



## ASX ANNOUNCEMENT

### Chairperson's Address & Company Presentation at Extraordinary General Meeting

- **EGM at 1:00pm AEDT on Friday, 24 June 2022.**

**Sydney, Australia, 24 June 2022:** 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 Chairperson's Address to be delivered at Jaxsta's Extraordinary 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

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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<sup>Beta</sup>, 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 Extraordinary General Meeting FY2022 - Chairperson's Address**

To be delivered by Linda Jenkinson, Jaxsta's Independent Chairperson

### **Welcome:**

Ladies and gentlemen, welcome to this extraordinary general meeting of Jaxsta Limited.

### **Agenda:**

We will cover through the procedure for registration & voting and move to the resolutions presented for shareholder approval. At that time the formal business of the meeting will be called to a close.

Beth will then provide an update on the progress over the last quarter, including last week's launch of our business solutions, as well as where we are going with Jaxsta in the coming year.

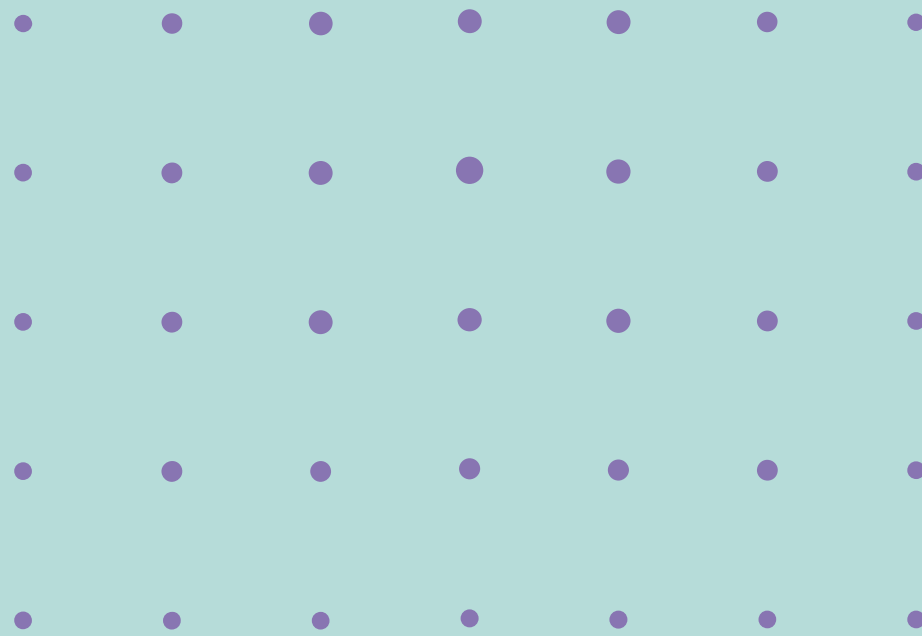
### **Chair Address:**

This EGM, formalising the Songtradr transaction, and coupled with the changes implemented in the last three months is a milestone for Jaxsta and our shareholders. Through our partnership with Songtradr we have transitioned to this new phase in which Jaxsta accelerates all commercial efforts. This transformation has resulted in significant changes to the Jaxsta business plan, product roadmap, executive team, including change of CEO, and reshaping of the Board.

Welcome to Jaxsta 2.0.

The company has already executed the first phase of its cost structure reduction plans and has reprioritised its roadmap to deliver revenue growth in the near term. This is evidenced by the initial changes to Jaxsta and its product offerings last week. Together, with our Songtradr partners, we are committed to delivering the vision we have embarked on.

