



Business Update

October 13 2020, 11.30am AEDT Webinar

Becoming The Music Metadata Marketplace



Questions

Please log your questions during and after the webinar using the Q&A button in Zoom.
(see below)



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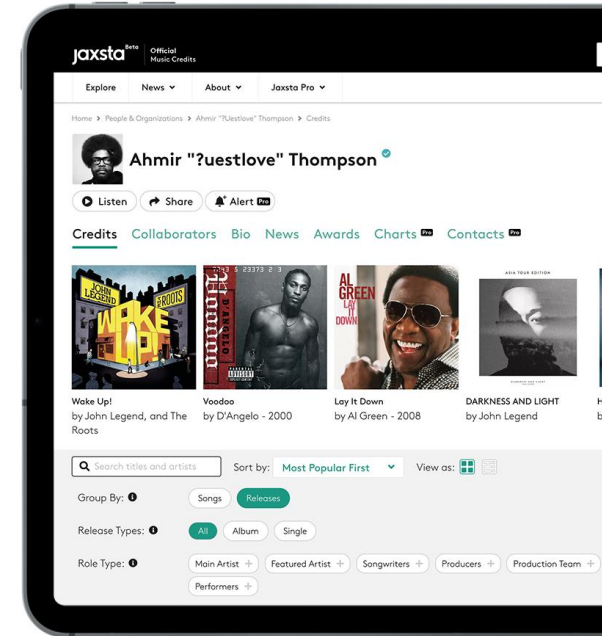
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What is Jaxsta?



- Jaxsta is a music company using proprietary technology to develop the world's most comprehensive resource of official music credits. Jaxsta ensures those who create music – be they an artist, producer, songwriter, collaborator, guest performer or engineer – receive credit where credit is due.
- Jaxsta delivers official data sourced directly from the custodians of that data, such as major and independent record labels, publishers, royalty agencies and industry associations across the globe. The data is de-duplicated, cross-referenced, deep-linked and then made available online within a multi-functional, ever-evolving platform.

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



Jaxsta Business Opportunities



Jaxsta eCommerce and Marketing Solutions

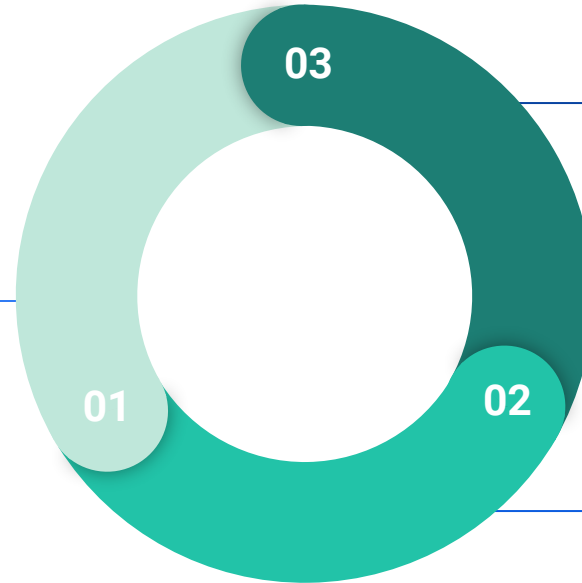
Jaxsta promotes its user base and links to essential services partners.

Advertising within site as well as specialty campaign service. Third party affiliate sales also provide a way for our partners to engage their user base and provide further revenue opportunities.

Jaxsta Data Solutions

Jaxsta is the music metadata marketplace.

Jaxsta off the shelf, custom solutions and APIs to become the definitive source of music metadata comprised of an extensive library of external and internal data sources.



