



## ASX RELEASE

### Core Business Update and upcoming Investor Webcast

**Sydney, Australia, 27 February 2020:** Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company, ASX: JXT) will be holding an investor update via webinar at 10:00am (AEST) on Friday, 19 June 2020. The purpose of the call is to provide an update of the business as part of the Jaxsta Pro campaign and its near and medium term objectives.

Presentations materials are included with this announcement.

#### Details of Investor Webcast

- Jaxsta will hold an investor webcast at 10:00am, Friday, 19 June 2020.
- To pre-register or join this webcast please follow this link: [https://zoom.us/webinar/register/WN\\_m9-D60E5T0ObEEVzkcB21g](https://zoom.us/webinar/register/WN_m9-D60E5T0ObEEVzkcB21g).
- To submit questions please provide them in writing via email to [jaxstainvestors@jaxsta.com](mailto:jaxstainvestors@jaxsta.com) by 3pm (AEST) on Wednesday, 17 June 2020.

- Ends -

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 music industry's global music technology company using data to solve an industry-wide need for official data. Digital music has seen an end to the printed "jacket" that once came with a physical CD or LP – where music enthusiasts and professionals would look to discover the names of those responsible for the music they love. The go-to authoritative source of music information, Jaxsta is collecting music metadata from major and independent record labels, publishers, royalty agencies and industry associations across the globe. The data is de-duplicated, cross-referenced, deep-linked and then made available online within a multi-functional, ever-evolving platform.

The Company's core platform, Jaxsta.com, is live and its B2B subscription-based service, Jaxsta Pro<sup>Beta</sup>, launched in November 2019. Jaxsta Pro<sup>Beta</sup> includes features only available to paid users. The Company's head office is in Sydney, with representatives in New York, London and Los Angeles.

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**jaxsta**

# **Core business update**

June 2020

Internal use only



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# Agenda

## Part 1

### Business Highlights

## Part 2

### Core Business Update to 2020

## Part 2 - A

### Jaxsta Pro Free Campaign Momentum & Ongoing Goals

## Part 2 - B

### Industry Support

## Part 2 - C

### Cost Structure Optimisation

## Part 3

### Next Steps

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# **1 Business Highlights**

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# Jaxsta's Freemium Strategy

Rapid scaling of logged-in users creates customer database for ongoing messaging & easier future conversion.

Leads to quicker and deeper industry adoption, advocacy and word of mouth.

Increased usage leads to improved SEO, organic growth and media pick up.

Allows time for users to fully understand the value of Jaxsta through ongoing usage.

Creates a large, accurate dataset of feature usage to help determine what can be monetised.

**21,000+**

Subscribers

**52**

# Days Jaxsta Pro Freemium live

**1,400+**

Official Jaxsta Profile Claims

**34%**

Daily Return Visitors On Site

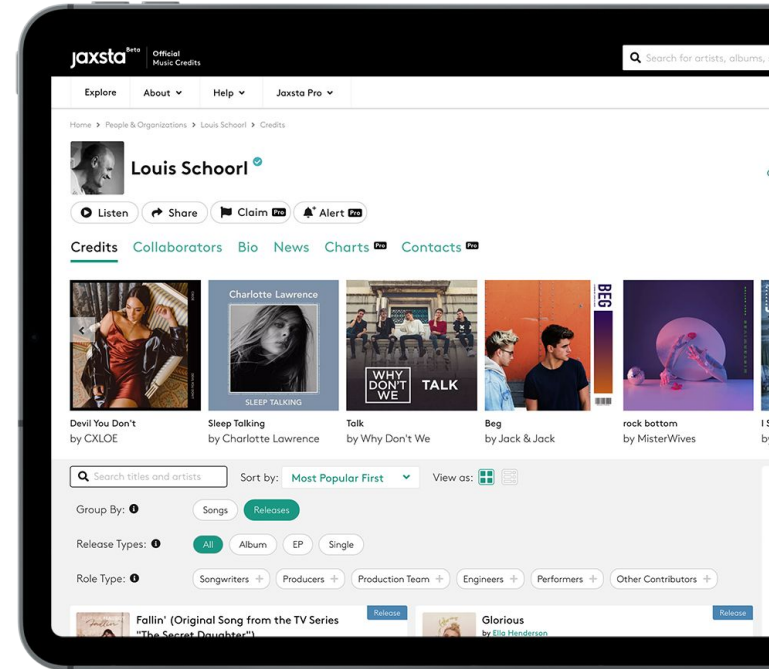
# Freemium to scale



Existing scalable subscription based platforms:

- LinkedIn
- Facebook
- Apple & Spotify
- iMDB

All followed this Freemium model proving to be an optimal way of growing, educating and adapting users and the platform





