



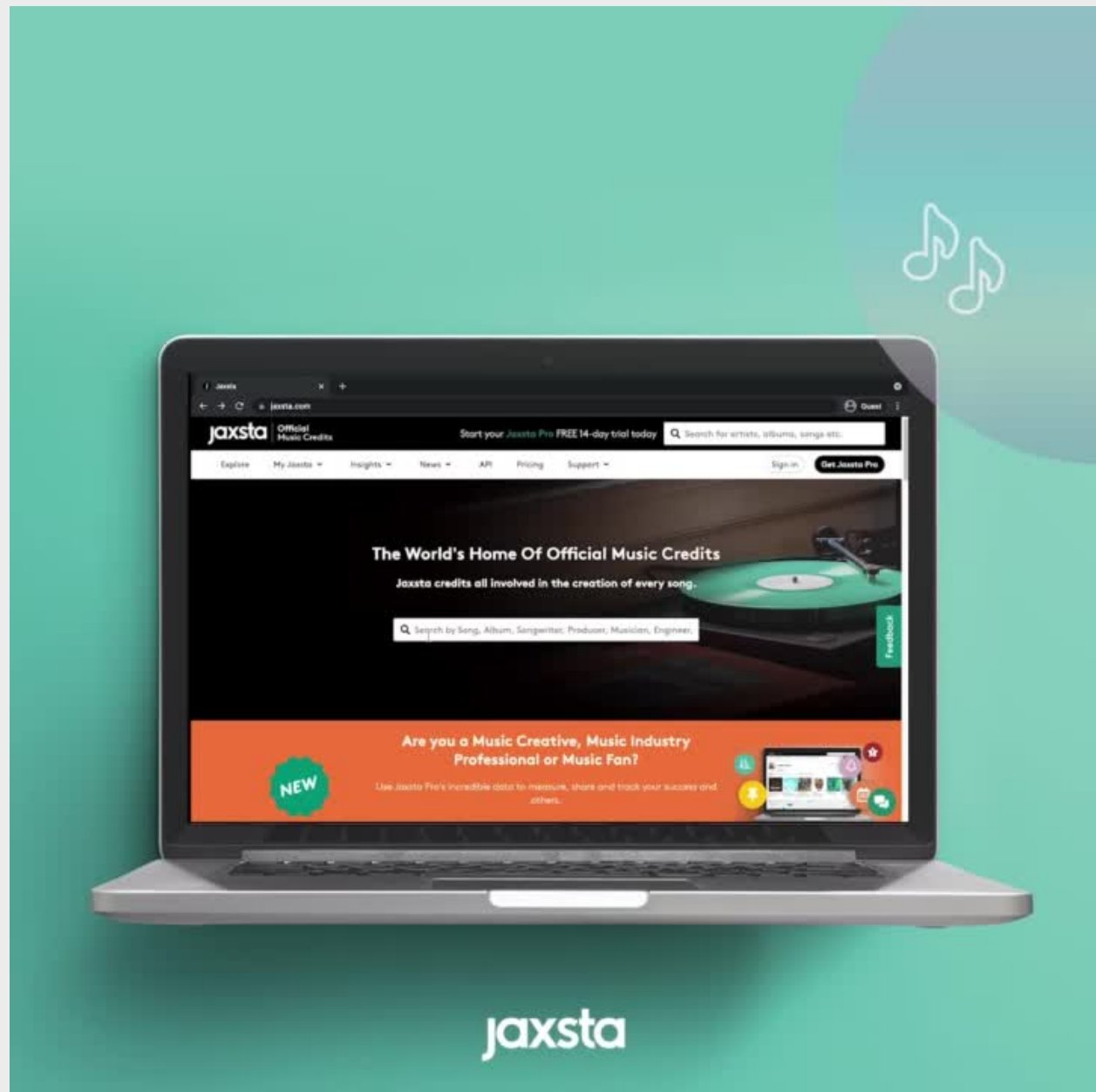
# Shareholder Webinar - September 2021

## Quarterly Update

**Jaxsta Ltd**  
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Music Credits: Kinder - Come Along  
Warner Music Australia



