



ASX ANNOUNCEMENT

Jaxsta Presents March Investor Webinar

Sydney, Australia, 7 March 2023: 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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ABOUT JAXSTA

Jaxsta is the world's only official music credits database. It contains more than 310 million official, deep-linked music credits across 80 million pages, sourced from over 350 data partners, including record labels, publishers and industry associations. Jaxsta's data is mapped to the world's charts and can provide world-first insights including custom repertoire reports to ensure industry organizations can map music ownership and revenue. Jaxsta is a key solution to the music industry's metadata problem.

jaxsta

Shareholder Update

Host: Beth Appleton, Chief Executive Officer

March 7th 2023



Last twelve months

+577.21%

Half Yearly Gross Revenue

Dec 21 - \$31K vs Dec 22 - \$210K

-22.40%

Quarterly Cash Spend

Dec 21 - \$1,642K vs Dec 22 - \$1,274K

+94.69%

Paid Subscription Category Growth

Dec 21 - 640 vs Dec 22 - 1,246

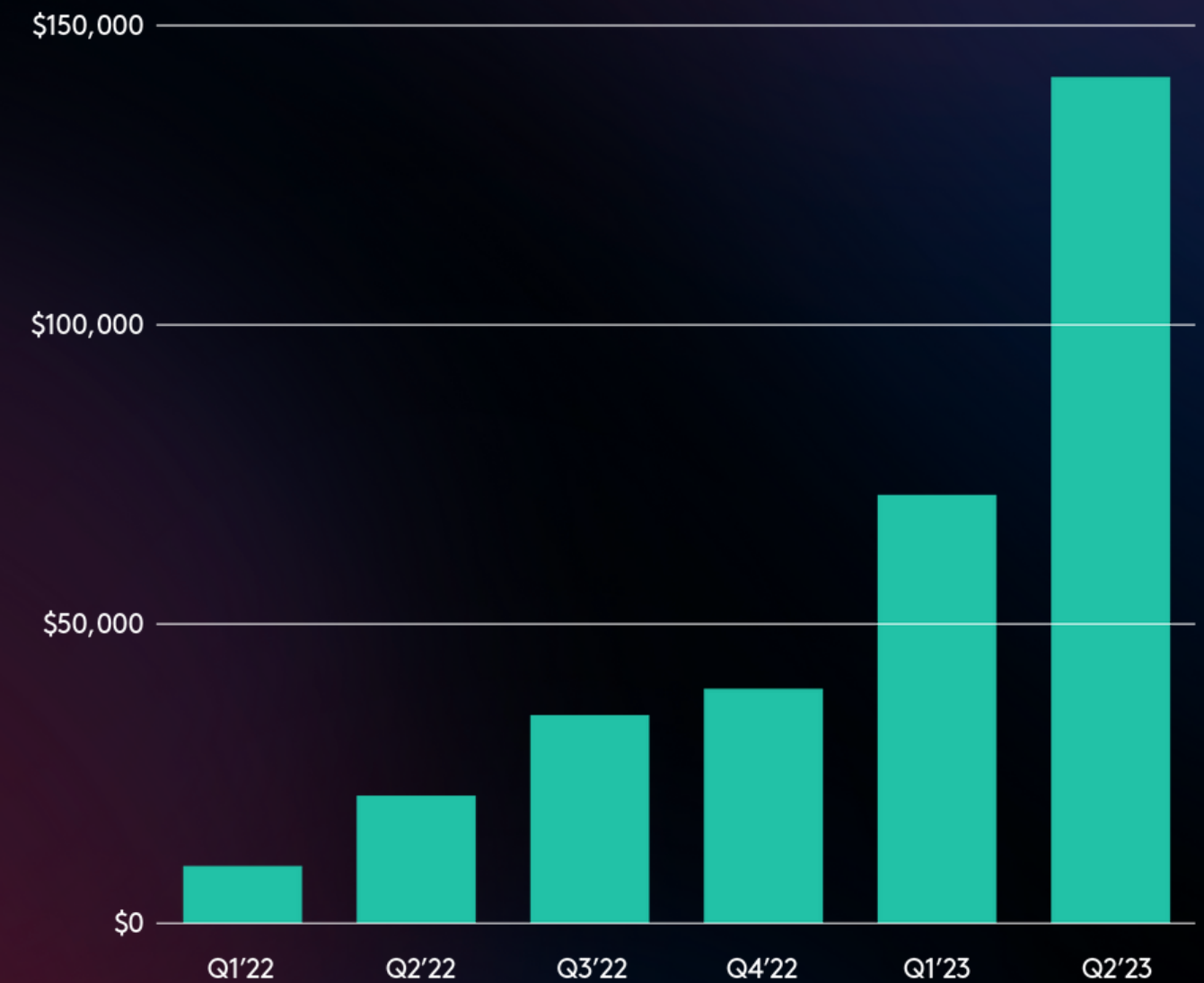


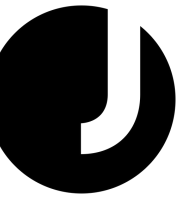
9 Enterprise Memberships

32 Business Memberships

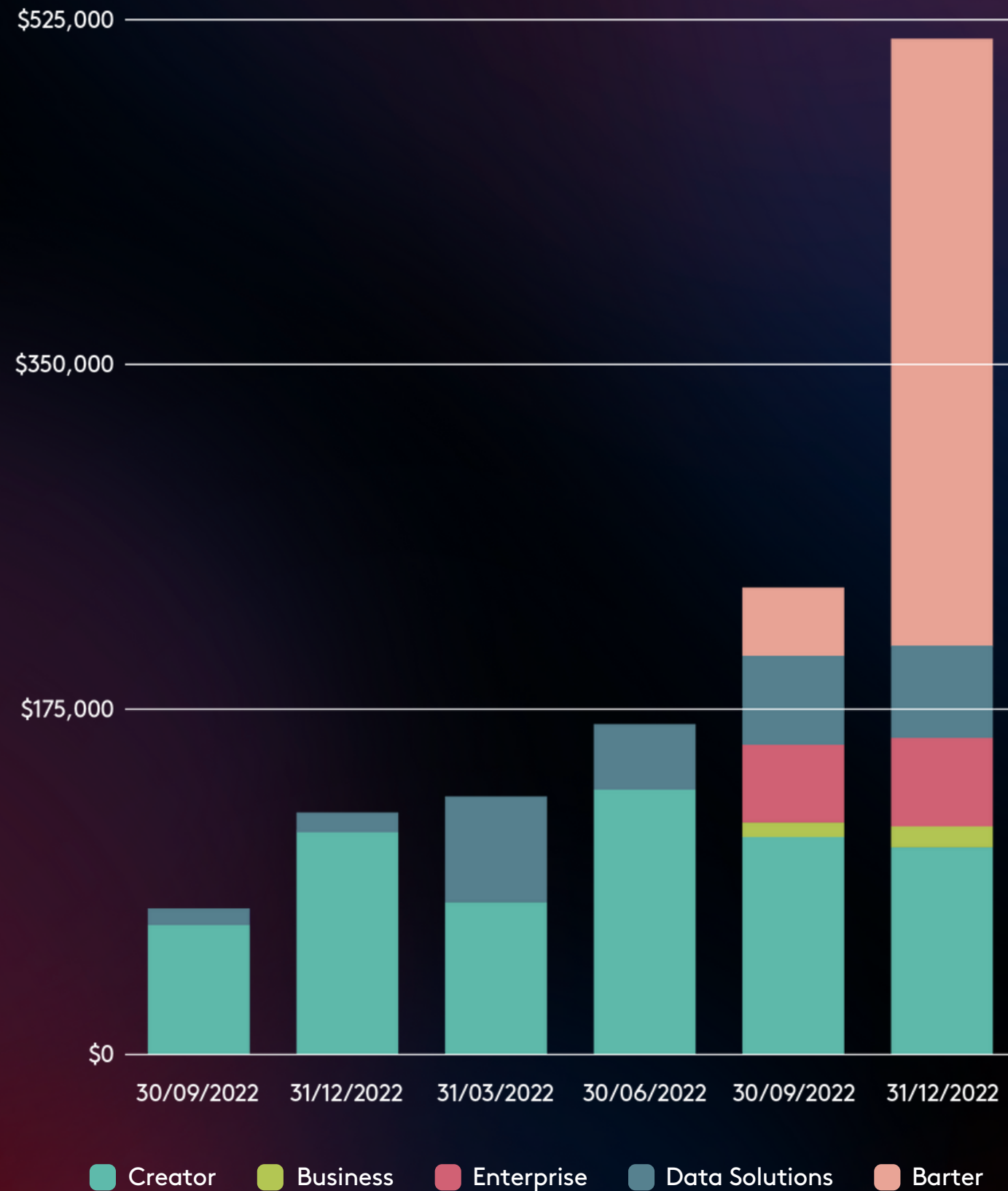
10 API Clients Live

Actual Quarterly Revenue





Actual Revenue by Quarter



Can you explain this barter element?

- Jaxsta now has 350 data partners
- This data is licensed from the copyright owners who deliver the credits daily to Jaxsta
- The original terms with initial key data partners - Universal, Warner, Sony, The Recording Academy and Merlin involved a significant fixed cash fee component.