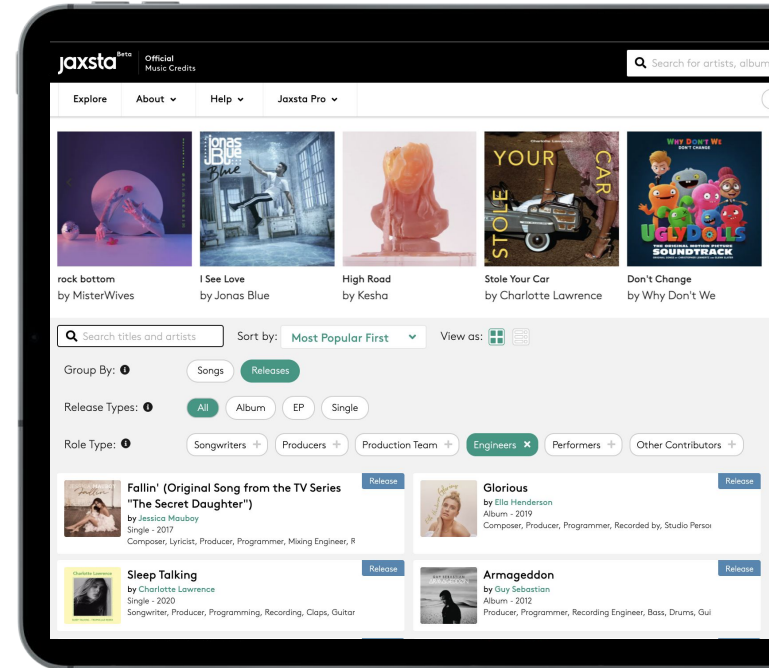
# Listening to our users



## Jaxsta interface redesign

Launched with Jaxsta Pro free:

- Based on long-term user feedback & detailed in-house research and development
- Unique way for end users to navigate credits by album *or* song - **an industry first**
- Offers in-page search
- Cost optimisation through platform optimisation



# Jaxsta Profile Claims - Your official resume



We've taken the official credits from the music industry and pre-built profile pages for over 10 million contributors. A user can then 'claim' their profile - a process where we verify that they are who they say they are to add serious credibility to Jaxsta.

Users claiming profiles are our most engaged segment - a real focus on quality growth for Jaxsta as we expand.

Home > Claim Profile

Our team needs to confirm you have the correct permission to edit Louis Schoorl's profile. The more information you provide, the faster we can complete the verification process.

Verify your connection to Louis Schoorl

Full Name\*

Relationship to Louis Schoorl\*\*

Link Social Accounts

Other Supporting Links

Home > People & Organizations > Louis Schoorl > Credits

Louis Schoorl ✓

Listen Share Info Edit Pro Alert Pro

Our music credits mission

Credits Collaborators Bio News Charts Pro Co

Charlotte Lawrence  
Sleep Talking by Charlotte Lawrence

rock bottom  
by MisterWives

Jonas Blue  
I See Love by Jonas Blue

Re-ordering featured catalogue

Home > People & Organizations > Louis Schoorl > Credits

Louis Schoorl ✓

Back to profile

Our music credits mission

Your changes have been saved!

Edit Bio Watch video

Louis Schoorl is a Dutch born producer/songwriter based between LA and Sydney. After numerous successful years in Australia (Jessica Mauboy, Guy Sebastian, Taylor Henderson, Daniel Johns, 360) Louis is now breaking in the US, with two US top 30 radio singles this year already.

Louis has been working with many artists across multiple genres, and has songs released

00:09:02

Average Time on Site

18.55

Pages per session

## Claimed Profile User Engagement

3.39

Sessions per month per user

46.3%

Users finding us organically or directly

Source: Google Analytics - May 2020

# Influential Profile Claims

Profile Claims from Industry Legends add significant credibility to Jaxsta

Like an Official tick on a Twitter profile, it shows that others are taking a lead in claiming their Jaxsta profile for others to follow.

**Ahmir "Questlove" Thompson** Our music credits mission

Listen Share Edit Alert

Credits Collaborators Bio News Awards Charts Contacts

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**Rita Wilson** Our music credits mission

Listen Share Claim Alert

Credits Collaborators Bio News Charts Contacts

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**Charlie Puth** Our music credits mission

Listen Share Alert

Credits Collaborators News Awards Charts Contacts

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**John Legend** Our music credits mission

Listen Share Claim Alert

Credits Collaborators News Awards Charts Contacts

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# High-Profile Social Sharing

jaxsta

Attracting superstars such as John Legend and Rita Wilson, with their many millions of social followers, raises the profile and credibility of Jaxsta.

We work with their management companies to onboard them onto the platform, then promote their involvement through our 'Profile of the Week' initiative.

Thus expanding membership opportunities and future conversion to our paid B2B model.

**Jaxsta Pro** Beta  
Free in 2020

Join Rita Wilson on Jaxsta Pro, for free

ritawilson • Follow

ritawilson I've often lamented the loss of the credits from the album jacket. I've been working with Jaxsta for a few years now on their product development and am proud to be a part of @JaxstaMusic's launch of Jaxsta Pro Free in 2020. The industry now has a tool to help all music creators and those working behind the scenes. I've claimed my Jaxsta profile - music creatives out there, I encourage you to claim yours! <https://jaxsta.com/register> For the fans, this is a great tool to discover the people behind the music you love jaxsta.com

5w

Liked by jaxstamusic and 2,180 others

APRIL 23

# Momentum = Claimed Profiles



**Ramones** ✓



**Dolly Parton** ✓



**The Doors** ✓



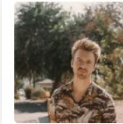
**Billie Eilish** ✓



**Leon Russell** ✓



**Janis Joplin** ✓



**Finneas O'Connell** ✓



**Diplo** ✓



**Portugal. The Man** ✓



**The Roots** ✓



**Charlotte Gainsbourg** ✓



**Kenny G** ✓



**Major Lazer** ✓

# Momentum = Claimed Profiles



Jefferson Airplane ✓



Breakbot ✓



Cassius ✓



Tones and I ✓



Cerrone ✓



Dave Matthews Band ✓



The Black Sorrows ✓



Methyl Ethel ✓



Imogen Heap ✓



Dami Im ✓



Justice ✓



Raphael Saadiq ✓



PJ Harding ✓



London Grammar ✓

# Key Industry Partner Support - Global Audience

jaxsta



**ARIA** - Australian Recording Industry Association

AUS



**A2IM** - The American Association of Independent Music

USA



**APRA AMCOS** - Australasian Performing Right Association (APRA) and Australasian Mechanical Copyright Owners Society (AMCOS)

