



The **Official** Story Behind the Music
Est. 2013

Jaxsta Investor Presentation

March 2019

Presented by

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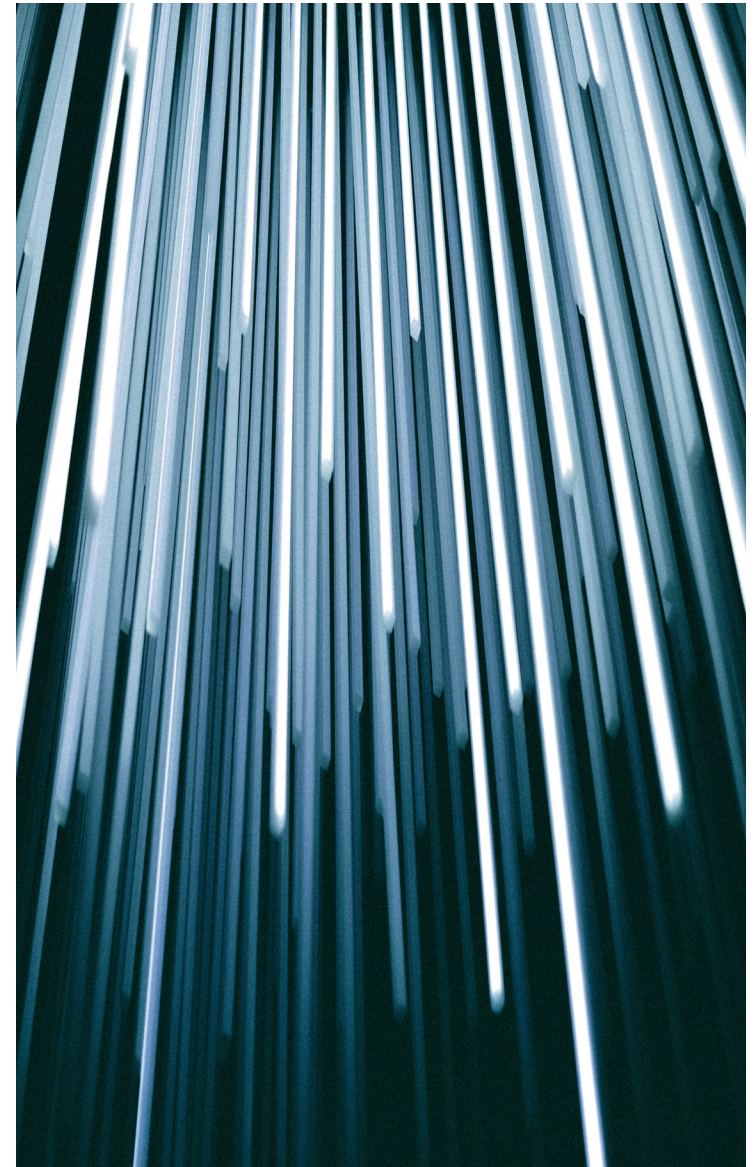
Key Highlights

- › **GRAMMYs Signed - Aug 2017**
- › **Sony Music Signed - Sept 2018**
2nd largest Record Label in the world with offices in 43 countries with 27% market share
- › **Jaxsta Beta - Nov 2018**
Previewed Jaxsta Beta with record labels, performance rights organisations, publishers, awards and charting associations and digital service providers (DSPs) and conducted a live preview at Sørveiv Music Industry Summit in Norway
- › **ASX Listing - Dec 2018**
- › **61st GRAMMY Event - Feb 2019**
Promoted the upcoming soft launch of Jaxsta Beta during the Producers and Engineers Wing GRAMMY Week event and the 61st GRAMMY Awards
- › Major conferences and music awards events including BIGSOUND, AC3, Sørveiv Music Summit and A2IM Music Mixer
- › **Universal Music Group Signed - Mar 2019**
The largest Major with 36% market share and valued at over US\$50 billion (UMG will be issued with Warrants in Jaxsta and, upon exercise, will hold equity in Jaxsta)
- › On track for a soft launch of Jaxsta Beta in the first half of CY19
- › Processed over **90 million data points** in our database
- › **Warner Music Group Signed - Mar 2019**
3rd largest record label in the world including historic labels Atlantic Records and Parlophone with 18% market share (WMG will be issued with Warrants in Jaxsta and, upon exercise, will hold equity in Jaxsta)

Investor Highlights

- › **Scalable technology business** - subscription revenue model with beta launch in H1 2019
- › **Significant addressable market** - \$203M+* addressable market p.a. for subscriptions alone
- › **Economic moat** - underpinned by 'big data' technology
- › **First to market advantage** - Jaxsta is the most comprehensive official music credits provider of its kind

* This figure is based on 1.5M addressable target market times by Jaxsta's average Pro subscription fee of \$135 p.a.



