

## ASX Release

### Chairperson's Address & Company Presentation at Annual General Meeting

#### AGM at 1:00pm AEST on Wednesday, 29 November 2023

**Melbourne, Australia**, 29 November 2023: Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT), the world's largest database of official music credits, is pleased to present a copy of the Chairperson's Address to be delivered at Jaxsta's Extraordinary General Meeting being held today. A copy of the Shareholder update is also included.

For further information please contact: [jake@soundstory.com.au](mailto:jake@soundstory.com.au)

**Authorisation & Additional Information:** This announcement was authorised by the Board of Directors of Jaxsta Limited  
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**-Ends-**

## **ABOUT JAXSTA**

Jaxsta is the world's only official music credits database. It contains more than 355 million official, deep-linked music credits across 110 million pages, sourced from over 366 data partners, including record labels, publishers and industry associations. Jaxsta's data is mapped to the world's charts and can provide world-first insights including custom repertoire reports to ensure industry organizations can map music ownership and revenue. Jaxsta is a key solution to the music industry's metadata problem.

## **ABOUT VINYL.COM**

Vinyl.com is a record store with a difference. Vinyl.com is a global marketplace where Creators and Music Fans can connect and collect. Vinyl.com is an online record store that allows you to easily buy your favourite record while allowing you to dig through liner notes as though you're diggin' through crates, exploring who did what on each album and more. Our offer to music fans is an extensive catalog of over 50,000 records across all genres, powered by Official Music Credits, verifying every creative contribution on every recording. Vinyl.com will ensure that everyone is recognised - main artists, songwriters, producers, composers, engineers, musicians and all roles. Vinyl.com has a clear vision of the experience that should be expected with this iconic url and is expanding beyond selling vinyl records to include merchandise, tickets, digital collectibles and experiences that connect fans with creators.

## **ABOUT VAMPR**

Vampr is the world's leading music industry social network connecting musicians, creatives and artists so they can collaborate, create new music and monetize their work. Founded by The Music Network's 30 Under 30 Power Player, Josh Simons, and multi-platinum songwriter/guitarist from 'Hunters & Collectors', Baz Palmer, the multi award-winning app recently surpassed a milestone of 1.3 million global users who are active in 182 countries. The company was named by Fast Company in their Most Innovative Companies list in 2022.

## **Welcome:**

To all participating shareholders in attendance, welcome to this annual general meeting of Jaxsta Limited. My name is Linda Jenkinson, and I am chairperson of the company.

I'd like to begin by acknowledging the Traditional Owners of the lands on which we all meet today and pay my respects to Elders past, present and emerging.

I would like to introduce my fellow director Ken Gaunt in the room and Steve Gledden and Ben Katovsky online. Our Company Secretary Jorge Nigaglioniis also in attendance.

Also in the audience today, is our CEO Josh Simons and on behalf of everyone, I welcome our shareholders to this meeting.

## **Opening:**

I am informed that a quorum of members is present, and take pleasure in declaring this meeting open.

## **Agenda:**

We will cover through the procedure for registration & voting and move to the resolutions presented for shareholder approval. At that time the formal business of the meeting will be called to a close.

Our CEO Josh will then provide an update on the progress over the financial year so far and talk more about the strategy of the business going forward.

## **Chair Address:**

As you will see from Josh's update, the Company has been growing over the last few months since launching Vinyl.com and adding Vampr. The goal of moving the business to a self sustaining position is clear and we are progressing on this path with a continuous growth plan to drive shareholder value.

There is still more to be done, but the changes are enabling the business to grow and diversify in order to execute its long term value. The Board and management team are committed to the full execution of this plan and to bring Jaxsta and its shareholders the value we all know can be achieved by this business.

## **Registration and Voting:**

Before moving on to the various resolutions to be considered today, I will now briefly outline the Meeting and voting procedures for today's Meeting.

When you registered your attendance this morning, you would have been issued with an attendance card:

YELLOW indicates a shareholder for the Meeting

BLUE indicates a proxyholder for the Meeting

RED indicates a visitor, non-voting and ineligible to speak at the Meeting

In accordance with the Constitution of the company, and in compliance with section 10 of ASX Guidance Note 35, as Chair I have determined the voting on each of the resolutions will be conducted by poll.

As Chairman of the Meeting, and having been appointed as proxy for a member entitled to vote, as detailed in the Notice of Meeting, I will vote, where authorised, all undirected proxies in favour of each resolution.

If a poll is called, your YELLOW OR BLUE attendance cards will be collected after the vote on the final resolution, at which time the polls will close. You should only vote on a resolution when I as Chairman of the Meeting ask you to complete the voting form on the reverse side of your YELLOW OR BLUE attendance cards for the relevant resolution.

