# Half Year 2022

# Summary

## 28 February 2022

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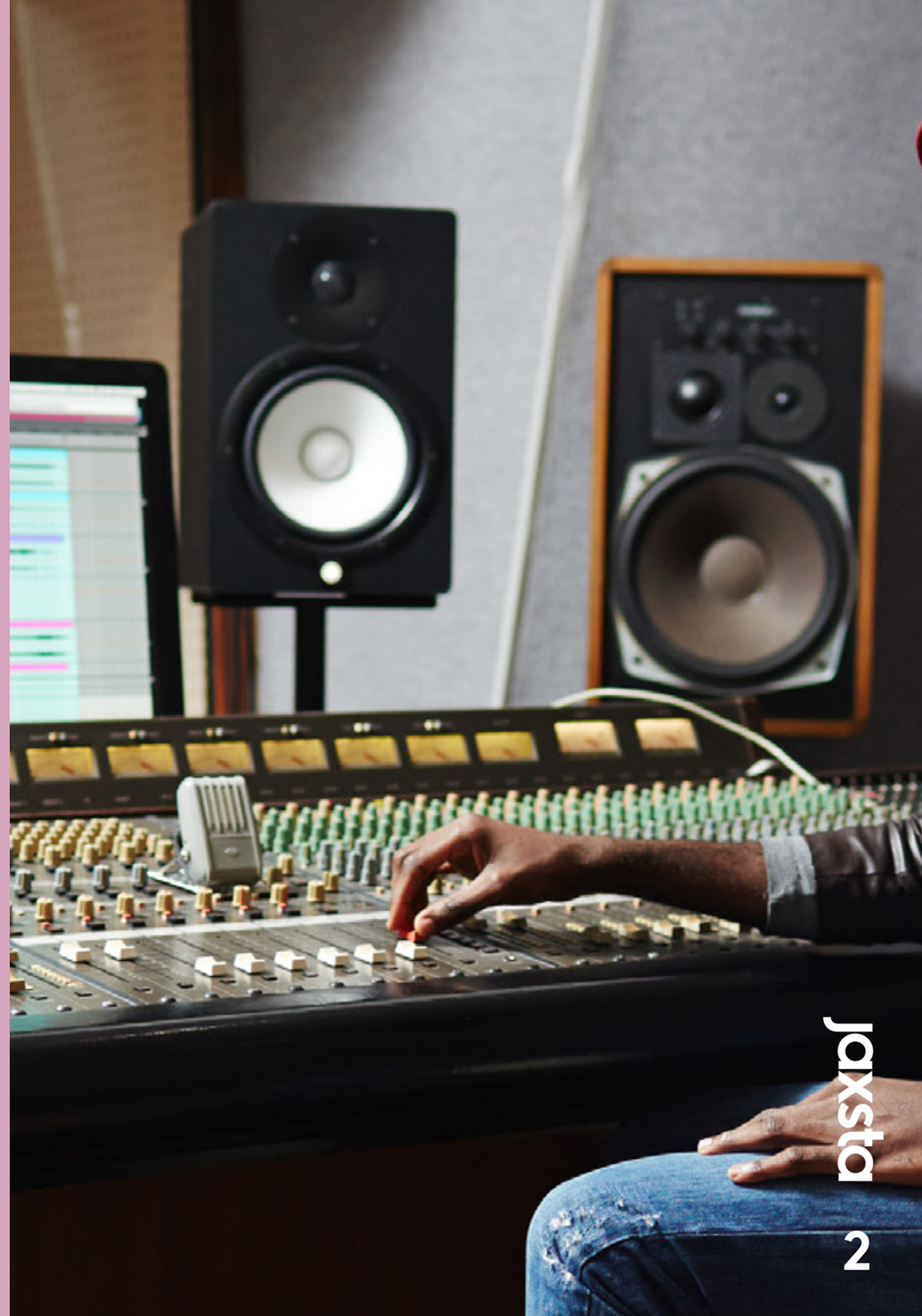
