



# **Business Update**

October 13 2020, 11.30am AEDT Webinar

## **Becoming The Music Metadata Marketplace**



# Questions

Please log your questions during and after the webinar using the Q&A button in Zoom.  
(see below)



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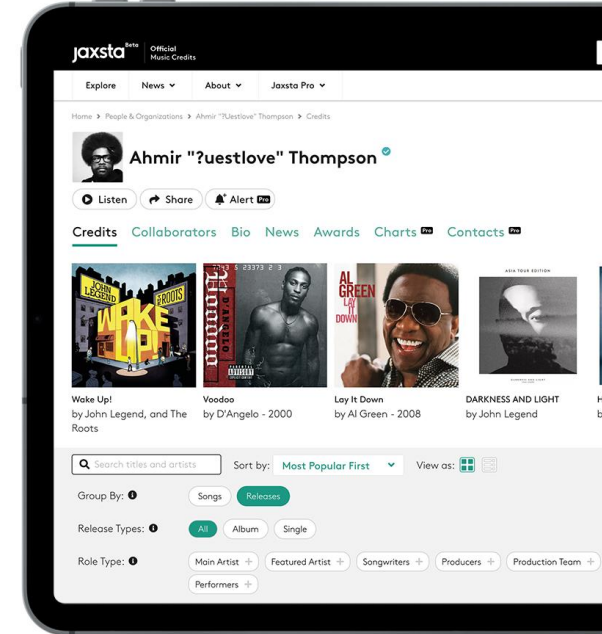
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# What is Jaxsta?



- Jaxsta is a music company using proprietary technology to develop the world's most comprehensive resource of official music credits. Jaxsta ensures those who create music – be they an artist, producer, songwriter, collaborator, guest performer or engineer – receive credit where credit is due.
- Jaxsta delivers official data sourced directly from the custodians of that data, such as 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.

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



# Jaxsta Business Opportunities



## Jaxsta eCommerce and Marketing Solutions

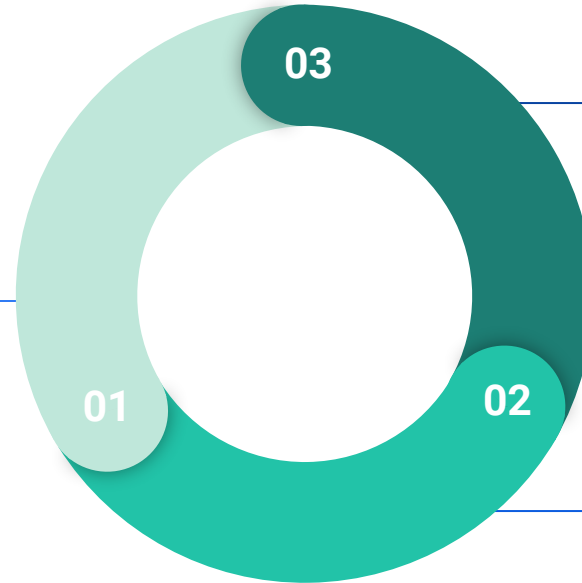
Jaxsta promotes its user base and links to essential services partners.

Advertising within site as well as specialty campaign service. Third party affiliate sales also provide a way for our partners to engage their user base and provide further revenue opportunities.

## Jaxsta Data Solutions

Jaxsta is the music metadata marketplace.

Jaxsta off the shelf, custom solutions and APIs to become the definitive source of music metadata comprised of an extensive library of external and internal data sources.