jaxsta 2

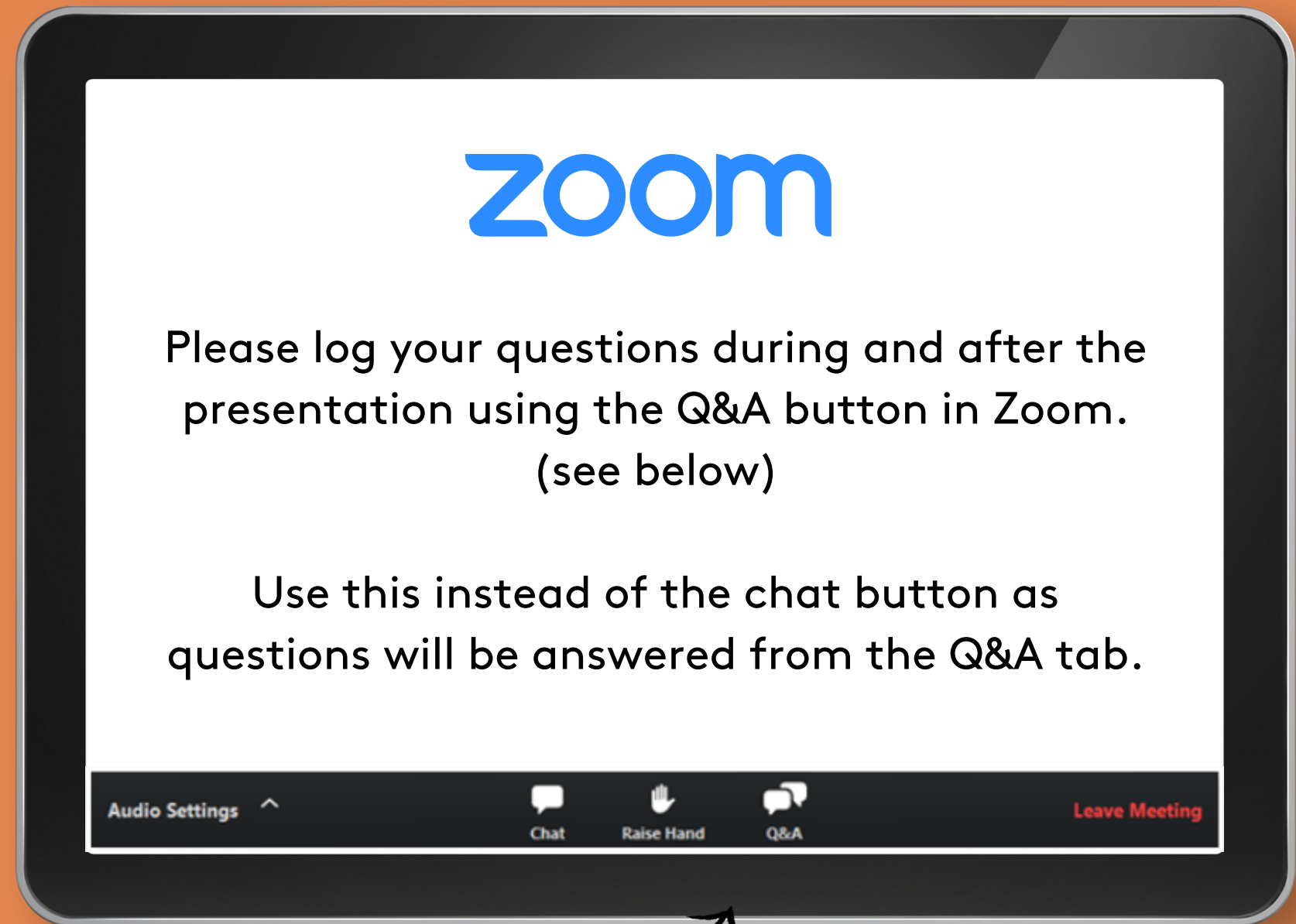
# Agenda

## 01. Business Update

- The New Jaxsta Pro - Jaxsta Plus and Core
- Data Solutions and the API

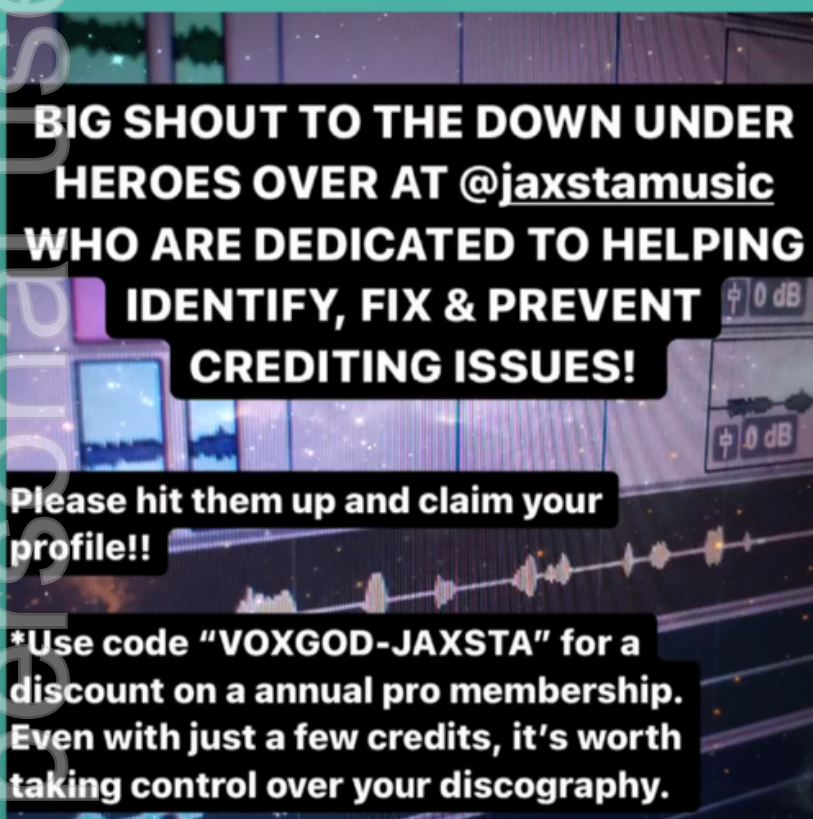
## 02. Business in General

## 03. Q&A



## Andrew "VoxGod" Bolooki

88 Rising, Bebe Rexha, Kiiara,  
Linkin Park  