Artwork credit: Christopher Burns

Jaxsta Capital Structure



Trading under 'JXT'

Share Capital:

Free Tradeable Shares	128,446,278
Escrow	89,660,623
Ordinary Shares Total	218,106,901

Options (20c)	Expiry: 16/11/2023	20,000,000
Options (30c)	Expiry: 16/11/2023	1,000,000
Warrants (1c)	Will vest over different periods and have expiry dates up to 7 years	4,203,566

Financing History of the Company

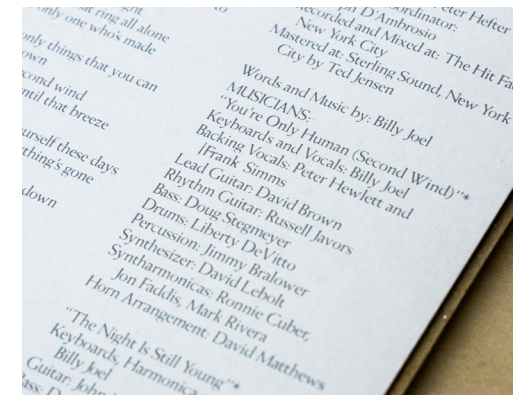
- › Founded early 2015 as a private company
- › First private investment (June 2015) - effective share price 5c
- › Raised **AU\$1.15M** in 2016 - effective share price 15c
- › Jaxsta IPO raised **AU\$5.09M** in public listing capital raise (Dec 2018) effective share price 20c
- › Total funds raised since inception **AU\$6.24M**
- › Approximate market capitalisation of **AU\$30M**



The Problem

There is still no official central database of music credits and liner notes.

This problem has created a void of trustworthy digital music credits for fans, talent and industry professionals alike, which in turn has affected **discovery, collaboration and accurate attribution.**



Artwork credit: Jeff Schock

What are the real costs of decentralised and inaccurate credits?

For Industry Professionals & Companies:

- Misplaced catalogue revenue
- Lost business and commissioning opportunities
- Data management overheads
- Time spent on researching

For Artists & Music Creators:

- Misplaced royalties
- Lost collaboration and networking opportunities
- Portfolio management overheads
- Unchecked fraudulent activity

For Digital Music Service Providers:

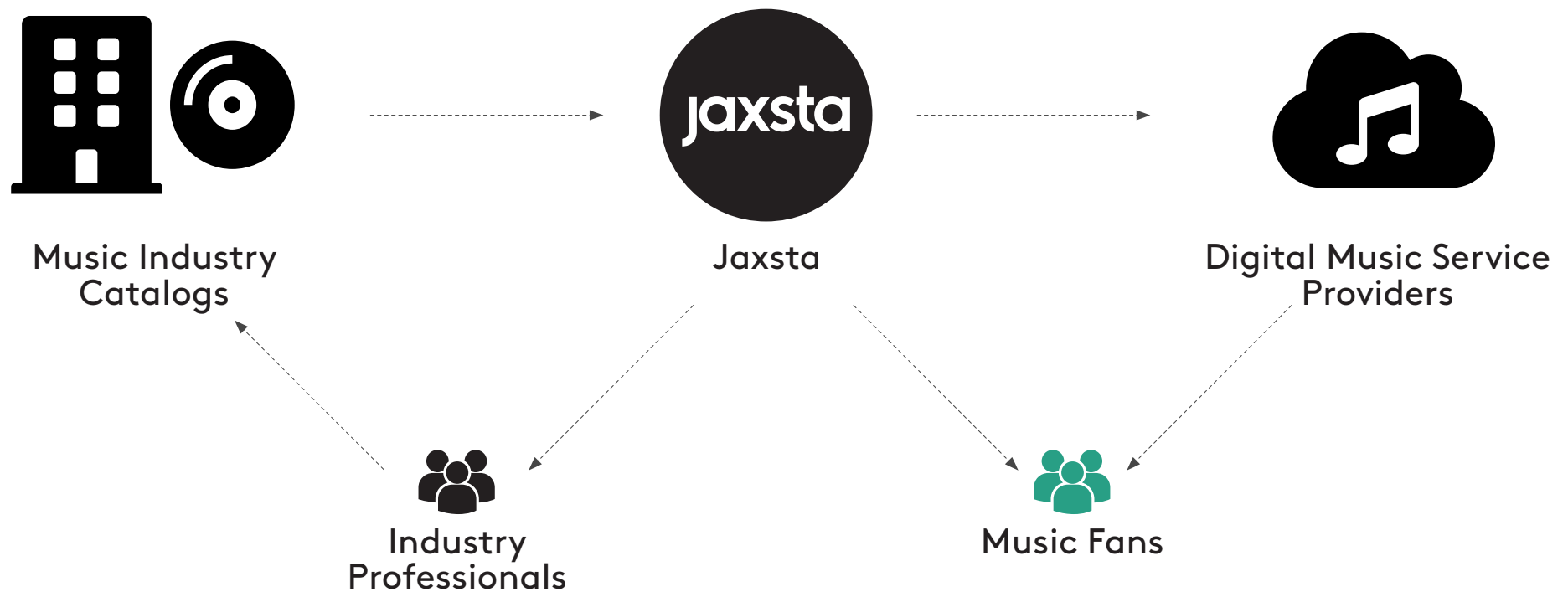
- Loss of customer engagement
- Higher bounce rates and unsubscriptions
- Limited competitive advantage
- Limited feature development