The results of any poll will be declared and released to ASX as soon as possible after the conclusion of the business of this Meeting.

## **Business of meeting:**

As you'd be aware from the Notice of Meeting, there are nine items of business to be discussed when we move into the formal part of today's meeting.

I now move on to the formal proceedings.

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# AGM Business Update

TRANSFORMING THE COMPANY

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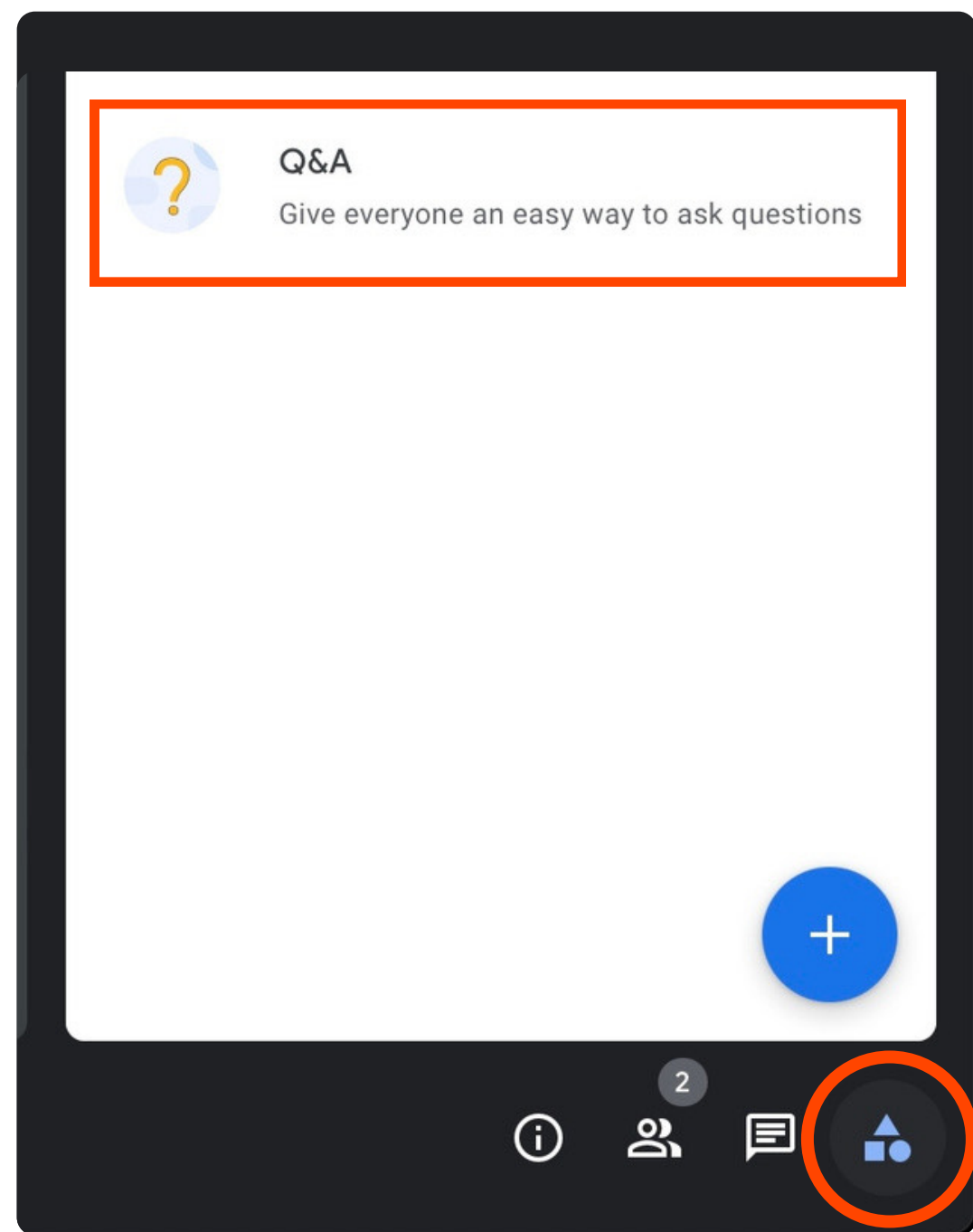
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Please log your questions throughout the presentation using the Q&A feature from the activities section in Google Meet.

We will endeavour to answer as many questions as possible following the presentation.