- The licensing fees structure has been renegotiated and Gratis Services are now provided as an alternative to this fixed fee component.
- The accounting of such transactions is shown as per generally accepted accounting principles.
- We also wanted to ensure that we reconciled for shareholders between cash receipts as reported in our Statement of Cash Flows and revenues as reported in our Statement of Profit & Loss.
- Barter revenue represents the contra service value we are providing in the form of Enterprise, Business, Creator subscriptions and Data Solutions to these parties.

New Business Members

Timeline of new business members:

- March 2022: Warner Music Nashville
- July 5 2022: Linear Management
- July 16 2022: Nonstop Management
- Aug 16 2022: Atlantic Records
- Aug 24 2022: Sterling Sound
- Sept 5 2022: ONELOVE
- Sept 17 2022: Reels Corporation
- Nov 2 2022: ATM Artists
- Nov 8 2022: 3 Tone Music
- Nov 11 2022: Big Future Sound
- Nov 17 2022: IDOI IDOL
- Nov 18 2022: Reach Records, Made In Memphis Entertainment
- Nov 23 2022: Little Underground Management
- Nov 15 2022: Gotee Records, CanZion, Be Yourself Music, IDLA, SonoSuite
- Dec 1 2022: BEGGARS GROUP, Beggars Group (Merlin)
- Dec 2 2022: mprs
- Dec 7 2022: AMP ENT., AMP Entertainment
- Dec 9 2022: JEWEL BOX PLATINUM, Jewel Box Platinum
- Jan 10 2023: MPG UK
- Jan 18 2023: JOE, Joe D'Ambrosio Management
- Jan 24 2023: ACADEMY OF COUNTRY MUSIC, Academy of Country Music (ACM)
- Feb 7 2023: mad into you, mad.into.you
- Feb 17 2023: exceleration music, Exceleration Music (Merlin)

