



Jaxsta Investor Update (ASX:JXT)

9 December 2019

Contact: jaxstainvestors@jaxsta.com

Not for release to US wire services or distribution in the United States

Jaxsta in a beat



Custodian of the world's largest, public-facing database dedicated to official music credits, enhanced by unique patent-pending technology, filed in Australia with associated global protection.



Successfully launched the beta version of both the free-to-market (Jaxsta.com) and B2B subscription product (Jaxsta Pro) in 2019.



An aggregate network of over 5m credited people, companies and groups within the platform who each have the potential to be converted into active Jaxsta Pro subscribers.



Re-listed on the ASX in December 2018 and headquartered in Sydney.



Truly global operation with offices in Los Angeles, New York and London, and Data Partners in the US, UK, Australia and Europe.



Continually engaging new Data Partners and launching innovations to enhance the platform and ensure membership growth.

Share information

Capital Structure

01	ASX: JXT
02	Share price: \$0.215 ¹
03	Shares on issue: 231,771,901 ²
04	Options: 28,146,923 ³
05	Warrants: 6,098,669 ⁴
06	Market cap: \$49.8m ¹
07	Cash: 1.65m ⁵

1. As at 6 December 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. 5. As at 6 December 2019.

Artwork credit: Austin Neill

Details of Placement

Key Offer Statistics	
Offer Price	\$0.18
New Shares available under the Offer (minimum subscription)	13,888,888
Gross proceeds from the Offer (minimum subscription)	\$2,500,000
Total number of existing shares on issue prior to completion of the Offer	231,771,901
Total number of shares on Issue post the completion of the Offer	245,660,7898
Indicative Market Capitalisation at Offer Price post offer	\$44,218,9422
Total Options on completion of the Offer ¹	28,146,923
Total Warrants on completion of the Offer ²	6,098,669
Investor Type	Professional and Sophisticated

Notes:

1. 28,146,923 options on issue prior to offer at various exercise prices.
2. 6,098,669 warrants exercisable at different prices and dates

Details of capital raising (cont.)

Use of funds: the funds from the capital raising is being undertaken to drive the Company's ability to:

- Continue the development of the Jaxsta system and platform
- Continue to fund the sales and marketing activities
- Working capital and corporate administration
- Expenses of the Offer

Indicative Timetable*

Trading Halt	10am, Monday, 9th of December, 2019
Bids Due	12pm, Tuesday, 10 th of December, 2019
Signed confirmation letters due to the Lead Manager	4pm, Tuesday, 10 th of December, 2019
Resumption of Trading	10am, Wednesday, 11 th of December, 2019
Trade Date for Placement Shares	Friday, 13 th of December, 2019
Settlement of new shares issued under the Placement Shares	Tuesday, 17 th of December, 2019
Allotment of new shares issued under the Placement	Tuesday, 17 th of December, 2019

*The Lead Manager reserves the right to amend the above dates without any notice to participating investors

Market size - Current markets

The creative industries employ 3.9 million people globally — [2015 EY Cultural Times](#)

Target Audience

- Music Industry Professionals
- Music Creators
- Music Students
- TV, Film & Advertising Professionals

Current Regional Focus for Jaxsta

Pro subscription

- US
- UK
- Australia



The Problem

What are the real costs of decentralised and inaccurate credits?

For Artists & Music Creators:

- Misplaced royalties
- Lost collaboration and networking opportunities
- Portfolio management overheads
- Unchecked fraudulent activity

For Industry Professionals & Companies:

- Misplaced catalogue revenue
- Lost business and commissioning opportunities
- Data management overheads
- Time spent on research

For Digital Music Service Providers:

