



ASX ANNOUNCEMENT

Company Update at Annual General Meeting

- **AGM at 1:00pm AEDT on Thursday, 26 November 2020.**

Sydney, Australia, 26 November 2020: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music attaches a copy of the Company Update to be delivered at Jaxsta's Annual General Meeting being held today.

For further information please contact:

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

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

www.jaxsta.com

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

-Ends-

ABOUT JAXSTA

Jaxsta is the world's largest public-facing and most connected music credits database and technology. Partnered with the industry's leading major and independent record companies, as well as publishers, distributors, royalty agencies and industry associations, Jaxsta is the go-to authoritative source of official music credits information. The Company's core platform, Jaxsta.com, is a free and paid subscription service and provides B2B data-solutions for the music and related media industries. Jaxsta Pro^{Beta}, the Company's subscription service, harnesses the power of Jaxsta's data to help music industry professionals connect, save time, and advance their businesses and careers.



Jaxsta AGM Presentation (ASX:JXT)

26 November 2020

Presented by

Jacqui Louez Schoorl

CEO and Co-Founder

jaxstainvestors@jaxsta.com

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



Disclaimer

This presentation has been prepared by Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company). The material contained in this presentation is intended to be summary information only about Jaxsta and its activities, current as at the date of this presentation. This presentation should be read in conjunction with other Jaxsta periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au.

This presentation is for information purposes only and is not a prospectus or product disclosure statement, financial product or investment advice or a recommendation to acquire or dispose of any securities in Jaxsta. It has been prepared without taking into consideration the objectives, financial situation or particular needs of any individuals.

This presentation and its contents are not an invitation, offer, solicitation or recommendation with respect to the purchase or sale of any securities in the Company in any jurisdiction and must not be distributed, transmitted, or viewed by any person in any jurisdiction where the distribution, transmission or viewing of this document would be unlawful under the securities or other laws of that or any other jurisdiction. This presentation is not a prospectus or any other offering document under Australian law (and will not be lodged with the Australian Securities and Investments Commission) or any other law.

This presentation may contain certain forward-looking statements and comments about future events. Statements regarding the possible or assumed future performance, costs, dividends, returns, rates, prices, potential growth of Jaxsta, industry growth or other trend projections and any estimated company earnings are or may be forward-looking statements. Forward-looking statements involve known and unknown risks, significant uncertainties, assumptions, contingencies, and other factors, many of which are outside the control of Jaxsta, are subject to change without notice, and may involve significant elements of subjective judgement and assumptions as to future events which may or may not be correct, and which may cause the actual results or performance of Jaxsta to be materially different from any results or performance expressed or implied by such forward-looking statements. Such forward-looking statements speak only as of the date of this presentation. Past performance and forward-looking statements should not be relied on as an indication or guarantee of future performance.

This presentation has been prepared from sources which Jaxsta reasonably believes to be reliable and accurate as at the time of publication. No representation, warranty or undertaking is made by Jaxsta, its officers, employees or advisors, that any source, projection, forecast, assumption or estimate contained in this presentation should or will be achieved. Each person must conduct their own independent investigation, evaluation and analysis of the matters and data set out in this presentation, and rely entirely on such investigation and analysis. Each person must form their own opinion as to the content of this presentation. Recipients of this presentation are cautioned not to place undue reliance on forward-looking statements, which speak only as at the date of this presentation. Subject to any obligations under applicable law, Jaxsta disclaims any obligation or undertaking to update or revise any content or forward-looking statement in this presentation or to advise of any change in events, conditions or circumstances on which any such statement is based including to update any inaccuracy, omission or change of the information contained in this presentation.

Each of Jaxsta, its adviser and their respective officers, employees and advisors, to the extent permitted by law, expressly disclaim all responsibility relating to or resulting from the use of the material and information contained in this presentation and exclude all liability whatsoever (including negligence) for any loss (including consequential loss) or damage suffered by any person as a result of the use of or reliance on any of the information in this presentation or any error, omission or inaccuracy in any such information, including without limitation, any financial information, estimates or projections. Neither Jaxsta nor any of its advisers has carried out due diligence investigations in connection with the preparation of this document and has not verified the information in this document.