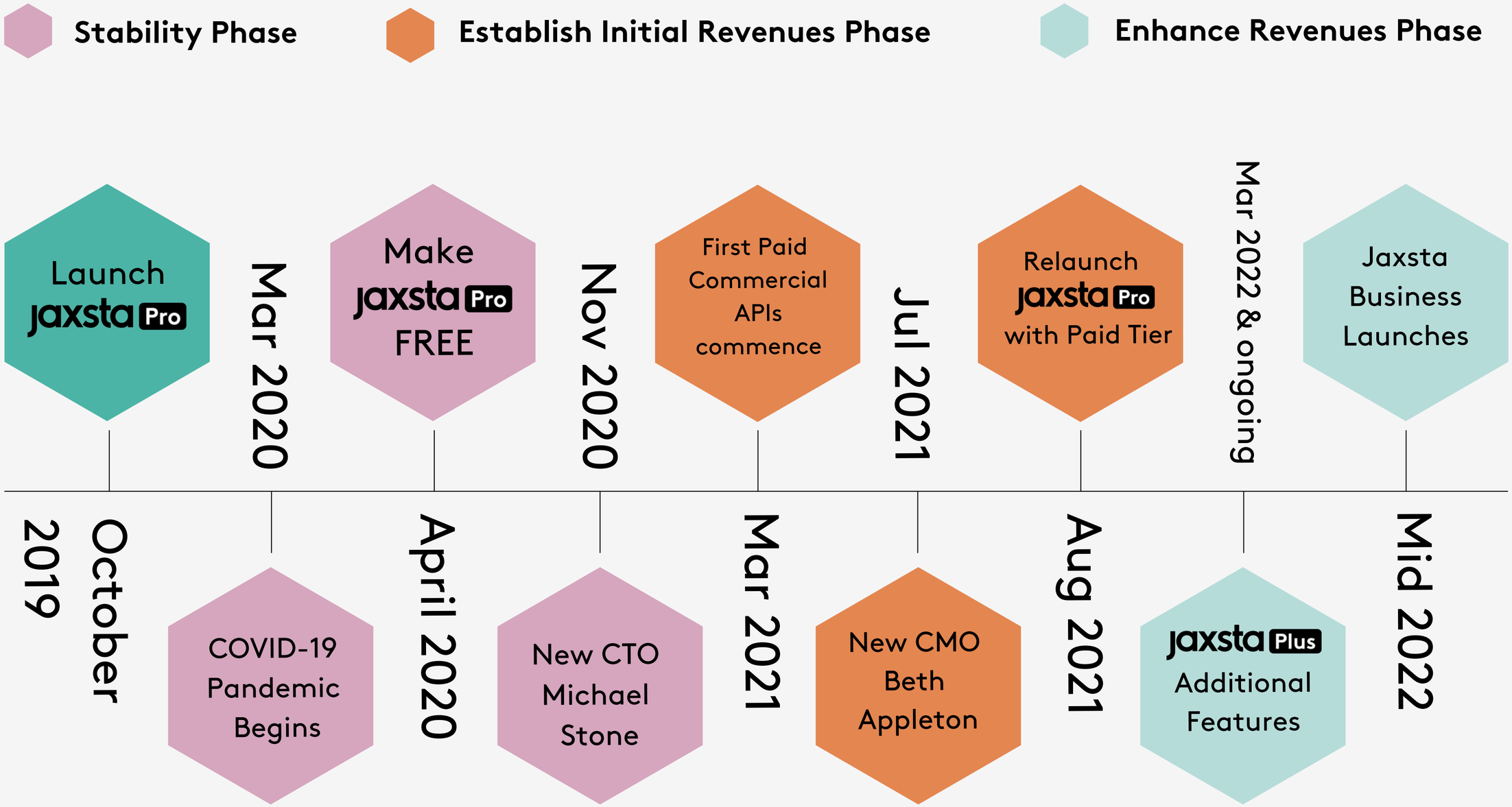
It's never a solo
performance and Jaxsta
credits everyone involved