For Music Enthusiasts:

- Limited knowledge on their music
- Time and frustration spent on further music discovery
- Limited options for listening
- A need to pirate not purchase

The Solution

Jaxsta is a metadata platform of music credits and liner notes sourced from official industry partners worldwide.



The IMDb/LinkedIn of the Music Industry

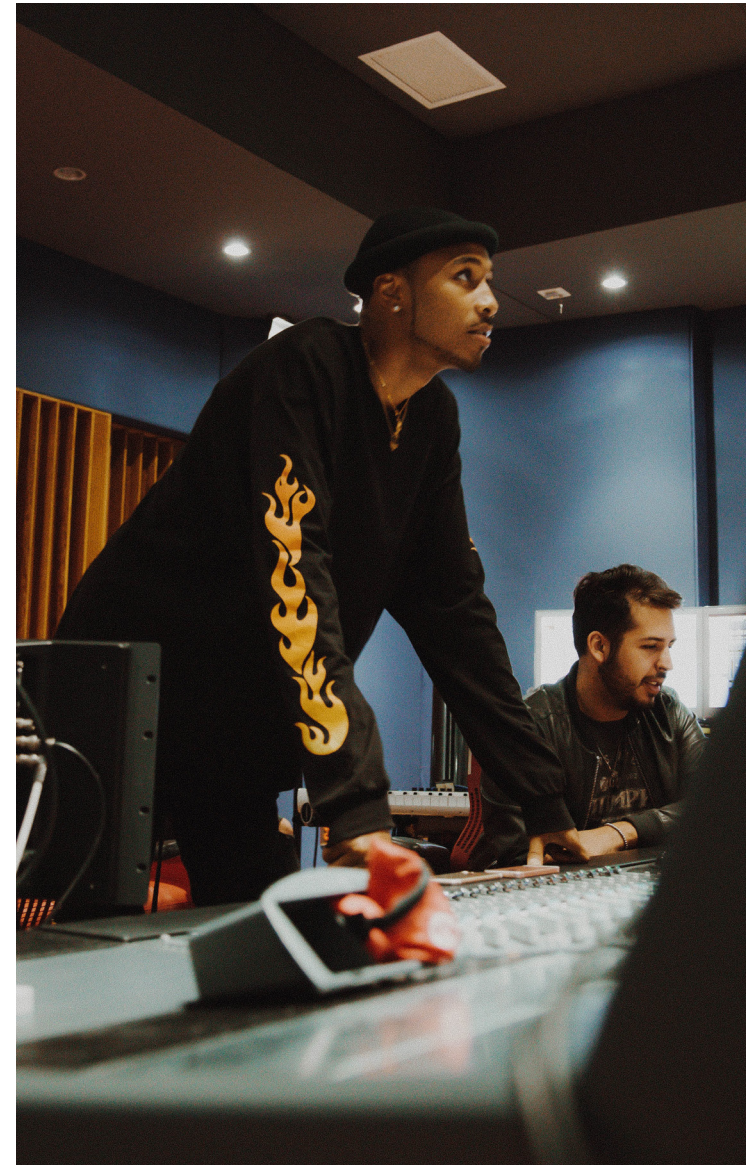
Artists, engineers, producers, songwriters, labels and more, all put work into music every day, but often only the artists get credited.

There is no widely adopted source for musicians and the industry to promote their careers using their body of work.

The movie industry has **IMDb**.

The corporate world has **LinkedIn**.

Jaxsta brings both of those concepts together to provide an official source which in practice will be a "IMDb meets LinkedIn" for the music industry.



