

#### **ASX ANNOUNCEMENT**

#### **Jaxsta Presents February Webinar**

**Sydney, Australia, 28 September 2022:** 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

**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 music credits database and technology. Partnered with the industry's leading major and independent record companies, publishers, distributors, royalty agencies and industry associations, Jaxsta is the go-to authoritative source of official music credits information. Jaxsta is a SaaS platform providing career enhancing solutions for artists and performers, and data-solutions for the music, media and entertainment industries.

## jaxsta

## Business Update

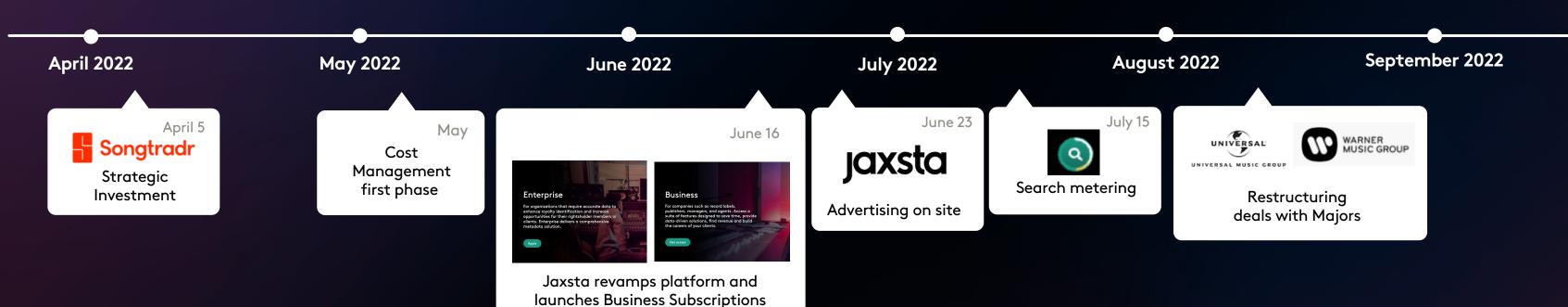
Host: Beth Appleton, Chief Executive Officer

Q3 2022

## Timeline and key initiatives









## Last seven months

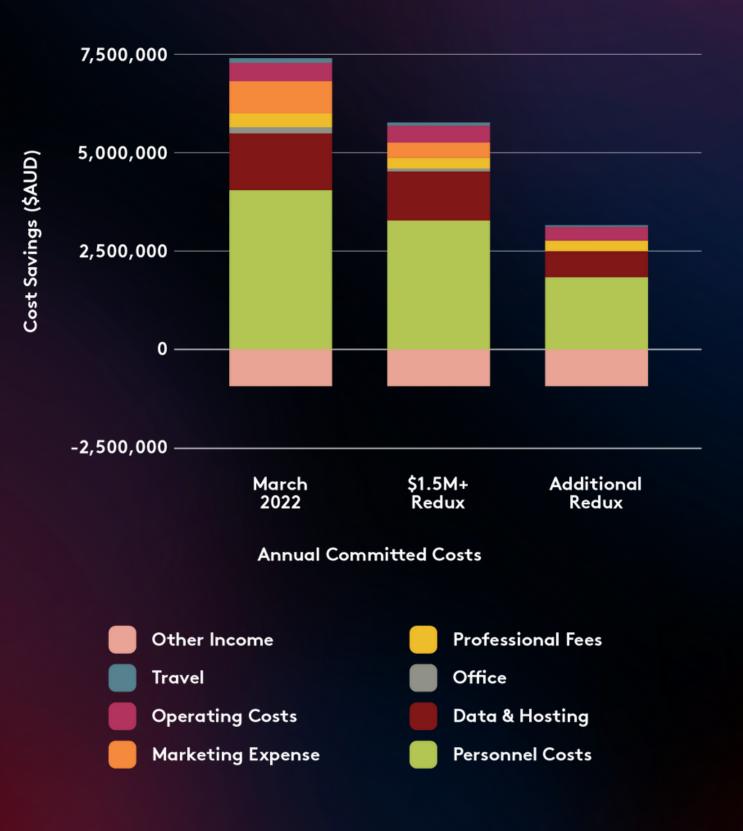
+ 15.66% Monthly Gross Revenue

-14.20% Monthly Burn Rate

+30.77% Subscription Growth



#### Cost Saving Initiatives



# My immediate aim is to grow the company to profitability.

- AU\$1.5M cost savings identified in April, actioned
- Jaxsta will be a remote team from Jan 2023
- Licensing fees structure renegotiated
- Further reductions in September to lower burn rate further

