



## ASX Release

### **JAXSTA BECOMES VINYL GROUP FOLLOWING CHANGE OF COMPANY NAME AND ASX TICKER CODE**

**Melbourne, Australia**, December 5, 2023: Jaxsta Ltd (ASX: JXT), Australia's only ASX-listed music Company, has changed its name to Vinyl Group Ltd (ASX: VNL) following shareholder approval. Shareholders voted to approve the change at the Company's Annual General Meeting held November 29, 2023.

The Company's name in its constitution has been amended accordingly, while the Company's ticker code will change from JXT to VNL. This ticker code change and company name are expected to be effective on the ASX from the commencement of trading on Tuesday, December 5.

Vinyl Group launches with a promise to become the heartbeat of an equitable music world, providing tech solutions that connect and give credit to the global creator economy. The new-look Vinyl Group, complete with a new [company website](#), will function as an umbrella brand that incorporates the company's three existing brands: Jaxsta, Vampr and Vinyl.com.

The Jaxsta music credits business continues to be the single source of truth and is committed to solving the industry's metadata problem. Jaxsta's data is mapped to the world's charts and provides world-first insights, including custom repertoire reports, to ensure organisations correctly map ownership and subsequent revenue distribution.

Vampr, meanwhile, is the world's leading music industry social-professional network and talent marketplace, helping 1.3M musicians, creatives and artists connect, discover collaborators and monetise their work in over 180 countries. Vampr generates its revenues from premium creator subscriptions and native in-app advertising.

The iconic Vinyl.com URL offers a world-class e-commerce experience including over 50K titles for fans to acquire, supporting their favourite artists. Powered by Jaxsta credits, the record store is chart accredited for Billboard and ARIA, includes track previews on every album page, and is designed to replicate the sensory experience of 'crate-digging' that all treasure-hunting record collectors crave.

Vinyl Group is committed to supporting creators from bedroom to turntable, leveraging the network effect of fans and creators with community-focused platforms and services.

Vinyl Group CEO, Josh Simons, said: "It's a huge privilege to be able to usher in this new era in the journey of three fantastic businesses, each now residing under the newly rebranded Vinyl Group. This new identity is more than just a name change. It represents a unified vision for our future – a future where our technology and products are more interconnected, offering an enriched experience for our clients and users.



“Through e-commerce, social network platforms and a proprietary database of official credits, Vinyl Group’s suite of transformative products will continue to connect and empower all participants of the music ecosystem. Our unwavering commitment to support artists, power the industry, and engage fans is the driving force behind our efforts.”

Vinyl Group Chair, Linda Jenkinson, said: “The Board has backed this new evolution for the Company, which sees Vinyl Group launch as a new, global brand dedicated to making, enjoying and monetising music. We are confident that this exciting new era will see three businesses working together to celebrate music, foster relationships and enhance value for Jaxsta, Vampr and Vinyl.com.”

Vinyl Group’s leadership team includes CEO Josh Simons, CFO Jorge Nigaglioni, CMO Alli Galloway, CPO Jessie Trengove, and Tech Lead Chris Lowe.

For further information please contact [jake@soundstory.com.au](mailto:jake@soundstory.com.au)

**Authorisation and Additional Information:**

This announcement was authorised by the Board of Vinyl Group Ltd

Vinyl Group Investor Relations:

E: [jake@soundstory.com.au](mailto:jake@soundstory.com.au)

P: +61 0419 023 046

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## **ABOUT VINYL GROUP**

Vinyl Group is the heartbeat of an equitable music world, providing tech solutions that connect and give credit to the creator economy. The Company’s diverse portfolio has touchpoints across all corners of the global music ecosystem, empowering everyone from creators to consumers. Vinyl.com offers a world-class ecommerce experience including over 50K titles for fans to support their favourite artists. Vampr is the leading dedicated social-professional networking platform and talent marketplace, allowing 1.3M creators to discover collaborators and monetise their work in over 180 countries. Jaxsta is the world’s largest and only database of official music credits with over 376M verified credits to streamline revenue opportunities for businesses in the music industry.