28 August 2021



## Bainz

Young Thug, Internet Money,  
Travis Scott, Gunna, Lil Nas X  
31 July 2021



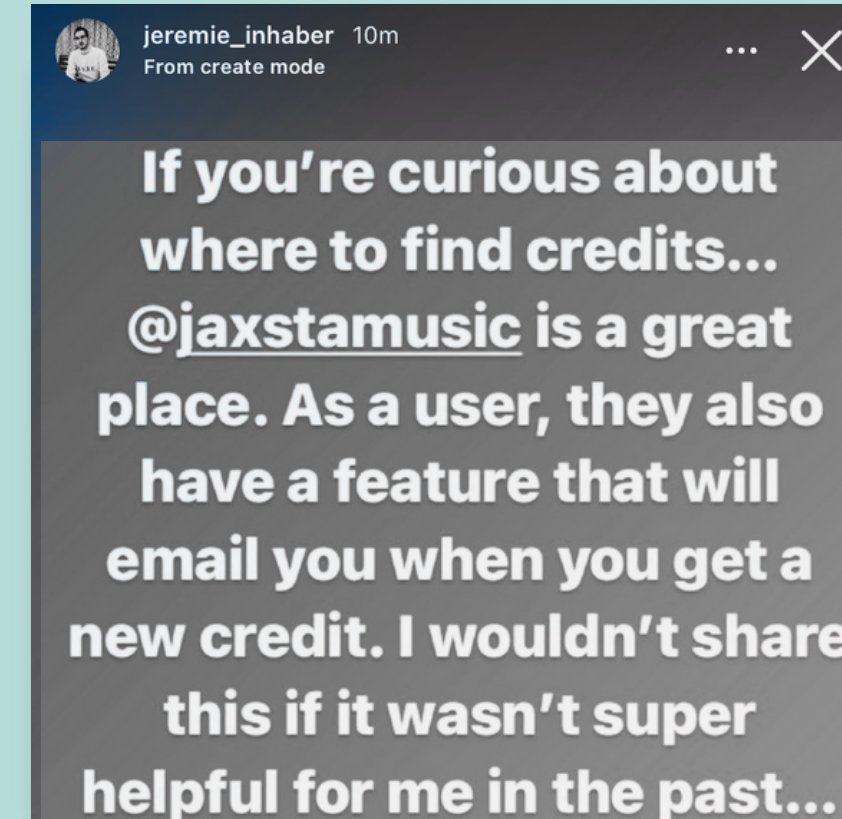
## Ethan Stevens

Solange, Metro Boomin,  
Mipsey Hussle  
31 July 2021

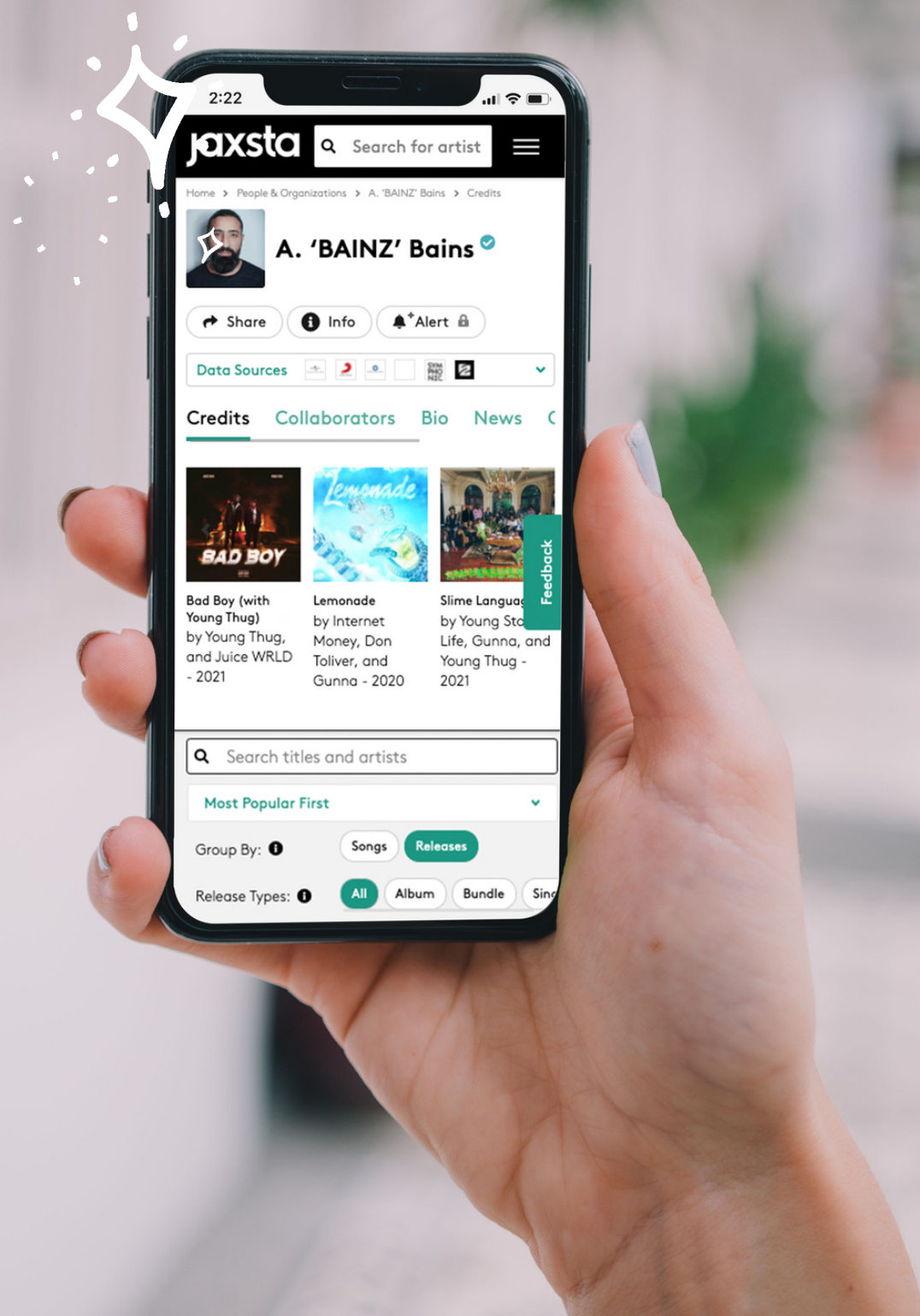


## Jeremie Inhaber

Post Malone, 24k Gldn, JUICE  
WRLD, Glass Animals, FKA Twigs  
18 August 2021



jaxsta Pro



Initial Tier Released 12 August 2021

jaxsta Plus jaxsta Core

## Current Activities

- Marketing engagement with persona subsets
- Strategic partnerships, promotion to target personas in specific organisations
- Expansion of Jaxsta Plus - New Features