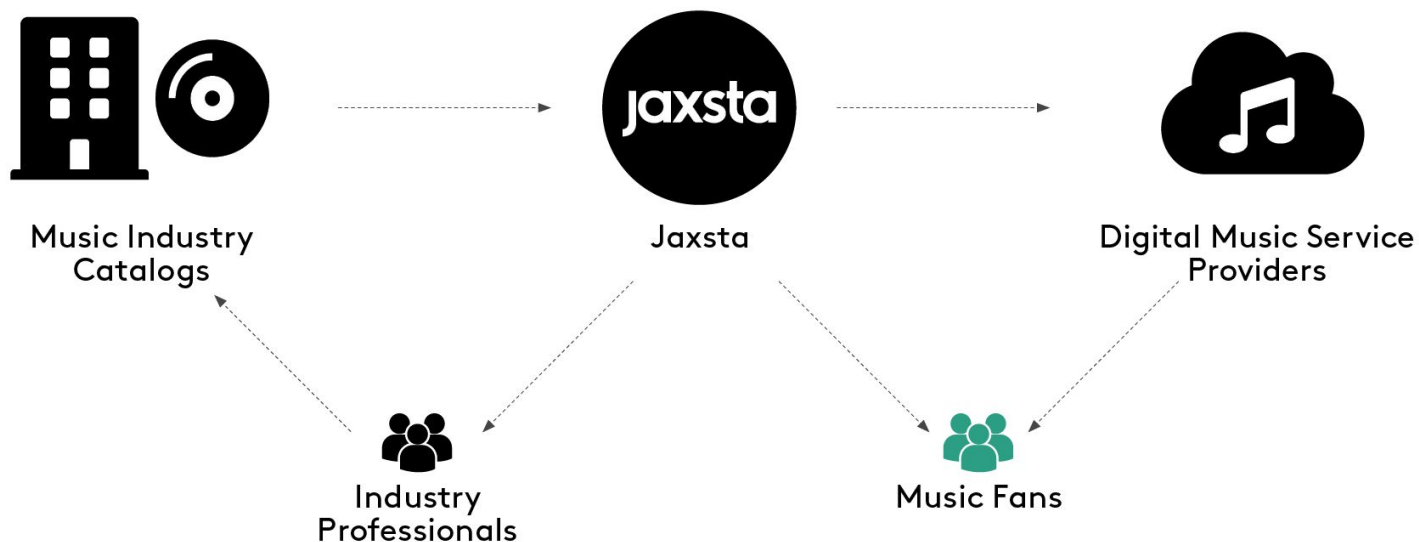
- Loss of customer engagement
- Higher bounce rates and subscription cancellations
- Limited competitive advantage
- Limited feature development

For Music Enthusiasts:

- Limited knowledge on their music
- Time and frustration spent on further music discovery
- Limited options for listening
- A need to pirate not purchase

The Solution

Jaxsta is a metadata platform of music credits and liner notes sourced from official industry partners worldwide.



So why invest in Jaxsta?

Jaxsta is dedicated to collecting, mapping and improving data from official sources worldwide.

Every person, company or group officially credited in our database already has a page on Jaxsta, waiting to be claimed through a Jaxsta Pro subscription.

An instantly scalable, official “LinkedIn” for the music industry with significant big data opportunities to follow.

- **First mover advantage** - most comprehensive, publicly-facing, official music credits provider of its kind
- **31 data licensing agreements signed**, representing ~approx. 90 percent of the global recorded music industry ¹
- **Live products: Jaxsta.com (Beta) and Jaxsta Pro launched in 2019**
- **Significant revenues expected with launch of Jaxta Pro (CY2020 H1)**
- **Significant and global addressable market: US\$200+ million** addressable market p.a. for Jaxsta Pro subscriptions alone ²
- **Strong relationships and buy-in from record labels and music industry**

¹ As calculated according to the distributor's estimated individual market share by number of streams as quoted to Jaxsta by our data partners.

² This figure is based on 1.5 million potential users in the addressable target market multiplied by the average Jaxsta Pro subscription fee of US\$135 p.a. (excluding applicable taxes)

Jaxsta's Products

Product	Jaxsta.com (Beta)	Jaxsta Pro ^{Beta}	Jaxsta API
What is it It?	• Public website database of official music credits • 100M+ credits for individual artists, songwriters, musicians, producers and engineers • More data ingested each day from existing data partners	• Paid, business-to-business subscription-based platform • Access to additional features such as official industry charts, new chart tracking, marketing information etc • A 'LinkedIn meets IMDb Pro' for industry professionals	• A big data (API) and data-feed for digital services providers (e.g. Spotify, Apple Music, Alexa etc) • Web-service based version of Jaxsta's database that third parties can use to enhance existing content or user experience
Revenue Opportunities	Advertising on Jaxsta.com	Paid subscriptions from music industry professionals	API and data feed sales to third parties
Expected Timeline	Available now in beta on Jaxsta.com	Available now in beta First revenues expected H1 2020	CY2020

Commercialisation Roadmap



Commercialisation Roadmap (cont.)