# First Half Highlights

- Jaxsta Plus launched in August 2021 bringing a paid tier for premium customers.
- 46 new data partners added including:
  - Soundcloud (Repost) - Ingestion started during the first half and completed in January 2022.
  - Distrokid - Agreement entered into during the first half and ingestion is currently in progress.
- Beth Appleton joins Jaxsta as Chief Marketing Officer
- Jaxsta Prioritise Your Credits (July), Credit Alerts (Aug) and One Sheet (Nov) features added to Jaxsta Pro service.
- Signed five additional customers to data solution deals.




Stability Phase
Establish Initial Revenues Phase
Enhance Revenues Phase
Launch jaxsta Pro
October 2019
Mar 2020
COVID-19 Pandemic Begins
Make jaxsta Pro FREE
April 2020
Nov 2020
New CTO Michael Stone
First Paid Commercial APIs commence
Mar 2021
Jul 2021
New CMO Beth Appleton
Relaunch jaxsta Pro with Paid Tier
Aug 2021
Mar 2022 & ongoing
jaxsta Plus Additional Features
Jaxsta Business Launches
Mid 2022

# Stability Phase

In light of COVID-19 pandemic impact on music industry, the focus was to grow the membership and visitor bases in order to have a dedicated base to transition to a paid or advertising model once usage levels became high enough and consistent.

As visitor numbers rose, there was a clear segmentation between those visiting on site versus visiting Jaxsta Pro (See slide 9).

| | Pre Pandemic | Pre Jaxsta Plus |
|---|---|---|
| | 21 Apr 2020 | 12 Aug 2021 |
| **MEMBERSHIP (CUMULATIVE)** | | |
| Paid Members | 441 | 391* |
| Total Members | 441 | 105,051 |
| **AUDIENCE (LAST 30 DAYS)** | | |
| Monthly Visitors | 35,911 | 96,096 |
| Visits Per Month | 1.46 | 1.28 |
| Time on Site (Minutes) | 01:28 | 01:45 |
| Pages per Session | 3.55 | 5.41 |

*** Existing Jaxsta Pro Paid members converted to Plus at or post launch**

Leaving credits in the dark is stealing opportunities from creatives, we must together ensure we credit all proudly and accurately.

# Initial Revenue Phase

Focus shifts to conversion from free to paid
Key tasks are focus continued membership growth and identifying the key features attracting the most use and value.

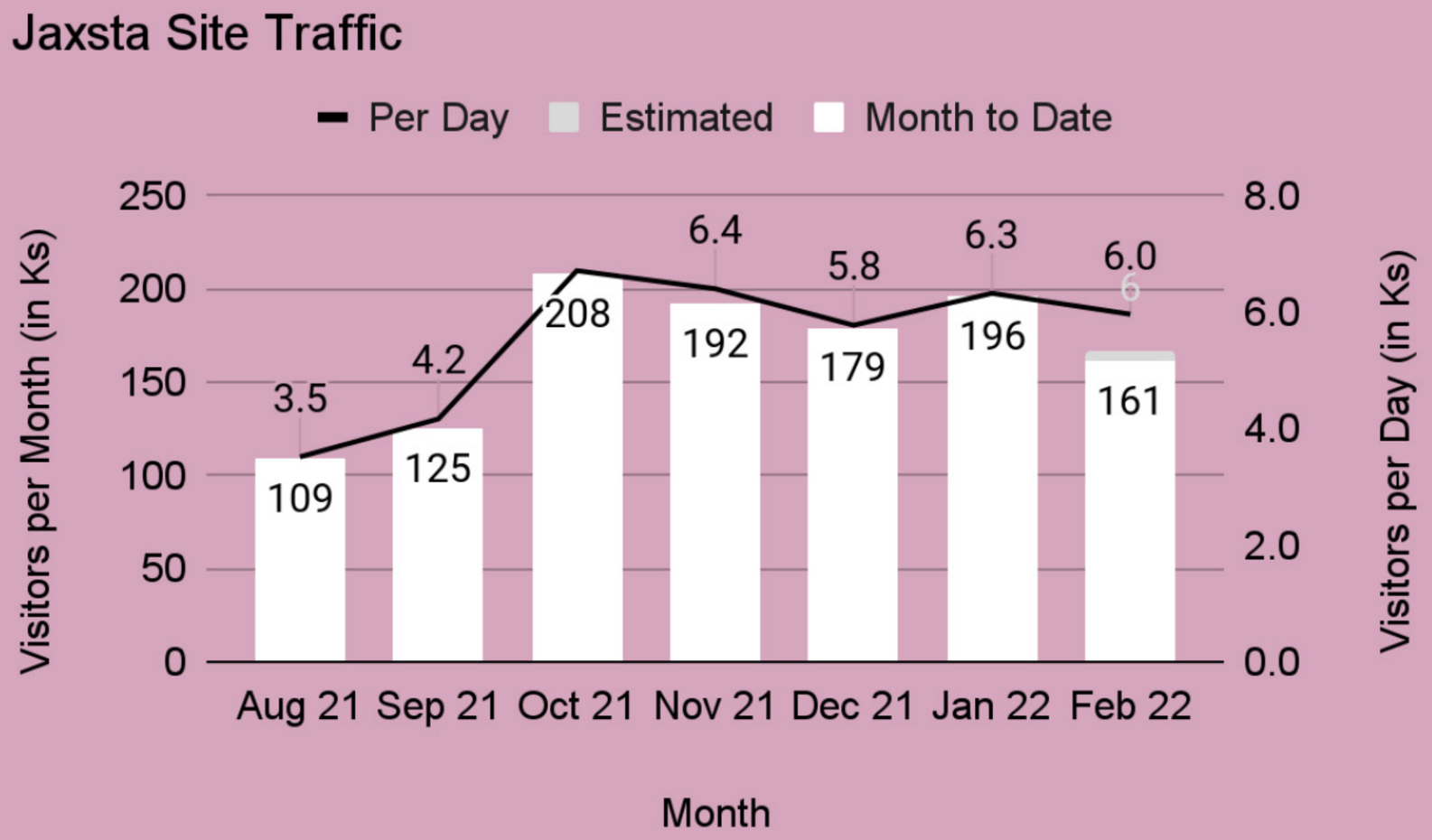
The split of Jaxsta Pro into Core and Plus has separated the visitors into distinct buckets whose use of the service differes between the two, as well as from those on the general website.  See slide 9 for the audience stats by tier.

