jaxsta

ASX ANNOUNCEMENT

Jaxsta Presents February Webinar

Sydney, Australia, 3 February 2021: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music today presents a webinar to shareholders.

The slideset for the presentation is included here.

For further information please contact:

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

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-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

Company Profile

February 3rd 2021

Building the largest Music Industry Community

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Jaxsta

Vision Statement

Jaxsta is building the largest Music Industry Community

Company Facts

- 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, publishers, distributors, royalty agencies and industry associations

- The go-to authoritative source of official music credits information

- The data is de-duplicated, cross-referenced, deep-linked and then made available online within a multi-functional, ever-evolving platform

Industries

Music Industry, Media & Entertainment, Big Data and Analytics, Fitness, Streaming, Advertising, Music Synch

Key Highlights

- Exclusive data partner of the Recording Academy

- Songtradr partnership harnessing Neighbouring Rights

- Over 115 million official credits

- Jaxsta Pro and Jaxsta API provide industry tools and solutions to connect to within the industry

Market Size

$65 billion music industry. Music metadata to be used by media and other music consuming industries

Target Customers

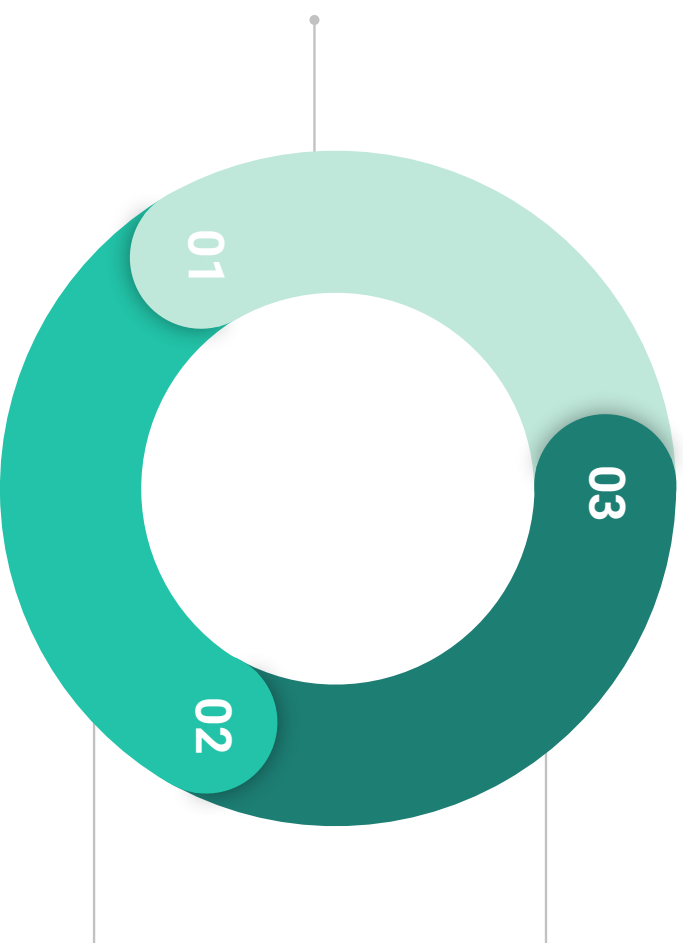Music creators, Music Industry Professionals.

Fragmented Industry

The music industry is fragmented with many sources of information that are not connected and provide an opportunity for an independent platform to connect all

Jaxsta Business Opportunities

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.

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.

E-commerce related merchandise

Campaigns and Site Advertising

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 Commercial API
Custom Data Solutions

115 mil+

Individual Official Credits

37 mil +

Individual Recordings

84,000+

Subscribers

**DATA
IS TODAY'S
CURRENCY**

21,000+

Official Jaxsta Profile Claims

47 mil+

Individual Pages

115 k+

New Credits Ingested Daily

jaxsta

Jaxsta Timeline

2013
- Initial work on Jaxsta wireframe creation commences

2015
- Jaxsta is Incorporated
- Initial private investment in Jaxsta

2016
- Mobilarm invests in Jaxsta
- Data licence agreement with Aria
- First R&D Grant received

2017
- Industry Beta testing starts
- 2nd R&D Grant received
- Industry Beta testing completed
- GRAMMYs long form contract signed