This presentation is not, and should not be considered to, constitute any invitation, offer to sell, or solicitation of an offer to buy or subscribe for any securities in the Company, and no part of this presentation forms the basis of any contract or commitment whatsoever with any person.

This presentation does not constitute an invitation or offer of securities for subscription, purchase or sale in the United States or any other jurisdiction in which such an offer would be illegal. The securities referred to in this presentation have not been, and will not be, registered under the US Securities Act of 1933 (the US Securities Act) and may not be offered or sold in the United States unless the securities have been registered under the US Securities Act or are offered and sold in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act and any applicable US state securities laws. The distribution of this presentation in jurisdictions outside Australia may be restricted by law and you should observe any such restrictions. Any non-compliance with such restrictions may contravene applicable securities laws.

Questions

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




Use this instead of the chat button as questions will be answered from the Q&A tab.



Growth Vision

2020




Where are we now?

-  80,000+ Jaxsta Pro Members - Free
-  Initial Jaxsta Data Solutions roll out
-  21,000+ profile claims

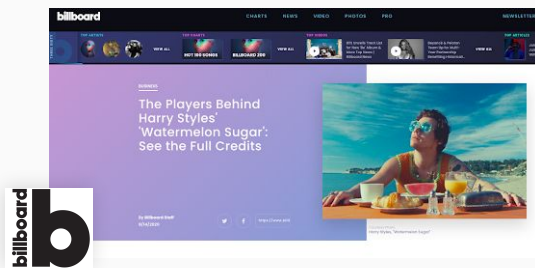


2021

Where are we heading?

-  Data Solution adoption grows and data types & sources expand to address new opportunities
-  API Commercial sales
-  Jaxsta eCommerce and Marketing Solutions
 - Advertising
 - Concert Referrals
 - Artist Merchandise

Industry Marketing Campaigns



“The Players Behind Campaign” with Billboard

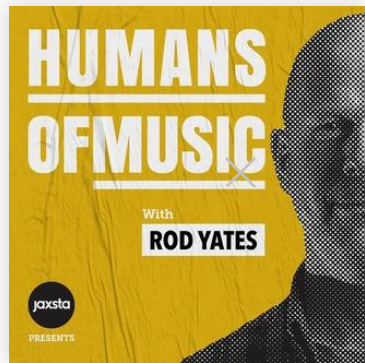
- Billboard - the definitive music charts in the USA
- Jaxsta is their exclusive data provider for this weekly campaign
- Distributed to their PRO membership base
- Article credits Jaxsta and links back to our site



GRAMMYS “Behind the Record” Campaign

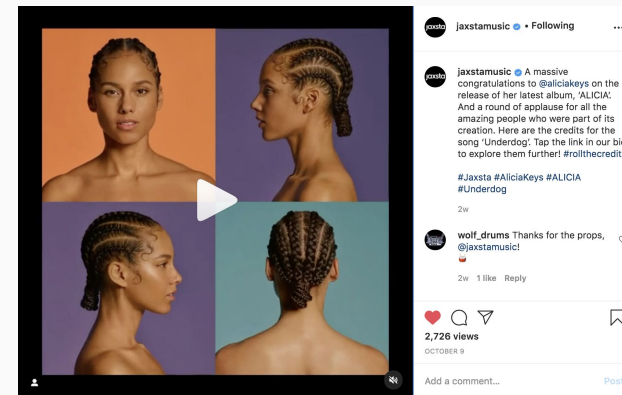
- Exclusive use of Jaxsta’s API
- Significant industry social media marketing campaign
- Top posts had over 400K impressions including Billie Eilish, Lil Baby, Blake Shelton, Lady A and Tom Morello
- Second year we have partners with the Recording Academy

Industry Marketing Campaigns



Humans of Music Podcast & SiriusXM (NASDAQ: SIRI)