# Financials

Quarters with consecutive growth in cash receipts

4

67% Avg. QoQ Growth

Implied annual revenue run rate

\$1.2M

679% YoY Growth

December quarter will be our biggest in Company history

On track to exceed previous FY revenue in first half of FY24

Our commitment remains to reducing the cost base while continually growing revenues



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**VINYL**  
• C O M

 **vampr**

**jaxsta**

# Vinyl.com Product Roadmap

## FY24 VISION

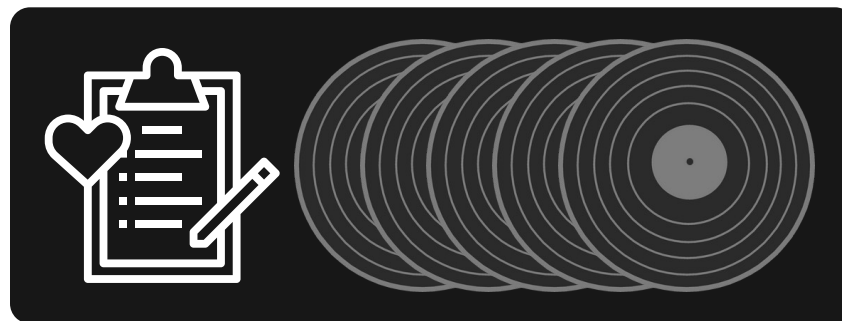
### Gift Cards



Image enhancement tool for consistency and to reduce admin



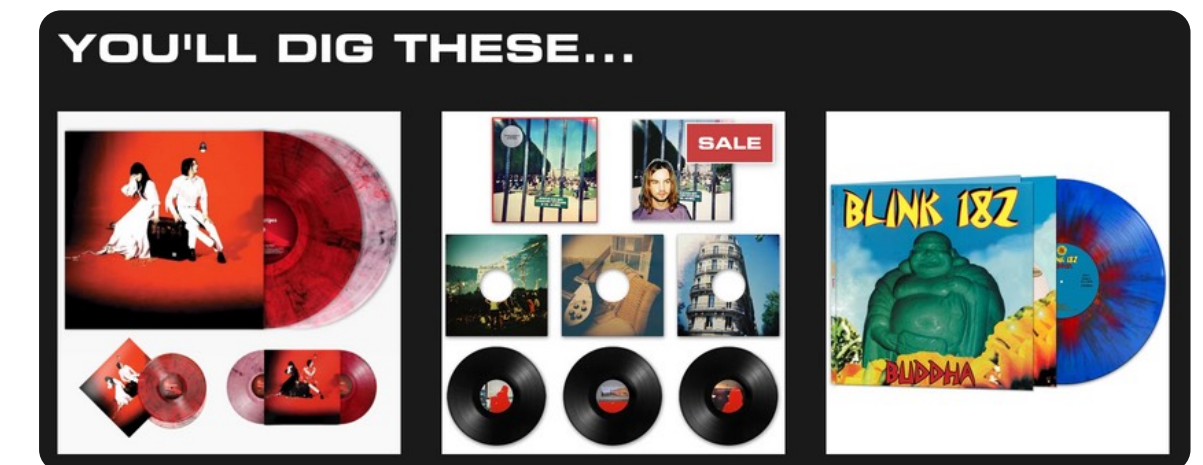
### Wish Lists



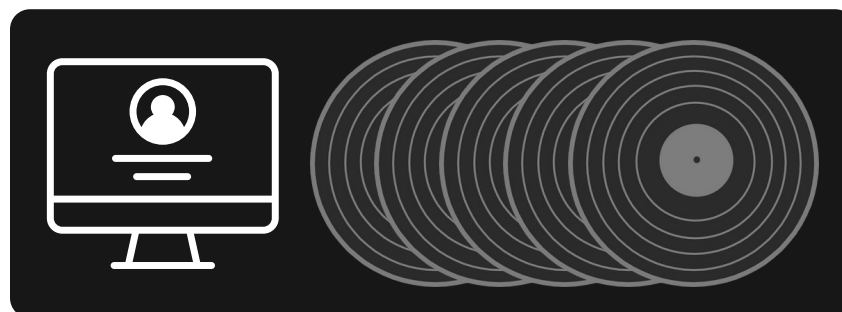
### Geographical expansion



### Personalized AI recommendations



### Collector accounts/ profiles



A vinyl-hunter's dream.

**billboard**

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# Vinyl.com Marketing & Sales