New Enterprise Members

Timeline of new enterprise members:

- March 2022: Warner Music Nashville
- Aug 31 2022: Songtradr
- Sept 1 2022: The Latin GRAMMYs
- Sept 14 2022: PPL UK
- Sept 15 2022: Warner Music GDO
- Nov 3 2022: GRID FINANCIAL MANAGEMENT

9 Total Enterprise Memberships

32 Total Business Memberships

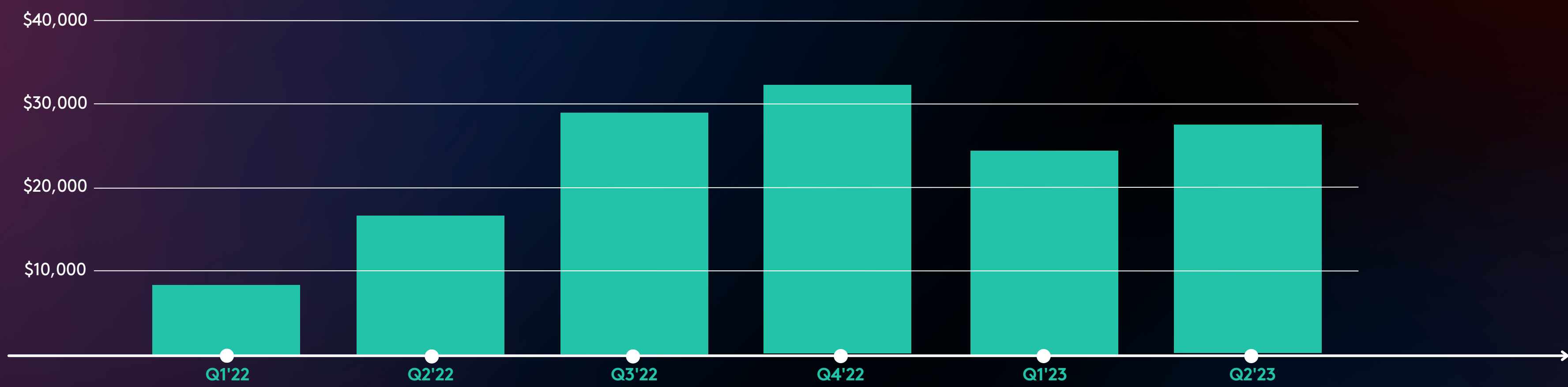
Feb 2 2022

THE MLC
The MLC

Warner Chappell Music

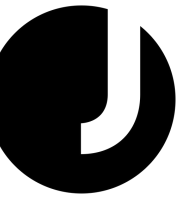


API Business Development



10 Total API Customers

- Nov 2 2022: Affordable Song Licensing
- Nov 20 2022: HIPGNOSIS
- Jan 2023: CatchPoint RIGHTS PARTNERS
- Jan 2023: SPARWK
- Feb 2023: CALISPHERE



API Case Studies

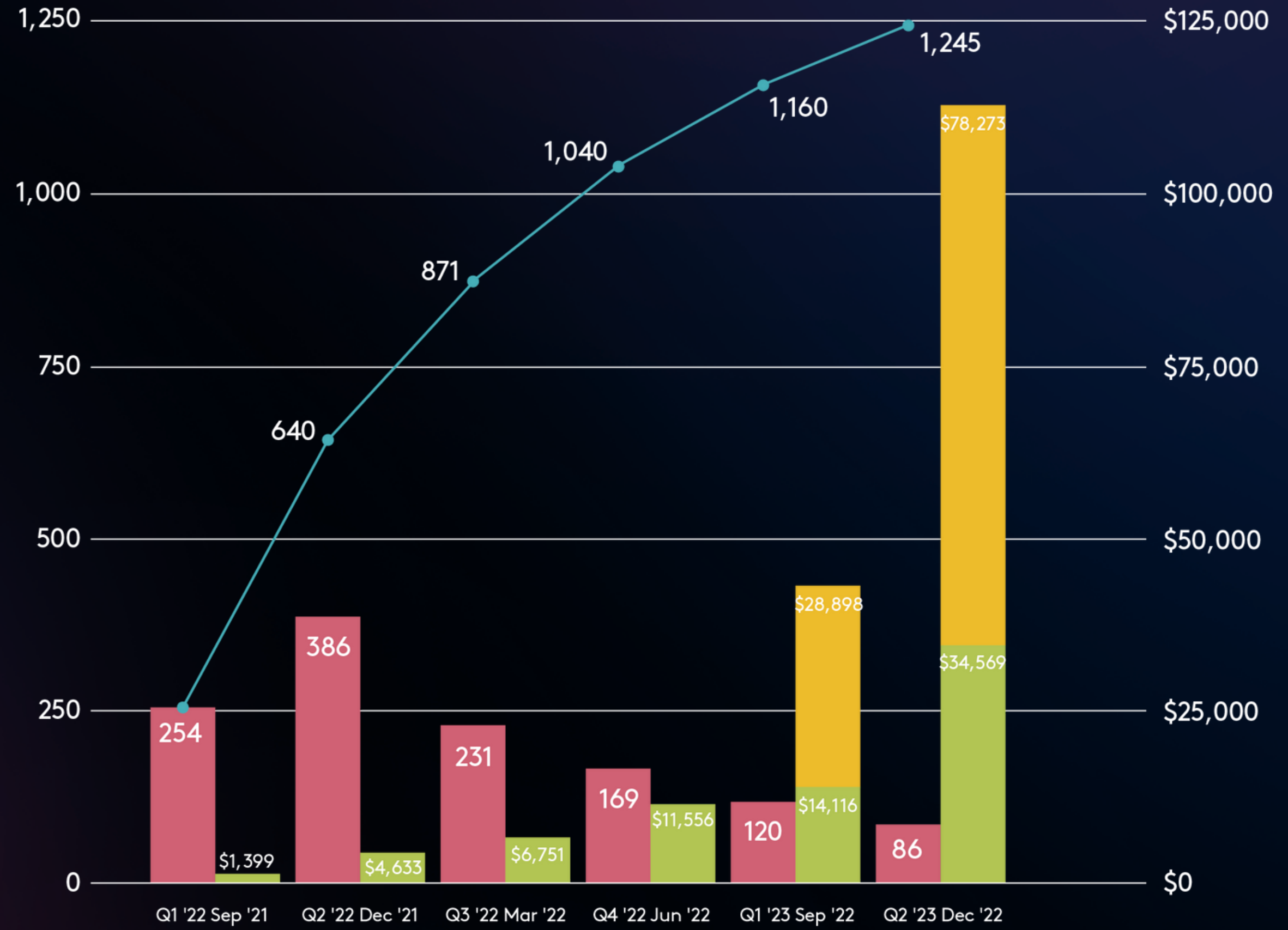
- Catch Point Rights: Invests in music catalogs such as Avril Lavigne, Blink-182 and Jason Derulo, and will use Jaxsta's APIs for reporting and valuing its portfolio.
- Affordable Song Licensing: Provides licenses to artists recording cover versions and uses Jaxsta's APIs to power search and identify rights holders.
- SPARWK: Collaboration platform for musicians and will use Jaxsta's APIs to allow members to import their repertoire into the SPARWK platform.