Artwork credit: Frankie Cordoba

Snapshot of the Music Industry

1999

Music revenues via CD sales peaked at US\$25.2B

2014

Music revenues bottomed out at US\$14.2B

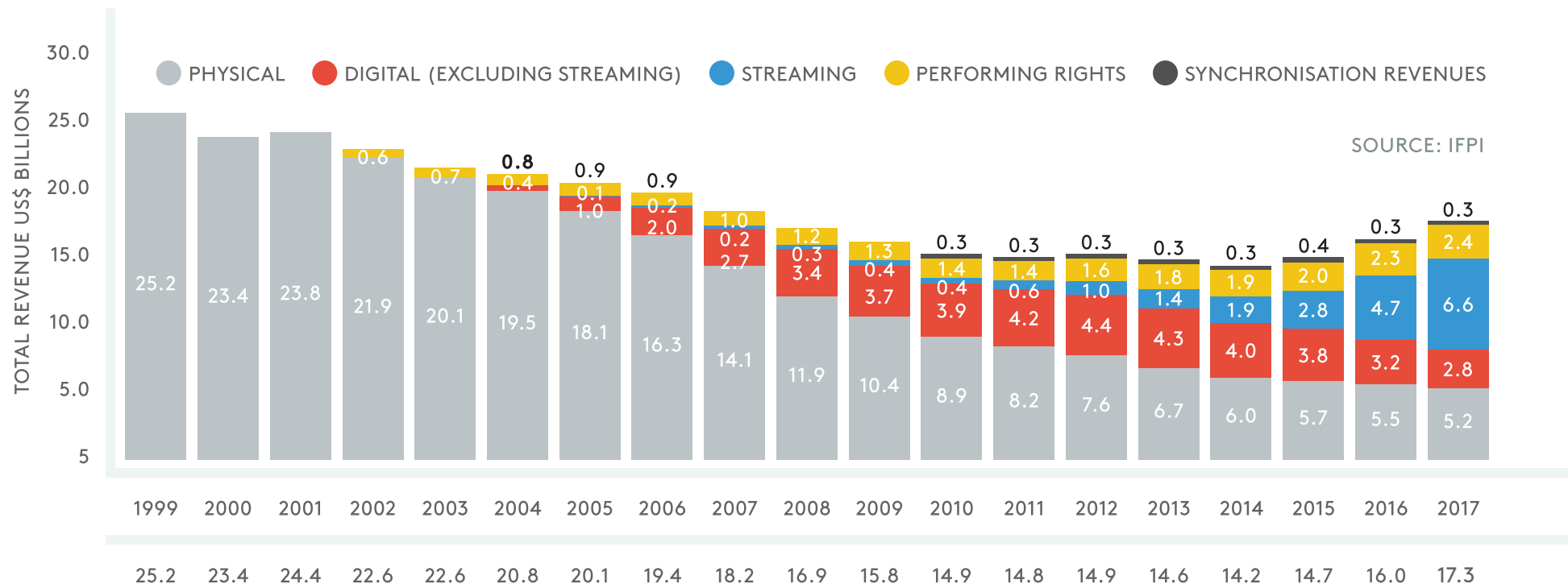
2017

3rd consecutive year of growth, up to US\$17.3B, mostly due to the growth of paid streaming subscriptions

2030

Goldman Sachs forecast label revenue to more than double from 2015 levels by 2030¹

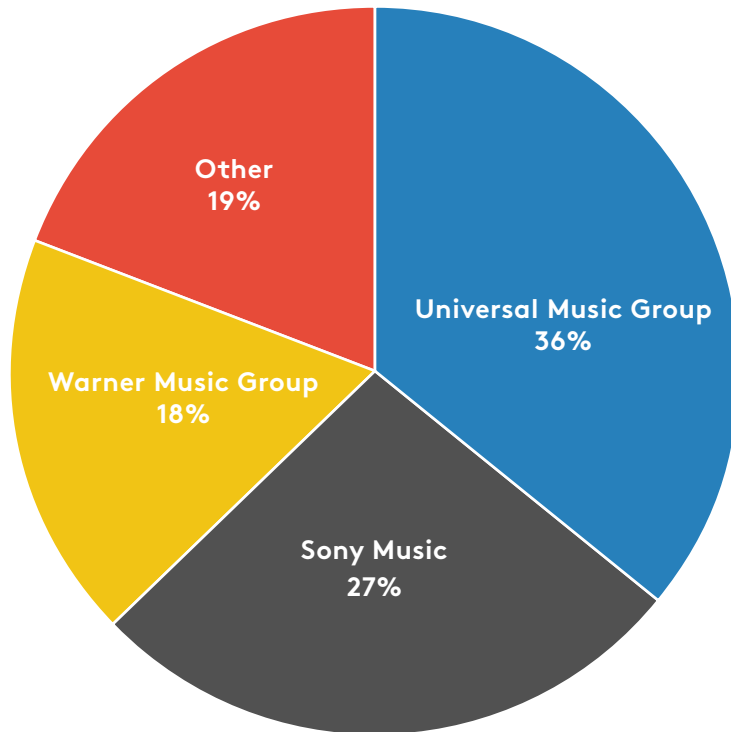
Global Recorded Music Industry Revenues 1999-2017 (US\$ Billions)