Snapshot of the Music Industry & Industry Growth

1999

Music revenues via CD sales peaked at US\$25.2B

2014

Music revenues bottomed out at US\$14.2B

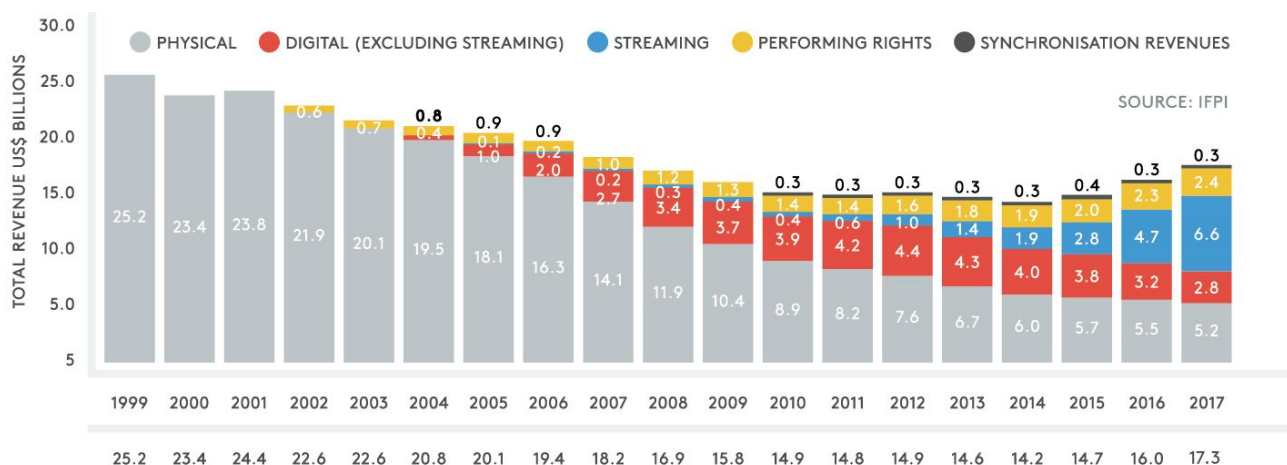
2017

3rd consecutive year of growth, up to US\$17.3B, mostly due to the growth of paid streaming subscriptions

2030

Goldman Sachs forecast label revenue to more than double from 2015 levels by 2030¹

Global Recorded Music Industry Revenues 1999-2017 (US\$ Billions)



¹ 2016 | Music in the Air: Streaming Drives Industry Comeback - Goldman Sachs

Competitive landscape

Jaxsta's advantage

- Jaxsta has signed with **31 Data Partners** - Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners
- **Accuracy and authoritative** - We work directly with record labels, publishers and Performance Royalty Organisations (PRO) to extract their deep data
- **Living database** - Comprehensive and up-to-date music market data (Bloomberg for music)
- We **deep link and de-duplicate** the data using our proprietary software solution (patent-pending)
- Jaxsta Pro extends metadata into a **highly usable tool** for the industry
- Data from **multiple charts** available all in one place, including chart movement alerts
- Jaxsta has a dedicated display for **artist collaborations** sourced from our official Data Partners

Adding new Data Partners, always innovating and evolving

CY 2020: Focusing on new functions such as customised,
powerful APIs to support business growth

Continuously enhancing
the platform and fostering
new partnerships with:

- Data Partners
- Industry professionals
- Industry associations
- Music and technology industry investors

Jaxsta has 31 Data Partner agreements in place, representing hundreds of thousands of record labels. Key partners include:



Merlin represents
tens of thousands of
independent labels.



The 'big three' major labels.