# FY24 VISION

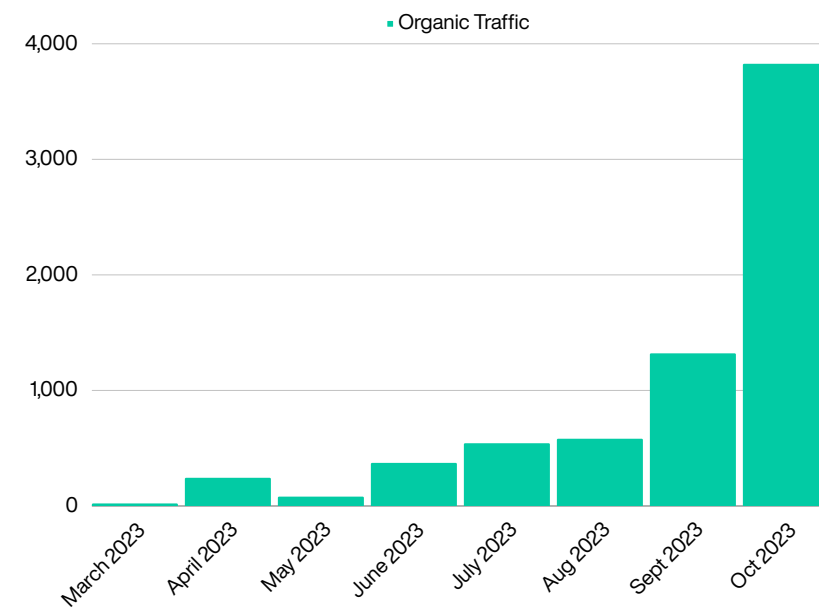
## Influencers

Increase from 12 to 30 active vinyl influencers and affiliates.