| | Pre Jaxsta Plus | Current |
|---|---|---|
| | 12 Aug 2021 | 27 Feb 2022 |
| **MEMBERSHIP (CUMULATIVE)** | | |
| Paid Members | 391* | 965 |
| Total Members | 105,051 | 113,444 |
| **AUDIENCE (LAST 30 DAYS)** | | |
| Monthly Visitors | 96,096 | 178,887 |
| Visits Per Month | 1.28 | 1.37 |
| Time on Site (Minutes) | 01:45 | 01:02 |
| Pages per Session | 5.41 | 3.03 |

*** Existing Jaxsta Pro Paid members converted to Plus at or post launch**

# Total Visitors Since Jaxsta Pro Tiered Launch

- Feb in progress - estimated total for month expected to be 176K
- Feb shorter month, lower total but still high rate per day
- We launched and tested a new home page design in November - this did not increase conversions
- We believe we need a clearer and uncomplicated call to action - being rolled out In due course



# Metrics, Time on Site, Page Views, Sessions

| | jaxsta | jaxsta Core | jaxsta Plus |
|---|---|---|---|
| **Visits Per Month** | 1.37<br>1.34 | 1.05<br>1.10 | 1.14<br>1.29 |
| **Time on Site (minutes)** | 0:53<br>1:03 | 8.17<br>8:28 | 17.41<br>18:04 |
| **Pages per Session** | 3.19<br>3.03 | 14.45<br>15.14 | 26.11<br>21.89 |

