



ASX ANNOUNCEMENT

Jaxsta Introduces New Tier Structure For Jaxsta Pro

Introducing New Paid Membership 'Jaxsta Plus' and Freemium Membership 'Jaxsta Core'

Sydney, Australia, 12 August 2021: Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company, ASX: JXT) the world's largest public-facing, dedicated database of official music credits, today introduced a new membership structure for Jaxsta Pro that allows members to choose between a freemium version, **Jaxsta Core**, or a paid version offering world-first features for artists and music industry professionals, **Jaxsta Plus**.

Jaxsta Plus provides an extensive and evolving suite of new features designed to empower music creatives and those who represent them. **Jaxsta Business** will be the next tier to roll out under the new structure, and is aimed at business users (such as rightsholders and distributors) looking to work with portfolio tools.

Jaxsta Plus features include:

- **Claim Your Official Jaxsta Profile**, or the profiles of the artists or those managers represent, and update their official bio, image, socials links and contact details
- **Prioritize Your Credits** to highlight the releases members want to be known for, and move others to the back of their profile page
- **Credit Alerts**, a world-first tool that notifies members by email every time a song they've worked on is released, no matter the role they played in its creation (artist, engineer, producer etc). Members can also set Credit Alerts on others creatives and releases in addition to their own
- **Chart Alerts**, a world-first tool that notifies members by email every time a release they've worked on hits the charts, no matter the role they played in its creation (artist, engineer, producer etc). Members can also set Chart Alerts on other creatives and releases in addition to their own
- **Jaxsta's Events and Markets** directory, with territory-specific industry information from the world's Top 20 music markets
- **Global Charts** covering over 70 territories from Spotify, Apple, Shazam and other leading chart suppliers all in one place
- Use Jaxsta as a tool for lodging **Neighboring Rights** claims via our partners at Songtradr



- **Contacts - privileged access:** Members can add contact details to their profile or the profiles of those they represent, and control the conversation on what information to share with other Jaxsta Plus members. From email, office address, LinkedIn profile, phone numbers for the entire team around an artist or creative (including management, label, PRO/CMO, Publicist, Business Affairs), members decide what is posted

Jaxsta Plus will be available for the introductory offer of US\$49 per year, or US\$9.99 per month, with the offer of a free 14-day trial.

Jaxsta Core is a freemium version of Jaxsta Pro, to which each of the existing 104,000+ Jaxsta Pro members have automatically been migrated. Each of those members will be able to upgrade to **Jaxsta Plus**. **Jaxsta Core** gives members continued access to an introductory level of Jaxsta Pro features, such as the ability to claim their Jaxsta profile, or the profiles of the artists they represent, and update them with bio, image, social links and contacts. **Jaxsta Core** members can also use Jaxsta as a tool to lodge Neighboring Rights claims.

Jacqui Louez Schoorl, Jaxsta CEO and Co-Founder, stated, “We are thrilled to have the new structure of Jaxsta Pro ready and to move back to a paid model. Many users and advocates of Jaxsta have provided feedback on the use and value they receive from the platform, and this initial rollout will address a number of their requests. But it will not stop there! The Team has been working on a new range of incredible features which will be coming to our Jaxsta Plus service in the months to come – we have an exciting roadmap for Jaxsta Plus and business users which will keep our community growing. I’d like to take this opportunity to thank our wonderful CTO Michael Stone and our dedicated and brilliant development team for the incredible work they have put into this significant deployment and product release. To Beth Appleton our CMO and the marketing team who’s journey has really just begun, must also be recognised for the incredible work they’ve been doing in preparation for the launch and beyond”

The launch of Jaxsta Plus marks the return to a paid service for Jaxsta, which made Jaxsta Pro free in April 2020 in response to the COVID pandemic and its devastating impact on the global music industry.



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, 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.

Jaxsta's state-of-the-art big data solution is now processing more than 240,000 new credits per day from the Company's ever-expanding list of official music industry data partners.

Jaxsta has more than 160 million official music credits from more than 1.2 million worldwide record labels, sourced directly from 291 data partners including publishers, royalty agencies and industry associations across the globe - it has access to the best data the industry can provide. Those organizations include the **Australasian Performing Rights Association (APRA), Australian Recording Industry Association (ARIA), Music and Entertainment Rights Licensing Independent Network B.V. (Merlin), the Recording Industry Association of America (RIAA), The Recording Academy® (GRAMMYS), Sony Music Entertainment and The Orchard, Universal Music Group, and Warner Music Group**, to name a few.

Jaxsta currently boasts:

- 161 million official credits;
- 57.3 million individual web pages;
- 36.9 million unique recordings;
- 12.6 million profiles;
- 58 million artists' credits;
- 14 million producers and engineers' credits.

Authorisation & Additional Information:

This announcement was authorised by the Board of Directors of Jaxsta Limited

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