## KPIs

Strong focus on improved SEO

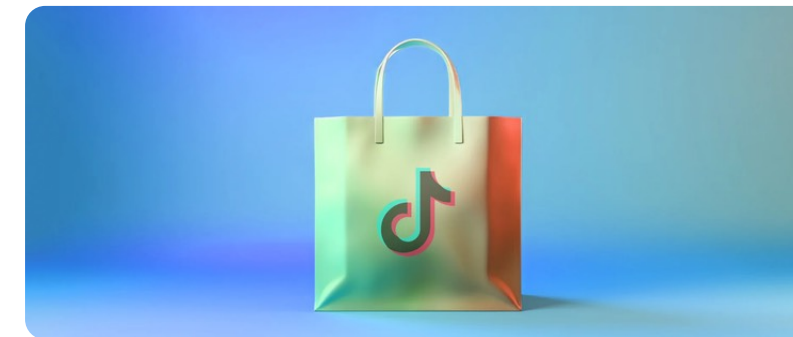


Increase avg. order value to USD\$75+

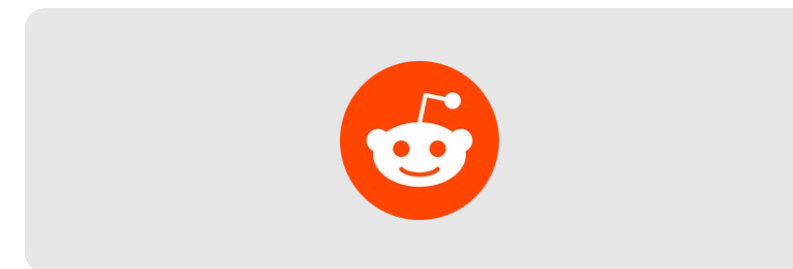
Increase ROAS to 3+

## Visability

Be active in more store platforms including TikTok Shopping



Test in additional advertising channels including Reddit

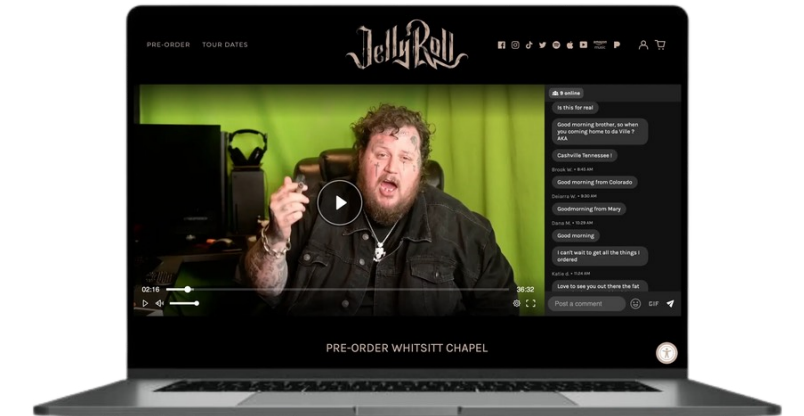


## Partnerships

Nasdisc Marketplace mega-drop sale



Build relationships with labels for exclusive pressings



Host interactive live shopping experience on the site



**Quick shipping, solid prices.**

– Ty Givens, Customer

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-COM

