companies to onboard them onto the platform, then promote their involvement through our 'Profile of the Week' initiative.

Thus expanding membership opportunities and future conversion to our paid B2B model.



The image shows a tablet displaying the Jaxsta Pro Beta interface. At the top, it says "jaxsta Pro Beta" and "Free in 2020". The main content is a profile for Rita Wilson, featuring her name, a profile picture, and a "Our music credits mission" link. Below this are navigation tabs for "Credits", "Collaborators", "Bio", "News", "Charts", and "Contacts". A grid of five album covers is displayed, each with a title and release year: "These Me a Party" (2019), "Even More Mine From '90 Big Fat Greek Wedding 2" (2016), "Bigger Picture" (2018), "Along for the Ride" (2016), and "Don't Let Me Be Lonely Tonight" (2014). At the bottom of the tablet screen, there is a search bar and sorting options.

Join Rita Wilson on Jaxsta Pro, for free



The image shows a social media post by Rita Wilson (@ritawilson). The post text reads: "I've often lamented the loss of the credits from the album jacket. I've been working with Jaxsta for a few years now on their product development and am proud to be a part of @JaxstaMusic's launch of Jaxsta Pro Free in 2020. The industry now has a tool to help all music creators and those working behind the scenes. I've claimed my Jaxsta profile - music creatives out there, I encourage you to claim yours! <https://jaxsta.com/register> For the fans, this is a great tool to discover the people behind the music you love jaxsta.com". The post has 5w (5 weeks) of engagement and is liked by jaxstamusic and 2,180 others. The date is APRIL 23.

Momentum = Claimed Profiles

jaxsta



Ramones ✓



Dolly Parton ✓



The Doors ✓



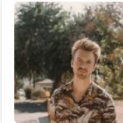
Billie Eilish ✓



Leon Russell ✓



Janis Joplin ✓



Finneas O'Connell ✓



Diplo ✓



Portugal. The Man ✓



The Roots ✓



Charlotte Gainsbourg ✓



Kenny G ✓



Major Lazer ✓

Momentum = Claimed Profiles

jaxsta



Jefferson Airplane ✓



Breakbot ✓



Cassius ✓



Tones and I ✓



Cerrone ✓



Dave Matthews Band ✓



The Black Sorrows ✓



Methyl Ethel ✓



Imogen Heap ✓



Dami Im ✓



Justice ✓



Raphael Saadiq ✓



PJ Harding ✓



London Grammar ✓

Key Industry Partner Support - Global Audience

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Partner
ARIA - Australian Recording Industry Association

Country

AUS

Support



A2IM - The American Association of Independent Music

USA



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

AUS



AIM - Association of Independent Music

UK



AIR - Australian Independent Record Labels Association

AUS



Incorporated Society of Musicians

UK



The Music Business Association

USA










2.5+

**MILLION
CAPTIVE
AUDIENCE
REACH**

**across their
channels**

Key Industry Partner Support - Global Audience



Partner	Country	Support
 The Music Producers Guild	UK	✓
 PPCA - Phonographic Performance Company of Australia	AUS	✓
 RIAA - The Recording Industry Association of America®	USA	✓
 AFM & SAG-AFTRA	USA	✓
 AFM & SAG-AFTRA Fund - Intellectual Property Rights Distribution Fund	USA	✓
 SoundExchange	USA	✓
 The Recording Academy	USA	✓

Key industry partners have pledged strong, ongoing support for Jaxsta and our initiatives to support the music industry via:

- Socials
- Newsletters
- LinkedIn
- Webinars
- Interviews
- Quotes
- Testimonials

115 mil+

Individual Official Credits

28 mil+

Individual Recordings

DATA IS TODAY'S CURRENCY

43 mil+

Individual Pages

100 k+

New Credits Ingested Daily

What does “Official” Mean?

- Our data is supplied directly by the custodians of the data - record labels, publishers, distributors and industry associations
- Our data is not crowd sourced
- Therefore our data can be trusted
- Our platform allows for collaboration with our partners - we’re always working together on the collective metadata mission

Official data = Jaxsta *‘the platform of choice’*

2. Core Business Update

- a. Jaxsta Pro Campaign Momentum & Ongoing Goals**
- b. Industry Support**
- c. Cost Structure Optimisation**

2a. Jaxsta Pro Free Campaign Momentum & Ongoing Goals

Strategy

Launch Jaxsta Pro Free by April 24

Drive subscription membership

Drive official profile claims

Increase general awareness

Achievement



Digital Marketing Execution



Key pillars

- Strong growth: successful pivot to subscriber acquisition
- Disciplined execution: Cost focus
- **Engaging with customer feedback:** driving content, strategy and business development from customer needs
- Refocussed Socials & digital media
- Refocussed digital media campaigns
- Engagement of external key creative services
- Launching editorial content to boost user engagement