## Next

- Release of Jaxsta Business Tier
- Continued Rollout of other features and enhancements



# Changes to relaunch and execution of plan going forward



- Post COVID we have onboarded many new development team members and have commenced major re-architecting initiatives to be able to deploy new features and tiers far more easily as the original design was not scoped for the current changes
- Shift in marketing initiatives with new branding, persona targeted campaigns and continuous a/b testing
- Flexible website to test features and campaigns in advance
- Immediate focus are the music professionals who have the need for the paid features
- Fan engagement to follow in stages

## BESPOKE CRM STRATEGY

CONSUMER relationship management. We win by being bespoke and personal with every CONSUMER.

## CONSUMER JOURNEYS

We have segmented our membership and are now initiating research on journeys and AB testing how they arrive at JAXSTA and how their journey evolves.

## REFERRAL PROGRAM

We are building from insights of the best in the business: AirBnB, Uber, Tesla, Revolut, and more.

## CONSUMER RELATIONSHIPS

Our direct relationships with our members is our goldmine. We are talking with customers throughout their consumer journey - personally and directly.

## ADVERTISING

We are also of course investing in advertising, content creation and building traffic and audience



### Discover

Discover talent via Jaxsta's 160+ million official music credits, which come directly from labels and distributors.



### Promote

Promote yourself and your musical achievements by sharing your Jaxsta profile with the world.



### Control

Control how the world sees your musical work and highlight the credits you're proudest of.



### Track

Get alerts straight to your inbox. Always know when a song you've worked on has been released or is charting, whether you're an artist or work behind the scenes.



### Learn

Learn and gain insights by staying on top of global charts data for artists, songwriters, producers, engineers and more.

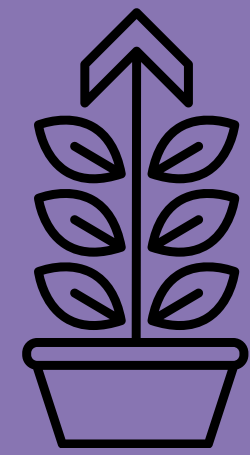


### Plan

Think and plan globally with comprehensive industry data and a calendar of music industry events from all of the world's major music markets.

# jaxsta Plus

- Number of users is growing as we move from small groups to broader marketing efforts later in the year. Some of the campaigns are tied to new feature releases to hone in on specific user needs.
- Use on site by Pro users is increasing, but we are working on providing more capability to keep users on site longer and more often.
- Trial period converting to paid at a 94% rate since the launch of Plus.