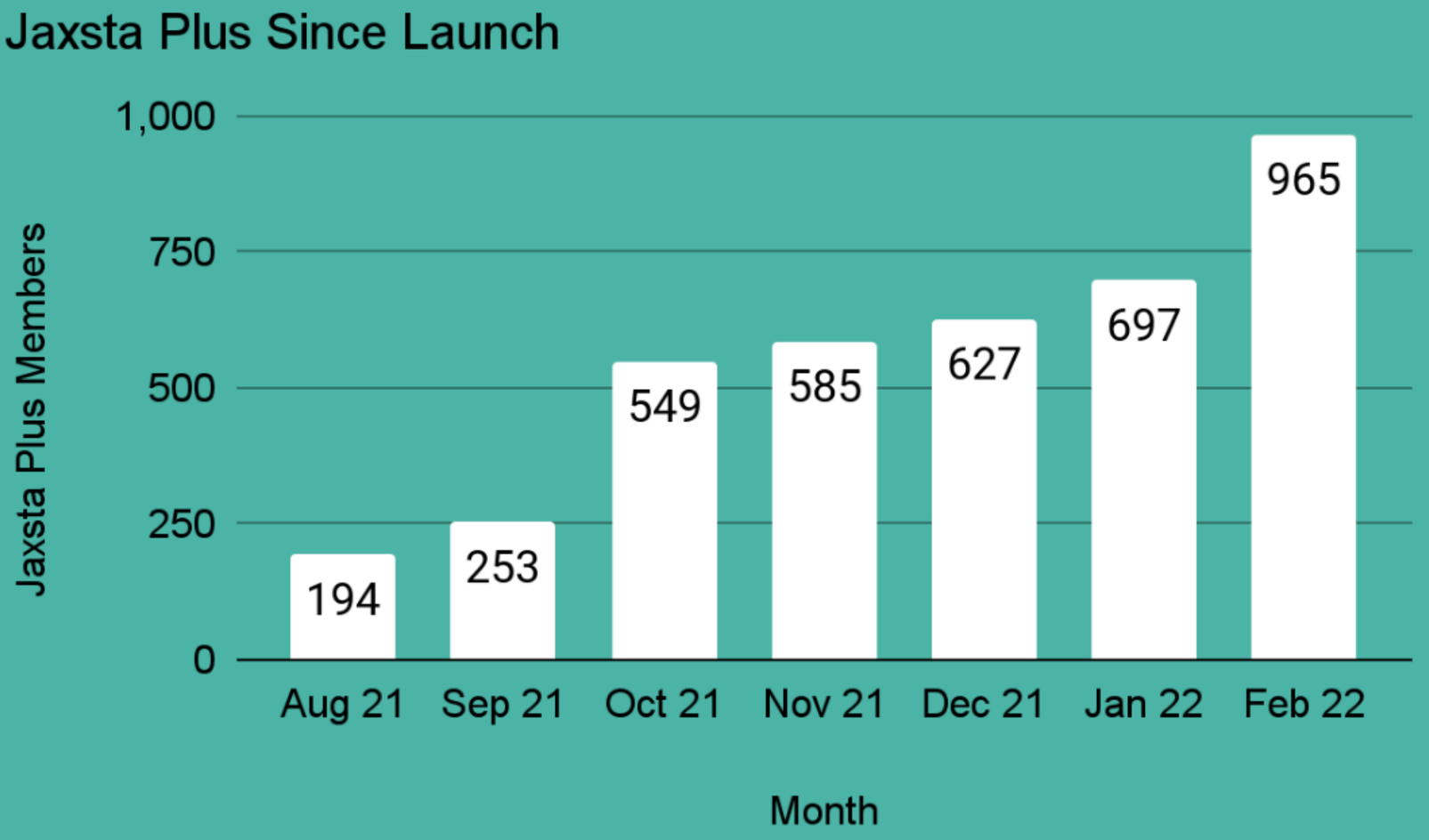
Average for August 2021 - 27 Feb 2022

Average for 1 Feb - 27 Feb 2002

- There is still a clear delineation in usage on site.
- Over 87% of Plus users and 51% of Core users view over 19 pages per session. Over 13% of all traffic view over 19 pages per session.
- Our focus is adding more content to keep all users viewing more pages and moving high value items to upper tiers to convert users to Core or Plus.