2018
- Jaxsta agree to a reverse takeover with Mobilarm
- Pre IPO raise commences $2.5m raised in total
- 3nd R&D Grant received
- Sony Music long form contract signed
- Jaxsta lists on ASX – Listing price $0.20

2019
- Universal Music & Warner Music long form contract signed
- Jaxsta Beta launched - product is live
- First API used by The Recording Academy for Behind the Record campaign
- Jaxsta Pro Launched - product is live
- 4th R&D Grant received
- Trademark confirmed – Credit Where Credit is Due

2020
- Jaxsta Pro profiles claimed Billie Eilish, John Legend, Portugal. The Man, Rita Wilson, Questlove
- April 2020 – Reaction to Covid > Jaxsta.com Pro Free
- 6 May 2020, 3000 Pro Members > 30 November 2020, 80,000+ Pro Members
- Songtradr invests $1.92M in Jaxsta
- 5th R&D Grant received
- Over 71 Million shares trade on ASX in one day

2021
- Jaxsta's first paid API agreement signed

Future
- Jaxsta grows Data Solutions business
- Jaxsta releases Jaxsta Pro Tiers
- Jaxsta incorporates e-commerce into site
- Jaxsta App to enhance mobile experience

Growth Vision

2021

Where are we now?

- 84,000+ Jaxsta Pro Members - Free
- Jaxsta Data Solutions Commence
- 37 Million recordings
- 20,000+ profile claims

The Future

Where are we heading?

- Annual Recurring Revenues from Jaxsta Pro, Jaxsta Data Solutions, Marketing Solutions
- 100M recordings
- Jaxsta eCommerce and Marketing Solutions
  - Advertising
  - Concert Referrals
  - Artist Merchandise

Data Solutions: Revenue Stream

Issue

Inaccurate and Incomplete Data in the music industry -

- No "Single source of truth"
- Data Service Providers (DSPs), industry bodies and fans are often forced to source poor and unauthorised data.

How does Jaxsta address this?

Big Data (API) Supply

- Jaxsta aspires to be the official and authorised source of music data
- Music metadata adds value to DSPs' services via: credit attribution, improved search/query responses, interface enrichment and playlist creation/editorial/discovery

[1] 2020 | Musically "How many users do Spotify, Apple Music and other big music streaming services have?" https://musically.com/2020/02/19/spotify-apple-how-many-users-big-music-streaming-services/

Market Size:

Spotify
130m paying users
286m total users [1]

MUSIC
80m paying subscribers inc. free membership [1]

amazon music
56m paying users [1]

YouTube
Over 1.0 billion active users, 20 million subscribers [1]

TENCENT MUSIC ENTERTAINMENT
657m users, 43 million subscribers [1]

Key API/Data Solution Markets

- 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

Jaxsta

Nightlife Music – 1st Commercial Deal

Jaxsta

- Announced 20 Jan 2021
- Recurring monthly revenue
- 12 month term
- JXT first commercial API
- Implementation by Nightlife of JXT API expected April 2021

Leanne de Souza, Co-Owner and Non-Executive Director, Nightlife Music

"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."
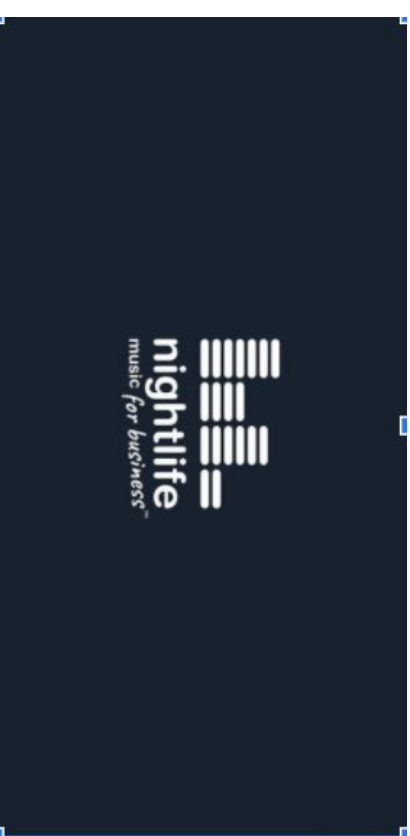
[Nightlife](#) Music is a music subscription service for business that combines the best in music and tech to deliver immersive customer experiences. Currently in over 5,000 locations across the hospitality, leisure, tourism, retail and fitness industries, Nightlife's platform helps businesses engage 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.