- SiriusXM US largest satellite radio station with 150 million listeners - largest addressable audience in the U.S.
- Humans of Music new weekly show on [Volume Channel 106](#) “Music Talk That Rocks”
- Debuts December 7 at 1pm ET and 10am PT
- Hosted by our Head of Original Content - Rod Yates
- First Southern Hemisphere show airing on SiriusXM’s Volume



Jaxsta Roll the Credits

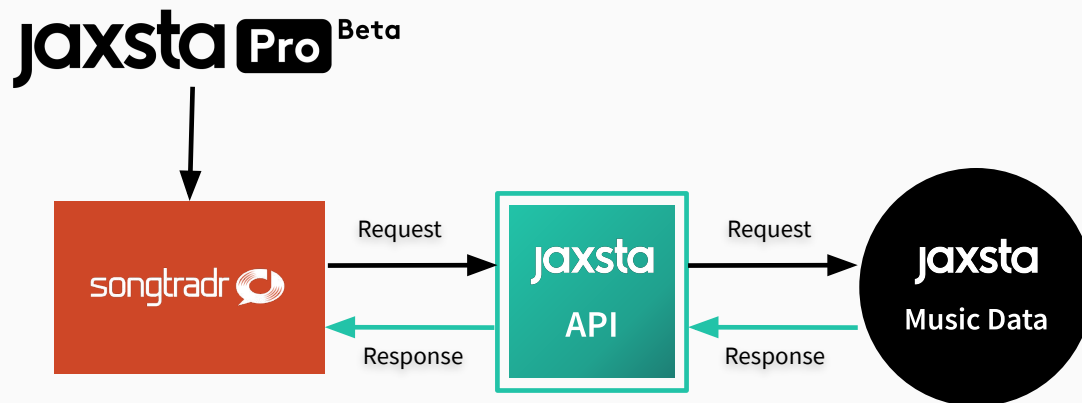
- Rolling credits to promote all participants - just like a movie
- New fortnightly campaign crediting everyone involved
- Each person tagged in post and separately privately messaged
- 30% uptake: follows, shares, profile claims from these post/tags
- Campaigns: [Alicia Keys](#), [Ruel](#), [Stevie Wonder](#) and [Lany](#)

Alicia Keys - Underdog - #RollTheCredits



Songtradr Integration - 1st QTR 2021

- Integration with Songtradr underway
- Preliminary design UAT with the industry completed
 - *“This is awesome, I think if people like me (kinda ignorant to this stuff) were aware of this they would sign up very fast”*
- Estimated delivery 1st QTR 2021



songtradr

jaxsta

The Growth of Music

Music industry expected to double in size by 2030 to US\$130B

<https://www.goldmansachs.com/insights/pages/infographics/music-streaming/>

Image by Curtis Potvin



Short Term Focus - Deliver On All Three Segments

<u>Strategic Initiative</u>	<u>Target Result</u>	<u>Status</u>	
Become The Authority	Increased Site Traffic	In Progress	●
Become The Key Industry Resource	Increasing Membership	Continuing	✓
Help People Promote Their Careers	Increasing Jaxsta Profile Claims	Continuing	✓
Diversify Revenue Generating Segments	Initial Data Solution Revenue Streams 2 API Deals Signed By CY End	In Progress	●
Keep Users Engaged	Maintaining Customer Service	Continuing	✓
Tailoring Our Message	Actively Integrating User Feedback	Continuing	✓
Spreading The Word	Promoting Our Unique Value Proposition (UVP) features	Delivering	✓
Diversify Revenue Generating Segments	Initial Marketing Solution Revenue Streams	In Progress	●



“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.”

Rita Wilson

jaxsta Pro ^{Beta}
Free in 2020

Thank You

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

jaxsta

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

Sign-up to the Jaxsta Investor Newsletter:

jaxstainvestor@jaxsta.com

Questions

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

Use this instead of the chat button as questions will be answered from the Q&A tab.