AUS



**AIM** - Association of Independent Music

UK



**AIR** - Australian Independent Record Labels Association

AUS



**Incorporated Society of Musicians**

UK



**The Music Business Association**

USA



# 2.5+

**MILLION  
CAPTIVE  
AUDIENCE  
REACH**

**across their  
channels**



# Key Industry Partner Support - Global Audience



**Partner**  
**The Music Producers Guild**

**Country**

UK

**Support**



**PPCA** - Phonographic Performance Company of Australia

AUS



**RIAA** - The Recording Industry Association of America®

USA



**AFM & SAG-AFTRA**

USA



**AFM & SAG-AFTRA Fund** - Intellectual Property Rights Distribution Fund

USA



**SoundExchange**

USA



**The Recording Academy**

USA



Key industry partners have pledged strong, ongoing support for Jaxsta and our initiatives to support the music industry via:

- Socials
- Newsletters
- LinkedIn
- Webinars
- Interviews
- Quotes
- Testimonials

**115 mil+**

Individual Official Credits

**28 mil+**

Individual Recordings

DATA IS TODAY'S CURRENCY

**43 mil+**

Individual Pages

**100 k+**

New Credits Ingested Daily

# What does “Official” Mean?



- Our data is supplied directly by the custodians of the data - record labels, publishers, distributors and industry associations
- Our data is not crowd sourced
- Therefore our data can be trusted
- Our platform allows for collaboration with our partners - we're always working together on the collective metadata mission

Official data = Jaxsta *'the platform of choice'*

## **2. Core Business Update**

- a. Jaxsta Pro Campaign Momentum & Ongoing Goals**
- b. Industry Support**
- c. Cost Structure Optimisation**

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# 2a. Jaxsta Pro Free Campaign Momentum & Ongoing Goals

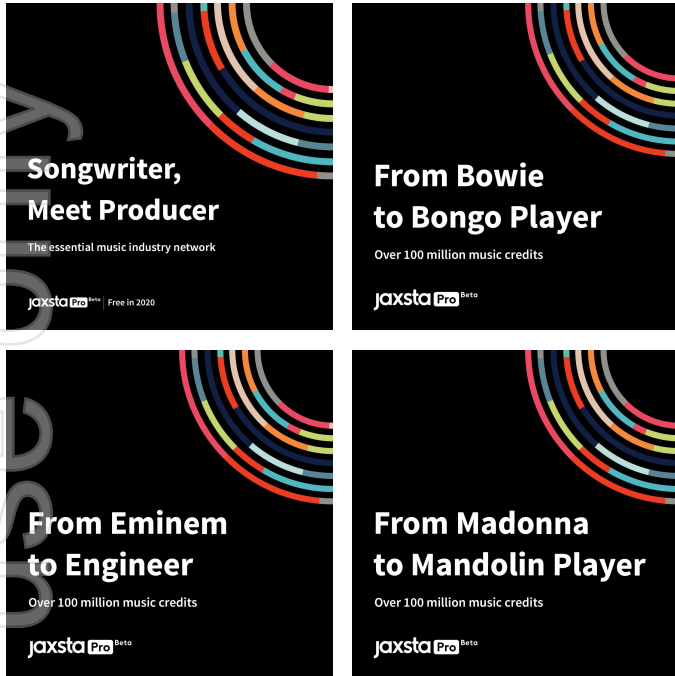
## Strategy

- Launch Jaxsta Pro Free by April 24
- Drive subscription membership
- Drive official profile claims
- Increase general awareness

## Achievement



# Digital Marketing Execution



## Key pillars

- Strong growth: successful pivot to subscriber acquisition
- Disciplined execution: Cost focus
- **Engaging with customer feedback:** driving content, strategy and business development from customer needs
- Refocussed Socials & digital media
- Refocussed digital media campaigns
- Engagement of external key creative services
- Launching editorial content to boost user engagement