Current State of API Sale Process

1 — Currently a consultative process as many customers are looking to see how to optimise or improve their businesses

2 — Availability of customer development resources to integrate API into their systems

3 — Data has not been used like this before in many industries

4 — Coverage tests to verify the data needed is available

5 — Focus on quality of data made available

6 — As customers identify other data sets required we seek to add to our database which takes time to contract, ingest and test before making it available for the API

7 — As more customers are engaged, the delivery will become more automated and available through API marketplaces to broaden the customer reach

Jaxsta

API Value and Competitive Barrier

- As Jaxsta adds more data sources, the price of its solutions will rise but also create competitive barriers as it separates itself from other metadata owners than only own a single or limited set of metadata dimensions

- Our data warehouse will be made up of multiple source and mapped to correlate

- We will also enhance with unique Jaxsta generated data sources

Price of Data / Competitive Barriers

Jaxsta Data Solutions

Number of Data Types and Data Sources
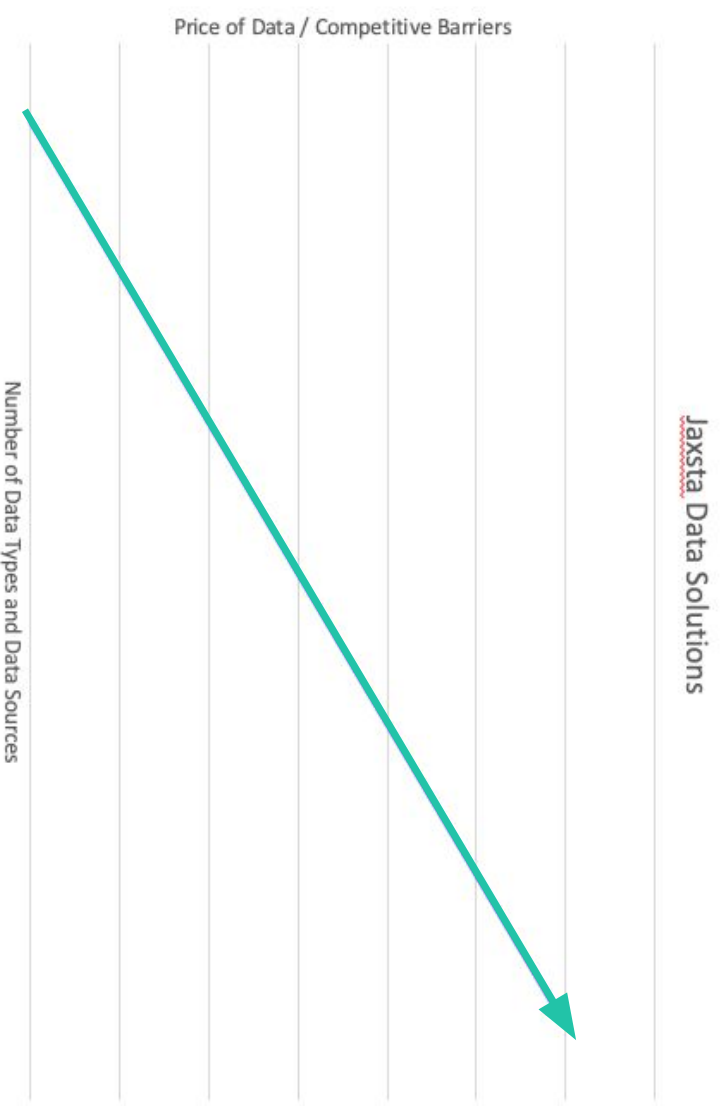
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Jaxsta Pro Update

Jaxsta Pro Transition to Paid

Working with user groups to identify the key features required for Jaxsta Pro Tiers

The needs from Jaxsta Pro are many and varied, with different users requiring both different features, but also the way to use those features.

Re-prioritised roadmap

Our focus is to deliver as many required features and tools to transition the various customers groups to paid. Songtradr integration rolling out in April.

Tiered rollout

The launch of tiers will occur at different stages, with the tiers that are ready being released earlier as we finish work on others to release later on.