Total Memberships Quarterly

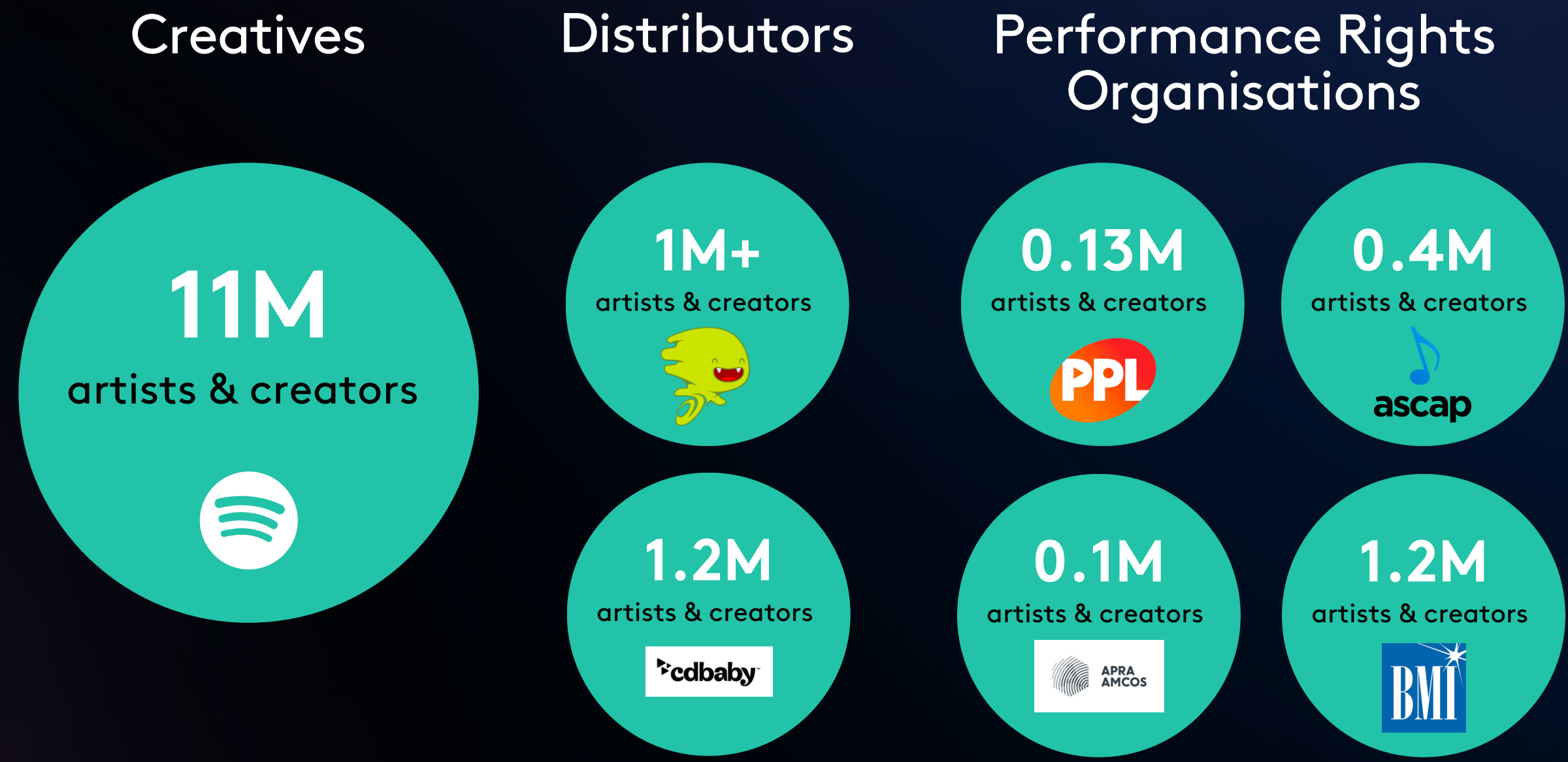
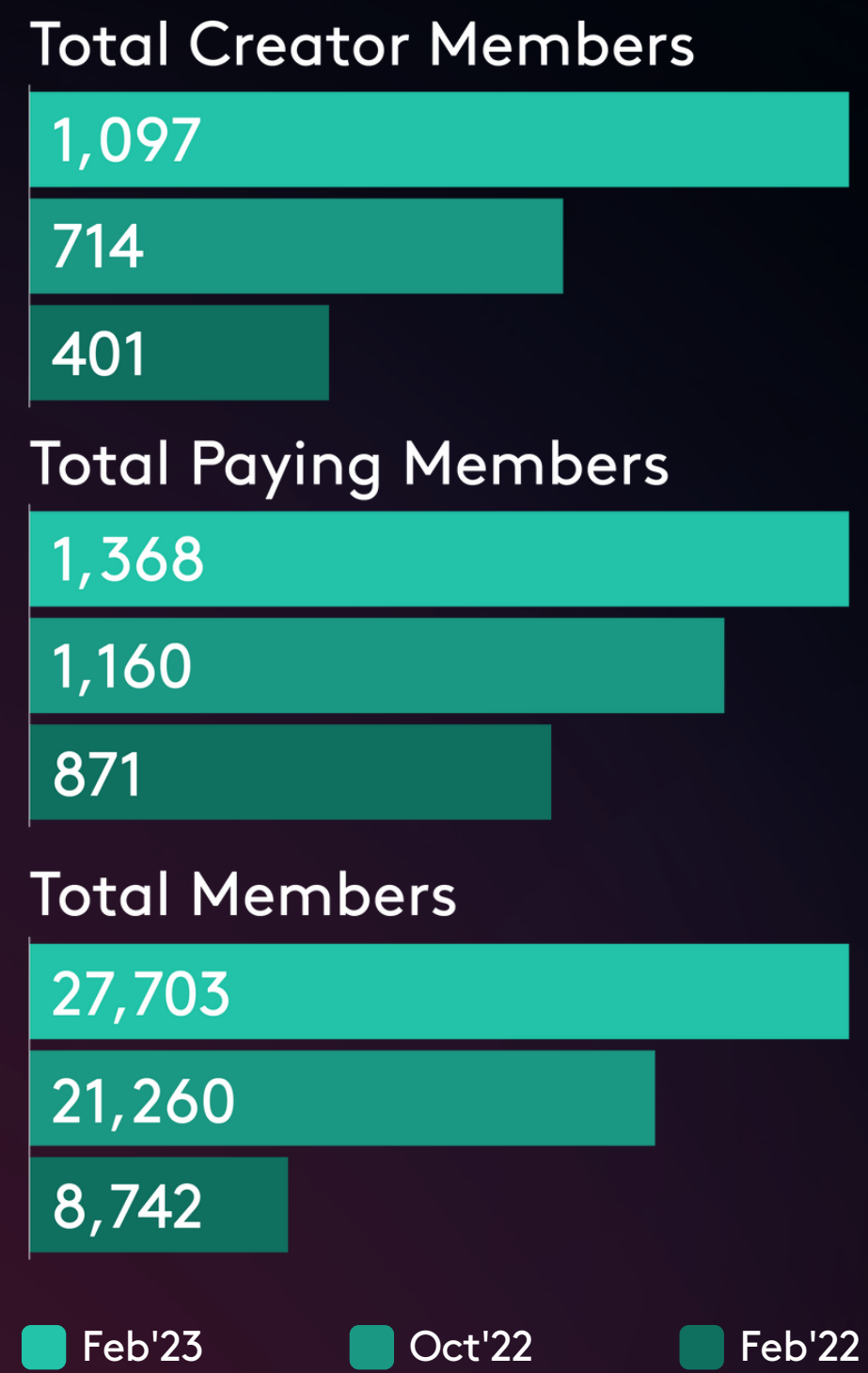
- Total Paid Members
- Cash Revenue
- Paid Members Added
- Barter Revenue