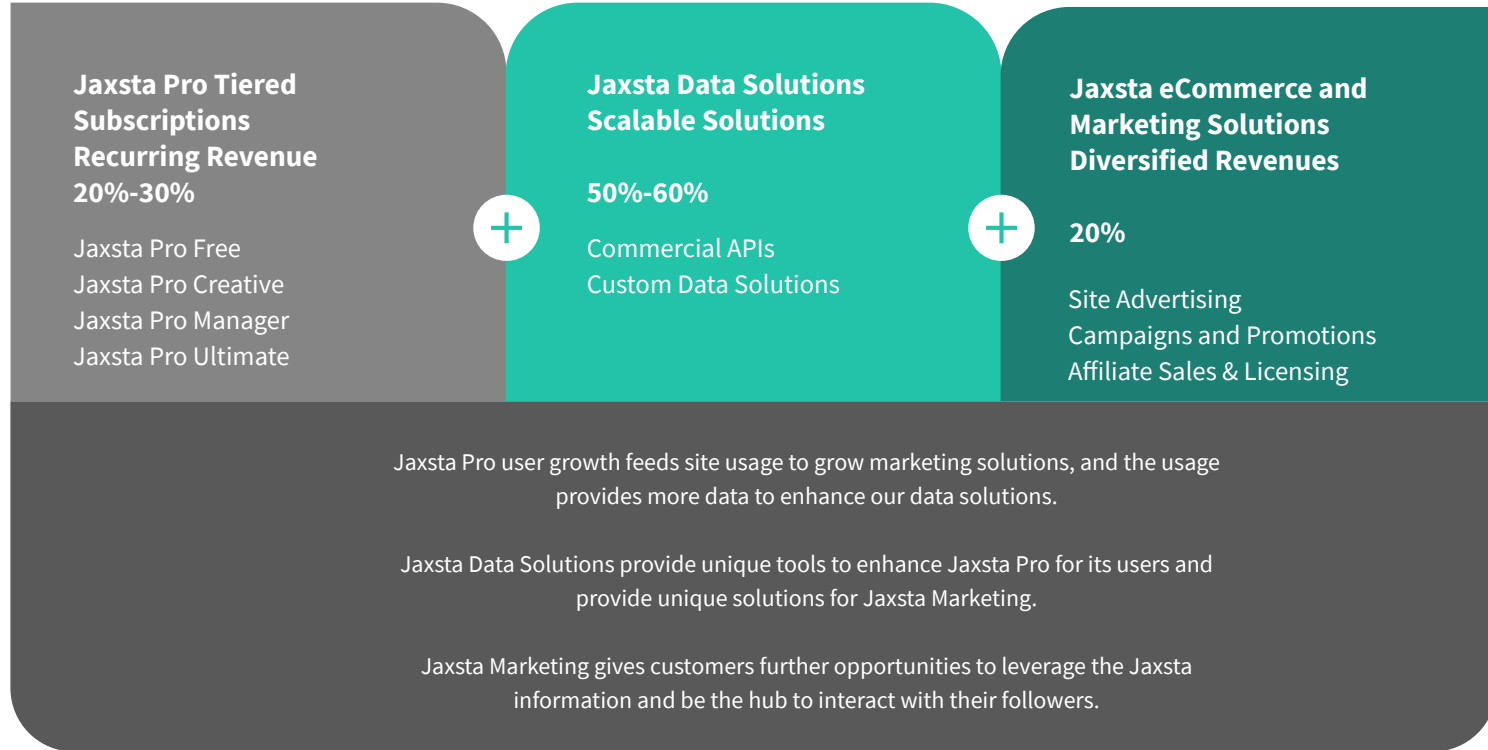
## Jaxsta Pro

Jaxsta is the place for creatives to get credit and collaborate.

Subscription service offered to industry insiders over various pricing tiers. The service will incorporate a comprehensive set of tools to aid differing user needs within the industry.

The business structure allows Jaxsta to have multiple revenue streams that enhance each other over time.

# Initial Sources Of Revenue



# 115 mil+

Individual Official Credits

# 32 mil +

Individual Recordings

# 70,000+

Subscribers

DATA  
IS TODAY'S  
CURRENCY

# 20,000+

Official Jaxsta Profile Claims

# 45 mil+

Individual Pages

# 100 k+


New Credits Ingested Daily

# Jaxsta Profile Claims - Your Official Resume



We've taken the official credits from the music industry and pre-built profile pages for over 12+ 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. The profiles have additional editing fields (Bios, photos, socials, contact details) that enhance the content provided by Jaxsta in all its business segments.



Search for artists

URL links to the profiles that should be merged.

Verify your connection to Louis Schoorl


Our team needs to confirm you have the correct permission to edit this profile. The more information you provide, the faster we can complete the verification process.