# Current Membership growth



**21K+**

creatives now  
using Jaxsta Pro

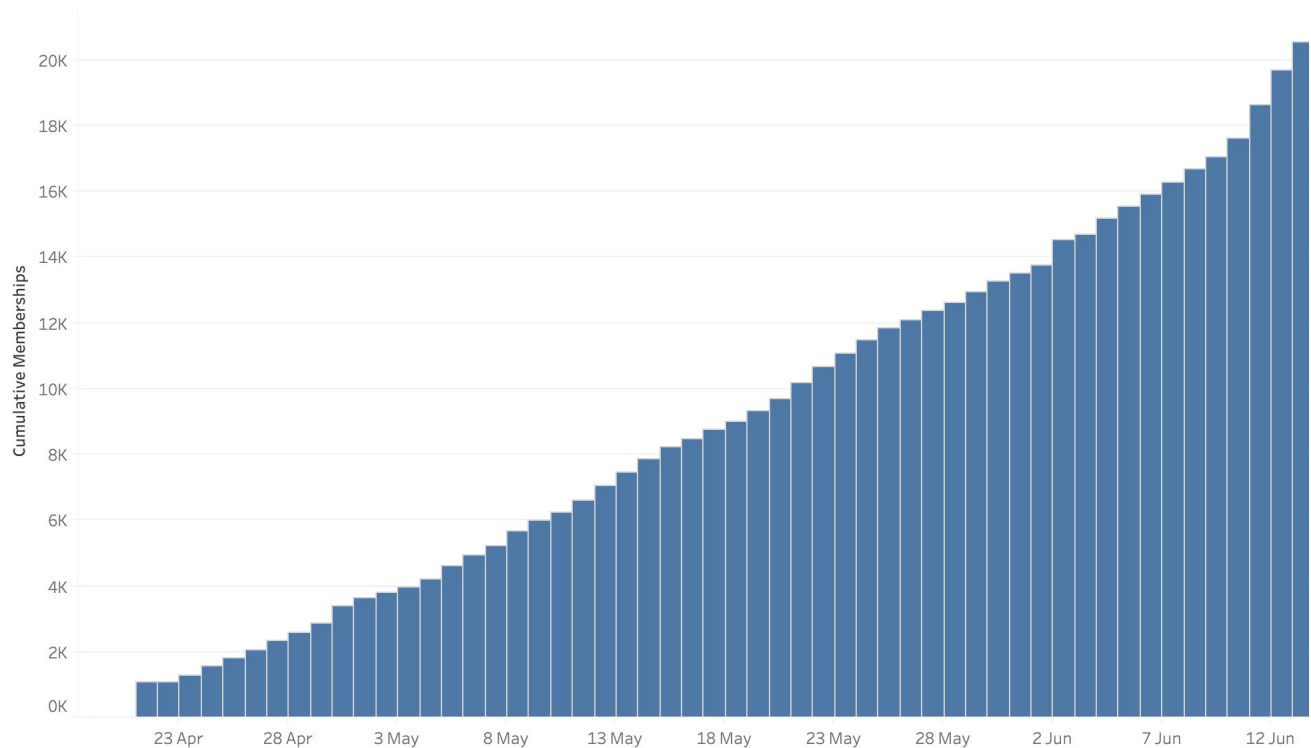
**2,500+**

new members added  
weekly over the  
campaign

**4,600+**

in the last week

Cumulative Memberships since Freemium Campaign Launch



# LinkedIn Subscriber History

660M users worldwide as of 31 Dec 2018

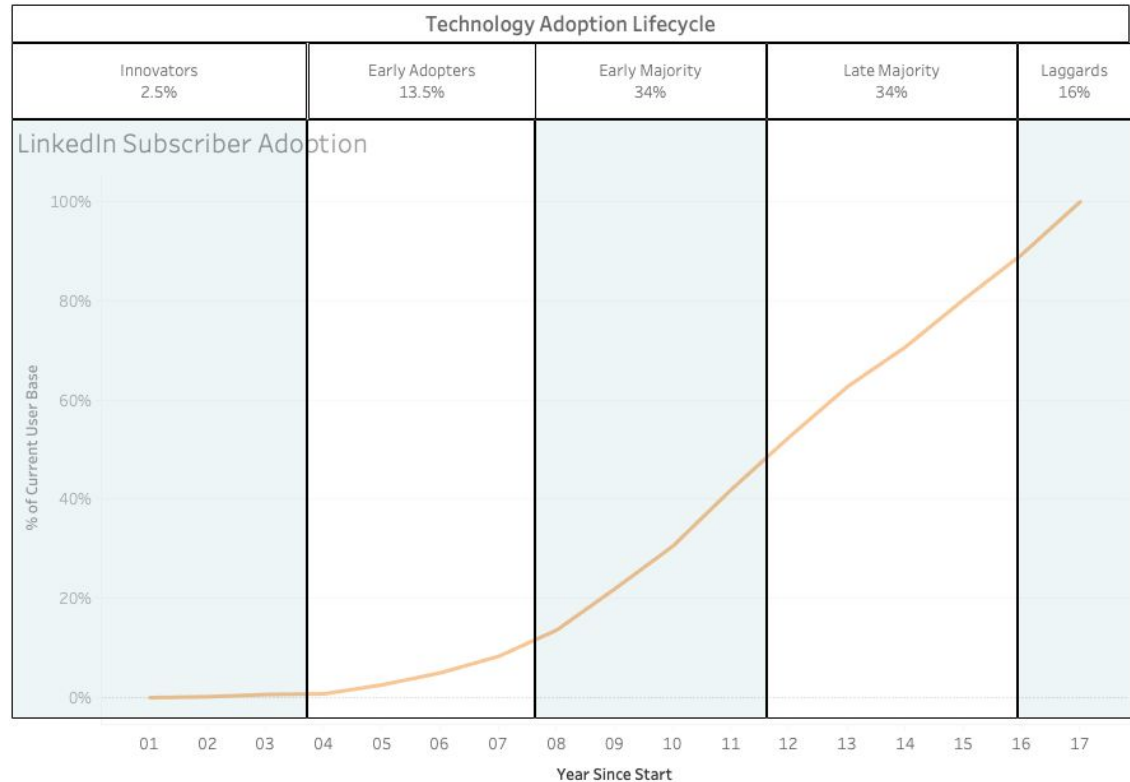
Started in 2003, reached profitability in 2006.

