

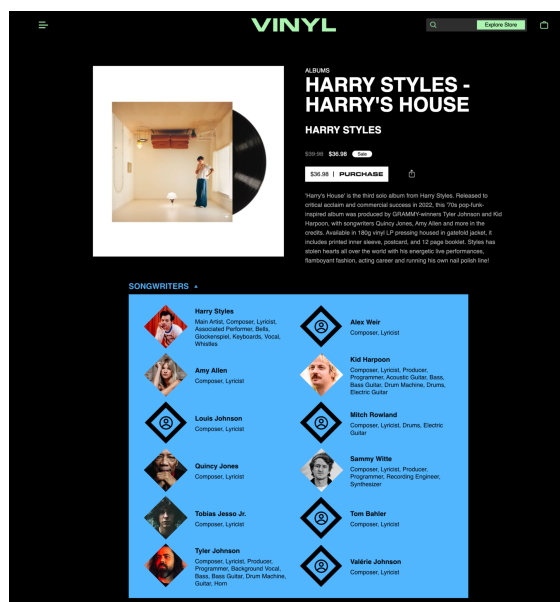
ASX Release

Jaxsta update: VINYL LAUNCH

Sydney, Australia, 16 May 2023: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest database of official music credits has made an exciting announcement today. The company has launched VINYL, an extensive music catalogue consisting of over 49,000 vinyl records available at the iconic URL, vinyl.com. Jaxsta's Official Music Credits have been employed to power this impressive collection, making it a unique offering for vinyl enthusiasts and music lovers alike.

The vinyl revival continues its resurgence with vinyl album sales in the United States growing for the 16th consecutive year. According to the Recording Industry Association of America (RIAA), 41.3 million records were sold in the U.S. last year, up more than 45-fold compared to 2006 when the vinyl comeback began.¹

VINYL has officially launched today in the US, Canada, and Australia, with plans to expand to more territories and products in the near future.



Beth Appleton, CEO commented “Whether you’re a creator, a collector or consumer, we are all music fans! The music industry continues to experience technological advancement and what is incredible to see is the return of the purely analog music delivery format vinyl, representing the highest selling form of music outside of streaming².

¹ Statista 24 March 2023: [Despite Comeback, Vinyl Is Still Far From Its Glory Days](https://www.statista.com/chart/11111/despite-comeback-vinyl-is-still-far-from-its-glory-days)

² [The Business Insider](https://www.businessinsider.com/global-music-report-2023) - 9 Mar 2023 and [IFPI Global Music Report 2023](https://www.ifpi.org/global-music-report-2023)

The data clearly shows that music lovers want more than just a passive online listening experience. The resurgence of vinyl over the past decade proves this point.³ Music is not a commodity. It is art that is crafted by artists and their teams and loved by music fans. The album and official music credits are crucial components that educate us about the people who have put the recording together. Our goal is to create a global music products marketplace, focused on celebrating music and albums created around the world. A marketplace that fosters relationships between creators and fans while promoting and preserving the value of music.”

Alli Galloway, Head of Marketing shares “Through our VINYL pre-launch Record of the Day campaign which ran for 50 days, we have seen the potential sales we can build to. With our smart marketing and targeting key audiences in the US, Canada and Australia, combined with curated editorial and creative social messaging we are excited and ambitious about how VINYL will deliver”

VINYL is launching at a time when the celebrated comeback is still far from the levels of consumption in previous decades with Vinyl Records Market size projected to grow at 8.41% CAGR from 2022 -2027.⁴



Vinyl.com has a clear vision of the experience that should be expected with this iconic url and quickly will expand its offer beyond selling vinyl records to include additional offerings such as merchandise, tickets, digital collectibles and experiences that connect fans with creators.

³ [Music Business Worldwide - Vinyl Sales Soar](#) - 15 Mar 2023

⁴ Verified Market Research Report 137307 [Vinyl Records Market Size And Forecast](#) May 2023

⁵ Statista [Vinyl Sales in the United States](#) 14 Mar 2023

⁶ Technavio [Vinyl Records Market by Product, Distribution Channel, & Geography - Forecast & Analysis 2023-2027](#) Nov 2022

- Ends -

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 8317 1000

www.jaxsta.com

PO Box 7191

Warringah Mall NSW 2100

-Ends-

ABOUT JAXSTA

Jaxsta is the world's only official music credits database. It contains more than 270 million official, deep-linked music credits across 75 million pages, sourced from over 325 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.

ABOUT VINYL

VINYL is a record store with a difference. Vinyl is a global marketplace where Creators and Music Fans connect and collect. VINYL.com is an online record store that allows you to easily buy your favourite record while allowing you to dig through liner notes as though you're diggin' through crates, exploring who did what on each album and more. Our offer to music fans is an extensive catalog of records across all genres, powered by Official Music Credits, verifying every creative contribution on every recording. Vinyl will ensure that everyone is recognised - main artists, songwriters, producers, composers, engineers, musicians and all roles. Vinyl.com has a clear vision of the experience that should be expected with this iconic url and is expanding beyond selling vinyl records to include merchandise, tickets, digital collectibles and experiences that connect fans with creators.