# jaxsta Plus - Month on Month Cumulative

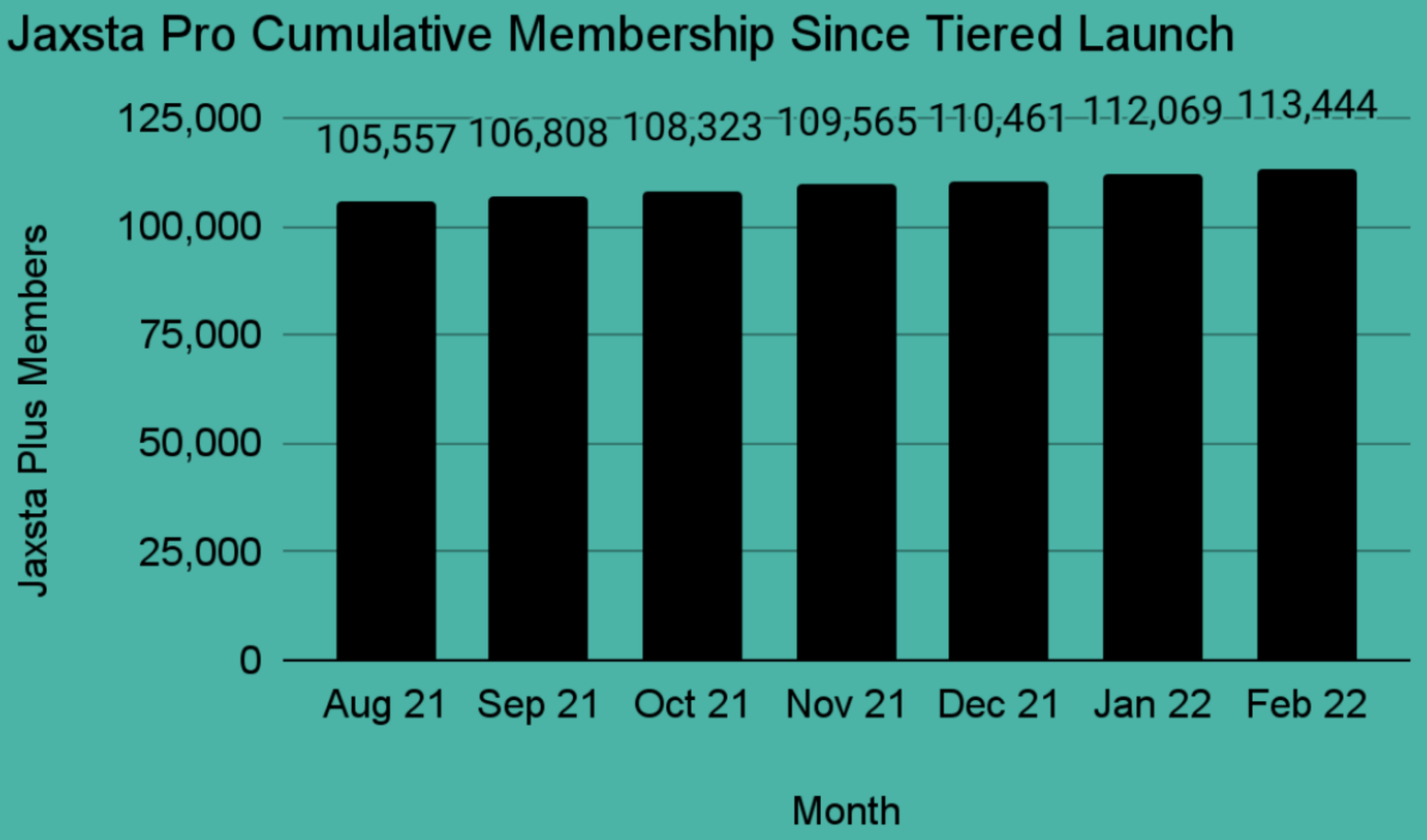
- Jaxsta Plus launched 13 August 2022
- Increase in Plus members from release of the One Sheet (Nov), improved certification mapping (Jan) & bulk licensing.