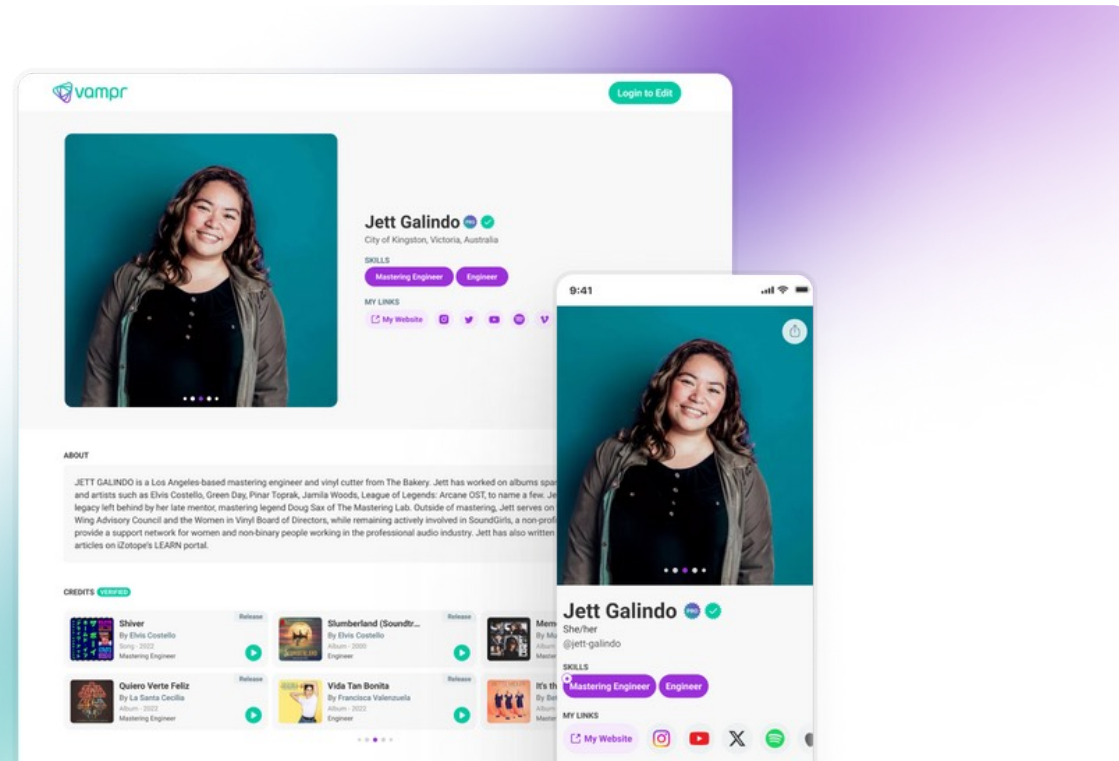
 vampr

jaxsta

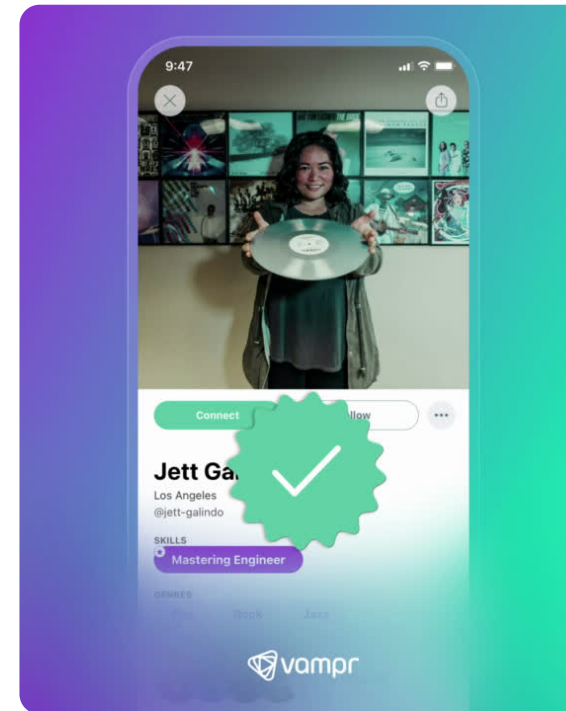
# Vampr Product Roadmap

# FY24 VISION

## Credits on Vampr



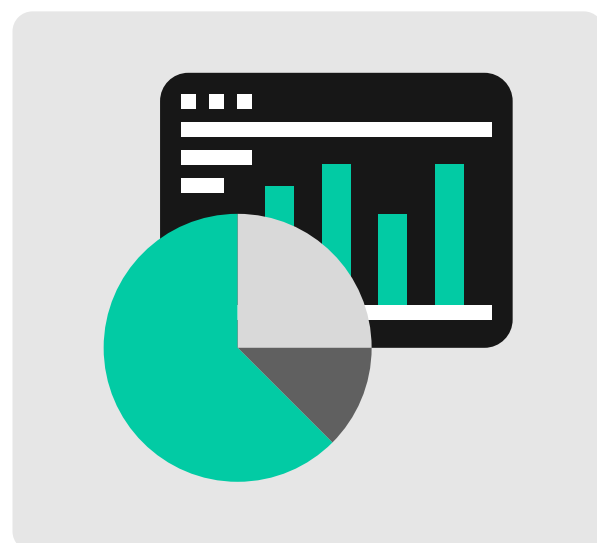
## Verification option for all users



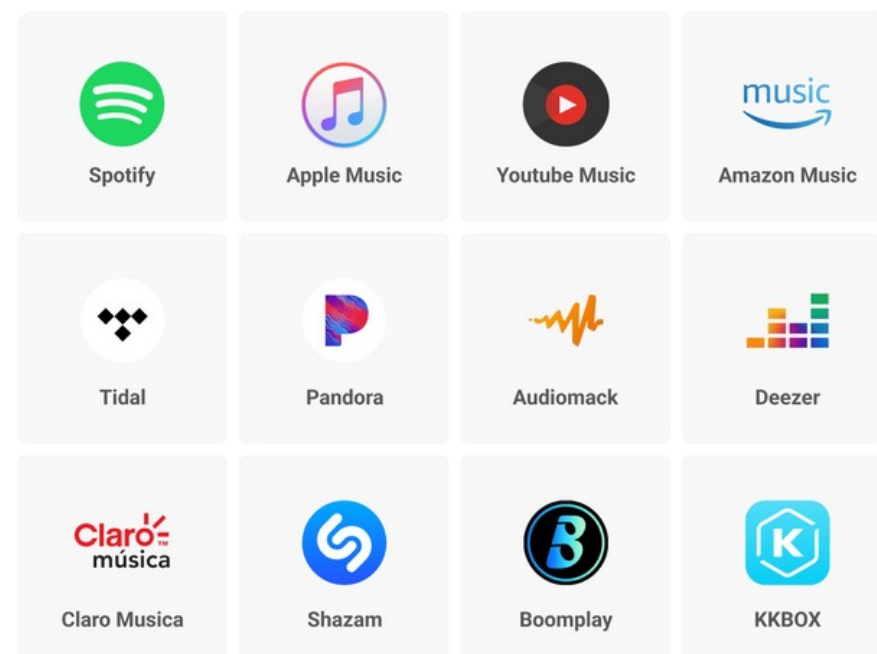
## Desktop experience



## Streaming and social stats for Pro members



## Improved distribution experience (migration to new provider)



## Restructure Pro tier and pricing



“”  
World-leading music industry social network.



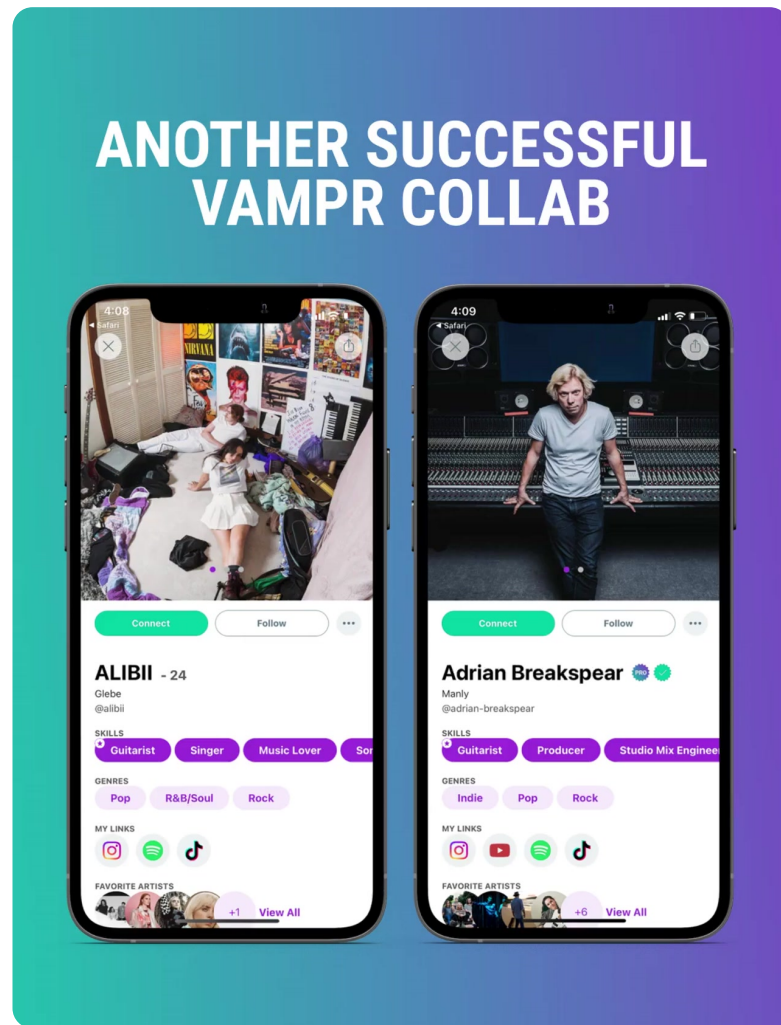
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# Vampr Sales & Marketing