Thank you.



jaxsta

# Jaxsta EGM

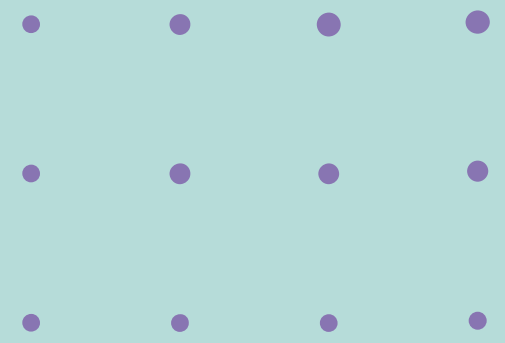
June 24th 2022





# Jaxsta 2.0 - our new journey

## Welcome from CEO Beth Appleton



Jaxsta's data-set is unprecedented in its depth and accuracy. As the world's largest Official Music Credits database with a site larger than Wikipedia and ingesting circa 1million new credits daily not only are we best in class, we are the only one in class.

Jaxsta provides value and solutions to business and we have an established credibility in this field.

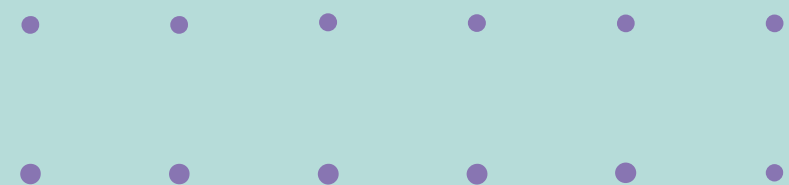
The last six weeks we have focused on our Membership upgrade and drawing a line to this incredible value being available to the industry for free. Last week we launched our membership upgrade throttling the ability to use Jaxsta without logging in.

This week we integrated advertising and very soon we will go live with search metering.

Without Official Music Credits the industry can not see who owns copyright and contributes to music creation. The industry is not enabled to deliver efficient royalty revenue distribution and collection. Catalogues can not be bought without knowing the full value. Jaxsta's deep linked data is the encyclopedia for all future exploitation.

Without a market place for discovering who has contributed to a song or knowing who the copyright representatives are to connect with opportunities are limited.

Jaxsta is the one source of truth. Our data provides answers and solutions that the intensely proactive music industry needs daily.



**Our focus is laser sharp to commercialise our value**



# Welcome from Songtradr CEO Paul Wiltshire



Jaxsta is a music industry pioneer and we believe the true value of aggregating the industry's data, as Jaxsta has, will be realized through both refined B2B and B2C initiatives. Building transformational technology is anything but easy and Jacqui and her team have worked incredibly hard on their mission to solve part of the music industry's significant data problem. We trust this new era for Jaxsta will be a highly focused period of revenue growth coupled with disciplined cost management providing the bedrock to support the company's long term ambitions."