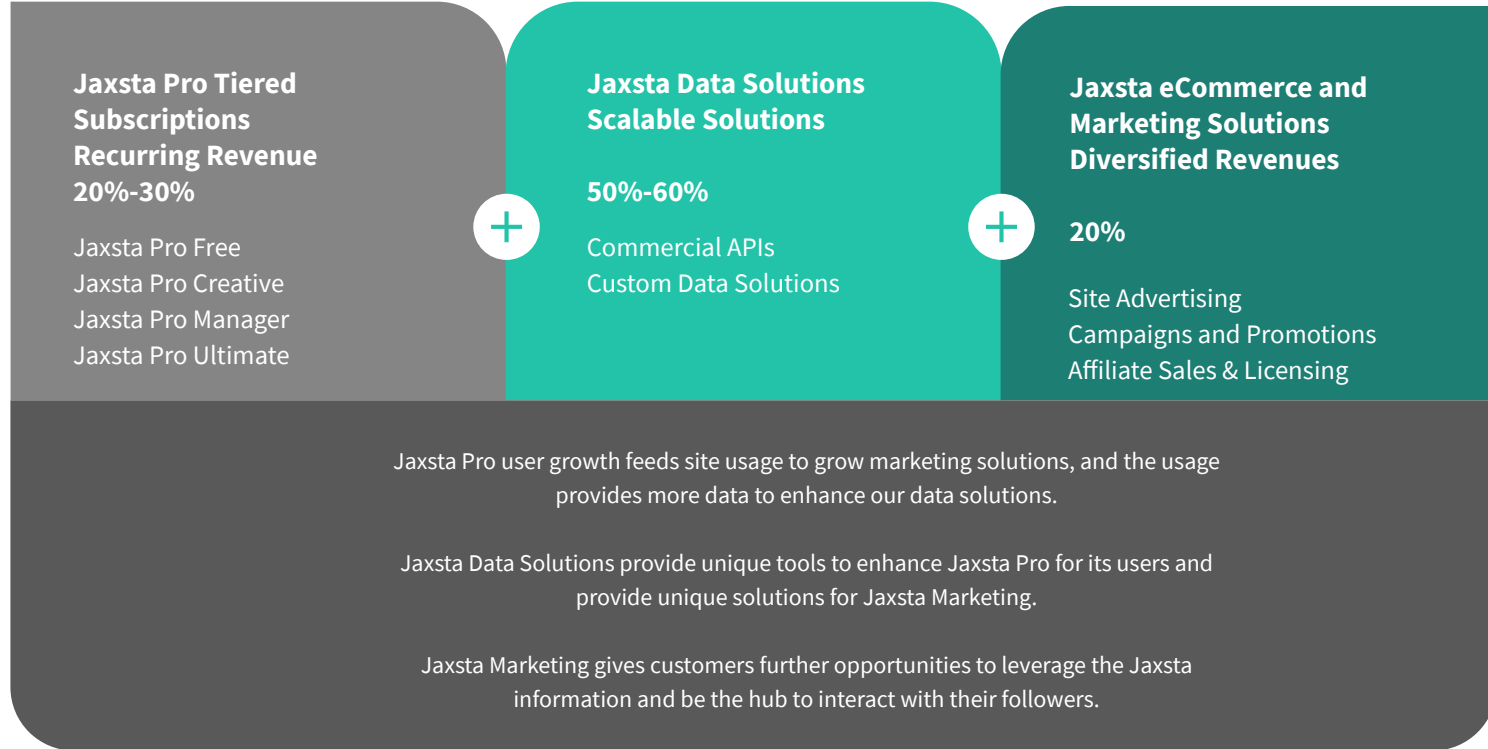
Jaxsta Pro

Jaxsta is the place for creatives to get credit and collaborate.

Subscription service offered to industry insiders over various pricing tiers. The service will incorporate a comprehensive set of tools to aid differing user needs within the industry.

The business structure allows Jaxsta to have multiple revenue streams that enhance each other over time.

Initial Sources Of Revenue



115 mil+

Individual Official Credits

32 mil +

Individual Recordings

70,000+

Subscribers

DATA
IS TODAY'S
CURRENCY

20,000+

Official Jaxsta Profile Claims

45 mil+

Individual Pages

100 k+

New Credits Ingested Daily

Jaxsta Profile Claims - Your Official Resume



We've taken the official credits from the music industry and pre-built profile pages for over 12+ million contributors. A user can then 'claim' their profile - a process where we verify that they are who they say they are to add serious credibility to Jaxsta.

Users claiming profiles are our most engaged segment - a real focus on quality growth for Jaxsta as we expand. The profiles have additional editing fields (Bios, photos, socials, contact details) that enhance the content provided by Jaxsta in all its business segments.



Search for artists

URL links to the profiles that should be merged.

Verify your connection to Louis Schoorl

Our team needs to confirm you have the correct permission to edit this profile. The more information you provide, the faster we can complete the verification process.