LinkedIn had a total of 4,500 subscribers at the end of its first month.

The revenue comes from three sources Talent Solutions (65%), subscriptions (17%) and Marketing Solutions (18%).

Active membership estimates are between 25-40%. Users spend 10:20 minutes a day looking at 8.5 pages.

Source: <https://thelinkedinman.com/history-linkedin/>  
<https://www.businessofapps.com/data/linkedin-statistics/>





# Who needs Jaxsta Pro? Total Addressable Market:

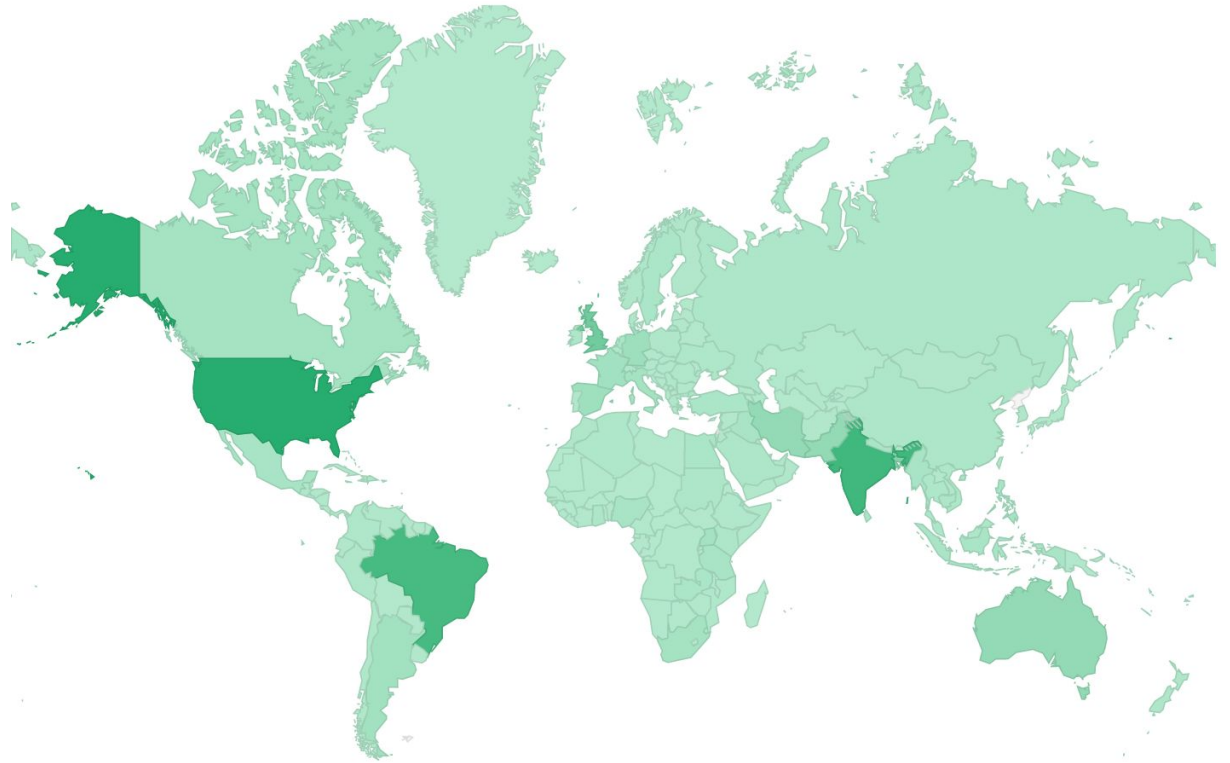
**jaxsta**



# Global Footprint - Visitors

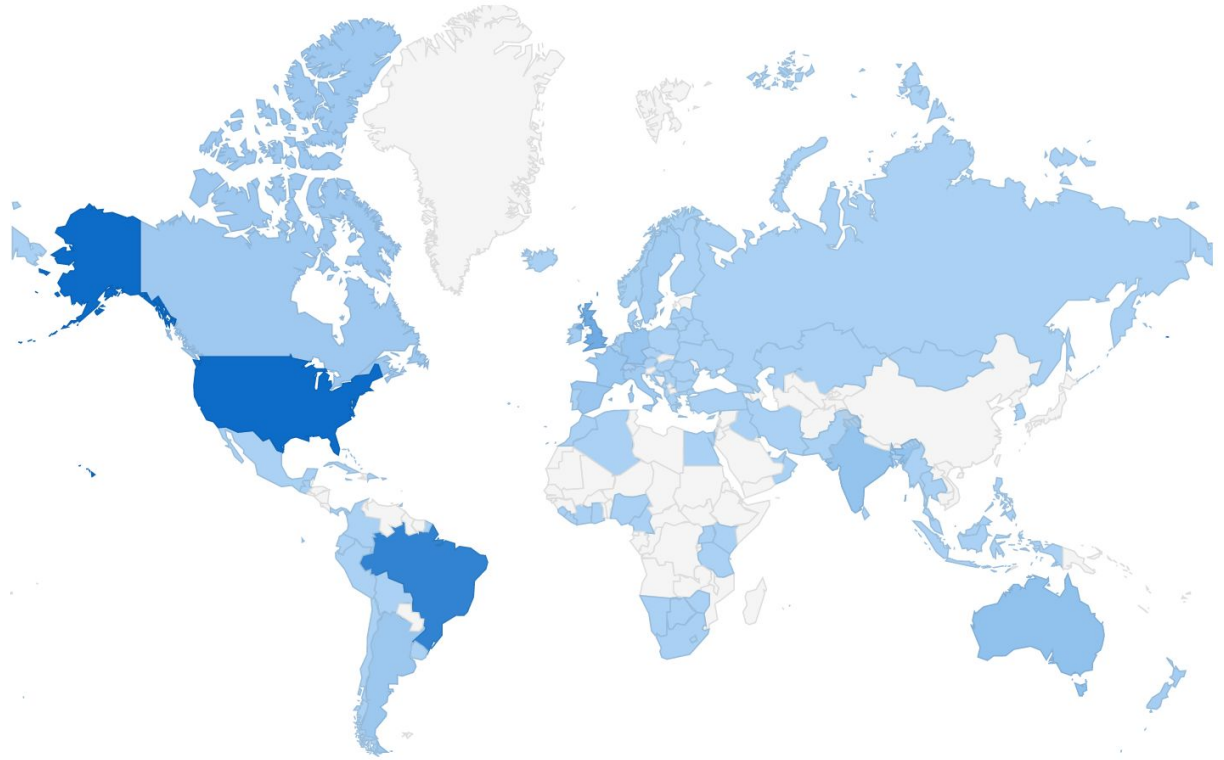
**Traffic from  
231 countries  
in 2020**

