



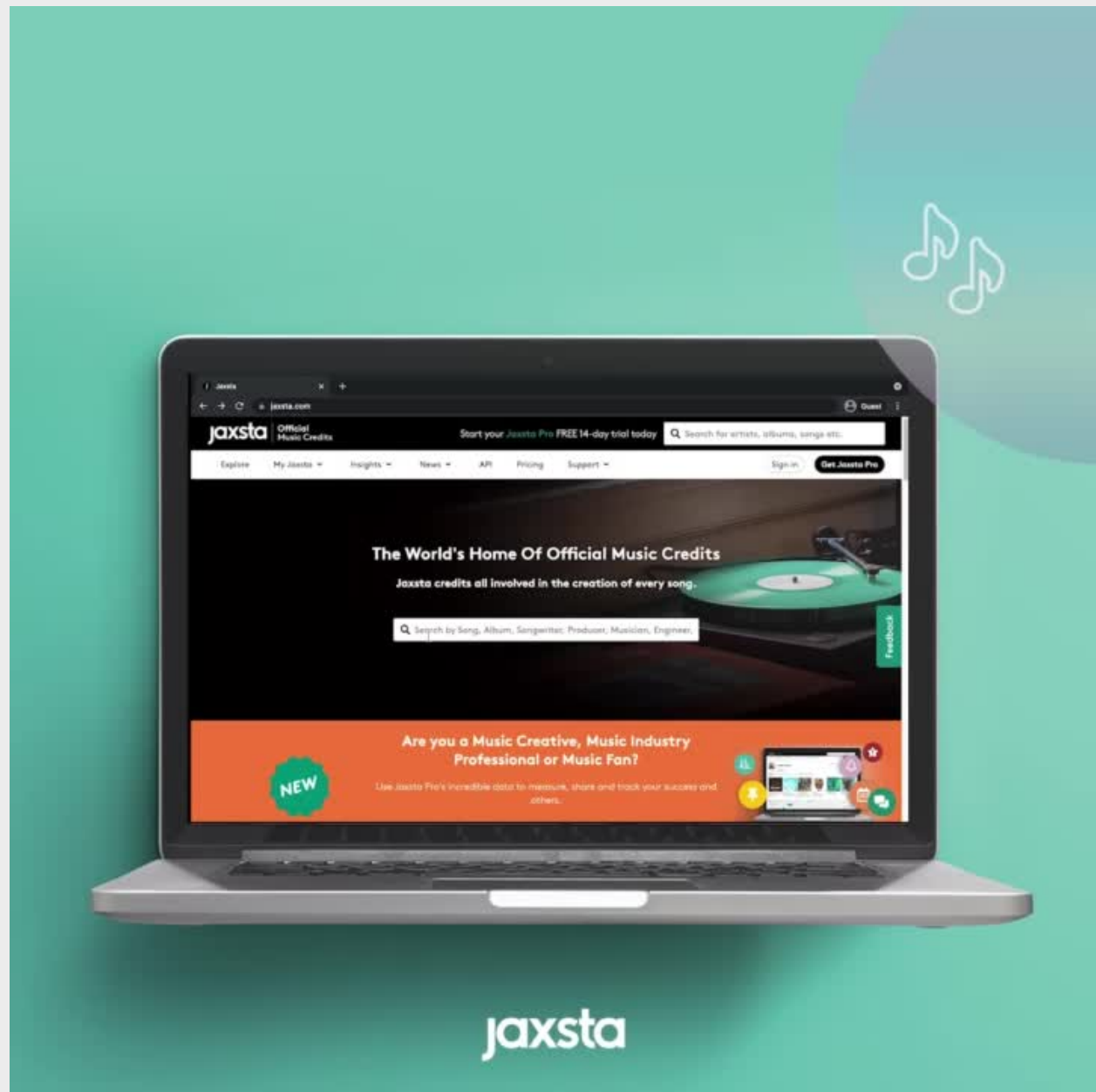
Shareholder Webinar - September 2021

Quarterly Update

Jaxsta Ltd
ACN: 106 513 580
Level 1, 113-115 Oxford Street
Darlinghurst NSW 2010 Australia