Full Name\*

Enter your full name

Relationship to Louis Schoorl\*

Enter your relationship to Louis Schoorl



Search for artists

Home > People & Organizations > Louis Schoorl > Credits

Louis Schoorl

Listen Share Info

Claim Alert


Our music credits mission

Credits Collaborators Bio News

Devil You Don't  
by CXLOE

Sleep Talking  
by Charlotte

Beg  
by Olivia O'Brien



Search for artists

Home > People & Organizations > Edit > Louis Schoorl > Bio

Louis Schoorl

Edit Mode

Back to profile

Bio

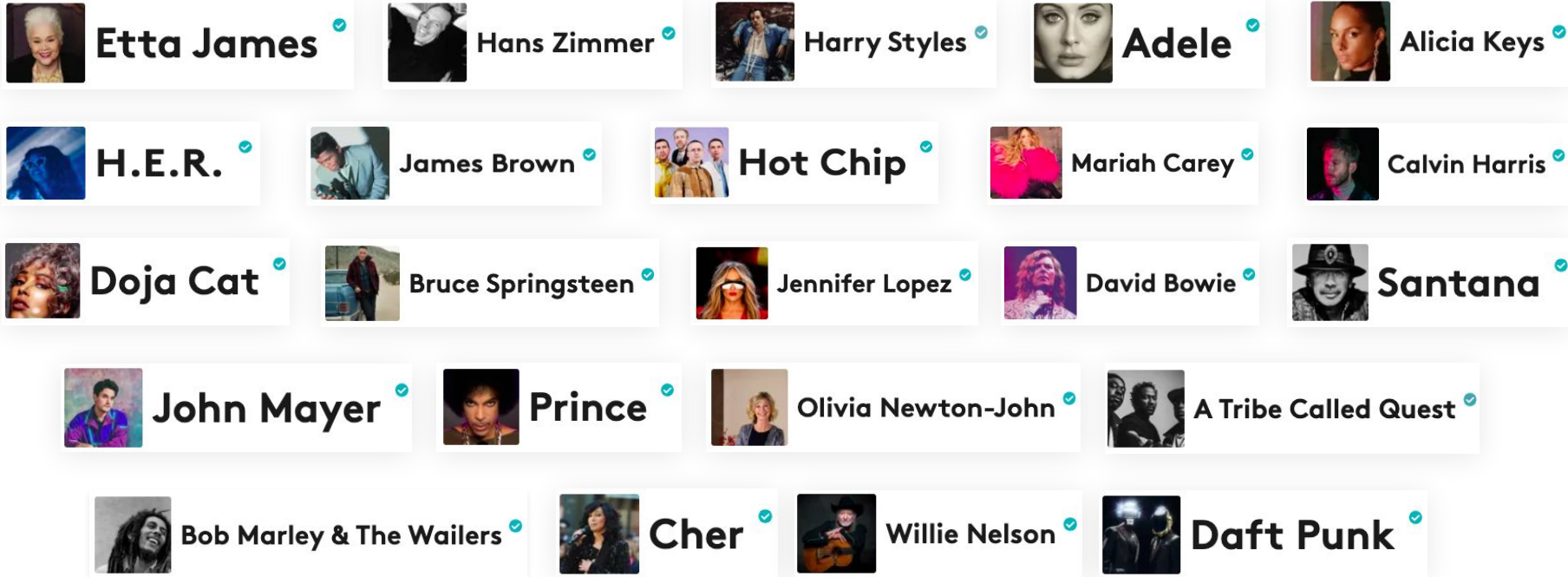
Edit Bio Watch video

Add bio here. Louis Schoorl is a Dutch born producer/songwriter based between LA and Sydney. After numerous successful years in Australia (Jessica Mauboy, Guy Sebastian, Taylor Henderson, Daniel Johns, 360) Louis is now breaking in the US, with two US top



# Industry Acceptance - 20,000+ Claimed Profiles

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# “What is a Data Solution?” I Hear You Say

Data Solutions are engagements where we build commercial off the shelf or custom solutions for clients, which can include:

- Commercial API's
- Custom interfaces
- Other custom methods to provide data for our clients

## And what is a commercial API?

Application Program Interfaces (APIs) allow software programs to exchange information or request online services from an organisation by the use of organisation defined specifications or protocols.

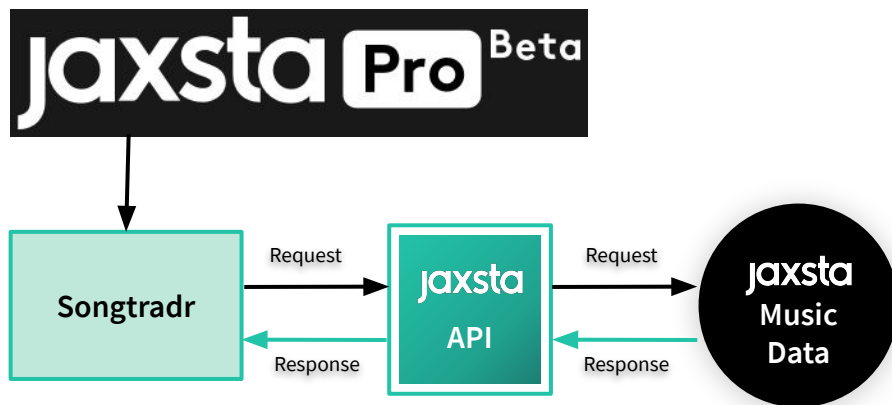


An example of the API being used in context

# Data Solution Example - Songtradr

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Our partnership with Songtradr involves additional features for our members via Jaxsta Pro and Songtradr uses our commercial API in order to enhance their neighbouring rights service offering.