Achievements & Upcoming Milestones

Achievements

- **Jaxsta Beta launched** - positioned as the world's first publicly-facing database of official music credits
- **31 data licensing agreements signed** - representing ~90 percent of the global recorded music industry ¹
- **Data Partners** include: Sony Music Entertainment, Universal Music Group and Warner Music Group (the 'big three'), Merlin and other independent labels and publishing partners

Upcoming Milestones

- **CY2020 H1** - significant revenues expected from Jaxsta Pro, the B2B subscription platform
- **CY2020** - Additional data licensing agreements
- **CY2020** - Jaxsta API launch

¹As 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

Thank You

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

jaxsta.com

jaxsta

Jaxsta Ltd

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Darlinghurst NSW 2010 Australia

Jacqui Louez Schoorl

CEO & Co-Founder

jaxstainvestors@jaxsta.com

APPENDIX

Jaxsta Pro membership:

For Labels

Empowerment

- Contribute to their artists profile via curation of Jaxsta profile page.
- Track charts and other analytics on an independent platform to help identify new business opportunities.
- Ability to own their company page and their own chart alerts performance for their entire roster in once location.
- Join the dots of Big Data – go beyond what is visible in isolation to create a more holistic approach to career development, management and success.
- Save time and resources via convenient notifications and insights.
- Critical industry research tool.

Category	No. firms or individuals
Major	3
Merlin	1,000
Independent	100,000



Jaxsta Pro membership:

For Artists

Be seen in order to be heard

- A pre-populated Jaxsta profile built from official credits - one-stop, accurate, official, easily-updated CV. The ultimate tool to promote their career.
- Increase visibility in the market, maximise work and collaboration opportunities.
- Multi-faceted chart alerts enable tracking of all their work.
- Control of their career via deep data insights and industry networking tools.
- Access to industry contacts.

Category	No. firms or individuals
Majors	1,000,000
Independent	473,000
Self	3,500,000



Artwork credit: Christian Bertrand

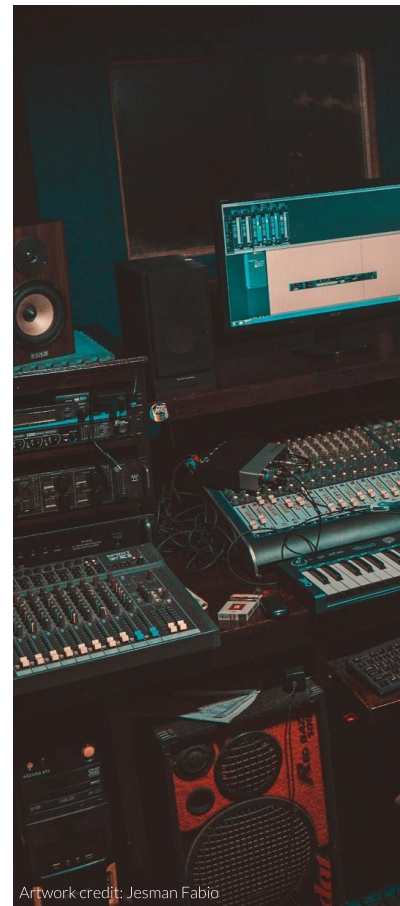
Jaxsta Pro membership:

For Publishers

Maintain and grow your roster

- Critical industry research and business development tool.
- Multi-faceted chart alerts enable publishers to track the success of their writers globally.
- Promotional tool for a publisher's writers.
- Real-time talent acquisition assistance.
- Simplifying the process of finding contacts for lucrative synchronisation deals.
- Closing the loop between publishing, recording, charts and awards.

Category	No. firms or individuals
Major	6
Independent	100,000



Artwork credit: Jesman Fabio

Jaxsta Pro membership:

For Performing Rights Organisations

Deliver for your members

- Multi-faceted chart alerts enable more accurate tracking of members' chart performances.
- Deep data ensures accurate, official and fully transparent credits for members.
- Critical industry research and business development tools enable exceptional member services.
- Join the dots of Big Data – go beyond what is visible in isolation to create a more holistic approach to supporting the career development, management and success of your members.