Separating Fan and Pro experience

The needs for Pro users and fans differ, and in order to maximise the e-commerce and marketing opportunities, a fan optimised version of a feature page will be created.
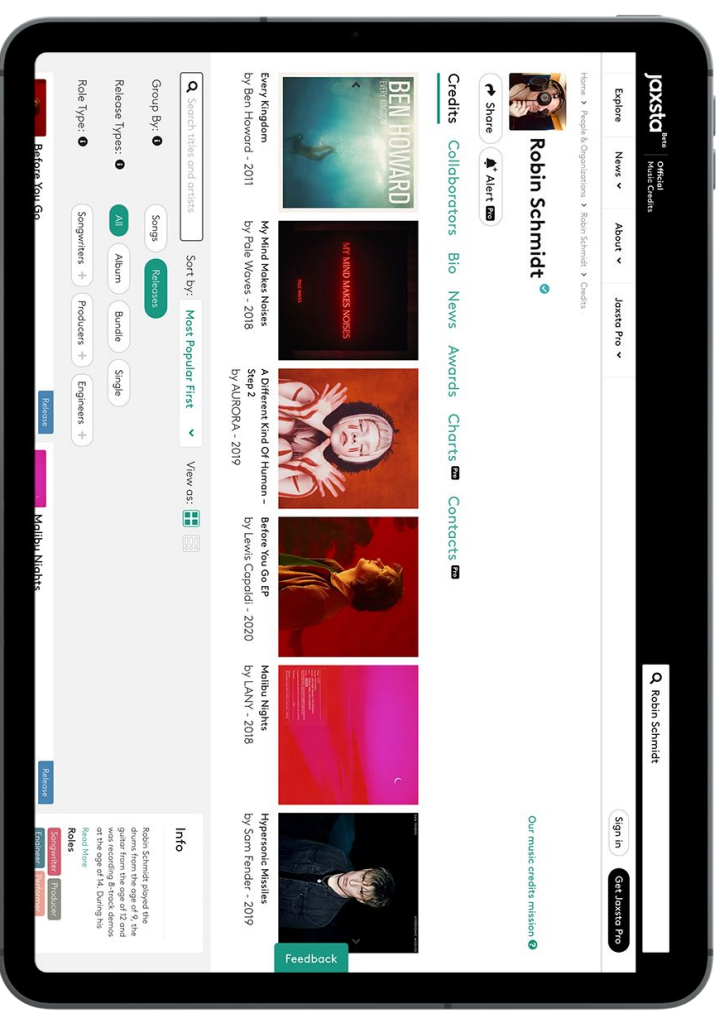
Industry Acceptance - 20,000+ Claimed Profiles
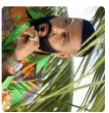
DJ Khaled

Tate McRae
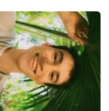
Kane Brown

Foo Fighters

John Agnello

21 Savage

PNAU

3OH!3

Jacob Collier
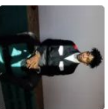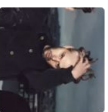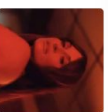
Olivia Rodrigo

Selena Gomez

Kacey Musgraves

Justin Bieber
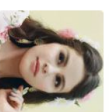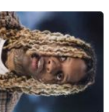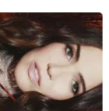
Miguel

Quincy Jones

Lil Durk

SZA
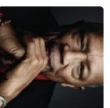
Mark Needham

Shawn Mendes

Trippie Redd

Internet Money

Mandy Moore
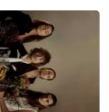
Greta Van Fleet
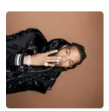
Lil Baby

Jaxsta

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.
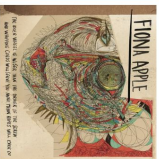
Fiona Apple

Listen · Share · Alert Pro
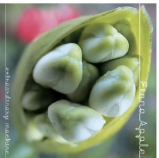
Credits · Collaborators · Bio · News · Awards · Charts Pro · Contacts Pro
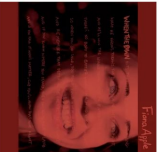
Fetch The Bolt Cutters
by Fiona Apple - 2020

The Idler Wheel Is Wiser Than the Driver of the Screw and...
by Fiona Apple - 2012

iTunes Originals
by Fiona Apple - 2006

When The Pawn...
by Fiona Apple - 1999

Ash Soan

Share · Alert Pro

Credits · Collaborators · Bio · News · Charts Pro · Contacts Pro

21
by Adele - 2011

Fix You
by Sam Smith - 2020

Future Nostalgia
by Dua Lipa - 2020

ALICIA
by Alicia Keys - 2020

Camila Cabello

Listen · Share · Alert Pro
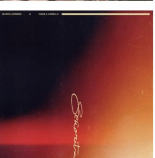
Credits · Collaborators · Bio · News · Awards · Charts Pro · Contacts Pro
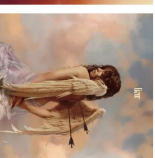
Camila
by Camila Cabello - 2018