*Subscription Revenues Only





Creator Subscriptions and TAM

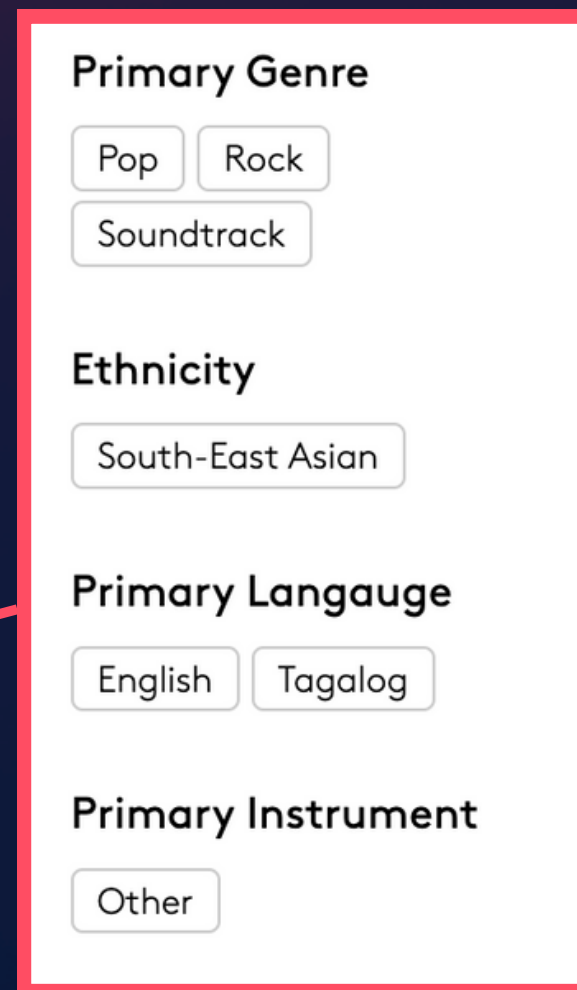