info@jaxsta.com ▶ www.jaxsta.com

For personal use only



Music Credits: Kinder - Come Along
Warner Music Australia



jaxsta 2

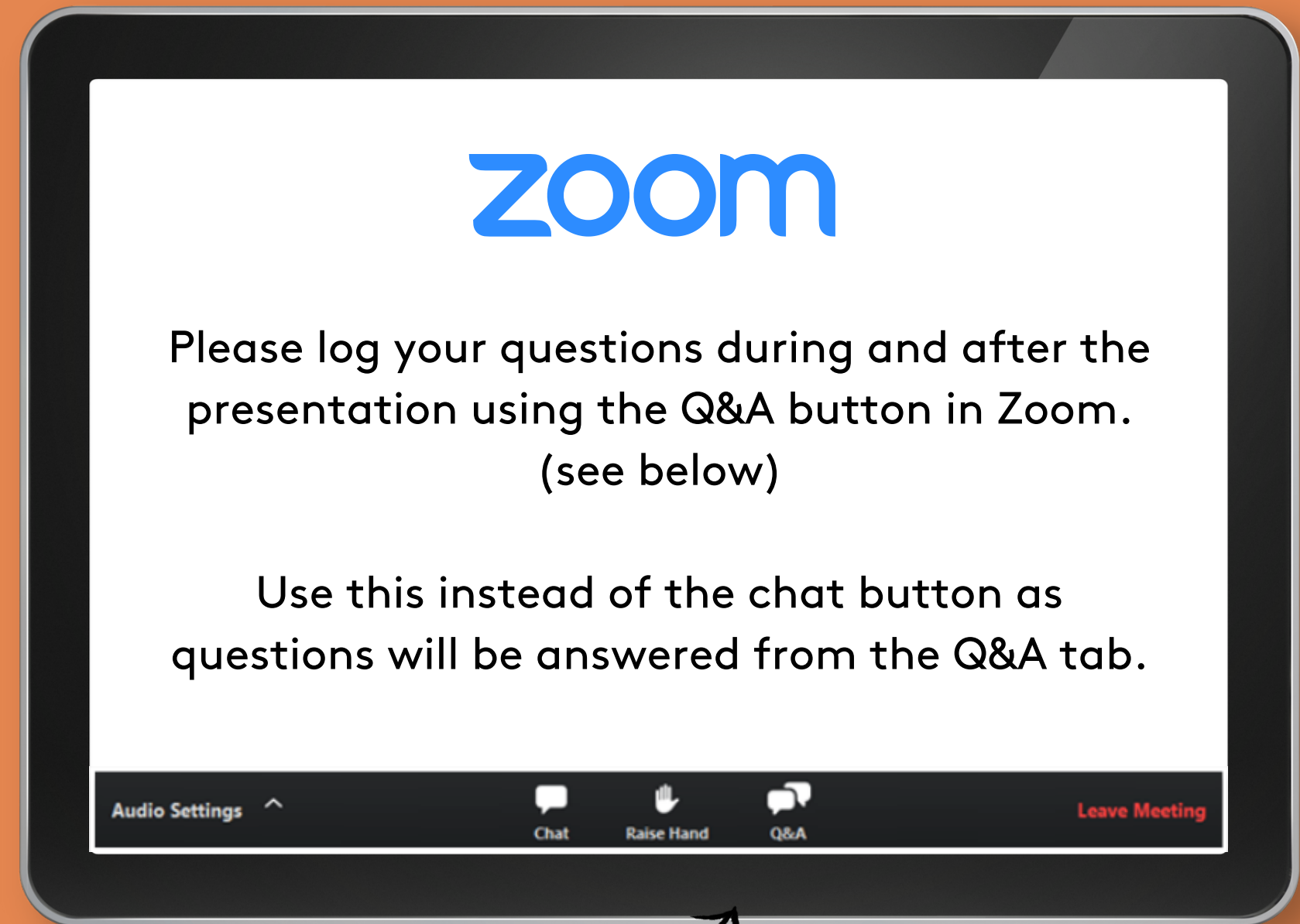
Agenda

01. Business Update