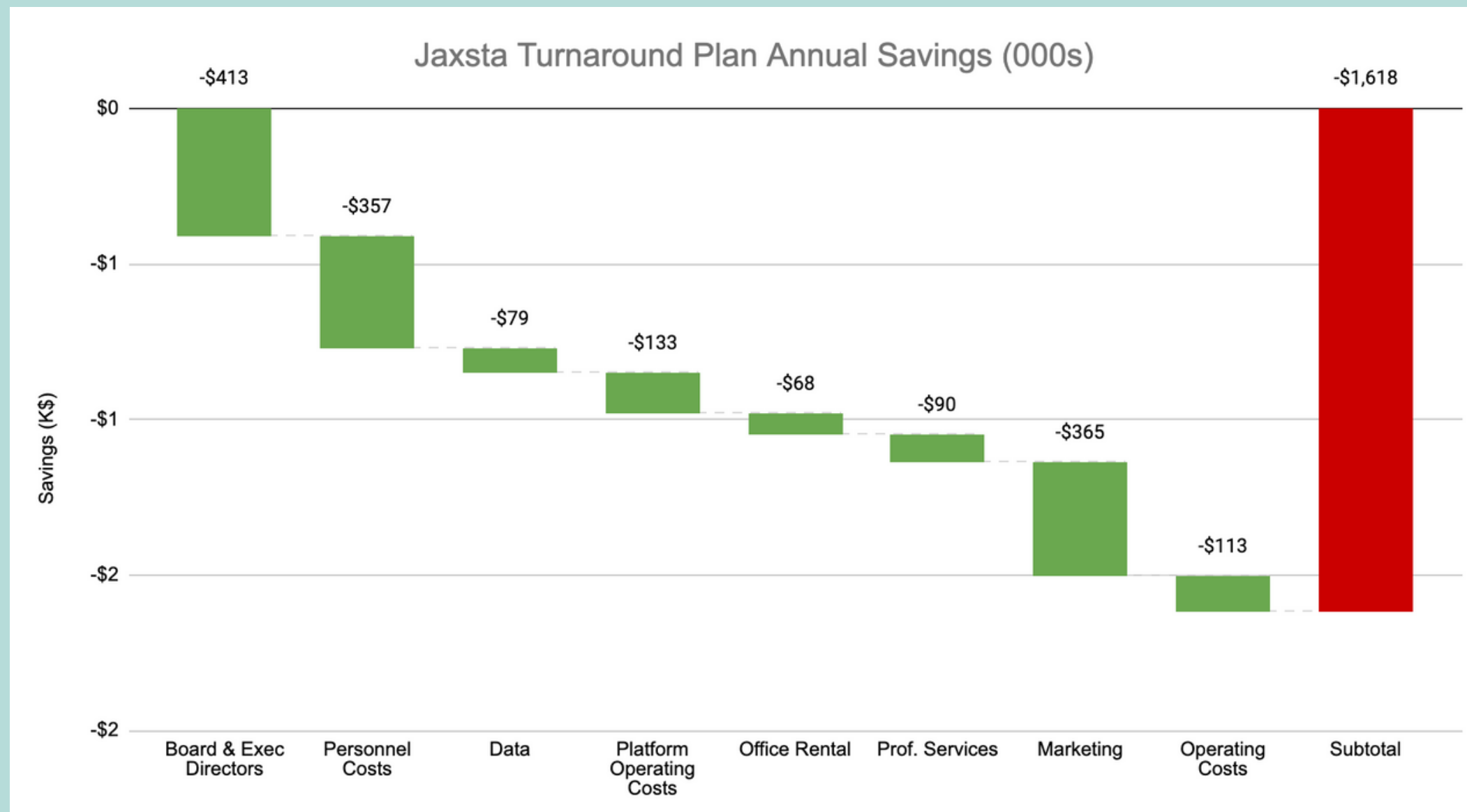
We've created the world's largest database of official music credits so you can find **verified data**

**jaxsta**

Get access



# Turnaround Plan - Cost Restructure



- The cost cutting was focused primarily on making sure revenue generating activities were prioritised and operational efficiencies were gained.
- The Board and executives changed their compensation to remove cash constraints for the business.
- Operating efficiencies in our cloud infrastructure are being finalised to improve ongoing costs
- Marketing activities are being refocused to the revenue initiatives
- WFH arrangements allow the company to reduce office and operating costs



# Accelerating revenue growth

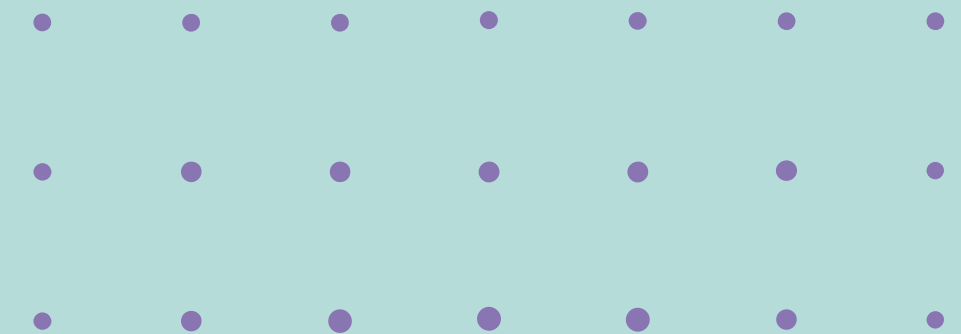
- Our Business and Enterprise plans are now available.
- These new plans target the different business users who have unique requirements for our data and service.
- Business is targeted at artist management and labels managing the careers of artists in their portfolio.
- Enterprise targets labels, publishers, management companies and enterprises who manage copyrights and revenue distribution across the global music industry.
- Our team is focused on outreach, and conversion using our CRM tools to enable efficiency.