* Feb 22 through Feb 27, 2022

# Jaxsta Pro - Total Community Cumulative

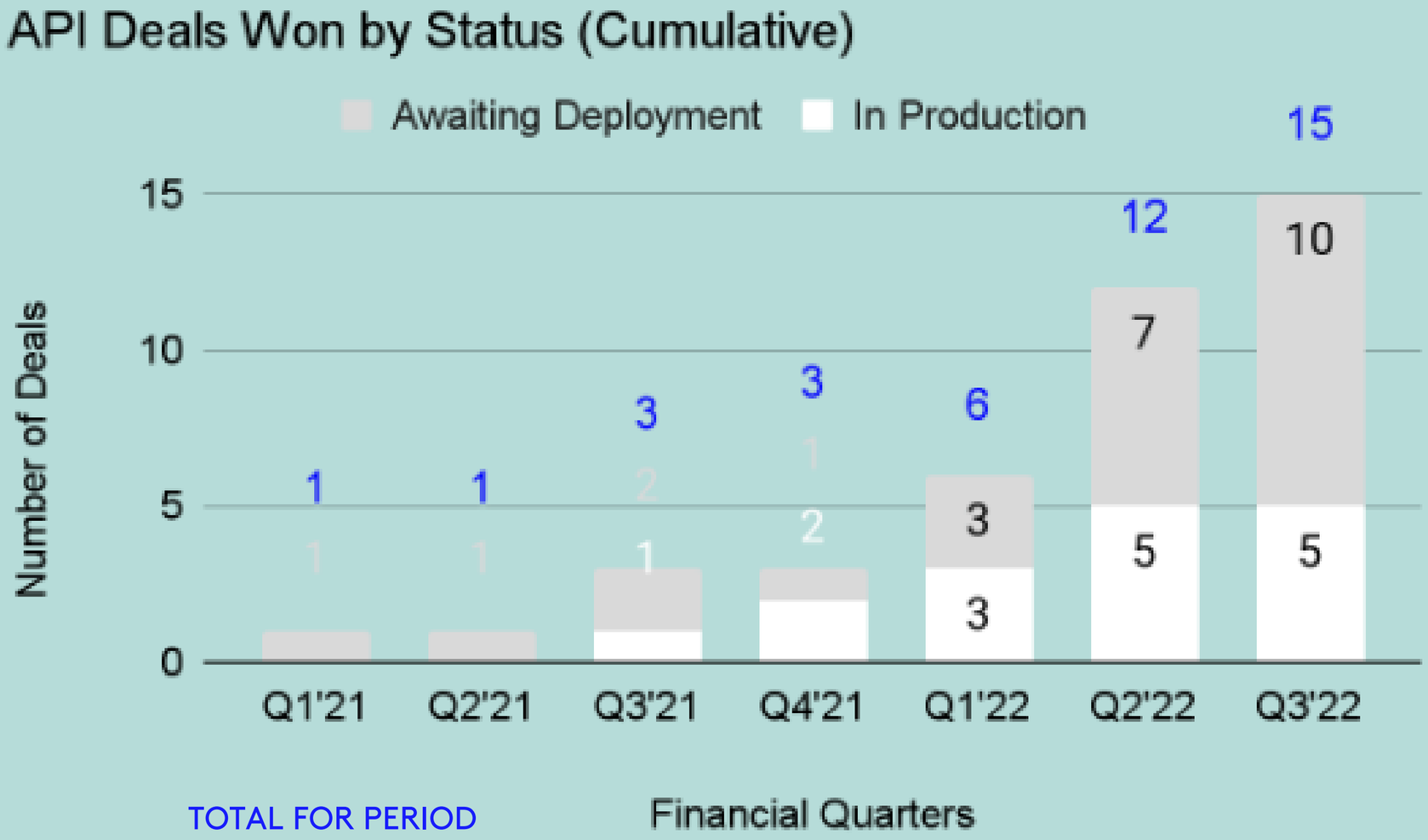
- Jaxsta Pro continues to increase through the combined tiers Plus (Paid) and Core (Free)
- Focus on conversion from Core to Plus based on current usage trends and new feature rollouts




* Feb 22 through Feb 27, 2022

# API Deals - Month on Month

- We continue to secure deals, but have not moved enough into production.
- We are working with customers to help their integration efforts.




*Q3'22 through Feb 27, 2022

# Jaxsta Pro and Data Solutions Key Activities

## DATA

⇨ During the last half year we have signed additional data sources, to ensure the completeness and accuracy of the database is at a level that coverage tests be it on a data solution or on an individual Jaxsta Pro page is the best in the industry.

⇨ Key additions like Distrokid and Soundcloud (Repost) allow us to deliver better results in more coverage tests. Soundcloud ingestion is now complete and Distrokid is underway, significantly increasing the coverage as the growth of self publishing continues to change the industry.

## ROADMAP

⇨ Continuous feedback on enhancing current or adding new features by our existing members and outside parties are feeding a prioritised development roadmap that is customer focused.

⇨ Our team has grown to address changes at a faster pace, mixing platform enhancements with new feature releases in a faster cadence.

The global music industry has a responsibility to ensure credits are not only valued but are accurate, published and amplified.