Romance
by Camila Cabello - 2019
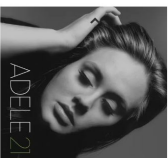
Señorita
by Camila Cabello, and Shawn Mendes - 2019
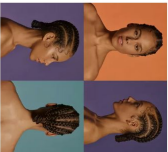
Liar
by Camila Cabello - 2019
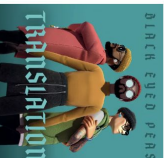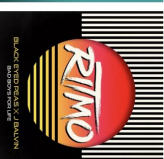
The Black Eyed Peas

Listen · Share · Alert Pro

Credits · Collaborators · Bio · News · Awards · Charts Pro · Contacts Pro

Translation
by Black Eyed Peas - 2020

RITMO (Bad Boys For Life)
by Black Eyed Peas, Black Eyed Peas, and J Balvin - 2020

Jaxsta

eCommerce: Revenue Stream

eCommerce + Marketing Solutions

- Advertising
- Concert referrals
- Merchandise
- Sponsorships + partnerships

Market Size:

Vinyl sales totalled $504 million in 2019[1]

83.1 million users USA 2020[2]
amazon alexa

2019 record-setting year $840 million Online Ticket Sales[3]
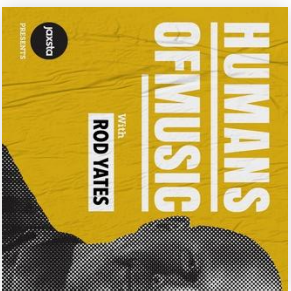
$3.5 billion in 2018 Band Merch Sales[4]

[1] 2019 | RIAA Revenue Statistics Report 2019
[2] 2020 TechCrunch | Nearly 70% of US Smart Speaker owners use Amazon Echo devices
[3] 2020 | Variety | Concert Industry Could Lose Up to $9 Billion in Ticket Sales This Year, Study Shows
[4] 2019 | IQ Mag | Music Merch Sales Boom

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 daily show on Volume Channel 106 "Music Talk That Rocks"
- Debuted December 7 2020 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: Taylor Swift, Keith Urban, Kali Uchis, Alicia Keys, Rule, Stevie Wonder, Lany

The Growth of Music

Music industry expected to double in size by 2030 to US$130B[1]

The Music Industry Outlook

- Structural shifts and secular growth are healthy tailwinds, which according to the Goldman Sachs 2020 music report, will see the music Industry nearly double in value by 2030.
- An acceleration of the shift from offline music to online music
- The artist-fan relationship becoming ever more important
- Emerging opportunities in music licensing, such as short-form video and e-fitness
- Strong user engagement with music on social media platforms
- A number of secular tailwinds support the growth in publishing revenue
  - Growth of paid streaming
  - Growth in live music, movies, TV shows
  - Positive regulatory developments
  - New format opportunities

[1] 2020 | Goldman Sachs Report - Music is in the Air
Image by Curtis Potvin

Short Term Focus - Deliver On All Three Segments

Strategic Initiative	Target Result	Status	
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 2020	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	🟡

Appendix

Appendix - Board & Executive Management

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Board

Linda Jenkinson
Independant, Non-Executive Chair

Linda Jenkinson is a successful business woman and entrepreneur with over 25 years of general management and consulting experience. She's founded numerous businesses and was the first New Zealand woman to list a company on the NASDAQ stock exchange, with DMSC, the $250 million on-demand courier company she co-founded. Linda Jenkinson is an experienced company director, sitting on multiple boards including Air New Zealand, Eclipx Group and Guild Group.

Management / Board

Jacqui Louez Schoorl
CEO, Executive Director & Cofounder

Jacqui has over 27 years of experience in entertainment: music, film and television, working in both public and private companies: ASX:EVT, EMI, Fox Studios Australia, Channel 9 and Lucasfilm. A regular panelist from Sydney to New York, Jacqui volunteers as the Founder of Women In Music Sydney and Dementia Australia. Jacqui is a graduate and member of the Australian Institute of Company Directors. Jacqui founded Jaxsta in 2013 having originated the concept in 2006.