Source: Google Analytics



# Global Footprint - Members

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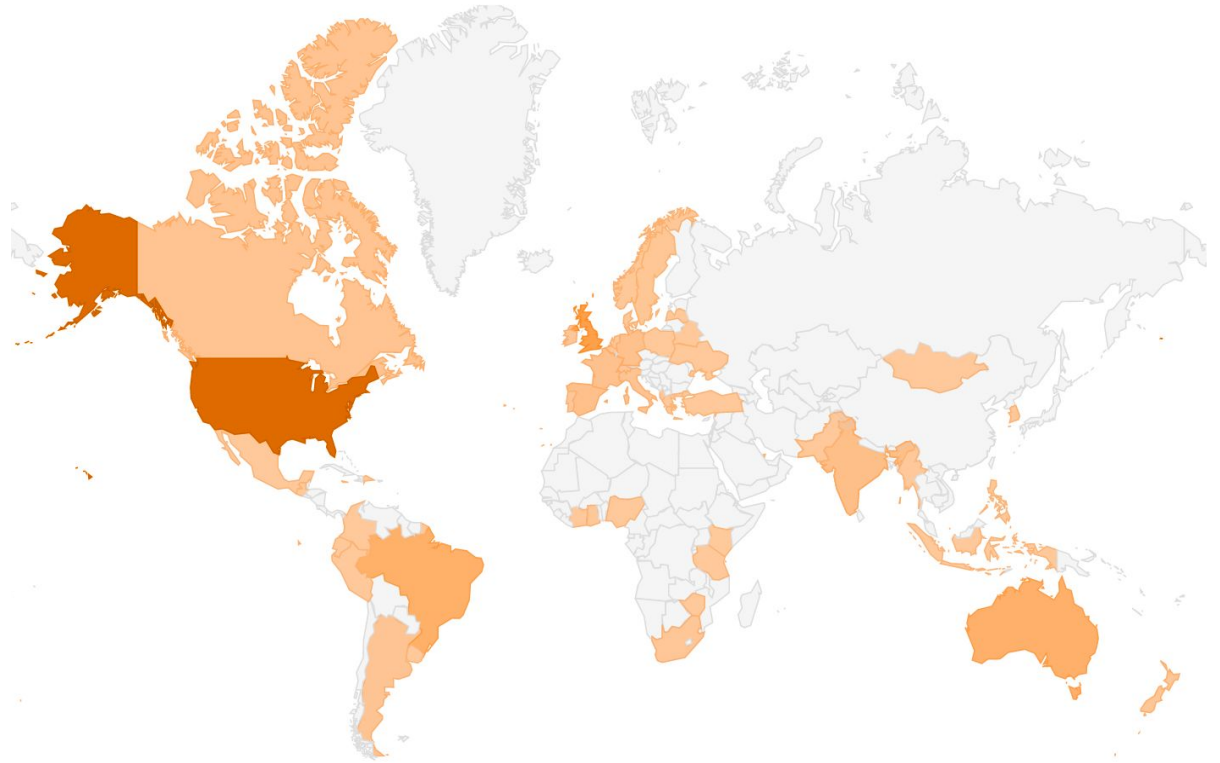


Source: Google Analytics

Internal use only

# Global Footprint - Claimed Profiles

jaxsta



Source: Google Analytics

Internal use only

## 2b. Industry Support = Momentum

### Strategy

Billboard Editorial Exclusive

Variety Editorial Exclusive

Industry collective support

Newsletter inclusion and ongoing publicity

Social Post across platforms

Continued platform Demos: Labels, Member organisations, Artist Management

Weekly product demonstrations and Webinars

Key Tastemaker Support

### Achievement



# FREE Industry Media for Jaxsta Pro

# jaxsta

\$181K Est value of FREE PR

18.6 million est audience

Over 25 international articles

[Billboard](#)

[Variety](#)