Current Membership growth



21K+

creatives now
using Jaxsta Pro

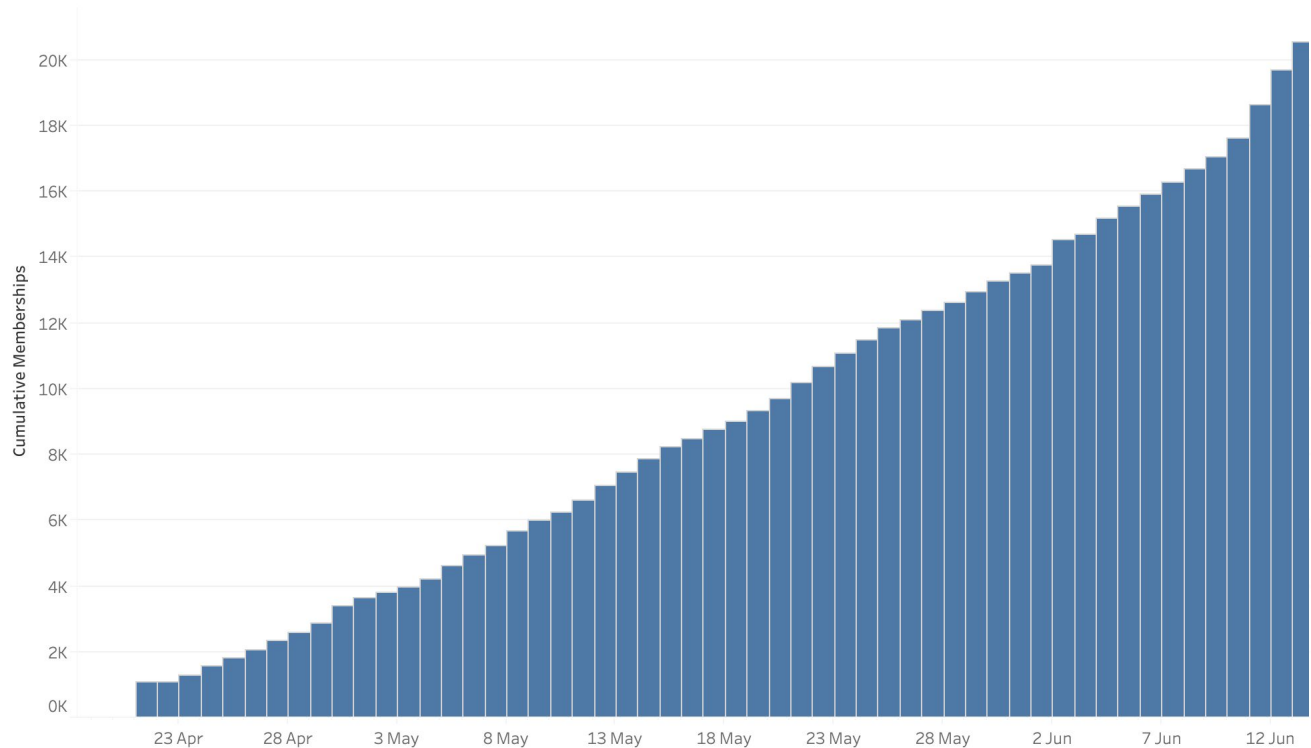
2,500+

new members added
weekly over the
campaign

4,600+

in the last week

Cumulative Memberships since Freemium Campaign Launch



LinkedIn Subscriber History

660M users worldwide as of 31 Dec 2018