# FY24 VISION

## Influence

Increase Vampr UGC and collaboration content



Onboard Vampr influencers as affiliates

## Partnerships

Session partnership for Song Drop competition



D'Addario partnership execution



Release an exclusive, limited edition, Vampr artist vinyl compilation on Vinyl.com



## KPIs

Strong focus on improved SEO

30% increase in monthly installs

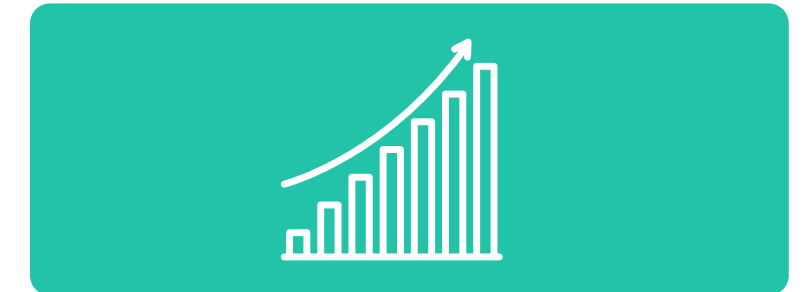
35% increase in App revenue (Pro)

## Advertising

Launch SEM pilot program



Accelerate growth engine



**Nice social network for musicians, DJs and producers. Easy to use with a wide community active.**

– Tuxero, App Store review

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## Introduction of new B2B tier

<p><b>Boutique</b></p> <p>An extensive, evolving suite of features designed to empower music creatives, industry professionals and passionate music fans.</p> <p><b>\$199 USD/Year</b></p> <p><a href="#">Subscribe Now</a></p> <ul style="list-style-type: none"> <li>1 user license</li> <li>Claim and manage 5 profiles</li> <li>Embeddable One Sheet for each profile</li> <li>Credit amendment program</li> <li>Roster Dashboard</li> <li>Share Awards &amp; Certifications digital plaque</li> <li>Set Credit and Chart Alerts</li> <li>100 searches per month per user</li> <li>Search by UPC/ISPC</li> </ul>	<p><b>Best Plan</b></p> <p><b>Business</b></p> <p>Build the careers of your clients with our time-saving tools and data insights</p> <p><b>\$999 USD/Year</b></p> <p><a href="#">Subscribe Now</a></p> <ul style="list-style-type: none"> <li>All Boutique features</li> <li>5 user licenses</li> <li>Claim and manage 20 profiles</li> <li>100 searches per month per user</li> <li>Priority Support &amp; Onboarding</li> </ul> <p>Want a free trial? Get in touch. <a href="mailto:support@jaxsta.com">support@jaxsta.com</a></p>	<p><b>Enterprise</b></p> <p>Enhance rights identification for your clients with company access</p> <p><b>\$4999 USD/Year</b></p> <p><a href="#">Subscribe Now</a></p> <ul style="list-style-type: none"> <li>All Business features</li> <li>Minimum of 5 user licenses</li> <li>Claim and manage unlimited profiles</li> <li>2500 searches per month per user</li> <li>Priority Support &amp; Onboarding</li> </ul> <p>To discuss invoicing options, please contact <a href="mailto:support@jaxsta.com">support@jaxsta.com</a></p>
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## Migration of Creators to Vampr

<p></p> <p><b>Creator</b></p> <p>You're a creative and want to claim your own profile and manage your official credits.</p> <p>We've integrated our creator tools into Vampr.</p> <p><a href="#">Continue to Vampr</a></p>	<p></p> <p><b>Business</b></p> <p>You're a record label, manager, publisher, royalty administrative or agent.</p> <p>Jaxsta is designed to save time, provide answers and help build the careers of those you represent.</p> <p><a href="#">See Business Plans</a></p>
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## Scalable data architecture and cost optimization



## Transformation into B2B focused product



**In the music recording world, production credits are our 'stock in trade'. They are the greatest single driver of new work and without LP and CD jackets, we are invisible.**