Full Name*

Relationship to Louis Schoorl*



Search for artists

Home > People & Organizations > Louis Schoorl > Credits

Louis Schoorl

Listen

Share

Info

Claim

Alert

Our music credits mission

Credits

Collaborators

Bio

News

Devil You Don't
by CXLOE

Sleep Talking
by Charlotte

Beg
by Olivia O'Brien



Search for artists

Home > People & Organizations > Edit > Louis Schoorl > Bio

Louis Schoorl

Edit Mode

Back to profile

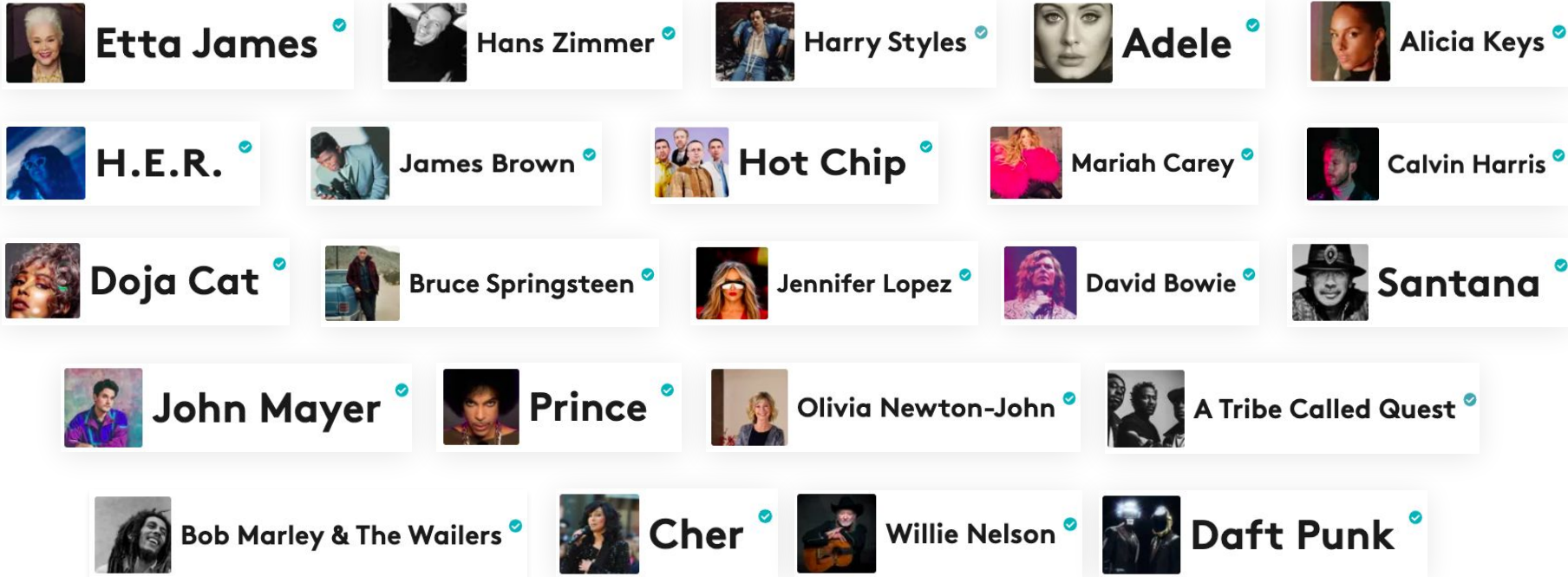
Bio

Edit Bio

Add bio here. Louis Schoorl is a Dutch born producer/songwriter based between LA and Sydney. After numerous successful years in Australia (Jessica Mauboy, Guy Sebastian, Taylor Henderson, Daniel Johns, 360) Louis is now breaking in the US, with two US top

Industry Acceptance - 20,000+ Claimed Profiles

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“What is a Data Solution?” I Hear You Say

Data Solutions are engagements where we build commercial off the shelf or custom solutions for clients, which can include:

- Commercial API's
- Custom interfaces
- Other custom methods to provide data for our clients

And what is a commercial API?

Application Program Interfaces (APIs) allow software programs to exchange information or request online services from an organisation by the use of organisation defined specifications or protocols.