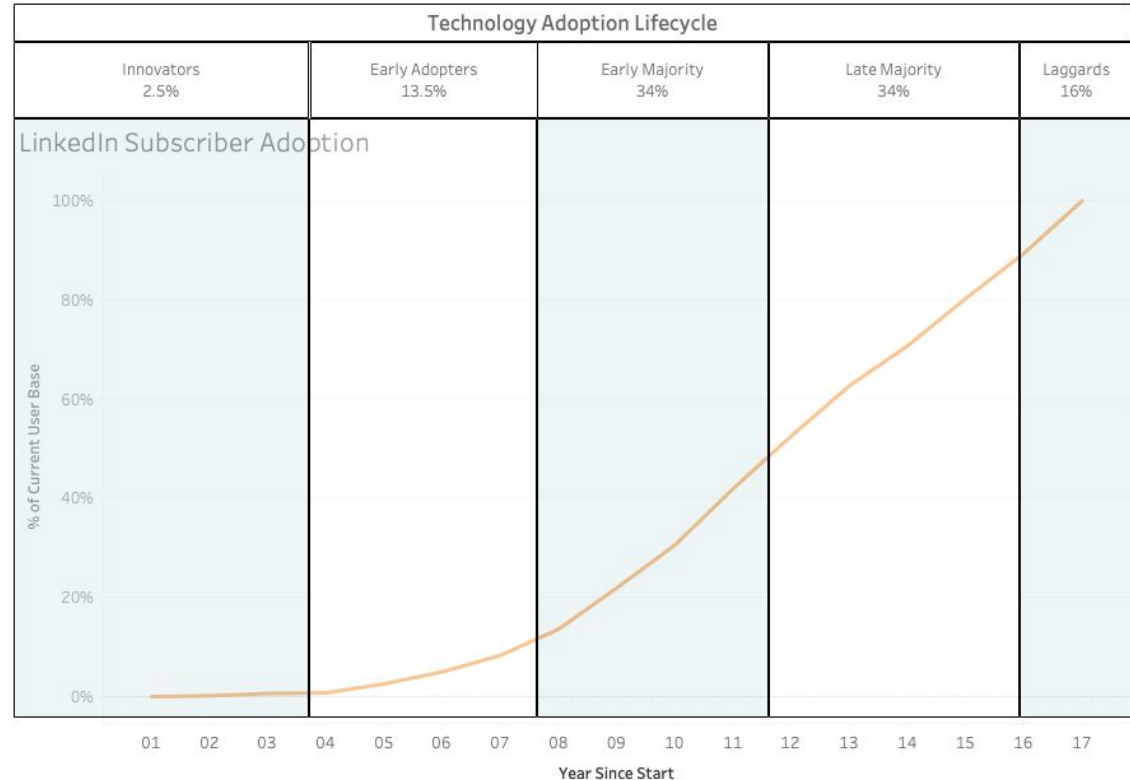
Started in 2003, reached profitability in 2006.

LinkedIn had a total of 4,500 subscribers at the end of its first month.

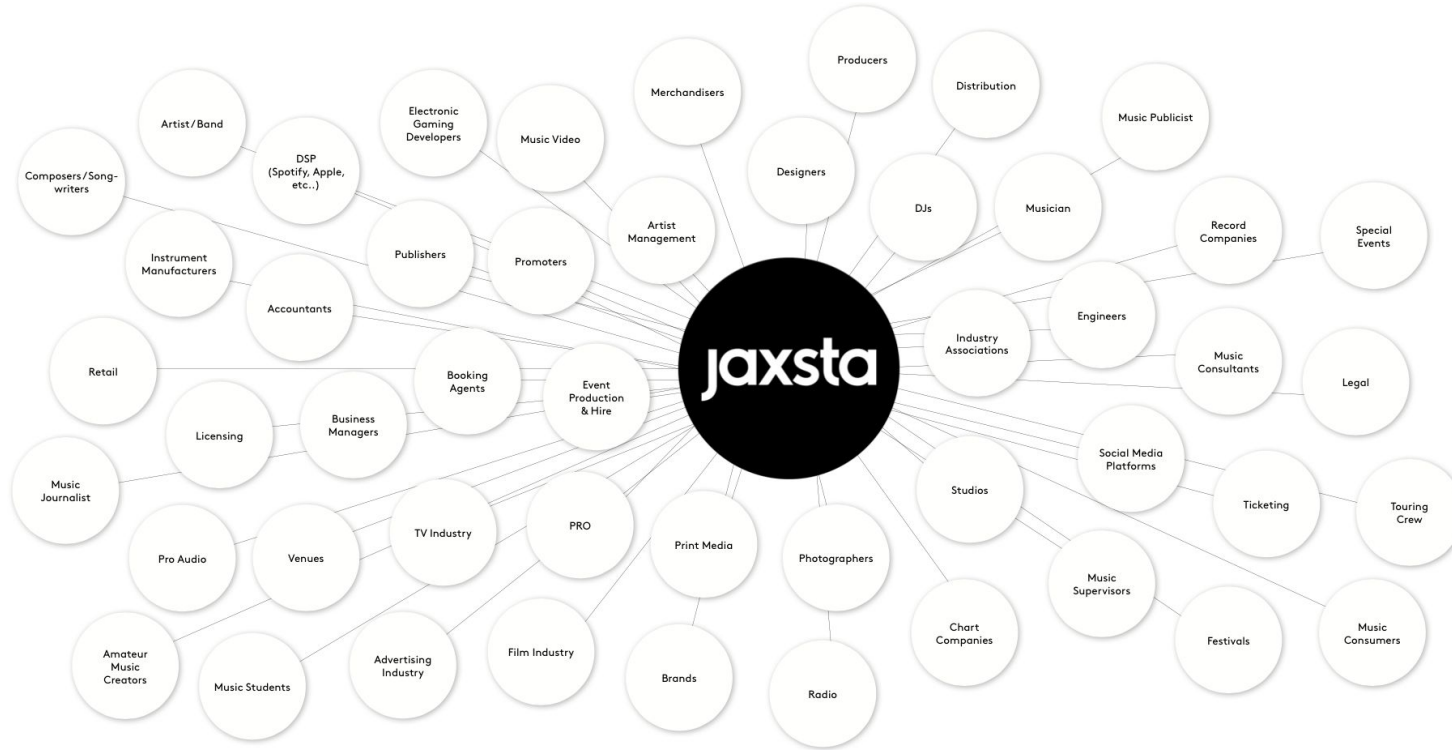
The revenue comes from three sources Talent Solutions (65%), subscriptions (17%) and Marketing Solutions (18%).

