



Jaxsta AGM Presentation (ASX:JXT)

25 November 2019

Presented by

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Corporate Snapshot

Capital Structure

01	ASX: JXT
02	Share price: \$0.27 ¹
03	Shares on issue: 231,771,901 ²
04	Options: 28,146,923 ³
05	Warrants: 6,098,669 ⁴
06	Market cap @ \$0.27: \$64.2m

1. As at 21 November 2019

2. Including 86,760,617 shares escrowed until 28 December 2020

3. Constituted by performance options issued to senior employees and directors

4. Including 5,798,669 warrants issued to our major Data Partners

Board and Senior Management



Brett Cottle
Chairperson & Non
Executive Director



Jacqui Louez Schoorl
Executive Director



Linda Jenkinson
Non Executive Director



Jorge Nigaglioni
Non Executive Director



Renee Bryant
CFO



Phil Morgan
CIO



Shelley Burger
General Counsel &
Company Secretary

Achievements to Date & Upcoming Milestones

Achievements to Date

- **Jaxsta.com beta launch** - positioned as the world's first publicly-facing database of official music credits
- **Jaxta Pro beta launch** - First revenue generating product to market (B2B subscription platform)¹
- **31 data licensing agreements signed** - represents ~90 percent of the global recorded music industry²
- **Data Partners** include: Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners
- **GRAMMY's Behind The Record** promotion

Upcoming Milestones in CY2020

- **Jaxta Pro beta revenue** - first significant revenues expected from B2B subscription platform in H1 2020
- **Additional data licensing agreements** - Further increase representation of music data on the platform
- **Jaxsta API launch** - New revenue opportunities expected
- **Advertising on Jaxsta.com** - Revenue opportunities to capitalise on traffic to platform

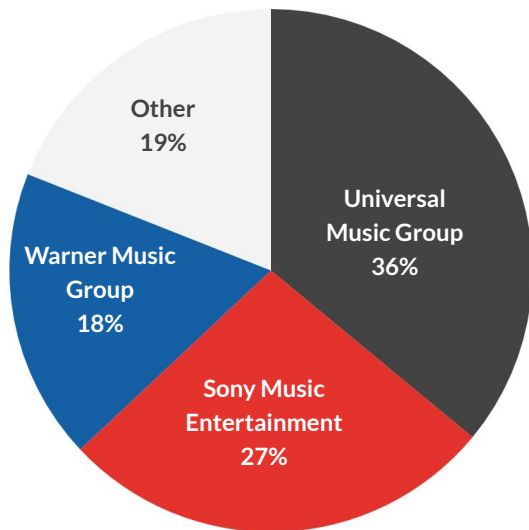
1. Jaxsta expects its first revenues from Jaxsta Pro to be received from early adopters this year. More significant revenues are expected to be generated in H1 2020 from wider adoption as market awareness of the product increases in line with the marketing and publicity campaigns launched on 22 November 2019.

2. As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

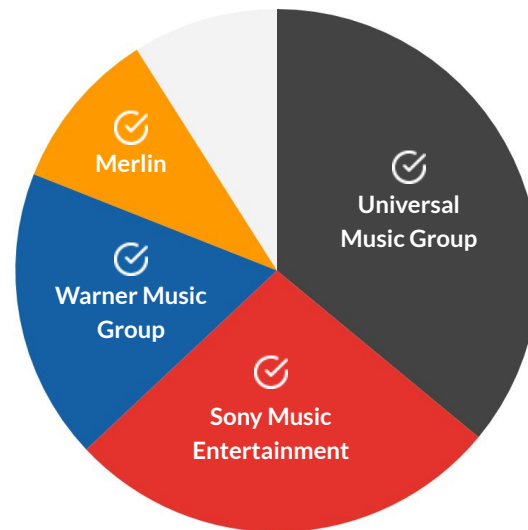
Artwork credit: Boga Rin

Jaxsta 2019 progress

Market Share by Distributors - Streams ¹



Jaxsta's 2019 Progress



✓ Jaxsta Signed Data Partner

Jaxsta now has 31 licensing agreements, covering approximately 90 percent of the popular recorded music industry.²

¹ BuzzAngle Music 2017 U.S. Report - BuzzAngle Music

² As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

Investment Highlights

Jaxsta is a music technology company developing the world's most comprehensive resource for official music credits.

- **Core product offering launched**

Jaxsta.com is now live with over 100M+ credits

- **First revenue generating product to market**

Recent full release launch of beta version of Jaxsta Pro (B2B subscription) targeting music industry professionals

- **Significant and global addressable market**

US\$200+ million addressable market p.a. for Jaxsta Pro subscriptions alone ¹

- **Economic moat**

Underpinned by 'big data' technology

- **First to market advantage**

Jaxsta is the most comprehensive public-facing official music credits provider of its kind

- **Strong relationships and buy-in from record labels**

31 data licensing agreements which represent ~90 percent of the global recorded music industry ²

1. This figure is based on an addressable market of approximately 1.4m users across a range of user specific license types and price points. This is based on creative industries employing 3.9m individuals globally (according to EY Cultural Times 2015 - EY).

2. As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

Artwork credit: Ezra Comeau Jeffrey

Thank You

To find something you 'Google it'.
For anything music you'll 'Jaxsta it'.
jaxsta.com

jaxsta

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