# Jaxsta Data Solutions Differentiators



## **We are the Data Broker, Organiser & Enhancer**

We work with our data partners to source data from official sources

## **We Deliver Data Efficiently**

We offer our partners data through APIs or other partner preferred options

Custom designed to meet client needs

We take existing official data, organise it, map it, and can source more of it from our growing network of data partners, or existing data partners on request.

## **Expanding Data Opportunities**

Working with our partners and helping the industry develop data opportunities

## **Working On Industry Identifiers**

Partnering with two major industry identifier sources

Becoming a registration agency for ISNI - a key industry identifier

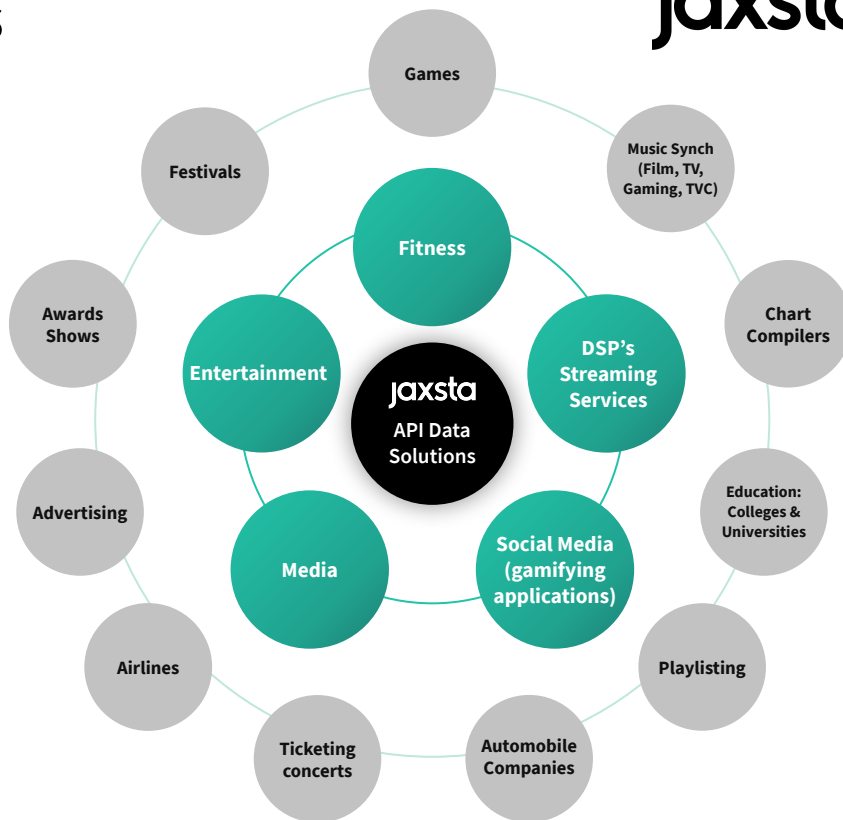
**WE ARE THE MUSIC  
METADATA  
MARKETPLACE**



# Key API/Data Solution Markets

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- We are moving forward in the short term with key markets ● and mapping out future opportunities ● in other markets for future engagement.
- The immediate usage would be for:
  - Credit Metadata
  - Licensing Metadata (publishing/recording)
  - Charts Mapping
  - Content enhancement
  - Music Sync Data (Film, TV, Gaming, Advertising)



Festivals, Awards Shows and Airlines will be engaged once their business channels resume to normal

