

ASX RELEASE

Activity Report and Appendix 4C March 2021 Quarter

Sydney, Australia, 6 April 2021: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music credits, is pleased to release its consolidated quarterly cash flow and business activity report for the period ending 31 March 2021.

Business Activities

Jaxsta's business activities for the quarter ended 31 March 2021 are set out below:

- **Launched its Commercial API:** Initial contracts signed with revenues to commence in the April quarter;
- **Launched the Songtradr integration:** The integration of the Neighboring Rights service into Jaxsta Pro went into Beta release at quarter end and is now live;
- **Increased Membership:** now over 88,000 Jaxsta Pro members, as compared to approximately 83,000 at the time of the December 4C Update;
- **Enhanced its metadata ecosystem with publisher data:** The additional data will be added to Jaxsta Pro via its Works product and to its commercial API;
- **Enhanced its cash reserves:** The Company completed for its placement gross proceeds of \$4,029,000, bringing reserves to \$5,054,000 at quarter end.

As at 31 March 2020, Jaxsta had \$5.054 million in cash and cash equivalents. This is \$2.395 million up from the previous quarter period end of \$2.659 million and comes after an operating net cash burn of \$1.339 million which was a 165% increase on the previous quarter's \$0.506 million operating net cash burn, mostly due to the timing of the R&D Tax rebate collection. The net expenditure this quarter was 17% lower than last quarter if the rebate is excluded. During the quarter, the business funded its operating activities from its working capital reserves and completed a capital raise of \$4.029M.

Commercial API

The launch of its commercial API will impact operating cash in future periods as it starts generating revenues from these and future contracts in the quarters to come. The Company's focus is on converting the existing pipeline of over 80 potential deals into recurring contracts in the periods to come. The near term opportunities will come from the existing data sets and the Company will continue conversations with potential customers as it expands the API's possibilities.

Songtradr Integration

The integration with Songtradr went live as beta at the end of the quarter. The integration enables the partnership is an API connection between Jaxsta and Songtradr that provides Jaxsta Pro members who have claimed their profile to utilise Songtradr's platform and tools to initiate collection and ongoing management of this revenue stream. Songtradr will utilise Jaxsta's music credits metadata to assist in the identification of uncollected royalties resulting from the performance of sound recordings claimed by Jaxsta Pro members.

Increased Membership

The Company continued its efforts to increase its membership, but focused on the key personas that line up with the upcoming release of tiered subscriptions in Jaxsta Pro. Our focus on quality growth is focused on the users that utilise the platform more frequently and utilise more of the Pro features. The increase of 5,765 memberships during the quarter corresponded with an increase of 908 profile claims during the period, a rate of 15.8%. This will now include the Songtradr integration in the upcoming quarter.

Publisher data integration

The addition of data from Publisher sources has commenced and will continue in the upcoming quarter as we make the Works product available to Jaxsta Pro members as well as API customers in the coming months.

Capital Raise

The successful capital raise was completed in March extending the Company's runway as it moves its operations back to revenue generation in the upcoming quarter. The Company has an extensive roadmap of features to release during the next year and the added capital will add key resources to deliver those features as part of the rollout of the Jaxsta Pro tiers.

Summary of expenditure

When looking at the Company's cash expenditure for the quarter and comparing it to the quarter ending 31 December 2020, the company focused on getting the API operations underway whilst readying the upgrades to Jaxsta Pro. This resulted in a mix of changes that drove the final cash flow level:

- There was an decrease in staff and admin costs of \$50K due to staffing changes in the previous quarter taking full effect in this quarter;
- There was a reduction of \$59K in R&D expenditure mostly due to the timing of data costs;
- There was a reduction in platform costs of \$72K from optimisation of cloud costs;
- There was a reduction of \$69K in general and administrative costs;
- There was a \$50K reduction in marketing costs as the Jaxsta Pro campaign scaled down in the post holiday period and continued its tighter focus on the targeted members for its commercial release later in 2021.