The screenshot displays three pricing plans for Jaxsta: Creator, Business, and Enterprise. Each plan includes a description, a list of features, and pricing information.

Plan	Description	What's included:	Price
Creator	An extensive and evolving suite of features designed to empower music makers and the industry professionals who represent them.	<ul style="list-style-type: none"><li>• All Free Features</li><li>• 1 user license</li><li>• Claim and manage 3 profiles</li><li>• Create a Jaxsta One Sheet for each profile</li><li>• Share awards and certifications digital plaque</li><li>• Set Credit and Chart Alerts</li><li>• Industry events directory and calendar</li><li>• Global charts</li><li>• International markets stats</li><li>• Access industry contact details</li><li>• Additional profile claims available for US\$14.99 per year</li><li>• 25 searches per month per licence (Coming Soon)</li></ul>	Bill Monthly <input type="checkbox"/> Bill Yearly <input checked="" type="checkbox"/> <b>\$49 USD /Year</b> \$4.08 per month <a href="#">Manage Account</a>
Business	For companies such as record labels, publishers, managers, and agents. Access a suite of features designed to save time, provide data-driven solutions, find revenue and build the careers of your clients.	<ul style="list-style-type: none"><li>• All Creator features</li><li>• 2 user licenses</li><li>• Claim and manage 10 profiles</li><li>• 2 profile repertoire reports per user [Valued at US\$250 each]</li><li>• Claim and verify your business page</li><li>• Parent-Child account management</li><li>• Search by UPC/ISRC and more</li><li>• Onboarding service provided</li><li>• Additional profile claims available for US\$12.99 per year</li><li>• 100 searches per month per licence (Coming Soon)</li></ul>	To discuss invoicing options, please contact <a href="mailto:support@jaxsta.com">support@jaxsta.com</a> <b>\$999 USD /Year</b>
Enterprise	For organizations that require accurate data to enhance royalty identification and increase opportunities for their rightsholder members or clients. Enterprise delivers a comprehensive metadata solution.	<ul style="list-style-type: none"><li>• All Business features</li><li>• Minimum of 5 user licenses</li><li>• Claim and manage unlimited profiles</li><li>• 5 profile repertoire reports per user [Valued at US\$250 each]</li><li>• 2500 searches per month per licence (Coming Soon)</li></ul>	To learn more about our Enterprise plan, please contact <a href="mailto:support@jaxsta.com">support@jaxsta.com</a>