# Enhance Revenue Phase - 2nd Half Activities

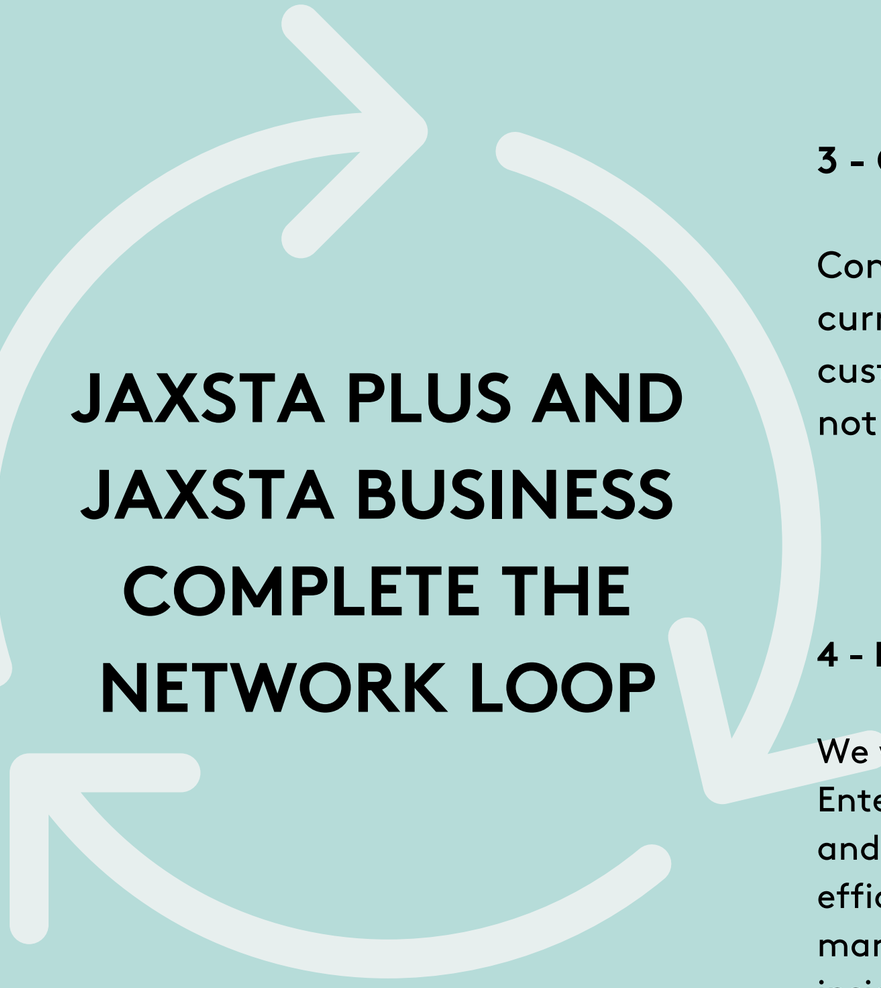
## Four key activities based on customer interactions.

**2 - MEMBER EDUCATION AND CONVERSION**

We will work with Pro users to educate and ensure they are using existing features well and adopting new features and ultimately upgrading to higher tiers or add-ons as our product solves problems for them.

**1 - MOVE OVERALL TRAFFIC INTO JAXSTA PRO**

We will focus our efforts and build strategies to encourage visitors to login, meaning they sign up for Pro membership and then Claim a profile as their first Call to Action.




**3 - CONTINUOUS FEATURE RELEASES**

Continued release and enhancement of current features to address existing customer requests and deliver on value not being addressed in the market

**4 - LAUNCH JAXSTA BUSINESS**

We will launch Jaxsta Business and Enterprise with integrated reporting and features that will provide efficiencies for roster and repertoire management, royalty collection and insights.

# Rest of 2022 and Beyond

**We continue on the mission to be THE SOURCE of official data in the music industry.**
**To keep growing we will continue to:**

- Complete the data sets that we have and add more sets to provide deep integrated data that provide the best opportunity for data driven creatives and music businesses
- Establish more partnerships to make Jaxsta the only source of data to do business in the industry
- Continue fulfilling the vision of Jaxsta Pro to its full design, which will augment the Data Solutions that we offer
- Add the full fan experience to site once the B2B offering is established
- Keep growing our traffic to monetise the site via marketing and other e-commerce campaigns
- Quickly address new opportunities that affect the industry, as music evolves from downloads to streaming to NFTs to AR and the Metaverse, new ways to operate using official date is essential

# Thank You!