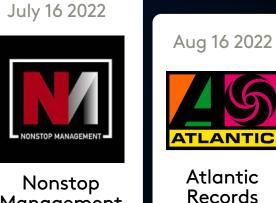


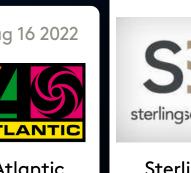
## Business & Enterprise Members











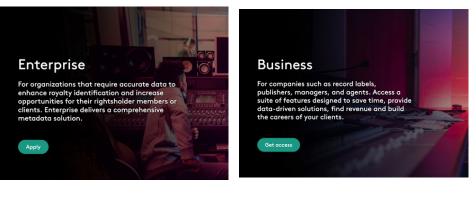












Jaxsta Revamps Platform and launches Business **Subscriptions** 

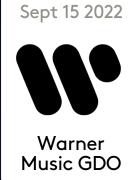




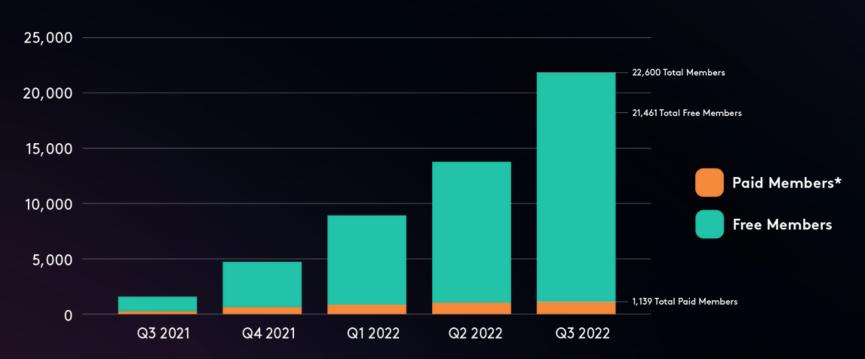
Sept 1 2022





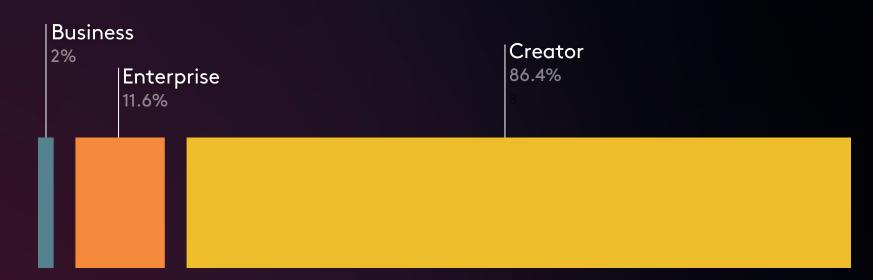


#### Members by Quarter (Cumulative)

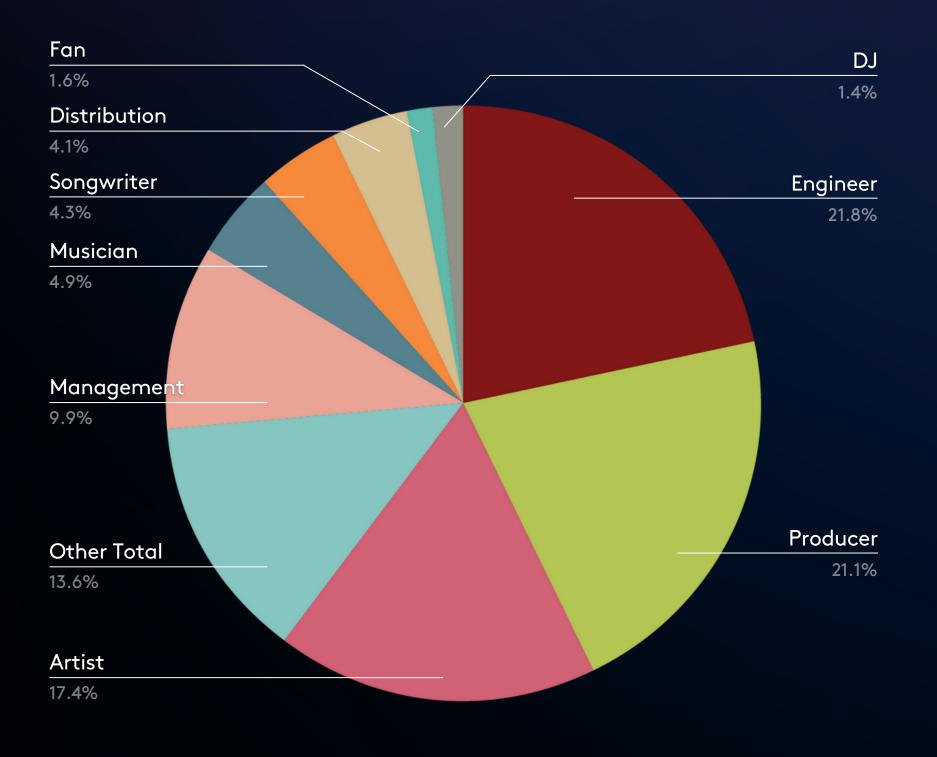


<sup>\*</sup>Paid members include members under Creator, Business and Enterprise Memberships

#### Members by Subscription Type



#### Creator by Industry Role



## Enterprise Memberships

Business Memberships

API Clients Live

API Clients Testing

#### Annual Recurring Revenue by Quarter



## API Business Development



## Songtradr Partnership



- Neighbourhood Rights API deal in place April 2021 -Seek neighbouring rights
- Additional API deal put in place in October 2021
- Songtradr becomes Enterprise member 2022