Category	No. firms or individuals
Collection Agencies	20



Artwork credit: hurricanebank

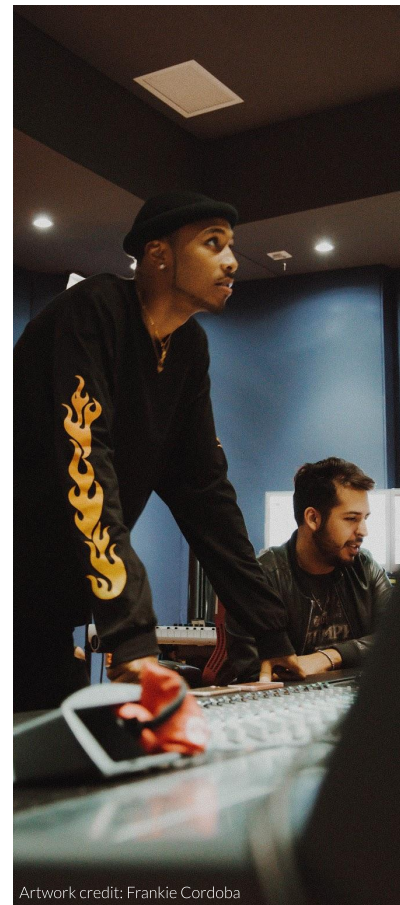
Jaxsta Pro membership:

For many other contributors

An inclusive platform

- A pre-populated Jaxsta profile built from official credits - one-stop, accurate, official, easily-updated CV. The ultimate tool to promote a career, business to clients.
- Deep data insights and easy-to-use tools assist in career and business development, management and growth.
- Increases visibility in the market, maximising more work and collaboration opportunities.
- Multi-faceted chart alerts enable creators to track their global charting and make business decisions accordingly.
- Join the dots of Big Data – go beyond what is visible in isolation to create a more holistic approach to career development, management and success.

Category	No. firms or individuals
Musician (excluding Artists)	250,000
Songwriters	1,000,000
Producers / engineers	5,500
Studios	5,000
Managers	50,000



Artwork credit: Frankie Cordoba

Management Team



Jacqui Louez Schoorl
CEO & Co-Founder

- 20 years Film and Music Industry experience.
- Extensive experience with product development, production, distribution and marketing.
- Worked with George Lucas and Rick McCallum on 'Star Wars Episodes II and III.
- Worked with Baz Luhrmann and Catherine Martin on their famous 'Chanel No.5' campaign.
- Founder of Women In Music Sydney.
- Proud dementia advocate for Alzheimer's Australia NSW.
- Graduate of the Australian Institute of Company Directors (GAICD)



Renee Bryant
CFOO

- 10 Years working within a multi-million dollar entrepreneurial music business, promoting and financing tours for international artists including Coldplay, Pearl Jam, Elton John and Sia.
- Commercially focused CFO with the ability to manage risk, provide strategic advice to the Board on financial performance and sustainability, scope Joint Venture feasibilities, and work with foreign currency.
- Strategic business acumen and interpersonal skills that enables leadership across the business and with external stakeholders both locally and overseas.
- Genuine ability to adapt to changing environments and respond to rapidly changing situations.



Louis Schoorl
Co-Founder

- Multi award-winning songwriter and producer.
- In Australia he has worked with artists such as Guy Sebastian, Jessica Mauboy, Daniel Johns, 5 Seconds of Summer, The Veronicas, Delta Goodrem and many more.
- In Los Angeles Louis has been writing with/producing for Kesha, Demi Lovato, Dua Lipa, Julia Michaels, Jason Derulo and Andy Grammer.
- Louis is signed to Disney Publishing out of the U.S.
- Louis was the Breakthrough Songwriter of the Year Award winner for APRA AMCOS in 2014.



Dick Huey
Head of Partnerships

- Over 20 years experience in Music Business.
- Founder of Toolshed, a digital strategy, marketing and music rights licensing service for consumer brands, media, tech, sports and entertainment companies, based in New York City since 2001.
- A strategic consultant to major consumer brands with extensive digital music services skills in the areas of digital strategy, rights acquisition and usage issues.
- Extensive relationships across major and independent record labels and digital service providers.



Phil Morgan
CIO

- Music, ecommerce, data and technology strategy expert.
- Over 15 years of detailed experience across online business, from management to data, analysis and development.
- Career highlights include over 7 years in online at Woolworths Limited, and 4 years consulting on e-commerce and technology for Playhouse Digital.
- Phil has worked with brands big and small, covering everything from business strategy and forecasting for new market entrants to systems architecture and logistical enhancements for established businesses.