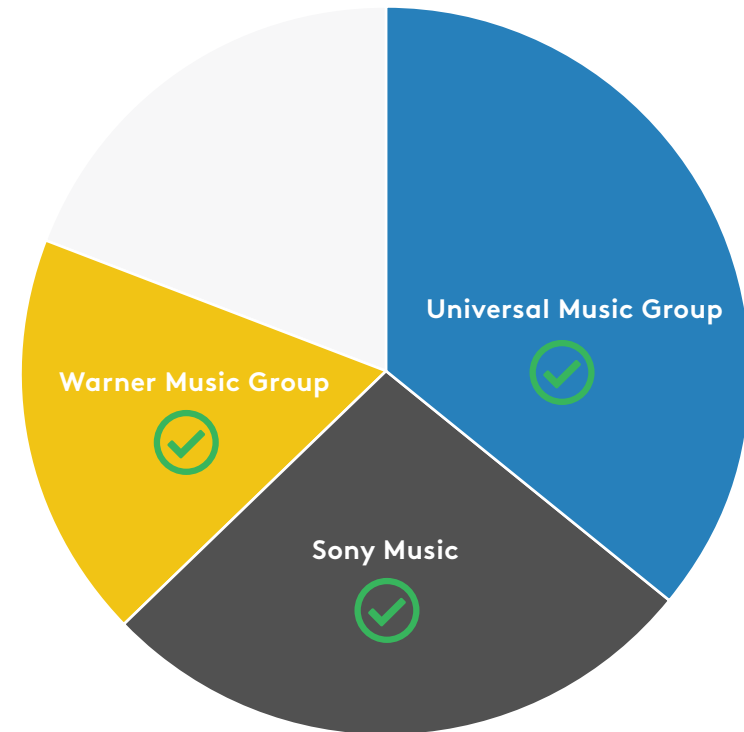
¹ 2016 | Music in the Air: Streaming Drives Industry Comeback - Goldman Sachs

Snapshot of the Music Industry

MARKET SHARE BY DISTRIBUTORS - STREAMS¹



JAXSTA'S 2019 PROGRESS



✓ Jaxsta signed data partner

With data agreements secured, we've reached critical mass coverage and can focus on launch.

¹ BuzzAngle Music 2017 U.S. Report - BuzzAngle Music

Revenue Stream #1

Issue:

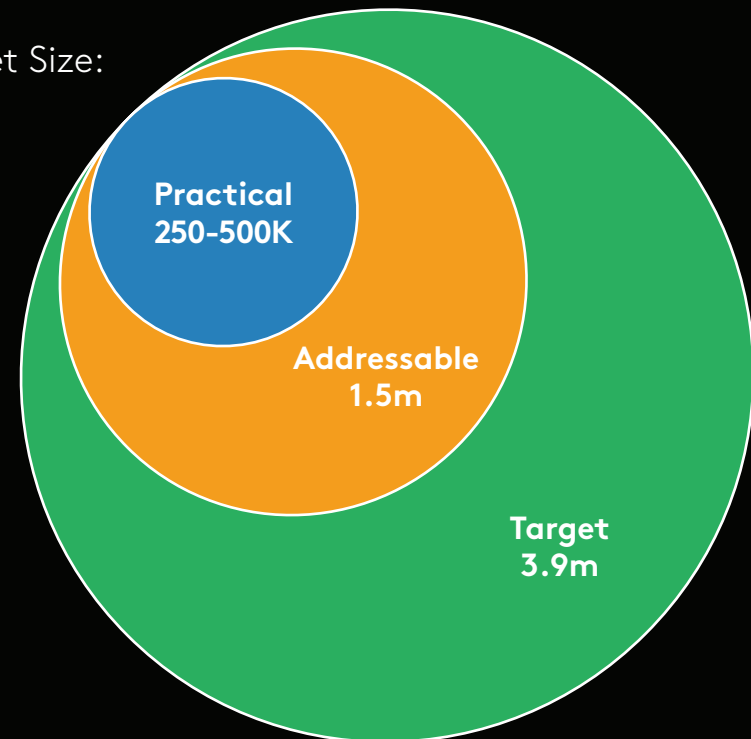
Lack of networking and employment opportunities for Industry professionals, including artists – since the demise of the record jacket.