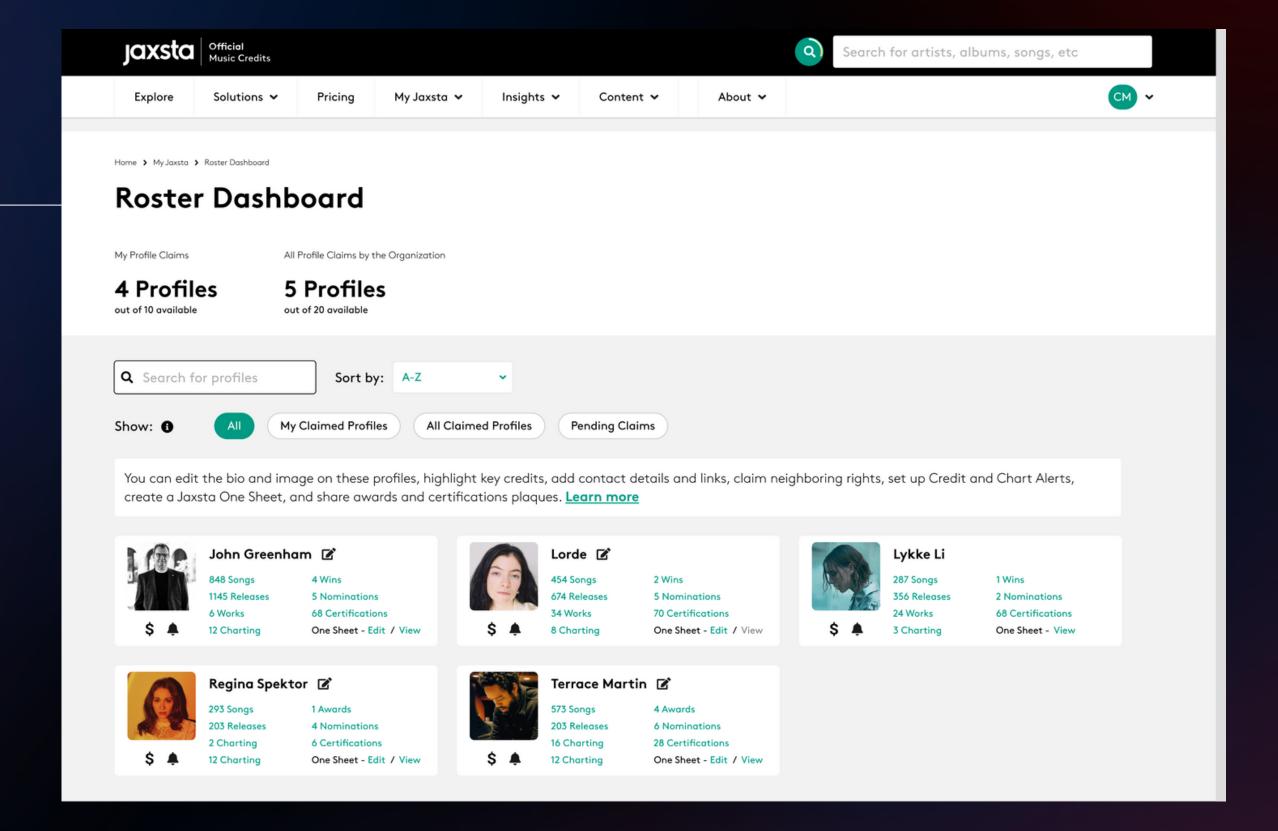


"With our Jaxsta data partnership and our blackbox expertise, we are fast becoming an instrumental authority in unlocking blockbox revenues never before seen."