Shelley Burger
General Counsel & Company Secretary

- Over 12 years of experience at a top-tier, Australian law firm working with a wide variety of clients including blue-chip, ASX listed organisations in the technology and financial services industry.
- Specialist in corporate and commercial advisory, corporate governance, private equity and mergers & acquisitions.
- Trusted advisor to executives with a proven track-record of strong stakeholder engagement and management across advised organisations.
- Shelley holds a Bachelor of Laws and Bachelor in Design Computing and is admitted in the High Court of Australia, the Federal Court of Australia and Supreme Court of New South Wales

The Board



Brett Cottle

Chairperson & Non Executive Director

- Former CEO of APRA AMCOS for 27 years
- Has attended over 190 board meetings with APRA AMCOS
- Ranked #27 in themusic.com.au 2016's Power 50
- Received Order of Australia in 2012
- Studied Law at The University of Sydney



Linda Jenkinson

Non Executive Director

- First New Zealand woman to list on the United States NASDAQ stock exchange
- Air New Zealand NED
- Sold her company John Paul for \$150mil in 2017
- 25 years entrepreneurial, general management and consulting experience
- Background in business services, financial services and insurance, high-tech, healthcare, and transportation and logistics
- Expertise in general management, strategy, capital raising, mergers and acquisitions, strategic sourcing, operations, outsourcing, turnarounds, finance, entrepreneurialism and change management
- Founded two multi-million companies including an IPO of a \$230 million international transportation services company with 6,000 employees
- M.B.A., The Wharton School, B.B.S. Massey University
- Public and private board experience in Australia, New Zealand and the United States



Jacqui Louez Schoorl

Executive Director

- CEO, Executive Director and Co-Founder of Jaxsta
- 20+ years entertainment industry experience
- Founder of Women in Music Sydney - 1000+ followers
- Shortlisted for Executive of the Year in The Industry Observer Awards 2018
- Accomplished public speaker
- Graduate of the Australian Institute of Company Directors (GAICD)



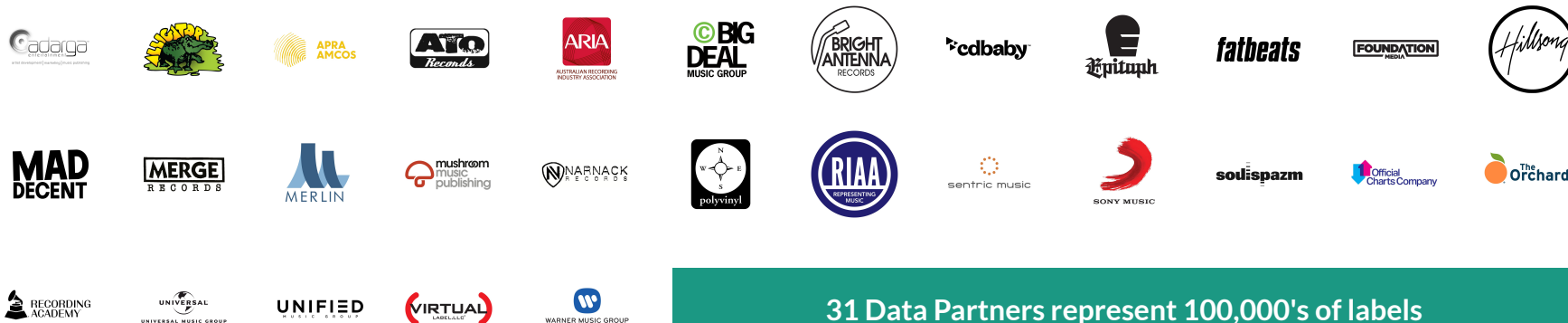
Jorge Nigaglioni

Non Executive Director

- 24+ years of experience in accounting and finance roles in both public and private companies.
- Jorge has worked with start up companies and has been CFO for two publicly listed companies in the United States and Australia.
- As a Controller at Agilent Technologies, he was involved in turning around two divisions to profitability.
- In his last two years at PricewaterhouseCoopers he was involved in auditing and consulting for start up companies, where he has focused his expertise to launch early ventures to success.
- M.B.A., University of Wisconsin-Madison
- B.Sc. in Business Administration, 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.