How does Jaxsta address this?

Jaxsta Pro B2B Subscription Based Service, Launching 1st Half 2019

- › Industry Pro Subscriptions
 - Think LinkedIn or IMdb for industry professionals,
 - **US\$120 pa** discounted
 - **US\$150 pa** premium
 - Creative industries employ 3.9 million globally¹

Market Size:



¹ EY Cultural Times 2015 - EY

Revenue Stream #2

Issue:

Bad Data in the music industry - Data Service Providers (DSP's), industry bodies and fans source inaccurate and unauthorised data from our competitors.

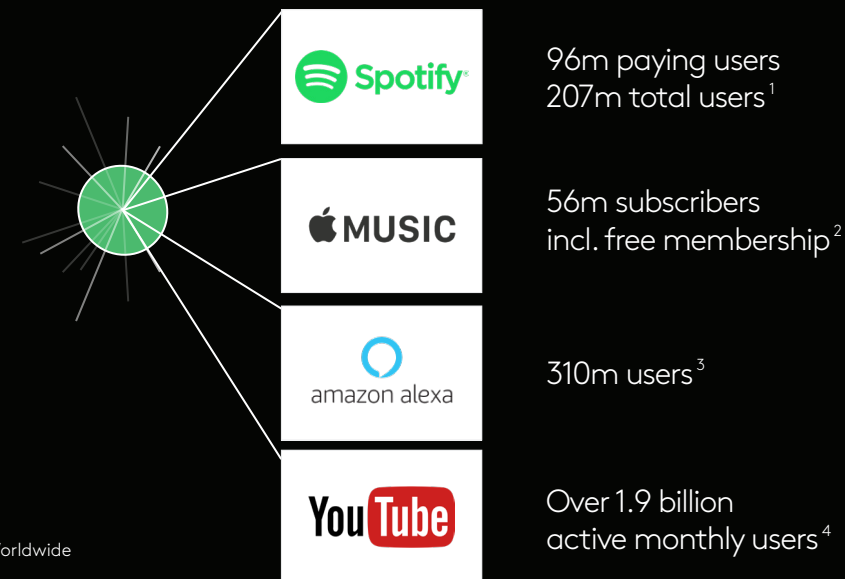
Largest revenue in the market is Gracenote (value US\$94m est.)

How does Jaxsta address this?

Big Data (API) Supply

- › Jaxsta aspires to be the official, verifiable and authorised source of data available to enhance the product offerings of market leaders

Market Size:



¹T.Ingham 2019 | Spotify hit 96M paying subscribers in 2018 - and just posted its first ever operating profit - Music Business Worldwide

²2018 | Apple Music Now Has 56 Million Users: Report - Billboard

³2016 | Number of active Amazon customer accounts worldwide from 1st quarter 2013 to 1st quarter 2016 (in millions) - Statista

⁴2019 | YouTube by the Numbers: Stats, Demographics & Fun Facts - Omnicore

Competitive Advantage

- › Jaxsta has signed **ALL 3 major labels**: Sony Music Entertainment, Universal Music Group and Warner Music Group along with numerous independent labels and publishing partners
- › **Accuracy and authoritative** - We work directly with record labels, publishers and Performance Royalty Organisations (PRO) to extract their deep data
- › **Living database** - Comprehensive and up-to-date music data market data (Bloomberg for music)
- › We **deep link and de-duplicate** the data with our own patent-pending solution
- › Jaxsta Pro extends metadata into a **highly usable tool** for the industry
- › Data from **multiple charts** available all in one place, including chart movement alerts
- › Jaxsta accurately displays **artist collaborations**

Comparative Information

By way of comparison*, **Jaxsta has the potential to be the 'music' version of:**



590 million members¹



87 million registered users²

200k-500k Pro members

250 million unique views per month



for credits

Break down levels of individual **LinkedIn** subscription

Premium Career

US \$29.99/m

Premium Business

US \$54.99/m

Sales Navigator Pro

US \$74.99/m

Recruiter Lite

US \$129.99/m

Business Platform

Upwards from US \$10k p.a.

*This is not intended to be a forecast or forward looking statement and is in no way indicative of likely subscription membership. Details provided for information purposes only.