We now have a commercial product for business available



# Throttling Jaxsta value being available for free.

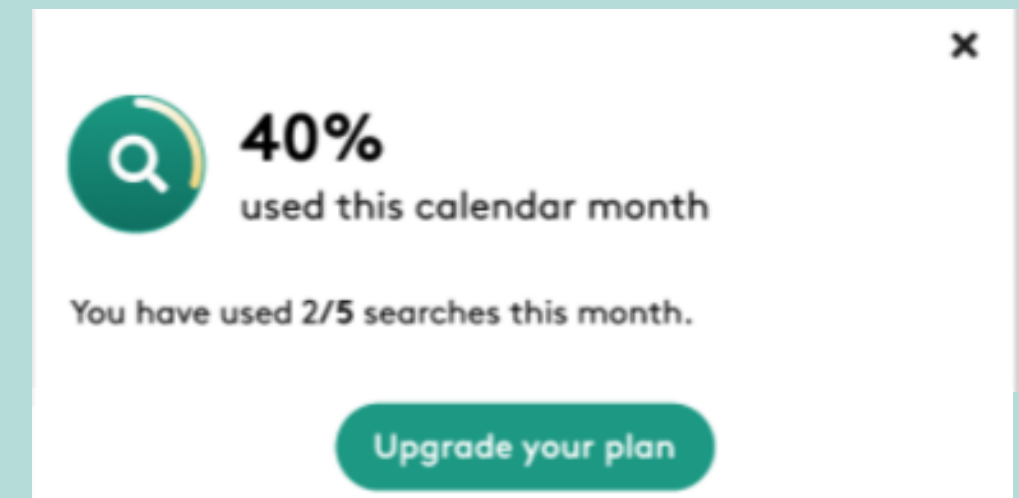
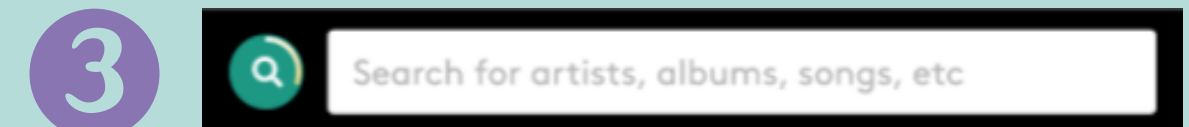
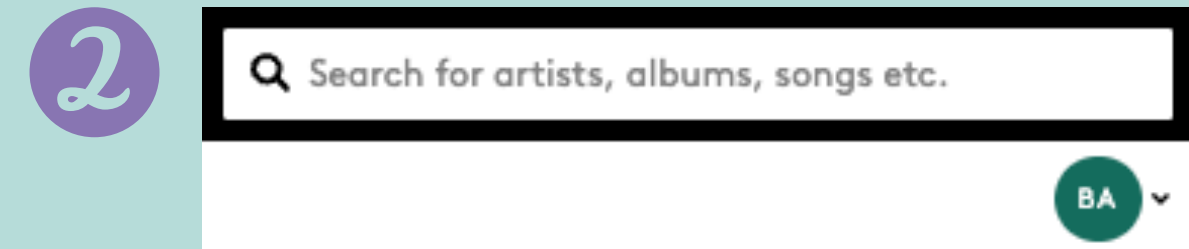
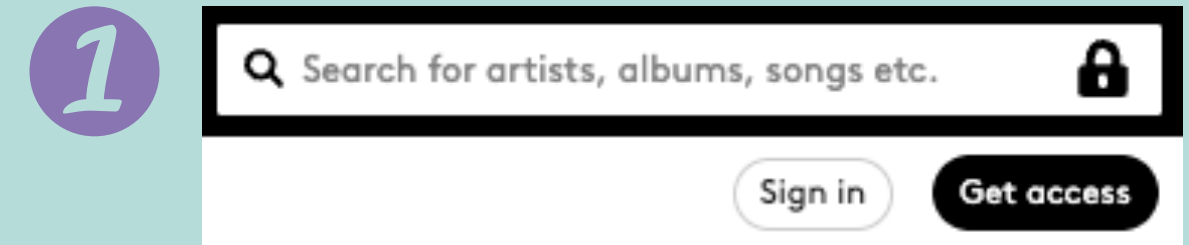
Free and Creator membership plans have been scoped to the needs of those individuals.

We have created a clear difference in value proposition to Business users

Access to the site now requires signing in - we now have a relationship with every user and know who the real users are.

The final element of this strategy will soon be in place with metered search:

- Free users only get 5 searches per month with advertising to support their use
- Creator users get 25 searches per month and can manage 3 profile claims with additional claims available for a fee
- Those using Jaxsta's deep-linked dataset regularly, with multiple searches to enable their business, will need to become an Enterprise member.