Samantha Schilling
VP Neighbouring Rights

The next 90 days -

## Business Roster Dashboard





## Explore



Explore Solutions Pricing My Jaxsta Insights Content About

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



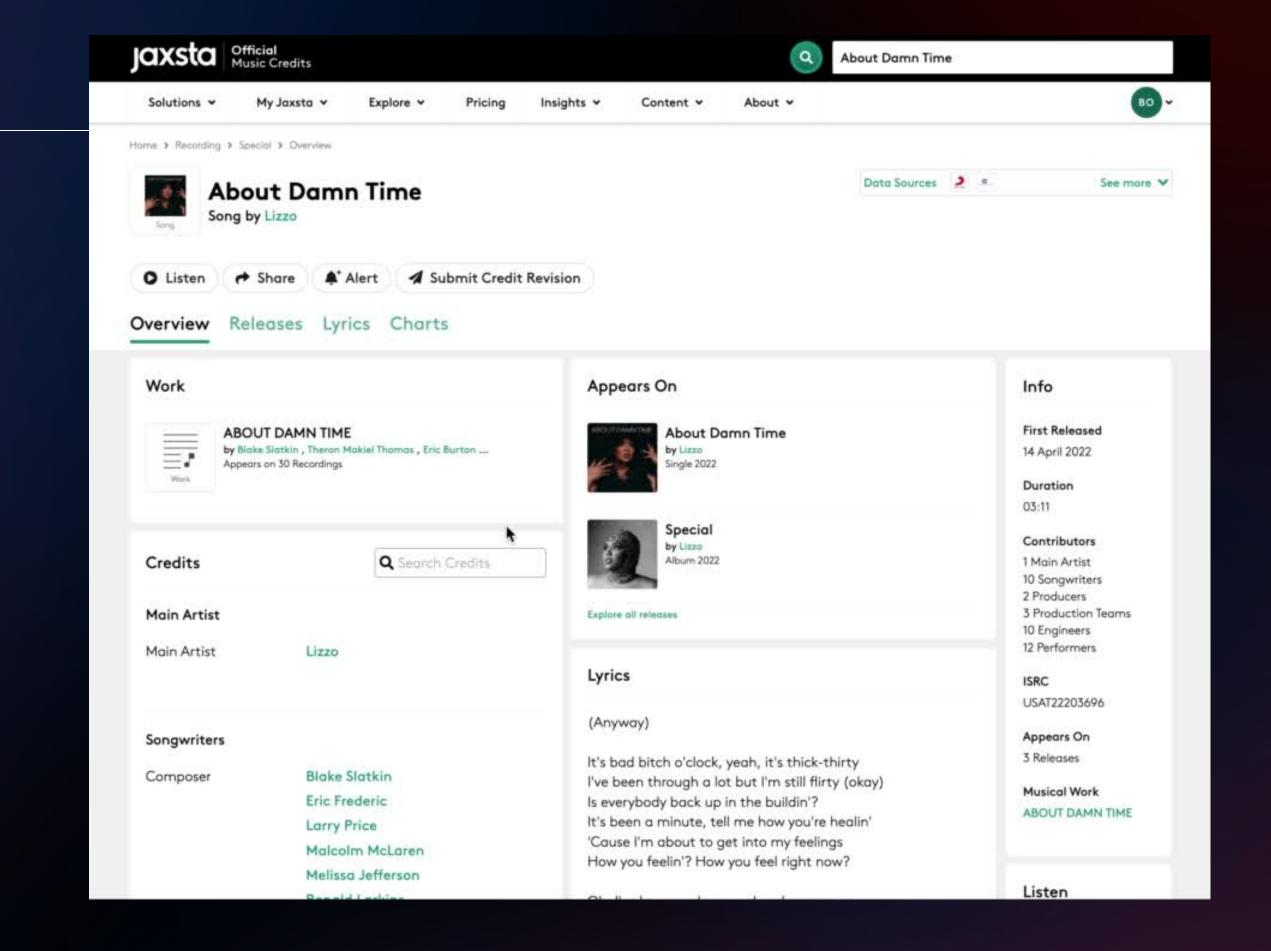


#### What is Jaxsta?

Jaxsta is the world's ONLY official music credits database. The are official because they're provided directly by more than 3C partners, including record labels, publishers and industry associations – none of our data is crowd-sourced. With