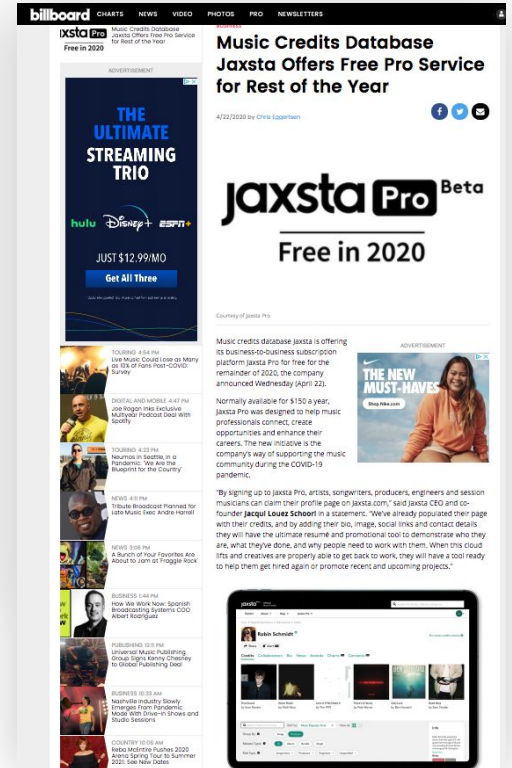
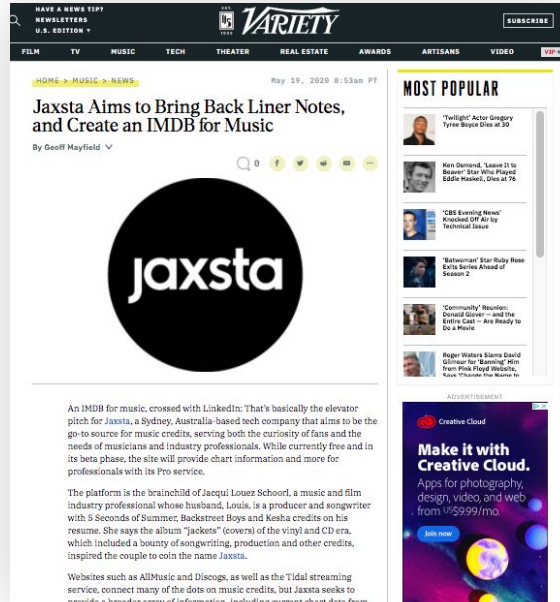
[Music Ally](#)

[Amplify](#)

[The Industry Observer](#)

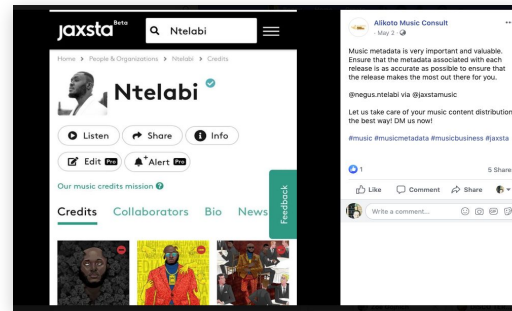
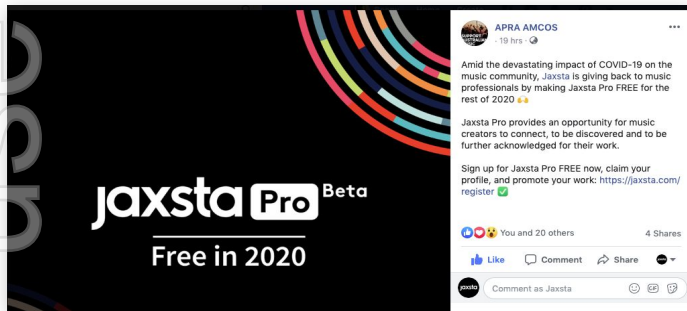
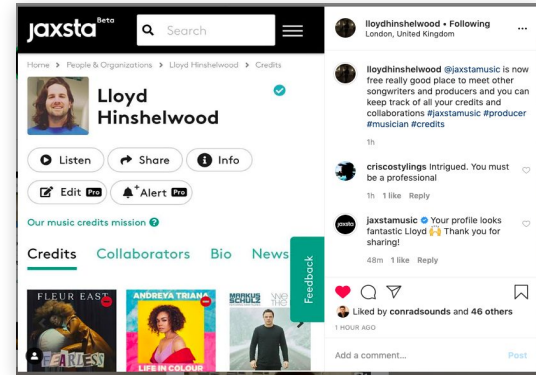
[American Songwriter](#)

Source: Critical Mention



# Sample of Jaxsta Pro Free Partner Social Posts

# Jaxsta





# Rita Wilson

Singer/Songwriter

*"I am proud to be working with Jaxsta – this giant database of official music credits. As songwriters and artists, it's important to receive proper credit for songs we've written, co-written and released, because it helps people find our music."*

*In an age where it's become increasingly more complicated to find credits, lyrics, and more, Jaxsta has made it your one-stop place."*



**Throw Me a Party**  
by Rita Wilson  
2019  
Main Artist,  
Producer, Songwriter,  
Performer, Vocals, Lead  
Vocals, Background Vocals