¹ 2019 | LinkedIn by the Numbers: Stats, Demographics & Fun Facts - Omnicore

² 2019 | IMDb - Wikipedia

Jaxsta Network/Relationships

Initial Launch Regions

Country	Market Size
USA	322 million
UK	65 million
Australia	24 million

Signed Data Partners:



Licensed Data Partners:



25+
data partners in total

Proud Members of:



Management Team



Jacqui Louez Schoorl
CEO & Co-Founder

- › 20 years Film and Music Industry experience.
- › Extensive experience with product development, production, distribution and marketing.
- › Worked with George Lucas and Rick McCallum on 'Star Wars Episodes II and III.
- › Worked with Baz Luhrmann and Catherine Martin on their famous 'Chanel No.5' campaign.
- › Founder of Women In Music Sydney.
- › Proud dementia advocate for Alzheimer's Australia NSW.
- › Graduate of the Australian Institute of Company Directors (GAICD)



Phil Morgan
CIO

- › Music, ecommerce, data and technology strategy expert.
- › Over 15 years of detailed experience across online business, from management to data, analysis and development.
- › Career highlights include over 7 years in online at Woolworths Limited, and 4 years consulting on ecommerce and technology for Playhouse Digital.
- › Phil has worked with brands big and small, covering everything from business strategy and forecasting for new market entrants to systems architecture and logistical enhancements for established businesses.



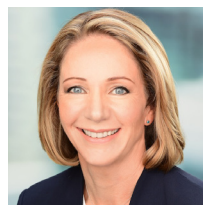
Dick Huey
Head of Partnerships

- › Over 20 years experience in Music Business.
- › Founder of Toolshed, based in NYC since 2001.
- › A strategic consultant to major consumer brands with extensive digital music services skills in the areas of digital strategy, rights acquisition and usage issues.
- › Extensive relationships across major and independent record labels and digital service providers.



Louis Schoorl
Co-Founder

- › Multi award-winning songwriter and producer.
- › In Australia he has worked with artists such as Guy Sebastian, Jessica Mauboy, Daniel Johns, 5SOS, The Veronicas, Delta Goodrem and many more.
- › In Los Angeles Louis has been writing with/producing for Kesha, Demi Lovato, Dua Lipa, Julia Michaels, Jason Derulo and Andy Grammer.
- › Louis is signed to Disney Publishing out of the US.
- › Louis was the Breakthrough Songwriter of the Year Award winner for APRA AMCOS in 2014.



Renee Bryant
CFO

- › 10 Years working within a multi-million dollar entrepreneurial music business, promoting and financing tours for international artists including Coldplay, Pearl Jam, Elton John and SIA.
- › Commercially focused CFO with the ability to manage risk, provide strategic advice to the Board on financial performance and sustainability, scope Joint Venture feasibilities, and work with foreign currency.
- › Strategic business acumen and interpersonal skills that enables leadership across the business and with external stakeholders both locally and overseas.
- › Genuine ability to adapt to changing environments and respond to rapidly changing situations.

The Board



Brett Cottle
Chairperson & Non Executive Director

- › Former CEO of APRA AMCOS for 27 years
- › Has attended over 190 board meetings with APRA AMCOS
- › Ranked #27 in themusic.com.au 2016's Power 50
- › Received Order of Australia in 2012
- › Studied Law at The University of Sydney



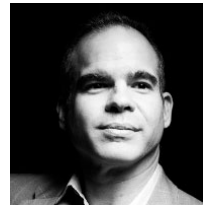
Linda Jenkinson
Non Executive Director

- › First New Zealand woman to list on the United States NASDAQ stock exchange
- › Air New Zealand NED
- › Sold her company Les Concierges for \$150mil in 2017
- › 25 years general management and consulting experience
- › Background in business services, financial services and insurance, high-tech, healthcare, and transportation and logistics
- › Expertise in general management, strategy, capital raising, mergers and acquisitions, strategic sourcing, operations, outsourcing, turnarounds, finance, entrepreneurialism and change management
- › Founded two multi-million companies including an IPO of a \$230 million international transportation services company with 6,000 employees
- › M.B.A., The Wharton School, B.B.S. Massey University, A.C.A qualification
- › Public and private board experience



Jacqui Louez Schoorl
Executive Director

- › CEO, Executive Director and Co-Founder of Jaxsta
- › 20+ years entertainment industry experience
- › Founder of Women in Music Sydney - 1000+ followers
- › Shortlisted for Executive of the Year in The Industry Observer Awards 2018
- › Accomplished public speaker
- › Graduate of the Australian Institute of Company Directors (GAICD)



Jorge Nigaglioni
Non Executive Director

- › 24+ years of experience in accounting and finance roles in both public and private companies.
- › Jorge has worked with start up companies and has been CFO for two publicly listed companies in the United States and Australia.
- › As a Controller at Agilent Technologies, he was involved in turning around two divisions to profitability.
- › In his last two years at PricewaterhouseCoopers he was involved in auditing and consulting for start up companies, where he has focused his expertise to launch early ventures to success.
- › M.B.A., University of Wisconsin-Madison
- › B.Sc. in Business Administration, Bryant University.
- › Mr Nigaglioni is a graduate and member of the Australian Institute of Company Director's and also holds a Certificate in Governance Practice and Administration from Chartered Secretaries Australia.