more million deep-linked pages and 270+ million music credits, Jax the solution to the music industry's metadata problem.

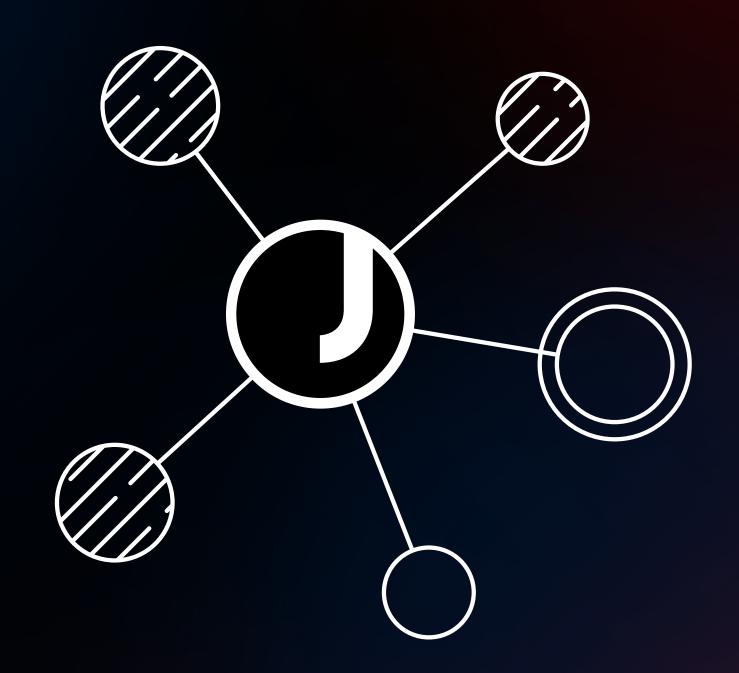


## Works Data





Jaxsta's data has the potential to power a unique music consumer experience



### The evolution of Jaxsta

#### Vision

To collate, clean and connect the music industry's data to provide a comprehensive platform that everyone in the music industry uses as its single source of truth and fans go to enrich their overall music experience