Management / Board

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

Jorge has over 24 years of experience in accounting and finance roles in both public and private companies. Jorge has been CFO for three publicly listed companies in the United States and Australia. Jorge has an MBA from the University of Wisconsin-Madison and a BSBA from Bryant University. Mr Nigaglioni is a graduate and member of the Australian Institute of Company Directors and also holds a Certificate in Governance Practice and Administration from Chartered Secretaries Australia.

Board

Brett Cottle
Independant, Non-Executive Director

Brett was the Chief Executive of Australasian Performing Right Association Ltd (APRA) for 28 years and also held the position of Chief Executive of Australasian Mechanical Copyright Owners Society Ltd (AMCOS). Brett holds a law degree from Sydney University, is a past Director of the Australian Copyright Council and International Confederation of Societies of Authors and Composers (CISAC) and a past member of the Copyright Law Review Committee. In 2012 Brett was awarded the Order of Australia.

Board

Ken Gaunt
Non-Executive Director

Ken is a successful entrepreneur and investor with over 30 years of experience in sales management, corporate advisory and early-stage business development. Ken co-founded and was the managing director of Electronic Banking Solutions Pty Ltd which he grew into Australia's largest independent ATM operator. After a successful merger with Cashcard Australia Limited, Ken completed the $330 million sale to an American private investment firm. Ken is a director of Sydney Seaplanes and K2 Energy Limited.

Management

Michael Stone
Chief Technology Officer (CTO)

Michael has more than 25 years experience working in technology companies spanning defence, mobile communications, big data analytics and retail insights in both global corporations and startups. After a successful career at Ericsson, he became CEO of Amethon Solutions, a startup focused on providing bi data insights and analytics to mobile carriers. Michael has an MBA from RMIT University and Bachelor of Engineering from Canberra University.

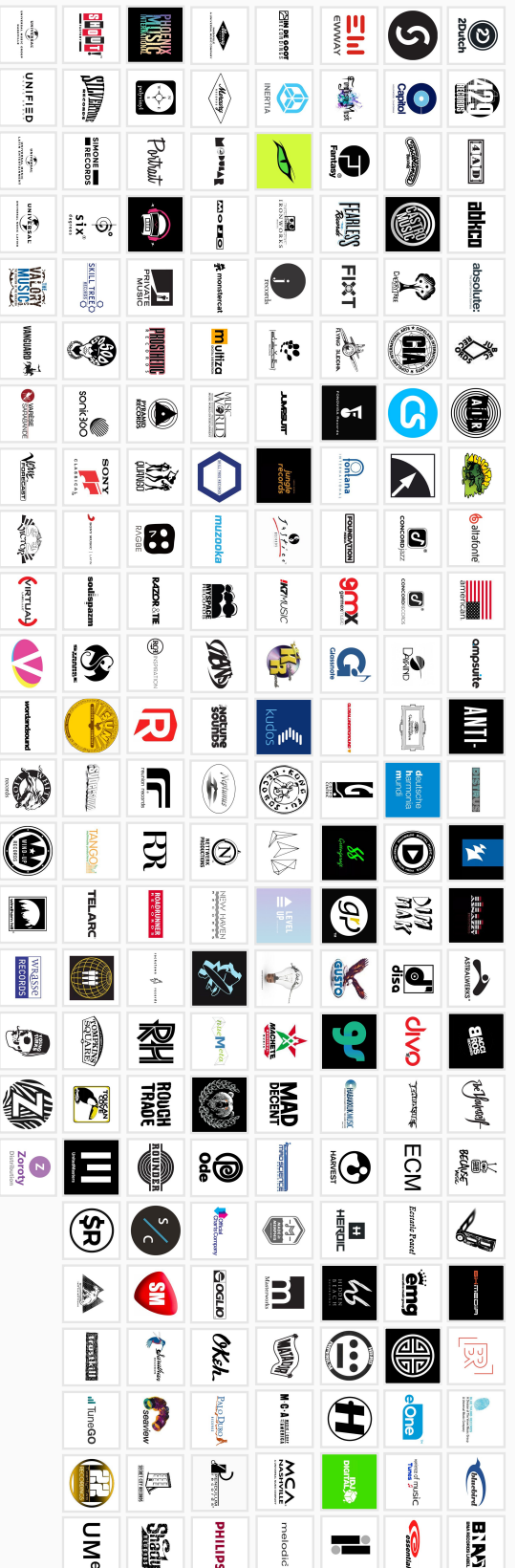# OUR PARTNERS - 235K partners = 1 million labels