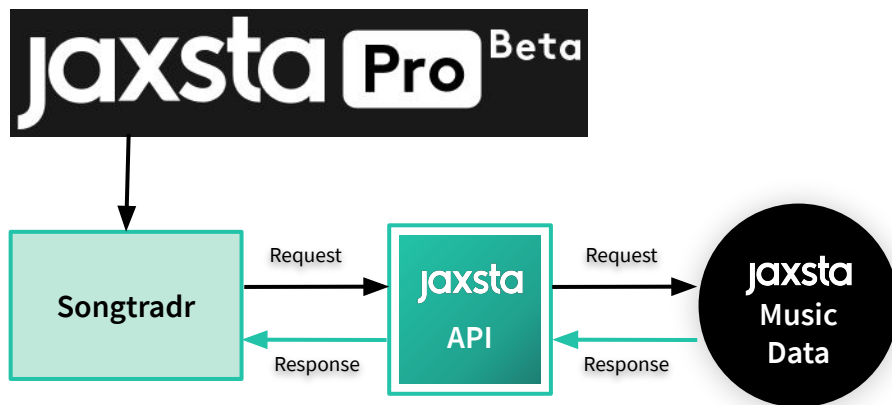


An example of the API being used in context

Data Solution Example - Songtradr

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Our partnership with Songtradr involves additional features for our members via Jaxsta Pro and Songtradr uses our commercial API in order to enhance their neighbouring rights service offering.



Jaxsta Data Solutions Differentiators



We are the Data Broker, Organiser & Enhancer

We work with our data partners to
source data from official sources

We Deliver Data Efficiently

We offer our partners data through
APIs or other partner preferred options

Custom designed to meet client needs

We take existing official
data, organise it, map it,
and can source more of
it from our growing
network of data
partners, or existing
data partners on
request.

Expanding Data Opportunities

Working with our partners and helping
the industry develop data
opportunities

Working On Industry Identifiers

Partnering with two major industry
identifier sources

Becoming a registration agency for
ISNI - a key industry identifier

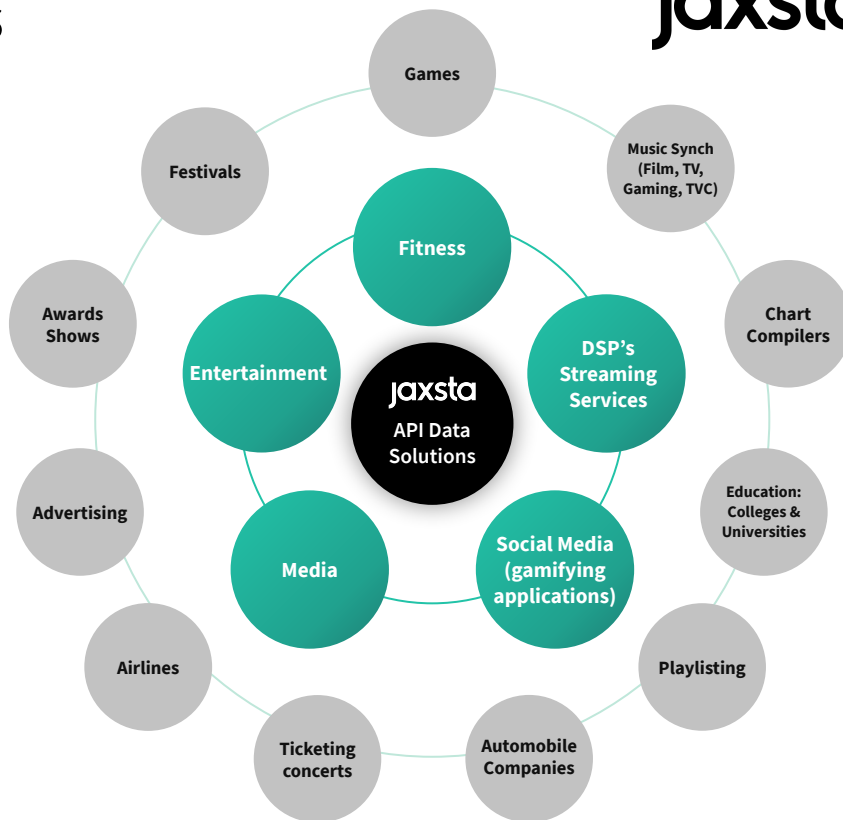
**WE ARE THE MUSIC
METADATA
MARKETPLACE**



Key API/Data Solution Markets

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- We are moving forward in the short term with key markets ● and mapping out future opportunities ● in other markets for future engagement.
- The immediate usage would be for:
 - Credit Metadata
 - Licensing Metadata (publishing/recording)
 - Charts Mapping
 - Content enhancement
 - Music Sync Data (Film, TV, Gaming, Advertising)



Festivals, Awards Shows and Airlines will be engaged once their business channels resume to normal

Why Our API? Official Data Means...