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

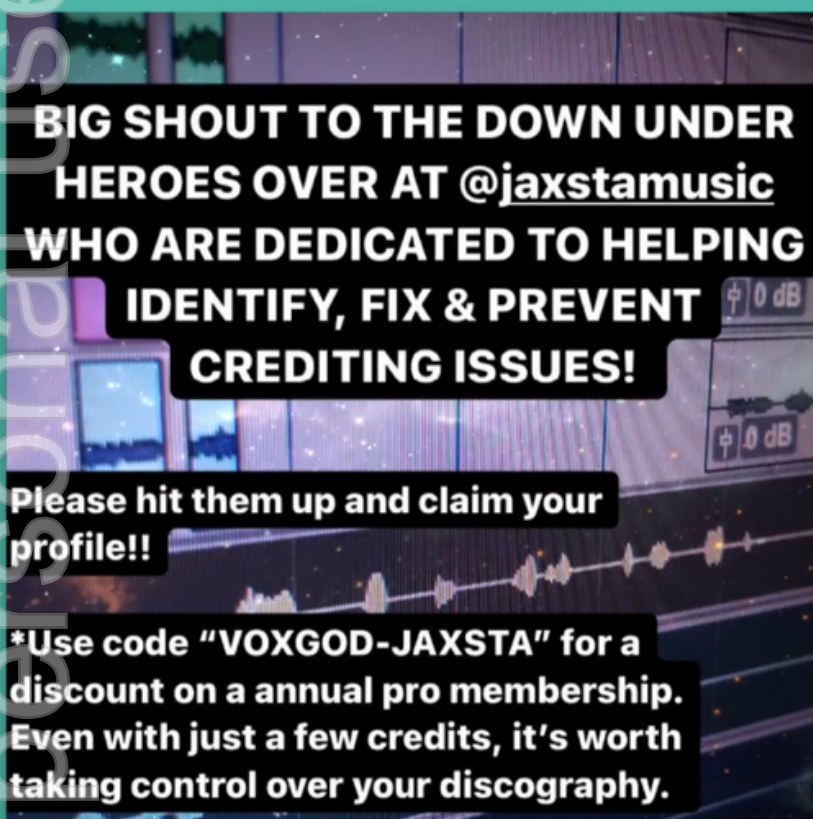
02. Business in General

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



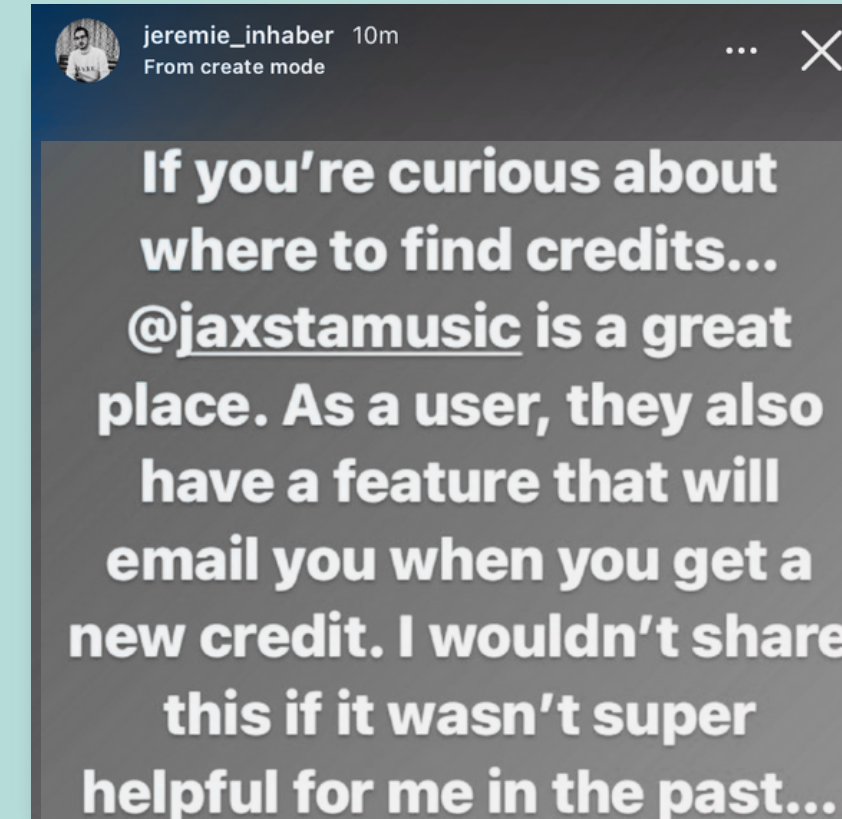