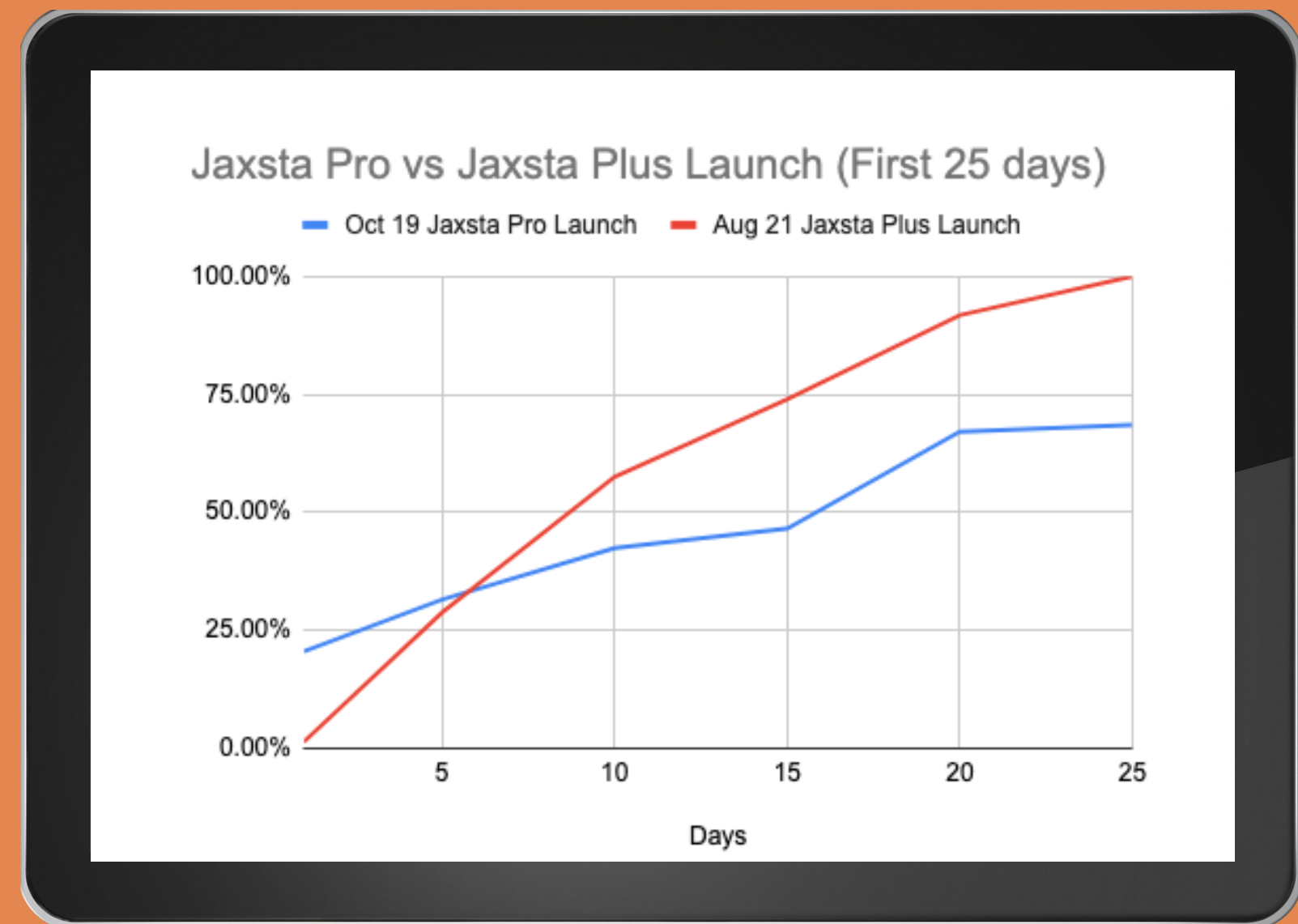
# jaxsta Core

Users		
jaxsta Pro	16/7 - 10/8	13/8 - 6/9
Pages per Session	15.42	15.66
Number of Sessions	1.44	1.91
Time on Site	8:13	10:23

## Original Pro launch vs current Plus

▷ 46% more new users signed to Plus in first 25 days than original Jaxsta Pro launch.

▷ Total Plus users including existing members bring the total after 25 days to 592% of total users compared to the original Jaxsta Pro launch.





# 'Walk this way! Talk this way!'



'It's overwhelming that I can't track all my work and then I found my Jaxsta profile - I found credits I didn't know existed. I now have one link that I can share with everything I have worked on'