Active membership estimates are between 25-40%. Users spend 10:20 minutes a day looking at 8.5 pages.

Source: <https://thelinkedinman.com/history-linkedin/>
<https://www.businessofapps.com/data/linkedin-statistics/>



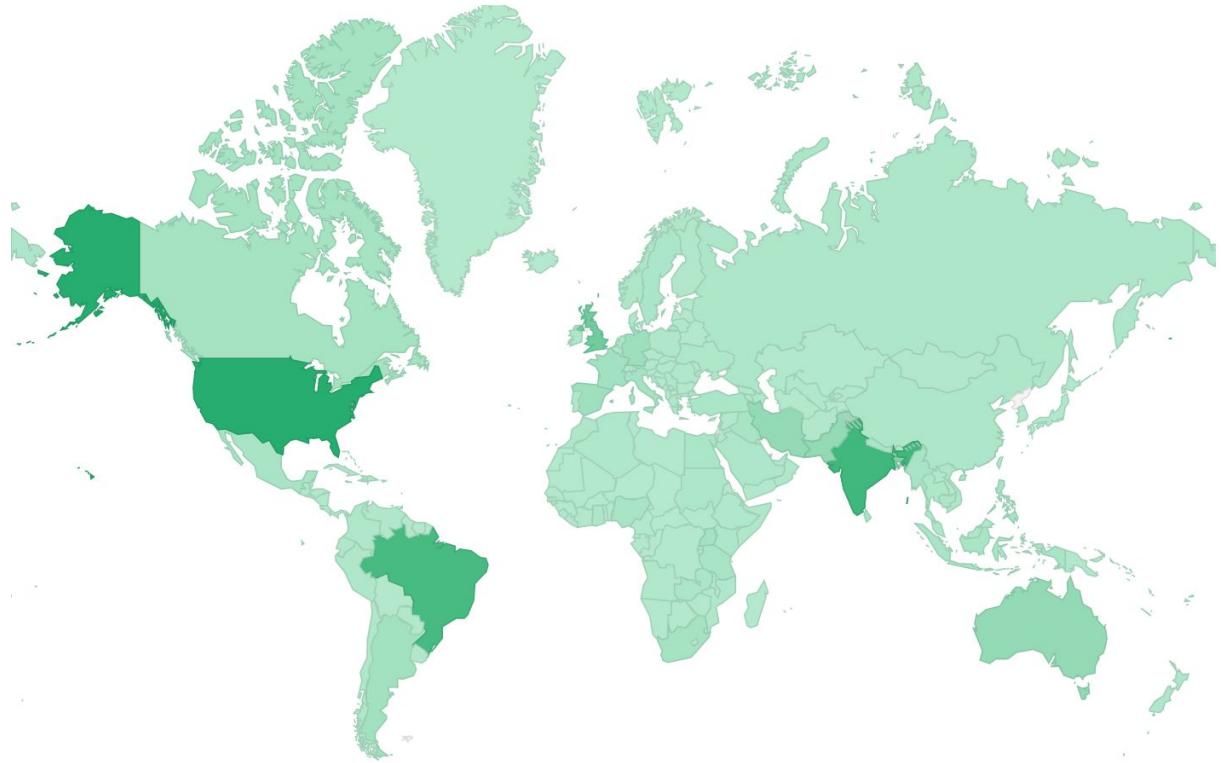
Who needs Jaxsta Pro? Total Addressable Market:



Global Footprint - Visitors

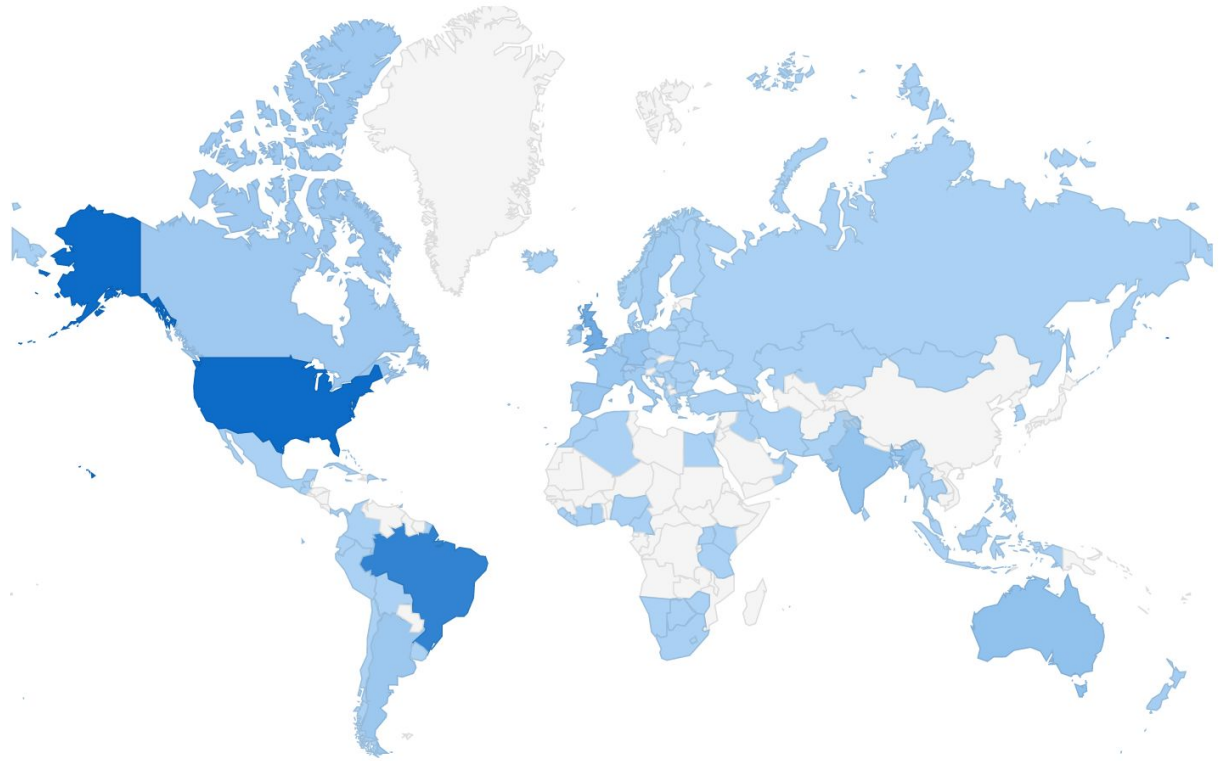
**Traffic from
231 countries
in 2020**

Source: Google Analytics



Global Footprint - Members

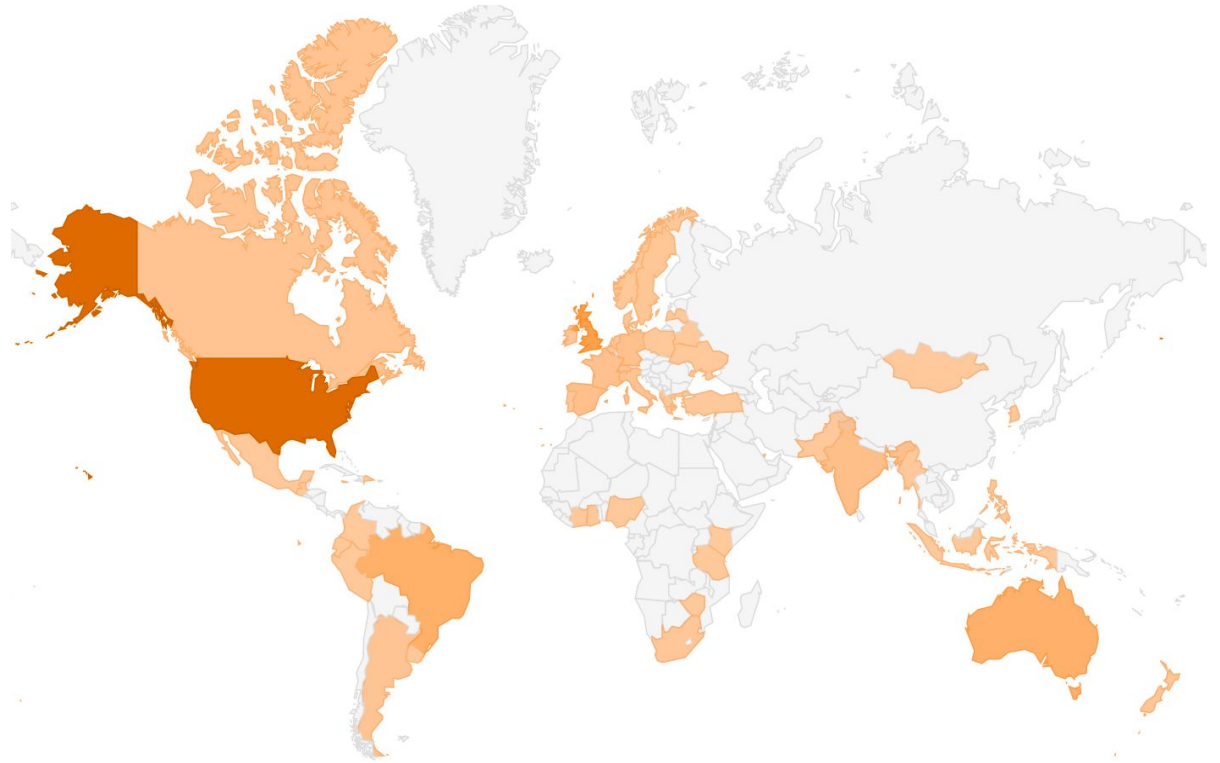
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Source: Google Analytics

Global Footprint - Claimed Profiles

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Source: Google Analytics

2b. Industry Support = Momentum

Strategy

Billboard Editorial Exclusive

Variety Editorial Exclusive

