



ASX ANNOUNCEMENT

Jaxsta Signs First Commercial API Sale

Sydney, Australia, 20 January 2021: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music announces to the market that it has signed a binding term sheet to provide its API solution to Nightlife Music to enhance its service offering by integrating Jaxsta official credit information:

- The API will be provided for a monthly recurring fee for an initial 12 months and allows Nightlife to enhance its content management platform by accelerating music discovery and rights license validation. Nightlife has the option to extend beyond the initial 12 month term.
- Implementation of the API by Nightlife is anticipated to be completed by April 2021.
- Jaxsta will obtain all approvals from its data partners prior to the commencement in accordance with its existing Commercial Data Access Agreements.
- Jaxsta considers the API Sales Agreement as material from a strategic standpoint as it represents the first revenue to be generated from the Data Solutions Business Segment. The revenues to be earned from the individual agreement are not considered material for disclosure purposes.

Jacqui Louez Schooli added: *“This first API deal represents the official commencement of our data solutions recurring revenue business unit. Nightlife services over 4,500 B2B customers across many industries ranging from hospitality, fitness, retail, accommodation, leisure, dining, cruising to education and entertainment. This highlights the need for accurate, up to date, deep linked music metadata across many industries.*

The level of interest in our commercial API remains very encouraging and we continue to see it as an integral component of Jaxsta's business model. We are distilling the many unique data requests we have received to date into a comprehensive scalable API solution that delivers these customer requirements. Jaxsta will play a role in helping Nightlife deliver data integrity to music suppliers and Performing Rights Organisations. ”

Leanne de Souza Co-Owner and Non-Executive Director of Nightlife Music said: *“Accurate data is crucial for the rights management of music. We are proud to partner with another Australian owned music-tech company. Our developers and content teams are excited for the potential of Jaxsta's API to ensure rights holders are accredited and paid accurately for the use of songs and sound recordings in public performance on the Nightlife Music and crowdDJ platforms.”*



An investor update Zoom will be held on:

- Sydney, Australia (Wednesday 3 February 2021 at 11:30 am AEST)

To register please go to link below at the time of the event:

[Company Webinar](#)

For further information please contact:

Authorisation & Additional Information:

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

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ABOUT NIGHTLIFE MUSIC

Nightlife Music is a music subscription service for business that combines the best in music and tech to deliver immersive customer experiences. For over 30 years, Nightlife's investment in innovation and curatorial expertise has increased the value music holds in out-of-home settings, creating a better outcome for artists, rights holders, businesses and end consumers. Currently in over 5,000 locations across the hospitality, leisure, tourism, retail and fitness industries, Nightlife's platform helps businesses engage with consumers through on-brand playlisting. Nightlife's world first innovation – crowdDJ®- with over 30 Million songs picked – has revolutionised the out-of-home experience, allowing people to choose their music.

www.nightlife.com.au

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.