Andrew 'Vox God' Bolooki



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# jaxsta Data

# Data Solution completed deals currently stand at 6.

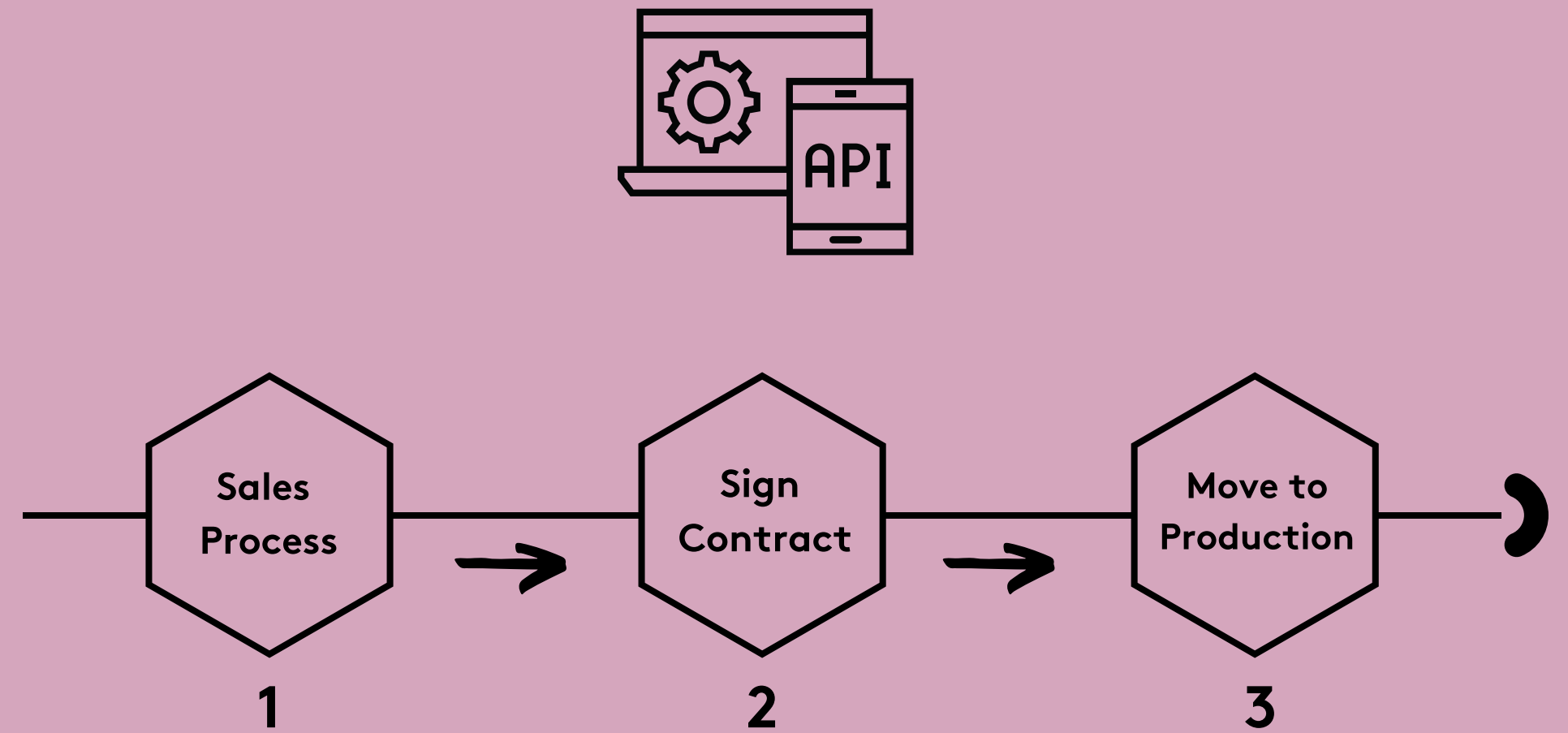
We have embarked on various changes  
in order to accelerate the conversion of  
API deals moving forward →



- Completion of Swagger documentation and portal. This will enable self serve sales and also accelerate testing by prospective customers.
- CRM automation to qualify enquiries faster and provide faster time to quotation
- Enhanced sales tools to provide more information to prospective buyers
- Additional tools to train team and new resources on the value proposition to clearly articulate to prospective customers
- Hiring additional dedicated sales resources to work with prospective customers, making sure the Data Solutions team is solely dedicated to Data Solution sales
- Working on accelerating data set acquisition for those that are critical to key pipeline deals

# Activities for the rest of the year

- Transition current contracts to production.
  - Some are customer dependent as they must complete certain development before activating the production API.
- Close out immediate opportunities to reach target ARR of \$1M at end of year.
- Continue outreach and marketing of Data solutions to grow the pipeline of opportunities.