Payments to related parties and their associates

The Company paid \$238K to its related parties comprising salaries, directors fees, reimbursable expense payment and travel allowances to directors including the Chief Executive Officer and Chief Financial Officer. No payments were made to associates of any related parties.

- 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 world's largest public-facing and most connected music credits database and technology. Partnered with the industry's leading major and independent record companies, as well as publishers, distributors, royalty agencies and industry associations, Jaxsta is the go-to authoritative source of official music credits information. The Company's core platform, Jaxsta.com, is a free and paid subscription service and provides B2B data-solutions for the music and related media industries. Jaxsta Pro^{Beta}, the Company's subscription service, harnesses the power of Jaxsta's data to help music industry professionals connect, save time, and advance their businesses and careers.

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

Jaxsta Limited

ABN

15 106 513 580

Quarter ended ("current quarter")

31 March 2021

Consolidated statement of cash flows		Current quarter \$A'000	9 months \$A'000
1.	Cash flows from operating activities		
1.1	Receipts from customers	-	500
1.2	Payments for		
	(a) research and development	(202)	(615)
	(b) product manufacturing and operating costs	(162)	(433)
	(c) advertising and marketing	(117)	(464)
	(d) leased assets	-	-
	(e) staff costs	(670)	(2,218)
	(f) administration and corporate costs	(287)	(776)
1.3	Dividends received (see note 3)		
1.4	Interest received	-	-
1.5	Interest and other costs of finance paid	-	(1)
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	99	1,571
1.8	Other (provide details if material)	-	-
1.9	Net cash from / (used in) operating activities	(1,339)	(2,436)
2.	Cash flows from investing activities		
2.1	Payments to acquire:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	(4)
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-

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2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	383
2.6	Net cash from / (used in) investing activities	-	379

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	4,029	4,029
3.2	Proceeds from issue of convertible debt securities	-	1,420
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(266)	(275)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(29)	(468)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	3,734	4,706

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	2,659	2,405
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,339)	(2,436)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	379
4.4	Net cash from / (used in) financing activities (item 3.10 above)	3,734	4,706
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of period	5,054	5,054

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	5,004	2,609
5.2	Call deposits	50	50
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	5,054	2,659

6. Payments to related parties of the entity and their associates

6.1	Aggregate amount of payments to related parties and their associates included in item 1
6.2	Aggregate amount of payments to related parties and their associates included in item 2

**Current quarter
\$A'000**

238

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Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments

This includes the salaries, directors fees, reimbursable expense payment and travel allowances payable to directors, including the Chief Executive Officer and Chief Financial Officer.

7. Financing facilities

Note: the term "facility" includes all forms of financing arrangements available to the entity.

Add notes as necessary for an understanding of the sources of finance available to the entity.

- 7.1 Loan facilities
- 7.2 Credit standby arrangements
- 7.3 Other (please specify)
- 7.4 **Total financing facilities**

Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
58	58
-	-
-	-
58	58

7.5 Unused financing facilities available at quarter end

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- 7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.

Jaxsta funds its insurance policies through Principle Finance Pty Ltd, who charges a flat rate of 5.49% and secure the loan against the rights in the policy. Interest and principal are repaid in monthly instalments. At 31 December 2020, the loan facility derived from the insurance policies was \$86K.

8. Estimated cash available for future operating activities	\$A'000
8.1 Net cash from / (used in) operating activities (Item 1.9)	(1,339)
8.2 Cash and cash equivalents at quarter end (Item 4.6)	5,054
8.3 Unused finance facilities available at quarter end (Item 7.5)	-
8.4 Total available funding (Item 8.2 + Item 8.3)	5,054
8.5 Estimated quarters of funding available (Item 8.4 divided by Item 8.1)	3.77

- 8.6 If Item 8.5 is less than 2 quarters, please provide answers to the following questions:

1. Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer:

2. Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer:

3. Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer:

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

6/04/2021

Date:

The Board

Authorised by:
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.