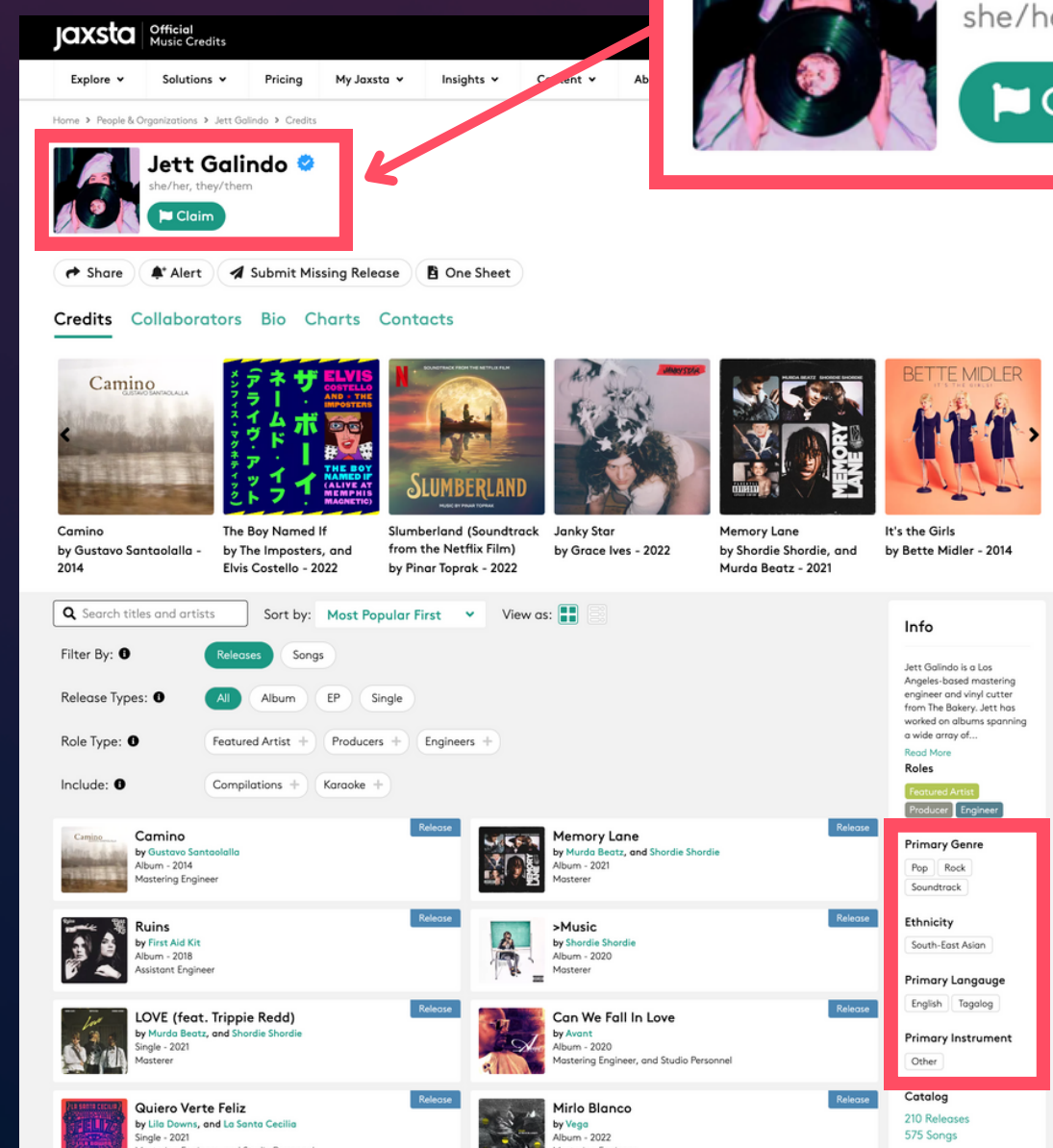
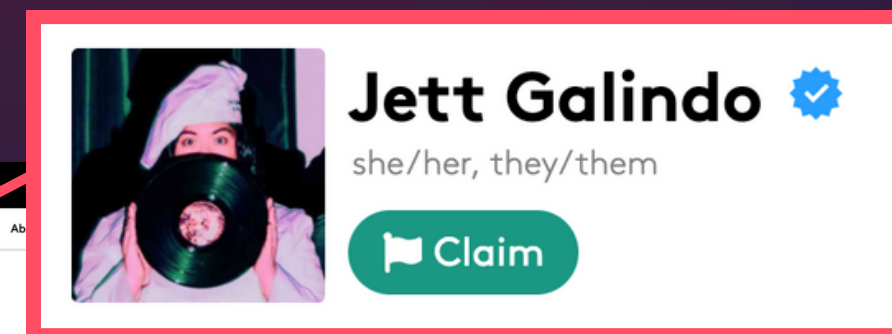
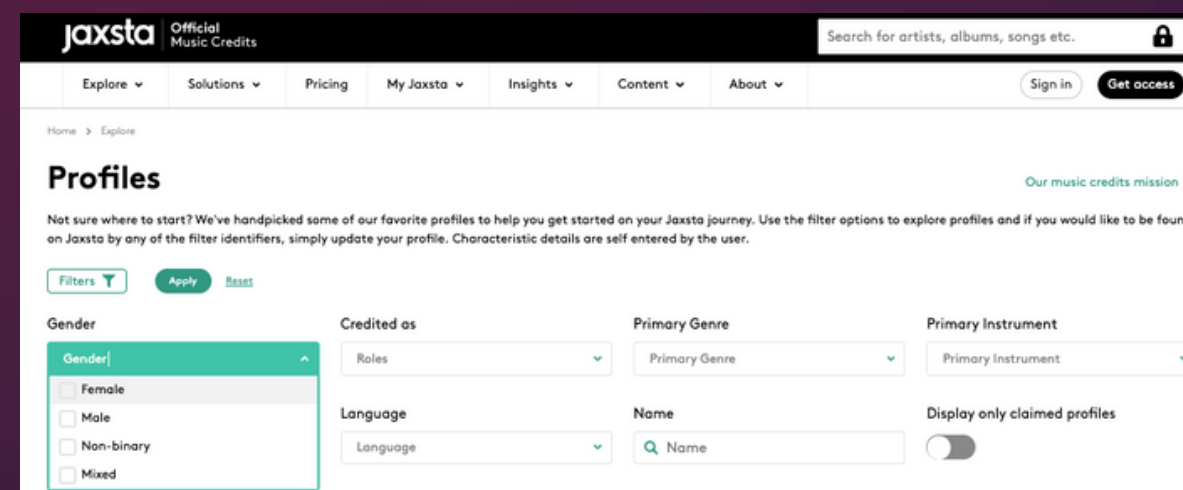