Our membership plans are now aimed at the B2B users



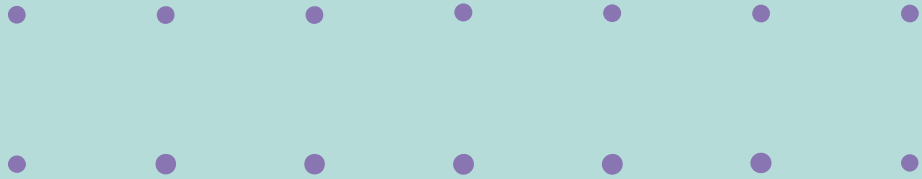


# Focusing on industry value with a clear product portfolio

Jaxsta is the ONLY Official Source of Verified Music Credits

	<b>jaxsta</b>	<b>Discogs</b>	All Music	<b>MUSO.AI</b>	WIKIPEDIA
Official Data - licensed and delivered directly from the custodians of the data		-	Crowd sourced Not verified. Low Value to the industry	-	Crowd-sourced, incomplete and not controlled by credit owners
Live data in conjunction with all music services (e.g. YouTube, Spotify, Apple)		-	-	-	-
Reports available for Music Industry Business mapping charts and playlists with creatives and credits - all deep- linked		-	-	-	-
Creator tools to manage their credits, awards imagery, bio and contacts - as with LinkedIn		-	-	-	-
GRAMMY Awards and Consumption certifications [RIAA] mapped with data		-	-	-	-

The above table and comparison has been performed in-house by Jaxsta using publicly available sources of information



# API and Repertoire Reports

- Jaxsta and Songtradr have joined forces where Songtradr's business development resources will be used for Data and Enterprise sales.
- These reports contain the credits for every person involved in all songs released including songwriters, producers, mix engineers, mastering engineers, musicians, performers and more. Repertoire reports can be delivered for multiple playlists and charts.
- No other business can match data in such way and deliver this insight and data intelligence to Business and Enterprise

Position	Jaxsta Recording	Role Group	Jaxsta Profile	Roles	Release Date
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Nickie Jon Pañón	Mixing Engineer   Rec	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Denzel Baptiste	Recording Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	David Dickenson	Assistant Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	David Biral	Assistant Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Drew Siger	Assistant Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Patrizio "Teazin" Pigiapoco	Mixing Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Roy Lenzo	Recording Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Marvin Hernandez	Assistant Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Eric Jagg	Mastering Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Engineers	Ashley Jackson	Assistant Engineer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Main Artist	Lil Nas X	Main Artist	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Main Artist	Jack Harlow	Main Artist	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Denzel Baptiste	Background Vocal   Ba	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Maclean Porter	Vocal	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Lil Nas X	Associated Performer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Montero Hill	Background Vocal	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	David Biral	Bass   Keyboards   Voc	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Ryan Svendsen	Trumpet	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Lil Nas X		2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Performers	Lil Nas X		2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Producers	Tanaka Olayinka	Producer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Producers	Kanye West	Producer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	Denzel Baptiste	Programmer   Vocal Pr	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	David Biral	Programmer   Vocal Pr	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	Olivia	Misc. Prod.	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	Raul Cubana	Programmer	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	Drew Siger	Misc. Prod.	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Production Team	Roy Lenzo	Misc. Prod.	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Songwriters	Denzel Baptiste	Composer   Lyricist	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Songwriters	Montero Hill	Composer   Lyricist	2021-09
1	INDUSTRY BABY (feat. Jack Harlow) by Lil Nas X   Jack Harl	Songwriters	Kanye West	Composer   Lyricist	2021-09

**Ryan Svendsen** Claim

[Listen](#) [Share](#) [Alert](#) [Submit Missing Release](#) [One Sheet](#)

**Credits** Collaborators Bio Awards Charts Contacts

- INDUSTRY BABY by Jack Harlow, and Lil Nas X - 2021
- Glory Sound Prep by Jon Bellion - 2018
- Fall In Line by Christina Aguilera - 2018
- To Elaine by Ryan Svendsen - 2021

Download an example repertoire report [here](#)



# Solution oriented value proposition

Jaxsta's deep-linked official data can solve multiple problems for Business and Creator customers. We are focused on ensuring the consumer journey is not overwhelming.