Ethan Stevens

Solange, Metro Boomin,
Mipsey Hussle
31 July 2021

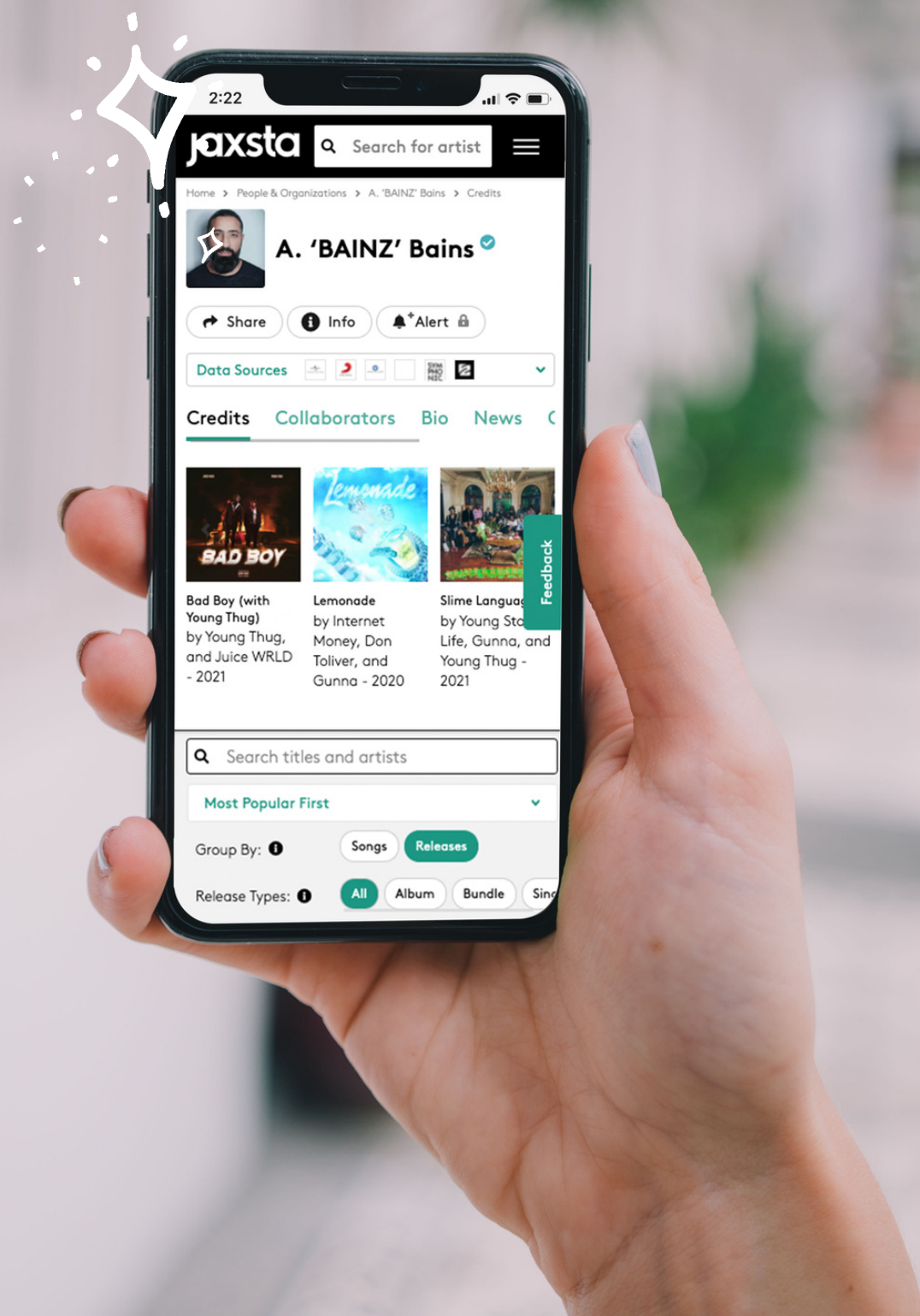


Jeremie Inhaber

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.