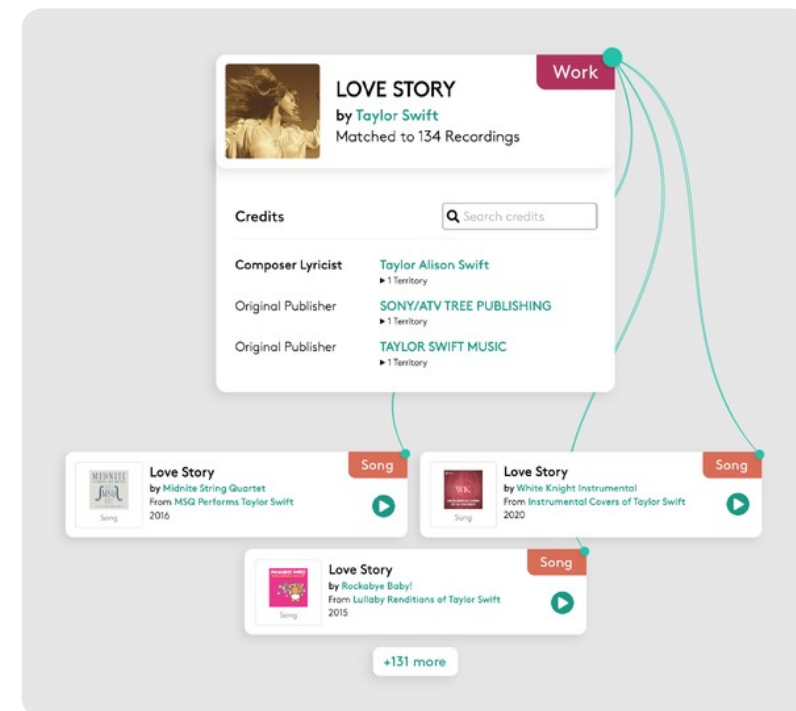
– Murat Aktar, President & Partner, Sterling Sound

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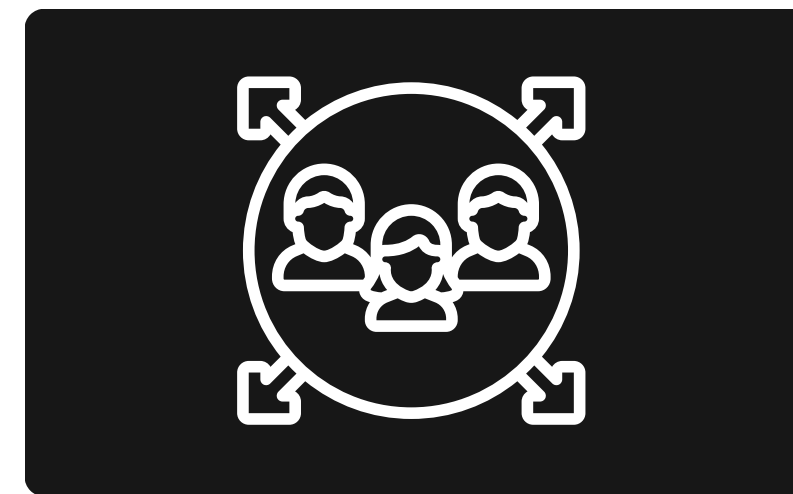
## Works Matching

Prioritize Works Matching service across owned & operated channels



## Outreach

Automate direct outreach to scale at volume. We have doubled our outreach numbers since beginning of the year



Target Artist Managers, Music Institutions, Law Firms and A&R Directors at Publishers/Labels

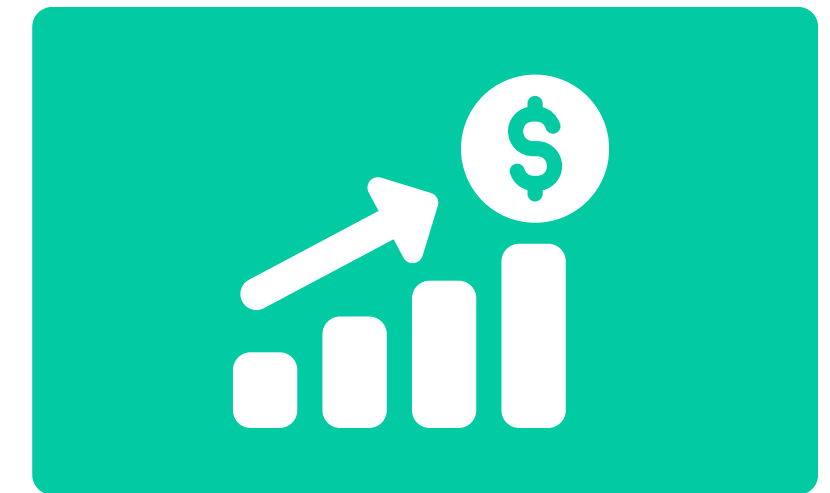
## API

Focus on API deals for PROs, CMOs, and various music tech companies



## Growth

Build upon record Jaxsta revenues through continual data driven audience alignment



**Forbes**  
That's creators, industry  
and fans covered.

**Forbes**  
AUSTRALIA

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# HOW IT ALL COMES TOGETHER



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**THE HEARTBEAT OF AN  
EQUITABLE MUSIC WORLD**

Tech solutions that connect and give credit to the creator economy