Industry collective support

Newsletter inclusion and ongoing publicity

Social Post across platforms

Continued platform Demos: Labels, Member organisations, Artist Management

Weekly product demonstrations and Webinars

Key Tastemaker Support

Achievement



FREE Industry Media for Jaxsta Pro

\$181K Est value of FREE PR

18.6 million est audience

Over 25 international articles

[Billboard](#)

[Variety](#)

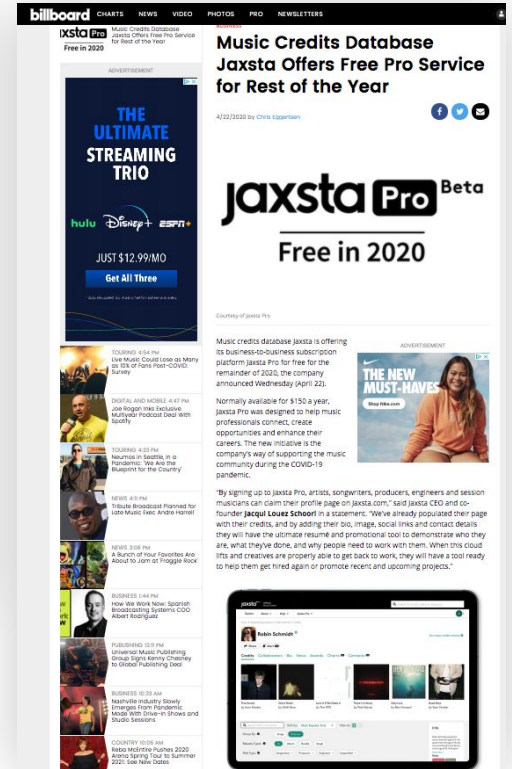
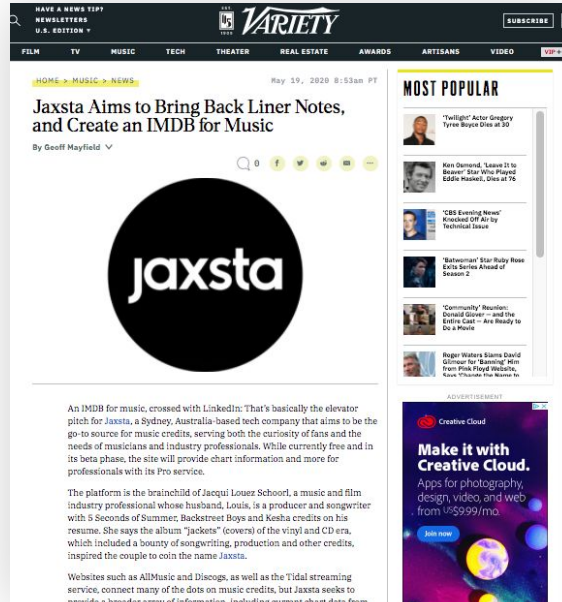
[Music Ally](#)