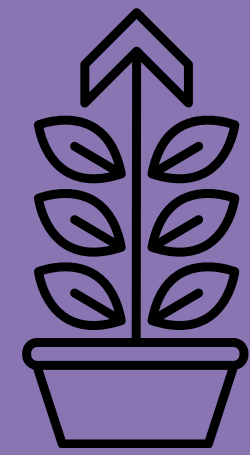


Plan

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.



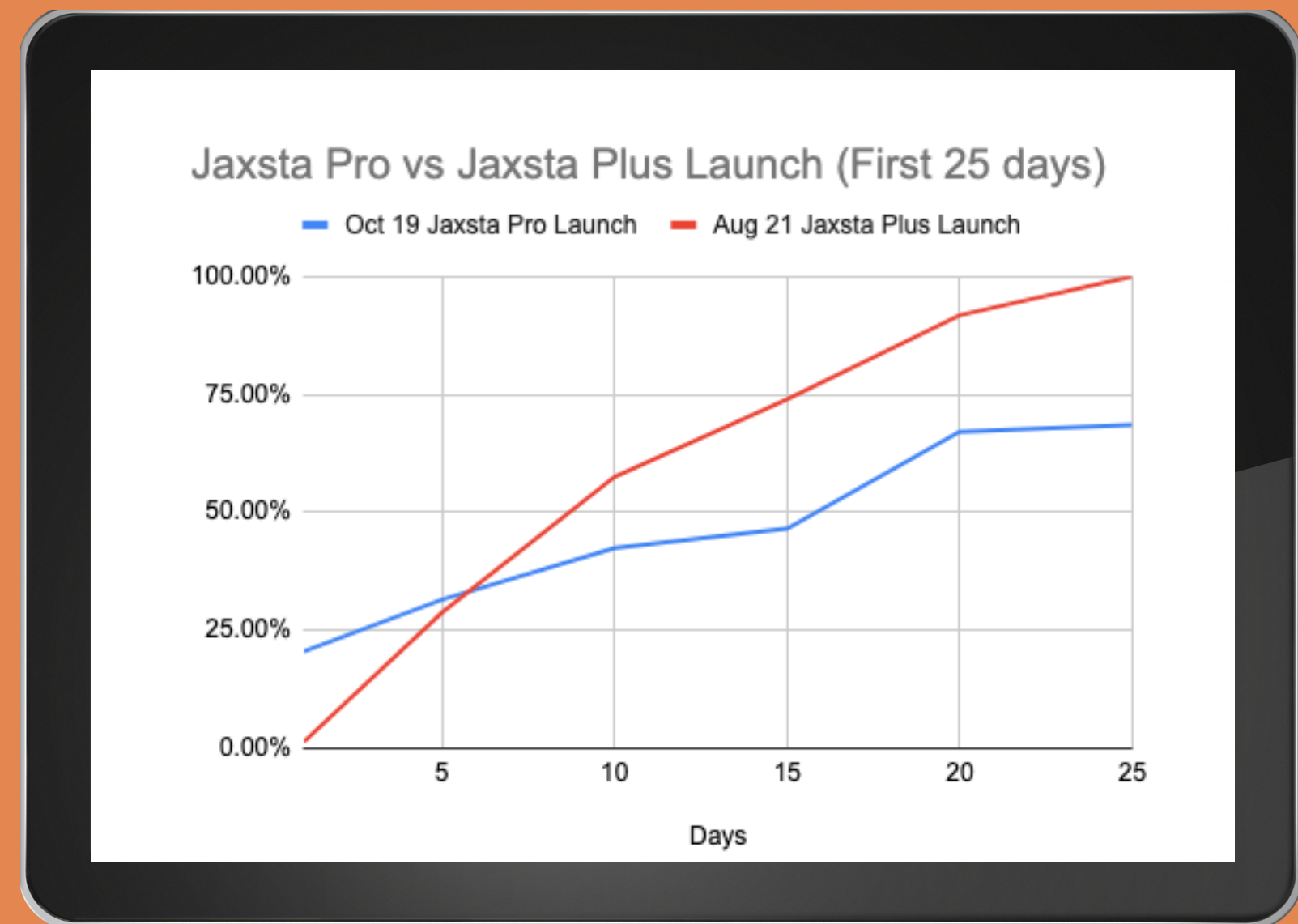
jaxsta Core

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



For personal use only

jaxsta Data

Data Solution completed deals currently stand at 6.