Jaxsta Network/Relationships

In Alphabetical Order:

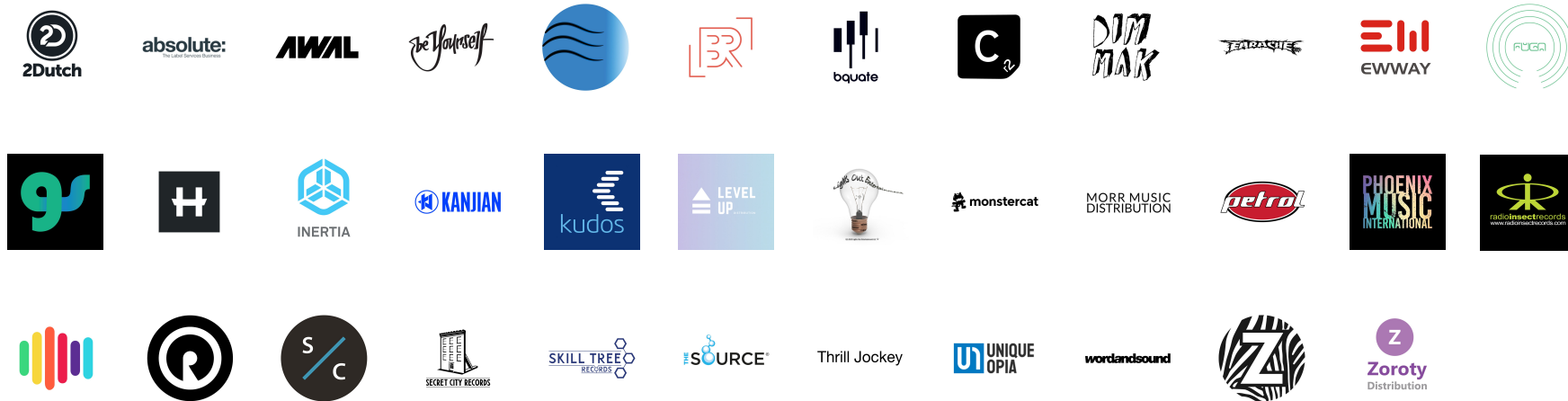


Proud Members of:



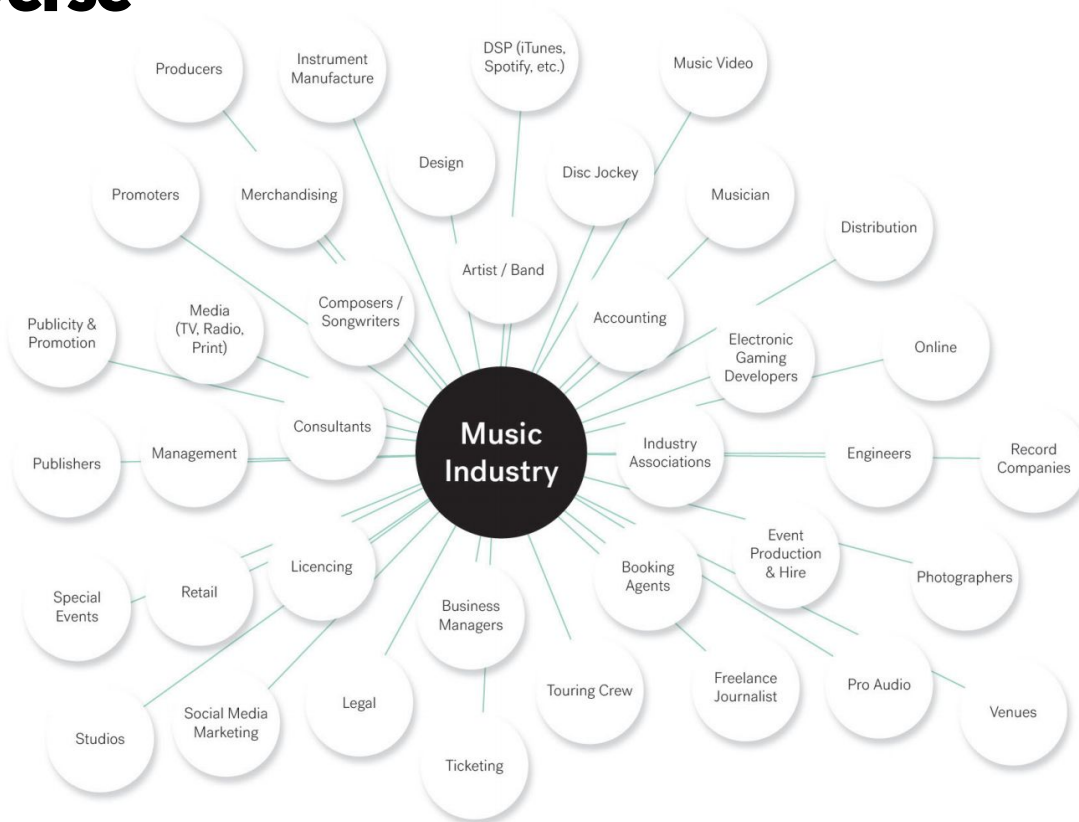
Merlin Labels in Jaxsta

In Alphabetical Order:



Merlin represents 10,000's of independent labels

Jaxsta Universe



Testimonials

"After using Jaxsta for a few weeks during their beta period, I can honestly say **this website is a game changer for the music business!** Finally I can see the REAL credits for a record or song and know that this is verified information from the label and artist!"

— Songwriter & Producer

"For the first time, I can source songwriting, musicians, charts, producers, engineers, publishers, agents, promoters, managers and labels for artists in one place which, to be frank, **will save me hours of research.**"

— Managing Director, Label

"**Jaxsta Pro empowers** you by providing information that, until now, has only been partially accessible through time consuming research, data collection and networking."

— Label & Marketing Manager

"Jaxsta is about to resolve **a problem that has dogged the recording music industry since the dawn of digital distribution.**"

— CEO, Association

"Until now we have had to rely on Wikipedia to find information out about potential collaborators. Searching for management, record label, publishing personnel etc. has always been very hit and miss and is a consistently frustrating experience. The fact that Jaxsta will have all of this information available to us on one platform is **incredible news for our industry.**"

— Director, Publisher

"As a music marketing professional, I find I can quickly access the facts I need for pitch decks and one-sheets. Jaxsta is a well organized resource that is **sure to be a HUGE time saver!**"

— Brand Strategist

"Most music fans are interested in the relationships between different artists, which musicians played in which bands, album liner notes and so on. If Jaxsta can help DSPs add that sort of functionality to their services, **I think it will result in increased stream and download revenues for everyone involved.**"

— Owner, Label

"Currently, we have to spend hours trying to compile the information required by immigration in order to obtain visas for our clients. With Jaxsta, **this information is all in one place, searchable and more importantly verified.**"

— Owner & Managing Attorney

"**I am confident that music professionals will NOT be able to live without Jaxsta** - once we have tasted it, explored it, played with it - similar to our Spotify or iTunes subscriptions. **Jaxsta will become as important to us as our banking apps, our Uber app.**"

— SVP Membership, PRO

"From the first time it was described to me, I've been excited about the potential of Jaxsta. Having a giant, searchable database of all the talent that goes into making music is exciting from both a fan's and a professional's perspective. **This is a great new income stream for the music industry in a time when those are very welcome.**"

— Head of Operations, Distribution Company

"A service like **Jaxsta has long been needed within the music industry.** The time saved hunting creatives down is well worth the cost of Jaxsta on an annual basis."

— Artist Manager / A&R

"As a photographer and creative director, I can see it as **a wonderful way to connect directly with musicians, management and PR agents for potential collaboration and commission opportunities.**"

— Photographer (Editorial, Commercial, Documentary)

"**Jaxsta will provide fans** (and potential industry business partners) **the most accurate and rich information available for every artist and for every song.** To me, that sounds like **one of the most valuable and exciting developments to come to music in years.**"

— General Manager, Association

"**The Music Industry will benefit enormously from this product.**"

— General Manager / CFO

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