[Amplify](#)

[The Industry Observer](#)

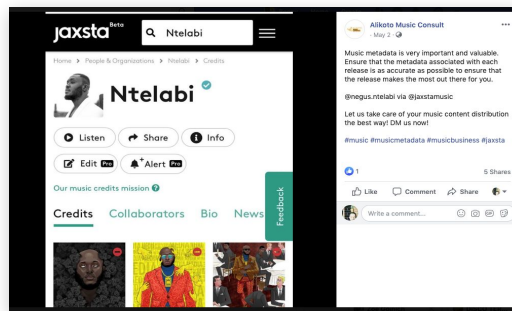
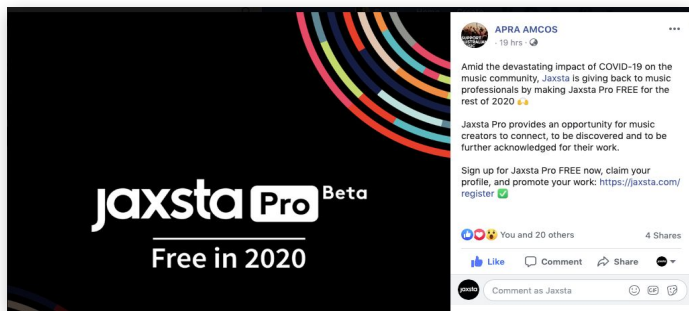
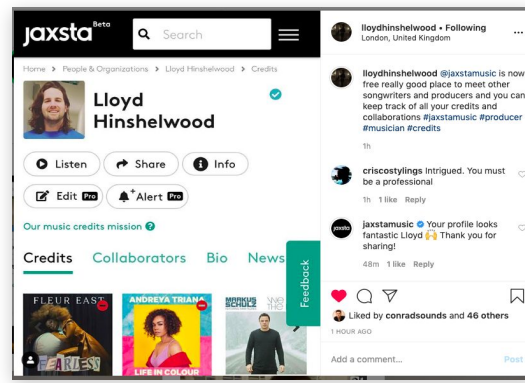
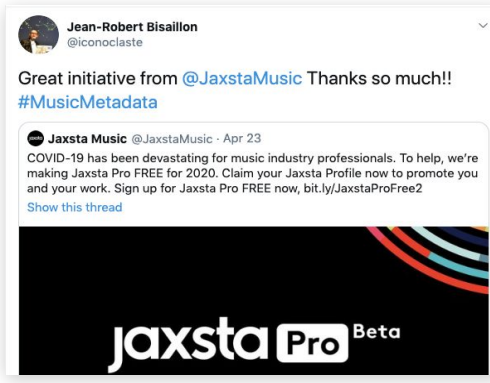
[American Songwriter](#)

Source: Critical Mention



Sample of Jaxsta Pro Free Partner Social Posts

Jaxsta





Rita Wilson

Singer/Songwriter

“I am proud to be working with Jaxsta – this giant database of official music credits. As songwriters and artists, it’s important to receive proper credit for songs we’ve written, co-written and released, because it helps people find our music.”

In an age where it’s become increasingly more complicated to find credits, lyrics, and more, Jaxsta has made it your one-stop place.”



Throw Me a Party
by Rita Wilson
2019
Main Artist,
Producer, Songwriter,
Performer, Vocals, Lead
Vocals, Background Vocals



Along for the Ride
by Rita Wilson
2016
Main Artist, Songwriter,
Vocals, Background Vocals



Bigger Picture
by Rita Wilson
2018
Main Artist, Producer,
Additional Background
Vocals



**Hip Hop Hooray
(Remix)**
by Naughty by Nature
and Rita Wilson
2020
Main Artist, Featured Artist



**Even More Mine (From
"My Big Fat Greek
Wedding 2")**
by Rita Wilson
2016
Main Artist

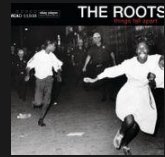


Ahmir 'Questlove' Thompson

Artist / Producer

“Records don't happen by magic. They happen because of people: singers, musicians, engineers, producers, and a million other unsung heroes who are instrumental in making the music that you hear.”

I always thought that someone should create a database that links the people to their credits, so that the right people get credit. And now Jaxsta has.”