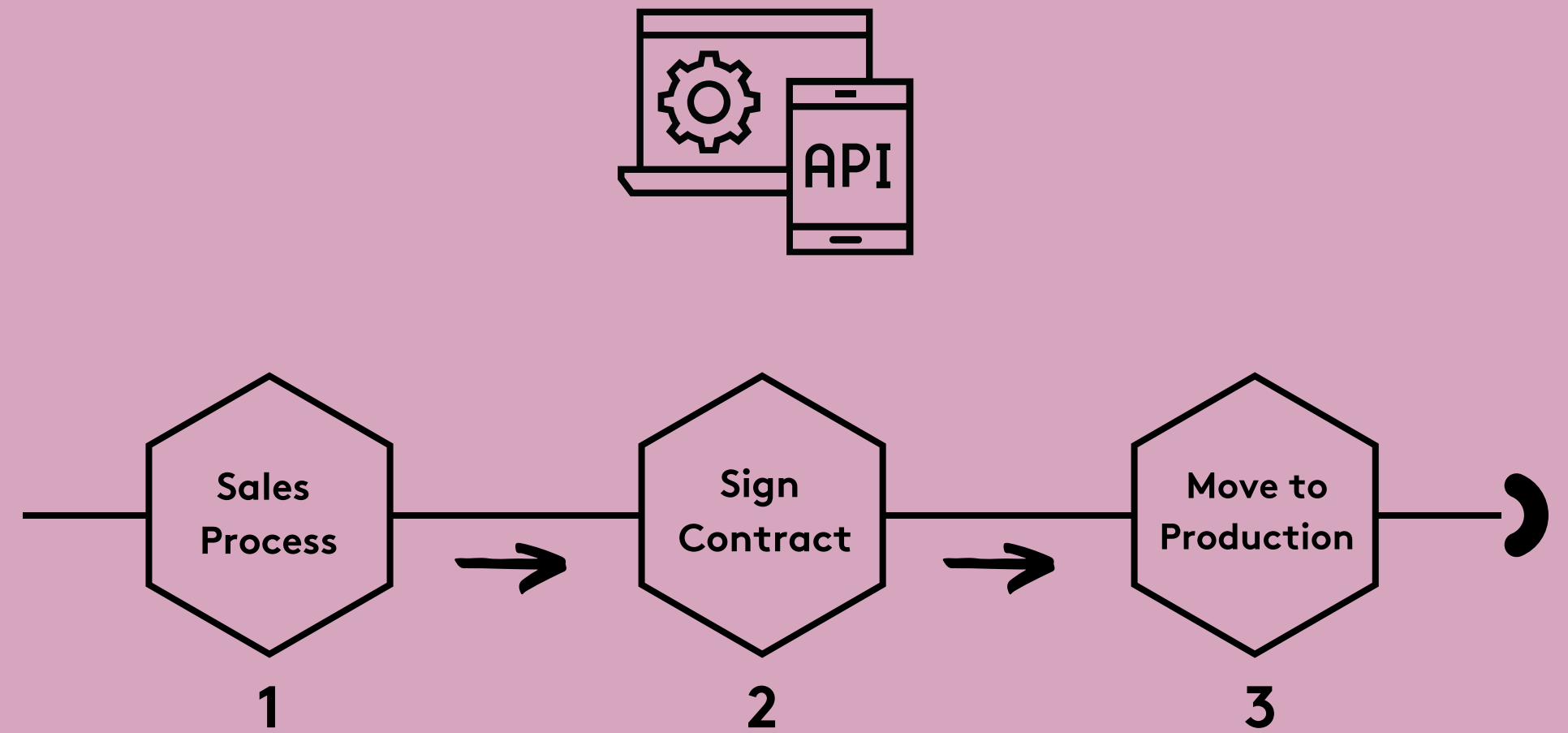
We have embarked on various changes
in order to accelerate the conversion of
API deals moving forward →



- 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.