Appendix

Testimonials

"After using Jaxsta for a few weeks during their beta period, I can honestly say **this website is a game changer for the music business!** Finally I can see the REAL credits for a record or song and know that this is verified information from the label and artist!"

— Songwriter & Producer

"For the first time, I can source songwriting, musicians, charts, producers, engineers, publishers, agents, promoters, managers and labels for artists in one place which, to be frank, **will save me hours of research.**"

— Managing Director, Label

"**Jaxsta Pro empowers you** by providing information that, until now, has only been partially accessible through time consuming research, data collection and networking."

— Label & Marketing Manager

"A service like **Jaxsta has long been needed** within the music industry. The time saved hunting creatives down is well worth the cost of Jaxsta on an annual basis."

— Artist Manager/A&R

"Until now we have had to rely on Wikipedia to find information out about potential collaborators. Searching for management, record label, publishing personnel etc. has always been very hit and miss and is a consistently frustrating experience. The fact that Jaxsta will have all of this information available to us on one platform is **incredible news for our industry.**"

— Director, Publisher

"As a music marketing professional, I find I can quickly access the facts I need for pitch decks and one-sheets. Jaxsta is a well organized resource that is **sure to be a HUGE time saver!**"

— Brand Strategist

"Most music fans are interested in the relationships between different artists, which musicians played in which bands, album liner notes and so on. If Jaxsta can help DSPs add that sort of functionality to their services, **I think it will result in increased stream and download revenues for everyone involved.**"

— Owner, Label

"Currently, we have to spend hours trying to compile the information required by immigration in order to obtain visas for our clients. With Jaxsta, **this information is all in one place, searchable and more importantly verified.**"

— Owner & Managing Attorney

"**I am confident that music professionals will NOT be able to live without Jaxsta** - once we have tasted it, explored it, played with it - similar to our Spotify or iTunes subscriptions. **Jaxsta will become as important to us as our banking apps, our Uber app.**"

— SVP Membership, PRO

"From the first time it was described to me, I've been excited about the potential of Jaxsta. Having a giant, searchable database of all the talent that goes into making music is exciting from both a fan's and a professional's perspective. **This is a great new income stream for the music industry in a time when those are very welcome.**"

— Head of Operations, Distribution Company

"Jaxsta is about to resolve **a problem that has dogged the recording music industry since the dawn of digital distribution.**"

— CEO, Association

"As a photographer and creative director, I can see it as **a wonderful way to connect directly with musicians, management and PR agents for potential collaboration and commission opportunities.**"

— Photographer (Editorial, Commercial, Documentary)

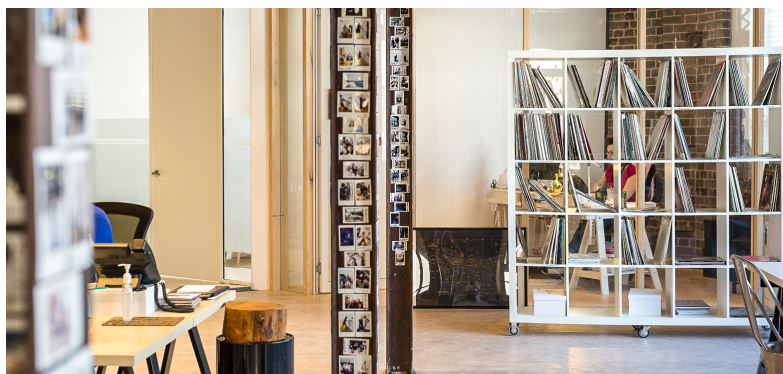
"**Jaxsta will provide fans** (and potential industry business partners) **the most accurate and rich information available for every artist and for every song.** To me, that sounds like **one of the most valuable and exciting developments to come to music in years.**"

— General Manager, Association

"**The Music Industry will benefit enormously from this product.**"

— General Manager / CFO

Jaxsta Darlingtonhurst Office



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Thank You

jaxsta

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