Jaxsta.com is our 24/7 sales team. The value proposition for each customer segment must be clear and take visitors on an effective customer journey through to sign-up.

Integrated 'App Cues'

**Welcome to Jaxsta**

Thank you for becoming a Business member.

You now have access to a wide range of features, including:

- Claim, verify and manage the profiles of the creatives you represent, or take advantage of our onboarding service
- Access to Repertoire Reports
- Add additional user licences to your account

Let's start by getting you set up!

[Later](#) [I'm ready](#)



**jaxsta**

**Welcome to Jaxsta**

Now you can claim, verify and manage your profile, or the profiles of the creatives you represent, and personalize the profile by adding an image and bio, important contact details, and social media/website links. Time to shine!

[Later](#) [I'm ready](#)



**Enterprise**

For organizations that require accurate data to enhance royalty identification and increase opportunities for their rightsholder members or clients. Enterprise delivers a comprehensive metadata solution.

**Business**

For companies such as record labels, publishers, managers, and agents. Access a suite of features designed to save time, provide data-driven solutions, find revenue and build the careers of your clients.

**Creator**

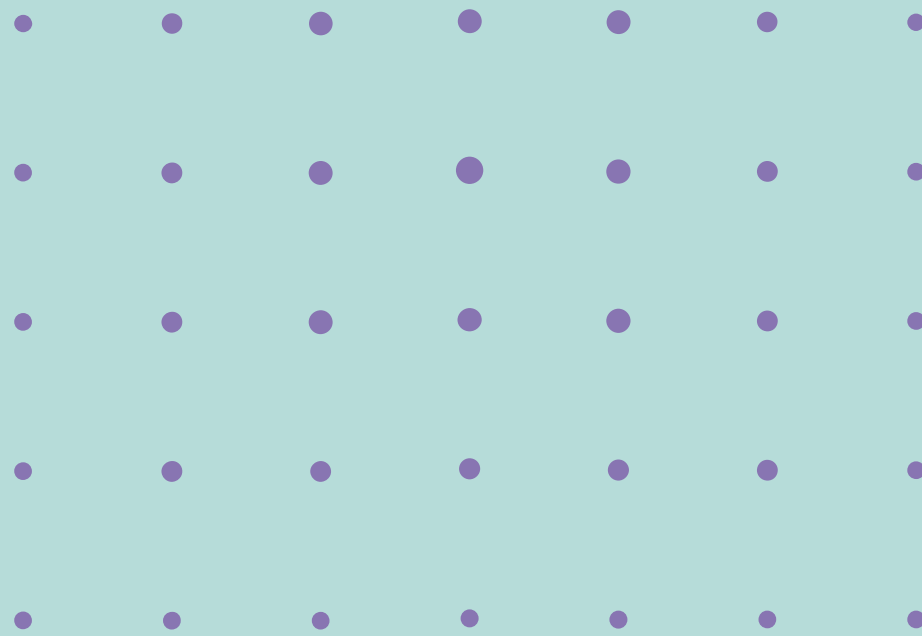
An extensive and evolving suite of features designed to empower music makers and the industry professionals who represent them.



# Business now and fans to come

- To build our membership revenues we need to restrict free access to Jaxsta.
- This strategic decision recognises that we will be limiting the fan experience [for now]
- Jaxsta's data set is able to feed multiple platforms and our B2C strategy can be multifaceted
- We are focused on ensuring that our fan proposition does not dilute or confuse our business proposition.
- Jaxsta and Songtradr are currently working closely on an opportunity with a B2C focus. Jaxsta will provide non confidential market updates as the opportunity progresses.





**jaxsta**

For updates follow:

[www.linkedin.com/company/jaxsta-music/](http://www.linkedin.com/company/jaxsta-music/)  
[twitter.com/JaxstaMusic](https://twitter.com/JaxstaMusic)

**Next meeting Jaxsta AGM**