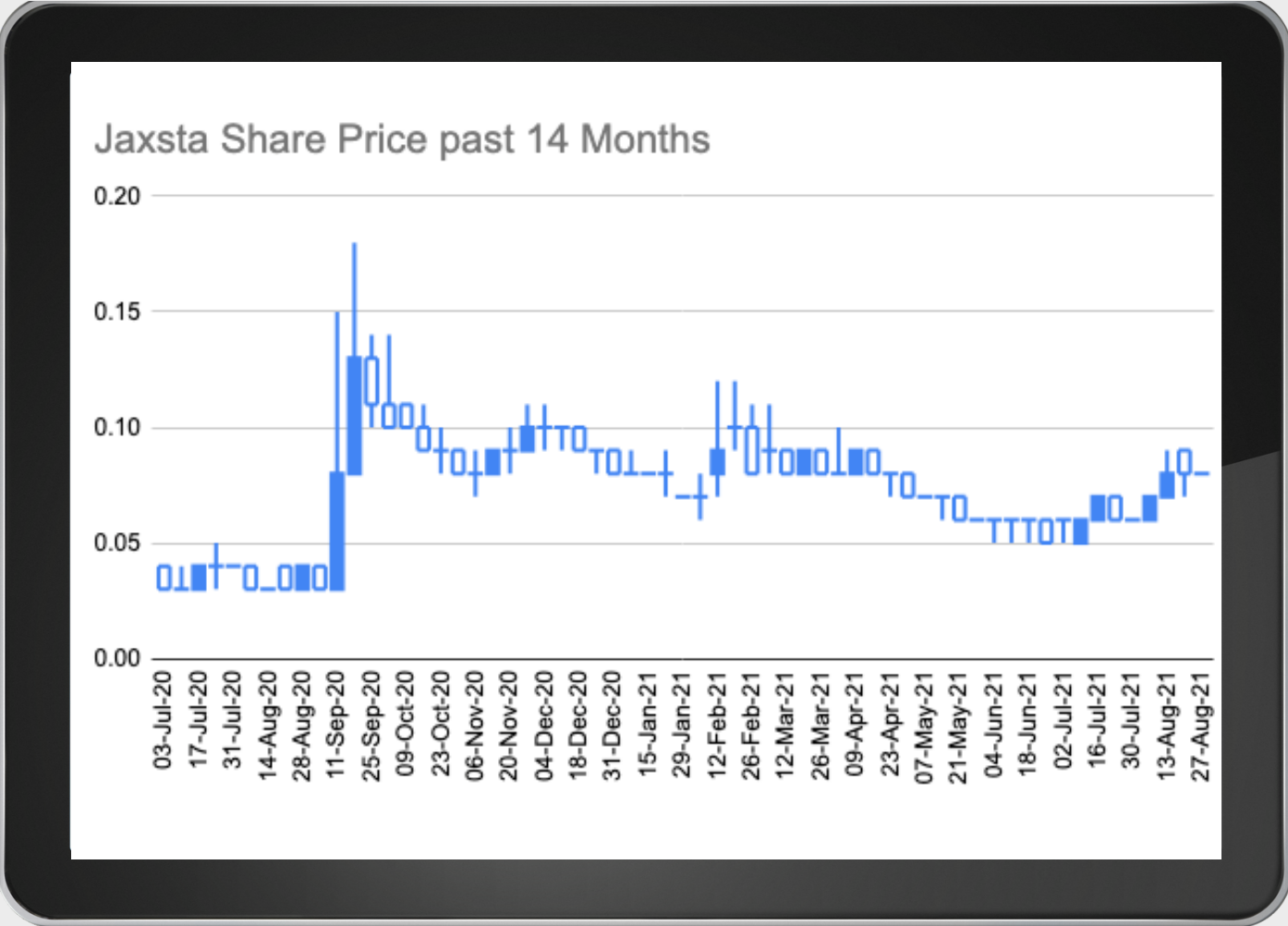


General Business



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!