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

## Jaxsta Licensing and Development (MVP)

to collate, clean and connect the music industry's data

#### Data and Platform

328 data partners275M credits deep-linked across74M pages

#### Jaxsta 1.0

to provide a comprehensive platform for everyone in the music industry to use as its single source of truth

#### B<sub>2</sub>B

Memberships
API Clients
Business Solutions

#### Jaxsta 2.0

fans and consumers enrich their music experience through discovery and purchasing music products

#### B<sub>2</sub>C

Vinyl

NFTs

## Deep-linked Discovery

- The origin jacket stars
- Jaxsta has unique urls for every album released.
- Search for an album you will find
- We are best positioned to create this unique discovery experience

#### Jaxsta is home to

278M 75M

Credits Pages

328

47M

11M

**Data Partners** 

Recordings

Works

658k

29k

Avg. Daily Credits Ingested

Avg. Daily Release Messages

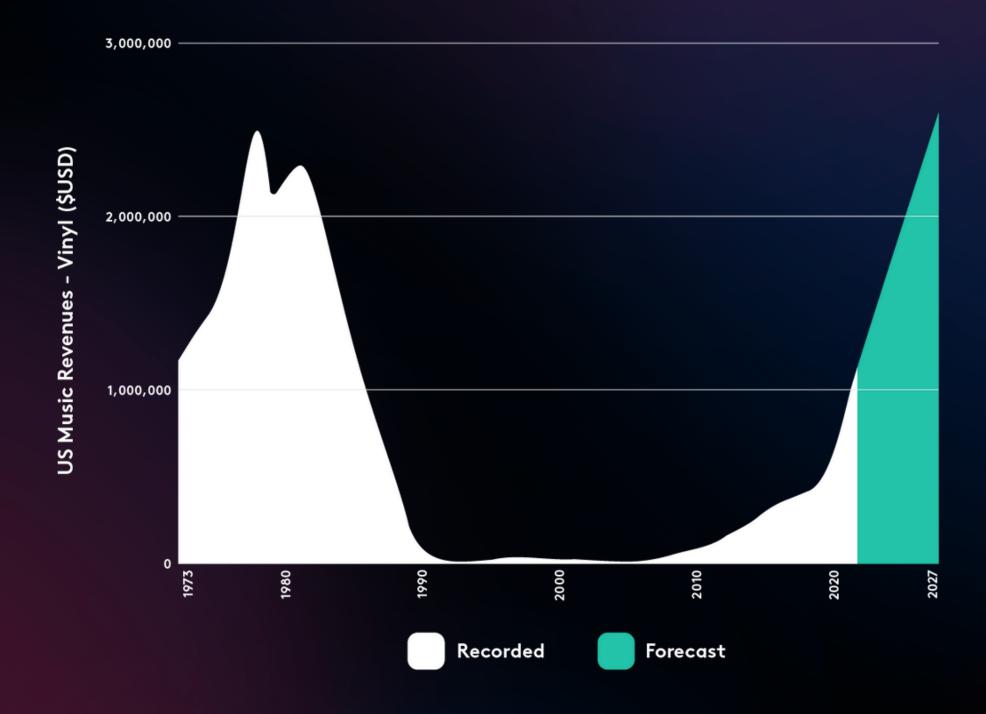
26 Sept 2022

# The vinyl comeback continues

The resurgence in vinyl sales continued for the 15th consecutive year, as revenues grew 61% to US\$1.0 billion in 2021. The last time vinyl records exceeded US\$1 billion was 1986.

Forecast for 2027 is US\$2.7billion

#### US Music Revenues - Vinyl



Source: The Recording Industry Association of America®

An unprecedented retail experience for an invested and innovative community of collectors of music art.

powered by Jaxsta

## Thank you for your time Any questions?