



Jaxsta announces soft launch of Jaxsta.com (beta)

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- Jaxsta is positioned to be the world's first database of official music credits
- At time of launch, the platform contains official credits for roughly more than 1.3 million artists, 5 million individual production credits, 4 million profiles (individuals, groups, companies and organisations), 1.9 million credited individual songwriters across 19 million recordings over 25 million webpages with over 100 million credits
- Jaxsta.com will continue to ingest data from data partners, including Warner Music Group whose data will appear on the platform as it's ingested
- Major milestone met with the soft launch of the Company's core platform offering
- Target media and marketing activities underway to support Jaxsta.com
- Jaxsta Pro, the Company's Business-to-Business (B2B) subscription-based service, remains on track as set out in the Company's Prospectus dated 7 September 2018 for a market launch in the coming months

Sydney, Australia, 13 June 2019: Jaxsta (**ASX:JXT, Jaxsta** or **"the Company"**), announces the soft launch of Jaxsta.com (beta version), the world's first database of official music credits. The platform is accessible via Jaxsta.com and is a public website database of official music credits.

Jaxsta CEO and Co-founder Jacqui Louez Schoorl noted the launch was a major milestone for the Company, the music business and music lovers alike.

"Today's soft launch of Jaxsta.com is important not just for the Company, but most importantly because the creatives behind the soundtracks to our lives are getting their credit as they used to in the days of vinyl and CD Booklets. It also means music lovers from all across the globe can now access the world's first database of official music credits", said Ms Louez Schoorl.

"The launch makes Jaxsta a comprehensive official music credit, containing more than 25 million pages of information. We now house roughly over 1.9 million songwriters, 5 million production credits, 1.3 million artists and



approximately 100 million credits in our database which grows every single day”

The platform will only continue to grow and feature more songs, credits and artists on an ongoing basis as the Company ingests and de-duplicates more data from data partners.

Jaxsta.com helps address the real cost of decentralised and inaccurate music credits by:

- Providing a central database of official music credits
- Providing music creators, artists, producers, songwriters, engineers, musicians, labels and many others with a platform to promote their careers using their body of work on a platform with official information

Media and Marketing Activities

In the lead up to the soft launch of Jaxsta.com, the Company has showcased and demonstrated the platform to music industry professionals as well as key executives, directors and other stakeholders via face-to-face meetings and industry events.

Jaxsta will now accelerate targeted awareness activities to support the platform, including through major music associations and data partners. Given the relationship-based nature of the music industry, the Company presented at the recent Music Biz conference in Nashville and will be attending Indie Week in New York next week, to further generate word-of-mouth and awareness for the platform.

All media and marketing activities will support Jaxsta.com and help drive further awareness for the upcoming launch of Jaxsta Pro, the Company’s B2B subscription-based service. Jaxsta Pro remains on track for a market launch in the coming months.

Next Steps and Jaxsta Pro

Ms Louez Schoorl noted the soft launch of Jaxsta.com was an accumulation of many years of work and validates the company’s vision and commitment as a global platform Company.

“This milestone has been made possible due to an incredibly skilled and committed development team who have harnessed the power of big data and turned Jaxsta’s vision into a user-friendly platform with global appeal.”



“Our wider team has been working tirelessly in the lead up to the launch, securing more than 28 license data agreements covering over 85 per cent of the popular music industry¹, we are all excited to share Jaxsta.com with the market and fans of music worldwide”, said Ms Louez Schoorl.

“As we continue to ingest data and information from our data partners, our focus is now on optimising Jaxsta.com and preparing for the future launch of Jaxsta Pro.”

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About Jaxsta

Jaxsta (ASX: JXT) is a music technology company developing an online platform to hold global official music data. Through direct industry partnerships, the company aims to credit the ‘who, what, when and where’ of music. The company’s core platform, Jaxsta.com, is now live. Jaxsta Pro, the Company’s B2B subscription-based service, will launch in the coming weeks.

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¹ As calculated by market share by distributors by number of streams.