Jaxsta Ltd
ACN: 106 513 580
Level 1, 113-115 Oxford Street
Darlinghurst NSW 2010 Australia
www.jaxsta.com

Jacqui Louez Schoorl
CEO & Co-Founder

jls@jaxsta.com

Beth Appleton
CMO & Proud WMG Alumni

Beth.Appleton@jaxsta.com

Jorge Nigaglioni
CFO & Company Secretary

_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

Disclaimer

This presentation has been prepared by Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company). The material contained in this presentation is intended to be summary information only about Jaxsta and its activities, current as at the date of this presentation. This presentation should be read in conjunction with other Jaxsta periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au.

This presentation is for information purposes only and is not a prospectus or product disclosure statement, financial product or investment advice or a recommendation to acquire or dispose of any securities in Jaxsta. It has been prepared without taking into consideration the objectives, financial situation or particular needs of any individuals.

This presentation and its contents are not an invitation, offer, solicitation or recommendation with respect to the purchase or sale of any securities in the Company in any jurisdiction and must not be distributed, transmitted, or viewed by any person in any jurisdiction where the distribution, transmission or viewing of this document would be unlawful under the securities or other laws of that or any other jurisdiction. This presentation is not a prospectus or any other offering document under Australian law (and will not be lodged with the Australian Securities and Investments Commission) or any other law.

This presentation may contain certain forward-looking statements and comments about future events. Statements regarding the possible or assumed future performance, costs, dividends, returns, rates, prices, potential growth of Jaxsta, industry growth or other trend projections and any estimated company earnings are or may be forward-looking statements. Forward-looking statements involve known and unknown risks, significant uncertainties, assumptions, contingencies, and other factors, many of which are outside the control of Jaxsta, are subject to change without notice, and may involve significant elements of subjective judgement and assumptions as to future events which may or may not be correct, and which may cause the actual results or performance of Jaxsta to be materially different from any results or performance expressed or implied by such forward-looking statements. Such forward-looking statements speak only as of the date of this presentation. Past performance and forward-looking statements should not be relied on as an indication or guarantee of future performance.

This presentation has been prepared from sources which Jaxsta reasonably believes to be reliable and accurate as at the time of publication. No representation, warranty or undertaking is made by Jaxsta, its officers, employees or advisors, that any source, projection, forecast, assumption or estimate contained in this presentation should or will be achieved. Each person must conduct their own independent investigation, evaluation and analysis of the matters and data set out in this presentation, and rely entirely on such investigation and analysis. Each person must form their own opinion as to the content of this presentation. Recipients of this presentation are cautioned not to place undue reliance on forward-looking statements, which speak only as at the date of this presentation. Subject to any obligations under applicable law, Jaxsta disclaims any obligation or undertaking to update or revise any content or forward-looking statement in this presentation or to advise of any change in events, conditions or circumstances on which any such statement is based including to update any inaccuracy, omission or change of the information contained in this presentation.

Each of Jaxsta, its adviser and their respective officers, employees and advisors, to the extent permitted by law, expressly disclaim all responsibility relating to or resulting from the use of the material and information contained in this presentation and exclude all liability whatsoever (including negligence) for any loss (including consequential loss) or damage suffered by any person as a result of the use of or reliance on any of the information in this presentation or any error, omission or inaccuracy in any such information, including without limitation, any financial information, estimates or projections. Neither Jaxsta nor any of its advisers has carried out due diligence investigations in connection with the preparation of this document and has not verified the information in this document.

This presentation is not, and should not be considered to, constitute any invitation, offer to sell, or solicitation of an offer to buy or subscribe for any securities in the Company, and no part of this presentation forms the basis of any contract or commitment whatsoever with any person.

This presentation does not constitute an invitation or offer of securities for subscription, purchase or sale in the United States or any other jurisdiction in which such an offer would be illegal. The securities referred to in this presentation have not been, and will not be, registered under the US Securities Act of 1933 (the US Securities Act) and may not be offered or sold in the United States unless the securities have been registered under the US Securities Act or are offered and sold in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act and any applicable US state securities laws. The distribution of this presentation in jurisdictions outside Australia may be restricted by law and you should observe any such restrictions. Any non-compliance with such restrictions may contravene applicable securities laws.