# General Business



# Share Price

- 8/9/2020 - \$0.026
- 7/9/2021 - \$0.076
- Increase of 192%
- Two capital raises in last 12 months at \$0.035 and \$0.075 per share
- Current price is still below previous Jaxsta Pro launch
- Keys to achieve full value
  - Sustained revenue generation growth (ARR growth)
  - Increased visitor counts extending beyond paid customers
  - Increased partnerships





# Q&A



# Thank You!

## Together we credit. Always.

Receive updates through Jaxsta IR Newsletter

**SIGN UP now!**

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CMO & Proud WMG Alumni

[Beth.Appleton@jaxsta.com](mailto:Beth.Appleton@jaxsta.com)

**Jorge Nigaglioni**  
CFO & Company Secretary

[\\_jorge.nigaglioni@jaxsta.com](mailto:_jorge.nigaglioni@jaxsta.com)



**Linda Jenkinson** ●

**Independant, Non-Executive Chair**

Linda Jenkinson is a successful business woman and entrepreneur with over 25 years of general management and consulting experience. She’s founded numerous businesses and was the first New Zealand woman to list a company on the NASDAQ stock exchange, with DMSC, the \$250 million on-demand courier company she co-founded. Linda Jenkinson is an experienced company director, sitting on multiple boards including Air New Zealand, Eclipx Group and Guild Group.



**Jorge Nigaglioni** ● ●

**Chief Financial Officer, Company Secretary, Executive Director**

Jorge has over 24 years of experience in accounting and finance roles in both public and private companies. Jorge has been CFO for three publicly listed companies in the United States and Australia. Jorge has an MBA from the University of Wisconsin-Madison and a BSBA from Bryant University. Mr Nigaglioni is a graduate and member of the Australian Institute of Company Directors and also holds a Certificate in Governance Practice and Administration from Chartered Secretaries Australia.



**Ken Gaunt** ●

**Independant, Non-Executive Director**

Ken is a successful entrepreneur and investor with over 30 years of experience in sales management, corporate advisory and early-stage business development. Ken co-founded and was the managing director of Electronic Banking Solutions Pty Ltd which he grew into Australia’s largest independent ATM operator. After a successful merger with Cashcard Australia Limited, Ken completed the \$330 million sale to an American private investment firm. Ken is a director of Sydney Seaplanes and K2 Energy Limited.



**Michael Stone** ●

**Chief Technology Officer (CTO)**

Michael has more than 25 years experience working in technology companies spanning defence, mobile communications, big data analytics and retail insights in both global corporations and startups. After a successful career at Ericsson, he became CEO of Amethon Solutions, a startup focused on providing bi data insights and analytics to mobile carriers. Michael has an MBA from RMIT University and Bachelor of Engineering from Canberra University.



**Jacqui Louez Schoorl** ● ●

**CEO, Executive Director & Co-founder**

Jacqui has over 27 years of experience in entertainment: music, film and television, working in both public and private companies: ASX:EVT, EMI, Fox Studios Australia, Channel 9 and Lucasfilm. A regular panelist from Sydney to New York. Jacqui volunteers as the Founder of Women In Music Sydney and Dementia Australia. Jacqui is a graduate and member of the Australian Institute of Company Directors. Jacqui founded Jaxsta in 2013 having originated the concept in 2006.



**Brett Cottle** ●

**Non-Executive Director**

Brett was the Chief Executive of Australasian Performing Right Association Ltd (APRA) for 28 years and also held the position of Chief Executive of Australasian Mechanical Copyright Owners Society Ltd (AMCOS). Brett holds a law degree from Sydney University, is a past Director of the Australian Copyright Council and International Confederation of Societies of Authors and Composers (CISAC).



**Beth Appleton** ●

**Chief Marketing Officer (CMO)**

Prior to joining Jaxsta, Appleton served as the General Manager and Senior Vice President Marketing Australasia at Warner Music Australia (2018-2021), overseeing priority campaigns for artists such as Ed Sheeran, Bruno Mars, Coldplay, Twenty One Pilots and Michael Bublé. With more than 25 years’ experience in the music industry, Appleton’s previous roles include Senior Vice President of Global Marketing at Warner Music Group in the UK (2014-2018); Director of Marketing Warner Music Australia (2011-2013); Director of Digital at Universal Music Group in the UK (2007-2010); and Head of Digital and Business Development at V2 Music in the UK (2003-2007).



Board



Management

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