Things Fall Apart
by The Roots
1999
Composer Lyricist, Studio Personnel, Producer, Mixer, Recording Engineer



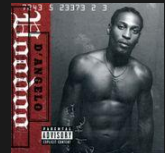
Lay It Down
by Al Green
2008
Composer Lyricist, Composer, Producer, Associated Performer, Drums



Jay-Z Unplugged
by Jay-Z
2001
Producer, Mixer, Studio Personnel



DARKNESS AND LIGHT
by John Legend
2018
Producer, Drums



Voodoo
by D'Angelo
2000
Composer Lyricist, Associated Performer, Drums



Emily Lazar

Mastering Engineer

“When you work ‘behind the scenes’ in the music industry, it’s important to be able to track and show your credits to potential clients. Aside from actually being in the studio working, it’s the biggest part of how you build your reputation and career. Jaxsta is a vital partner because it allows me to point people to a listing of my discography and credits all in one place.

Although it’s essential to helping me prove what I’ve done, Jaxsta also shows me what others have worked on, and it’s that deep dive aspect of the platform that is really exciting to me. As a Jaxsta Pro Member I can connect with others, which is great for creating new opportunities.

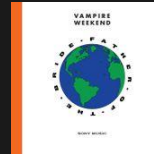
There’s a lot about Jaxsta I love, but one of the biggest things is its Chart Alerts. For me as a mastering engineer, to see where and how my work is charting is a game-changer and being a Jaxsta Pro Member gives me easy access to information.”



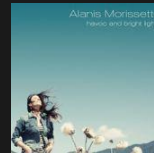
Viva La Vida Or Death
And All His Friends
by Coldplay
2008
Mastering Engineer



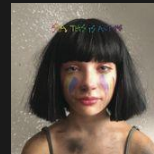
Nothing Has Changed
by David Bowie
2014
Mastering Engineer



Father of the Bride
by Vampire Weekend
2019
Mastering Engineer



Havoc and Bright
Lights
by Alanis Morissette
2012
Mastering Engineer



This Is Acting (Deluxe
Version)
by Sia
2016
Mastering Engineer

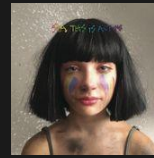


John Hanes

GRAMMY® Award-winning mix engineer

"Searchable online credits are your modern business card.

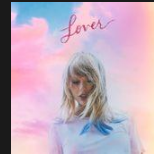
They're your discography, and your introduction to the wider world. Jaxsta Pro is a place where the people of the music business can connect your musical contributions to you, explore your musical world and contact you."



This Is Acting (Deluxe Version)
by Sia
2016
Engineer, Mixer



25
by Adele
2015
Mixing Engineer



Lover
by Taylor Swift
2019
Mix Engineer, Studio Personnel



Blinding Lights
by The Weeknd
2019
Mix Engineer, Studio Personnel



4
by Beyoncé
2012
Mixing Engineer

2c. Cost Structure Optimisation

Strategy

Decreased expenditure by 30% - targeted reduction

Changed the personnel and cost structure to align with our strategic initiatives

Reduced our overall costs and refocused to marketing in order to maximise the existing campaign objectives and near term strategy

Replacement hires for next phase of growth: Head of Growth and CFO

Retained key personnel and executive board renewal: new NED and new Chair

Current results validate current strategy

Achievement



2. Executive team & Board for long term performance



Jacqui Louez Schoorl
CEO, Executive Director &
Cofounder



Phil Morgan
Chief Information Officer (CIO)



Iain Bartram
Chief Financial Officer (CFO)



Shelley Burger
General Counsel & Company
Secretary



Shaun Alexander
Head of Growth (HoG)



Linda Jenkinson
Independent, Non-Executive
Chair



Brett Cottle
Independent, Non-Executive
Director



Jorge Nigaglioni
Non-Executive Director



Ken Gaunt
Non-Executive Director

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3. Next Steps

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Short Term Focus

Become the authority

Increased Site Traffic

Become the key industry resource

Increasing Membership

Help people promote their careers

Increased Jaxsta Profile Claims

Keep users engaged

Maintaining Customer Service

Tailoring our message

Actively integrating user feedback

Spreading the word

Promoting our Unique Value Proposition (UVP) features

Medium Term Focus

Future revenue streams

Developing future enterprise features

Exploring Opportunity

Generating additional UVP's based on our unique data

Driving the industry

Opportunities from driving improvement to the music metadata ecosystem

Data revenue & improved credits

Furthering Big Data Opportunities

Working with the music industry

Continued Industry Engagement to maximize industry awareness and support

Growth synergies

Strategic Industry Investment to achieve optimal alignment of interests

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Q&A

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Thank You

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

Jaxsta Ltd

ACN: 106 513 580

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

Jacqui Louez Schoorl

CEO & Co-Founder

jaxstainvestors@jaxsta.com