# Why Our API? Official Data Means...

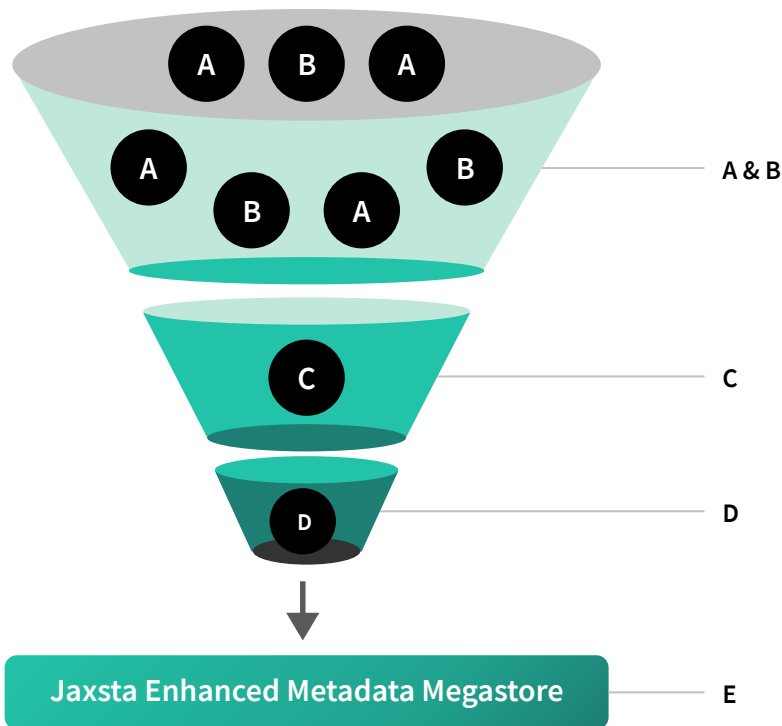
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- Trusted data - we have the official data from the source
- Jaxsta cleans and matches the data it receives in order to deliver consistent and accurate data for the user
- Our data is not crowd sourced, with unknown validation
- **Our platform allows for collaboration with our partners - we're always working together on the collective metadata mission**
- Our data is diverse - from our list of partners, some of which are shown here, we receive over 1 million labels through 235K official data sources and we act independently to join the official data silos

Official data = Jaxsta *'the platform of choice'*



# Enhanced Source In A Competitive Environment



- A. Jaxsta also combines multiple sources, providing more than single source metadata (labels, charts, lyrics, publishing, news, awards etc)
- B. We add additional information collected from our other Jaxsta services
- C. The data within Jaxsta is been cleaned and linked using our advanced proprietary software to provide more manageable and usable data to our users and API clients
- D. We enhance data through Jaxsta initiated data science (unique views and links across data sources)
- E. The collective data sources above are cross matched to provide a single source of comprehensive data

# Short Term Focus - Deliver On All Three Segments

## Become The Authority

Increased Site Traffic

## Become The Key Industry Resource

Increasing Membership

## Help People Promote Their Careers

Increasing Jaxsta Profile Claims

## Diversify Revenue Generating Segments

Initial Data Solution Revenue Streams  
2 API Deals Signed By CY End

## Keep Users Engaged

Maintaining Customer Service

## Tailoring Our Message

Actively Integrating User Feedback

## Spreading The Word

Promoting Our Unique Value Proposition  
(UVP) features

## Diversify Revenue Generating Segments

Initial Marketing Solution Revenue Streams



# Medium Term Focus - Expanding Revenue Base

## Data Revenue & Improved Credits

Executing Big Data Opportunities

## Exploring Opportunity

Generating Additional UVP's Based On Our Unique Data

## Driving The Industry

Opportunities From Driving Improvement To The Music Metadata Ecosystem

## Future Revenue Streams

Developing Future Enterprise Features

## 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

# Jaxsta AGM - 2020

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TBC - **Thursday 26 November 2020**

- Webinar details and time to be announced in the Notice of Meeting
- Our AGM will be online this year
- Sign-up to the Jaxsta Investor Newsletter:  
[jaxstainvestor@jaxsta.com](mailto:jaxstainvestor@jaxsta.com)



**2020 ANNUAL REPORT**

Jaxsta Limited (formerly known as Mobilarm Limited)  
ABN 15 100 513 080

# Board For Long Term Performance



**Linda Jenkinson**  
Independent, Non-Executive  
Chair



**Jacqui Louez Schoorl**  
CEO, Executive Director &  
Cofounder



**Jorge Nigaglioni**  
Chief Financial Officer (CFO),  
Company Secretary, Executive  
Director



**Brett Cottle**  
Independent, Non-Executive  
Director



**Ken Gaunt**  
Non-Executive Director

# Thank You

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For anything music you 'Jaxsta it'.  
[jaxsta.com](https://jaxsta.com)

## **Jaxsta Ltd**

ACN: 106 513 580

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

## **Jacqui Louez Schoorl**

CEO & Co-Founder

[jl@jaxsta.com](mailto:jl@jaxsta.com)

## **Jorge Nigaglioni**

CFO & Company Secretary

[jorge.nigaglioni@jaxsta.com](mailto:jorge.nigaglioni@jaxsta.com)