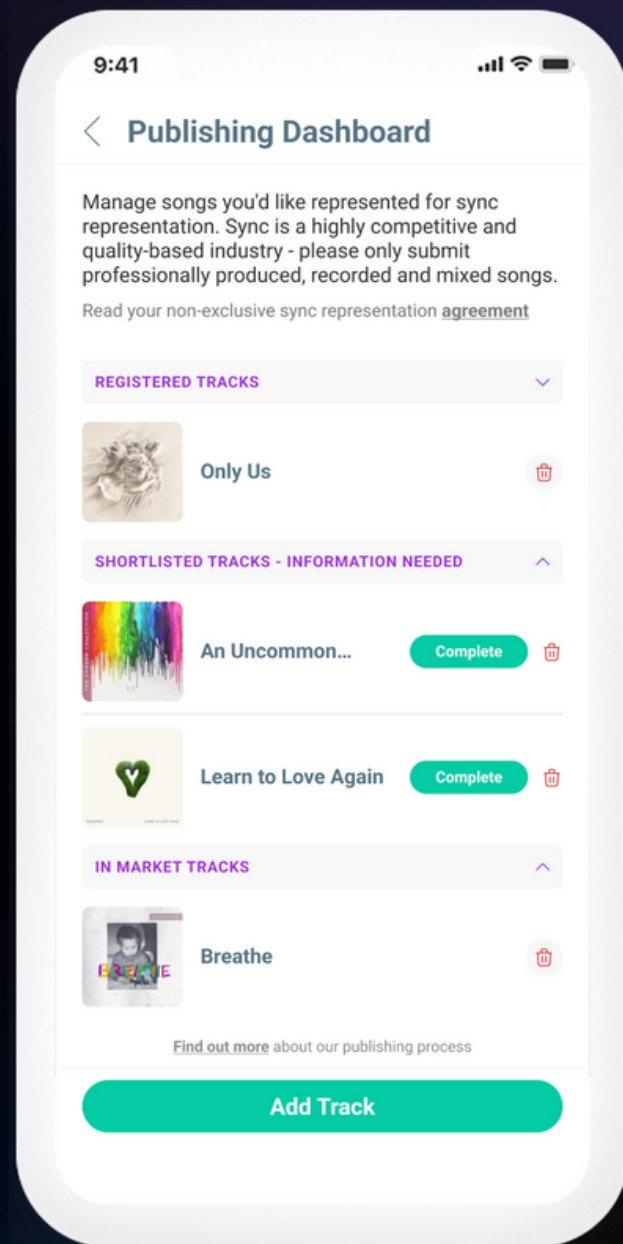
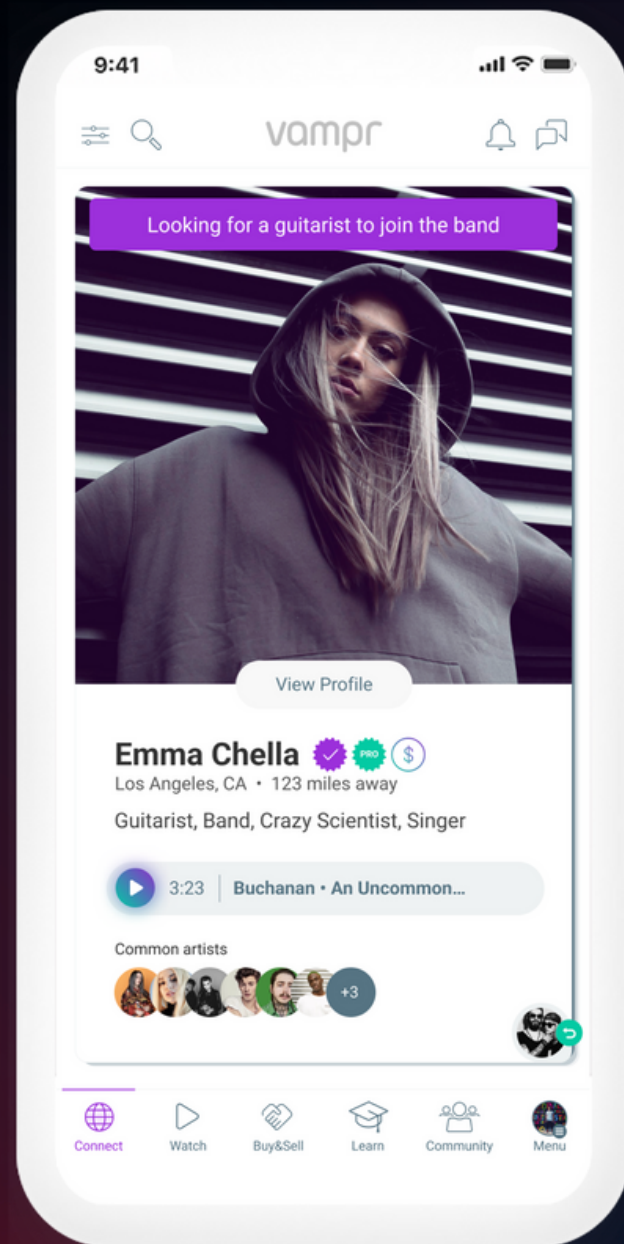