Major Partners

Labels
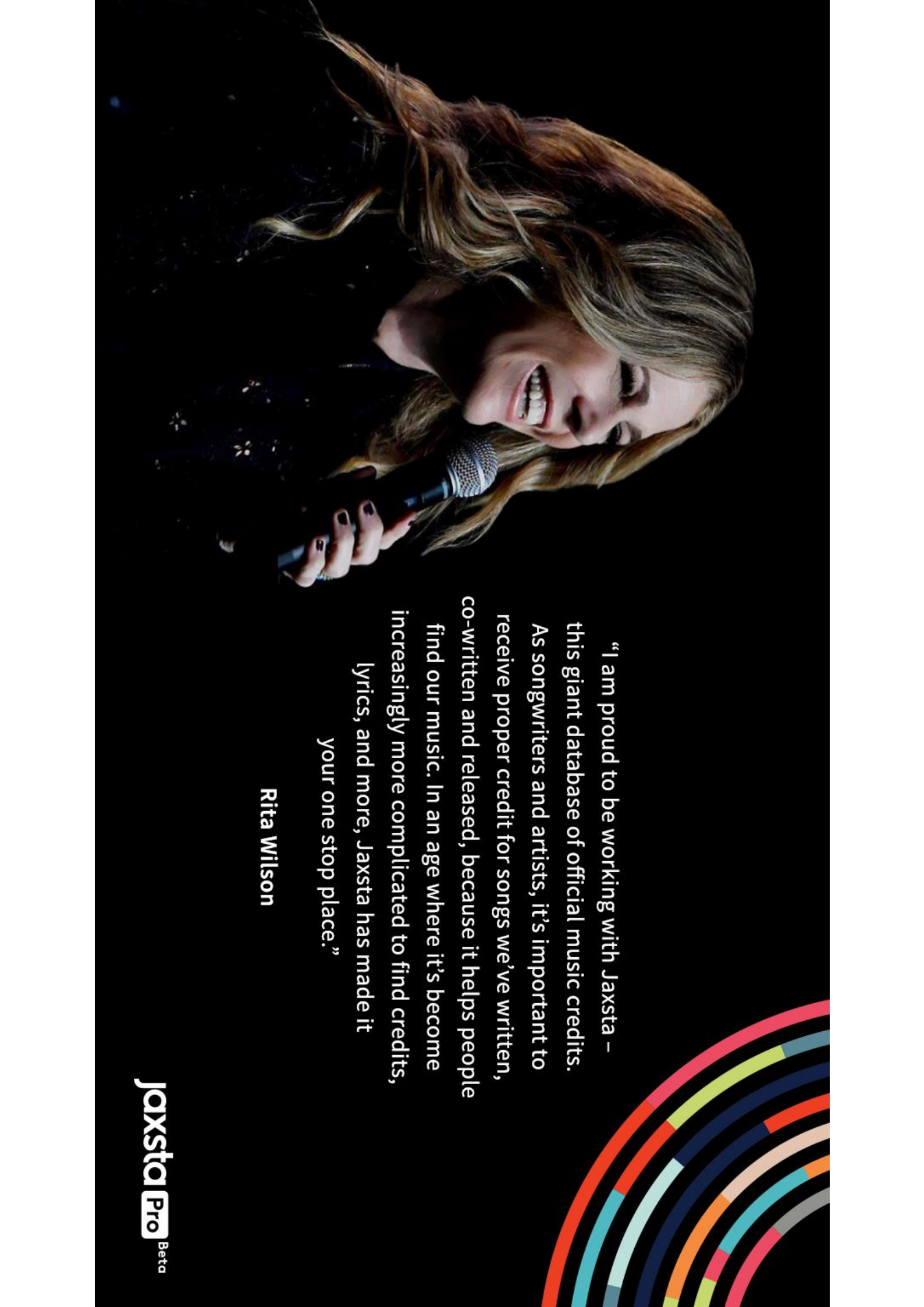
Distributors

Labels
Publishers
Associations

Partners Being Loaded

"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

"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."

Questlove
(GRAMMY-winning musician, producer, and co-founder of the Roots)

jaxsta Pro Beta

Q&A

Thank You

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

jaxsta.com

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