**Along for the Ride**  
by Rita Wilson  
2016  
Main Artist, Songwriter,  
Vocals, Background Vocals



**Bigger Picture**  
by Rita Wilson  
2018  
Main Artist, Producer,  
Additional Background  
Vocals



**Hip Hop Hooray  
(Remix)**  
by Naughty by Nature  
and Rita Wilson  
2020  
Main Artist, Featured Artist



**Even More Mine (From  
"My Big Fat Greek  
Wedding 2")**  
by Rita Wilson  
2016  
Main Artist



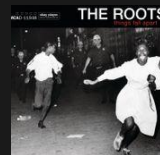


# Ahmir 'Questlove' Thompson

Artist / Producer

*“Records don't happen by magic. They happen because of people: singers, musicians, engineers, producers, and a million other unsung heroes who are instrumental in making the music that you hear.”*

*I always thought that someone should create a database that links the people to their credits, so that the right people get credit. And now Jaxsta has.”*



**Things Fall Apart**  
by The Roots  
1999  
Composer Lyricist, Studio Personnel, Producer, Mixer, Recording Engineer



**Lay It Down**  
by Al Green  
2008  
Composer Lyricist, Composer, Producer, Associated Performer, Drums



**Jay-Z Unplugged**  
by Jay-Z  
2001  
Producer, Mixer, Studio Personnel



**DARKNESS AND LIGHT**  
by John Legend  
2018  
Producer, Drums



**Voodoo**  
by D'Angelo  
2000  
Composer Lyricist, Associated Performer, Drums



# Emily Lazar

## Mastering Engineer

*“When you work ‘behind the scenes’ in the music industry, it’s important to be able to track and show your credits to potential clients. Aside from actually being in the studio working, it’s the biggest part of how you build your reputation and career. Jaxsta is a vital partner because it allows me to point people to a listing of my discography and credits all in one place.*

*Although it’s essential to helping me prove what I’ve done, Jaxsta also shows me what others have worked on, and it’s that deep dive aspect of the platform that is really exciting to me. As a Jaxsta Pro Member I can connect with others, which is great for creating new opportunities.*

*There’s a lot about Jaxsta I love, but one of the biggest things is its Chart Alerts. For me as a mastering engineer, to see where and how my work is charting is a game-changer and being a Jaxsta Pro Member gives me easy access to information.”*



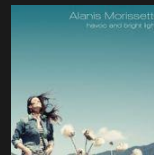
Viva La Vida Or Death  
And All His Friends  
by Coldplay  
2008  
Mastering Engineer



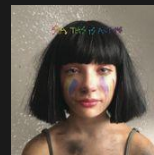
Nothing Has Changed  
by David Bowie  
2014  
Mastering Engineer



Father of the Bride  
by Vampire Weekend  
2019  
Mastering Engineer



Havoc and Bright  
Lights  
by Alanis Morissette  
2012  
Mastering Engineer



This Is Acting (Deluxe  
Version)  
by Sia  
2016  
Mastering Engineer



# John Hanes

GRAMMY® Award-winning mix engineer

*"Searchable online credits are your modern business card.*

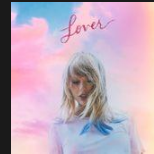
*They're your discography, and your introduction to the wider world. Jaxsta Pro is a place where the people of the music business can connect your musical contributions to you, explore your musical world and contact you."*



This Is Acting (Deluxe Version)  
by Sia  
2016  
Engineer, Mixer



25  
by Adele  
2015  
Mixing Engineer



Lover  
by Taylor Swift  
2019  
Mix Engineer, Studio Personnel



Blinding Lights  
by The Weeknd  
2019  
Mix Engineer, Studio Personnel



4  
by Beyoncé  
2012  
Mixing Engineer

## 2c. Cost Structure Optimisation

### Strategy

Decreased expenditure by 30% - targeted reduction

Changed the personnel and cost structure to align with our strategic initiatives

Reduced our overall costs and refocused to marketing in order to maximise the existing campaign objectives and near term strategy

Replacement hires for next phase of growth: Head of Growth and CFO

Retained key personnel and executive board renewal: new NED and new Chair

Current results validate current strategy

### Achievement



## 2. Executive team & Board for long term performance



**Jacqui Louez Schoorl**  
CEO, Executive Director &  
Cofounder

**Phil Morgan**  
Chief Information Officer (CIO)

**Iain Bartram**  
Chief Financial Officer (CFO)

**Shelley Burger**  
General Counsel & Company  
Secretary

**Shaun Alexander**  
Head of Growth (HoG)



**Linda Jenkinson**  
Independent, Non-Executive  
Chair

**Brett Cottle**  
Independent, Non-Executive  
Director

**Jorge Nigaglioni**  
Non-Executive Director

**Ken Gaunt**  
Non-Executive Director

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## **3. Next Steps**

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# Short Term Focus

Become the authority

Increased Site Traffic

Become the key industry resource

Increasing Membership

Help people promote their careers

Increased Jaxsta Profile Claims

Keep users engaged

Maintaining Customer Service

Tailoring our message

Actively integrating user feedback

Spreading the word

Promoting our Unique Value Proposition (UVP) features

# Medium Term Focus

## Future revenue streams

Developing future enterprise features

## Exploring Opportunity

Generating additional UVP's based on our unique data

## Driving the industry

Opportunities from driving improvement to the music metadata ecosystem

## Data revenue & improved credits

Furthering Big Data Opportunities

## Working with the music industry

Continued Industry Engagement to maximize industry awareness and support

## Growth synergies

Strategic Industry Investment to achieve optimal alignment of interests



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**Q&A**

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# Thank You

To find something you 'Google it'.

For anything music you 'Jaxsta it'.

[jaxsta.com](https://jaxsta.com)

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## **Jacqui Louez Schoorl**

CEO & Co-Founder

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