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We are exceptionally proud that Jaxsta’s Explore functionality now enables creatives and talent to be found by their gender, ethnicity and more. It is our responsibility as an industry to fix this longstanding disparity for those who identify as female or non-binary, and be proactive in making change. In a world-first, producers, engineers, songwriters and all those who bring their creativity and talent to the making of records, will have the ability to claim and edit their profile featuring their Official Music Credits, incorporating characteristics that open up opportunities for employment.

- Beth Appleton, CEO, Jaxsta

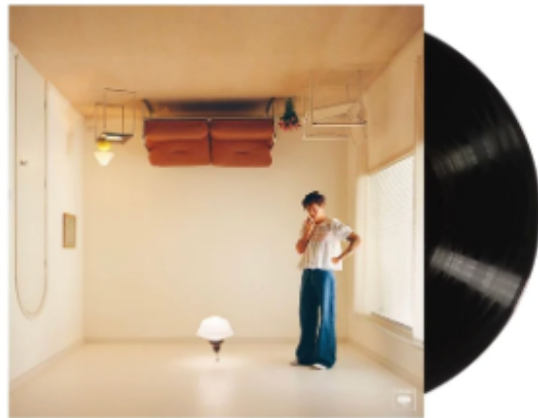




- An app with a connected audience who are engaged with immediate mobile and social presence.
- Award and media brand recognition with an app that is rated and respected.
- Calendar year 2022 revenues were AU\$320k.
- Vampr has five different revenue streams providing immediate diversification opportunities.
- During the last year revenues grew considerably from organic growth and the introduction of Sync and Academy services.
- Vampr will be a breakeven to profitable business within 3 months of joining Jaxsta.

RECORD OF THE DAY

As we count down to our store opening, each ROTD is available for 24hrs only at a special welcome price to say thanks for being here first. Check back each day to add gems to your collection.

HARRY STYLES -
HARRY'S HOUSE

HARRY STYLES

'Harry's House' is the third solo album from Harry Styles. Styles wears many inspired hats from his acting to running his own nail polish line – he's stolen hearts all around the world. Released to critical acclaim and commercial success in 2022, this '70s pop-funk-inspired album was produced by GRAMMY-winners Tyler Johnson and Kid Harpoon, with songwriters Quincy Jones, Amy Allen and more! Available in 180g vinyl LP pressing housed in gatefold jacket – includes printed inner sleeve, postcard, and 12 page booklet.

~~€99.98 USD~~ **\$36.98 USD** Sale

\$36.98 USD | **ADD TO CART**

Buy with **PayPal**

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Shipping method

Free

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Billie Eilish - Happier Than Ever [2 LP] \$34.98

Subtotal \$34.98

Shipping Free

Total USD **\$34.98**

WE ARE LIVE!

- Vinyl.com is now in operation in the US.
- We are fully integrated and operational with Alliance the US largest distributor of vinyl
- Today our launch begins with an ongoing campaign called Record of The Day plan which will build audience and excitement whilst allowing us to test and probe the market to learn and smartly adapt quickly.



THE LAUNCH

We are launching with Vinyl - Record of the Day
One title per day, available for 24hrs only.
An acquisition driver and countdown campaign

"As we count down to our store opening, each
ROTD is available for 24hrs only at a special
welcome price to say thanks for being here first.
Check back each day to add gems to your
collection."





VINYLL

Explore Store

CREATOR SPOTLIGHT

THE LIFE AND TIMES OF BAD BUNNY

READ MORE

CREATOR SPOTLIGHT ♦ BAD BUNNY ♦ CREATOR SPOTLIGHT ♦ BAD BUNNY

THANK YOU
Any questions?