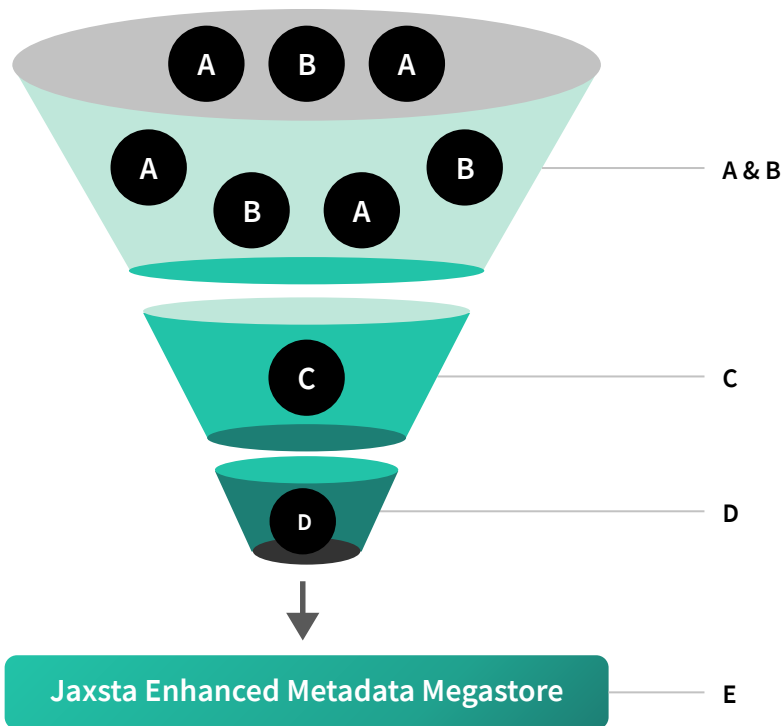
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- Trusted data - we have the official data from the source
- Jaxsta cleans and matches the data it receives in order to deliver consistent and accurate data for the user
- Our data is not crowd sourced, with unknown validation
- **Our platform allows for collaboration with our partners - we're always working together on the collective metadata mission**
- Our data is diverse - from our list of partners, some of which are shown here, we receive over 1 million labels through 235K official data sources and we act independently to join the official data silos

Official data = Jaxsta *'the platform of choice'*



Enhanced Source In A Competitive Environment



- A. Jaxsta also combines multiple sources, providing more than single source metadata (labels, charts, lyrics, publishing, news, awards etc)
- B. We add additional information collected from our other Jaxsta services
- C. The data within Jaxsta is been cleaned and linked using our advanced proprietary software to provide more manageable and usable data to our users and API clients
- D. We enhance data through Jaxsta initiated data science (unique views and links across data sources)
- E. The collective data sources above are cross matched to provide a single source of comprehensive data

Short Term Focus - Deliver On All Three Segments

Become The Authority

Increased Site Traffic

Become The Key Industry Resource

Increasing Membership

Help People Promote Their Careers

Increasing Jaxsta Profile Claims

Diversify Revenue Generating Segments

Initial Data Solution Revenue Streams
2 API Deals Signed By CY End

Keep Users Engaged

Maintaining Customer Service

Tailoring Our Message

Actively Integrating User Feedback

Spreading The Word

Promoting Our Unique Value Proposition
(UVP) features

Diversify Revenue Generating Segments

Initial Marketing Solution Revenue Streams

Medium Term Focus - Expanding Revenue Base

Data Revenue & Improved Credits

Executing Big Data Opportunities

Exploring Opportunity

Generating Additional UVP's Based On Our Unique Data

Driving The Industry

Opportunities From Driving Improvement To The Music Metadata Ecosystem

Future Revenue Streams

Developing Future Enterprise Features

Working With The Music Industry

Continued Industry Engagement To Maximize Industry Awareness And Support

Growth Synergies

Strategic Industry Investment To Achieve Optimal Alignment Of Interests

Jaxsta AGM - 2020

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TBC - **Thursday 26 November 2020**

- Webinar details and time to be announced in the Notice of Meeting
- Our AGM will be online this year
- Sign-up to the Jaxsta Investor Newsletter:
jaxstainvestor@jaxsta.com



2020 ANNUAL REPORT

Jaxsta Limited (formerly known as Mobilarm Limited)
ABN 15 100 513 080

Board For Long Term Performance



Linda Jenkinson
Independent, Non-Executive
Chair



Jacqui Louez Schoorl
CEO, Executive Director &
Cofounder



Jorge Nigaglioni
Chief Financial Officer (CFO),
Company Secretary, Executive
Director



Brett Cottle
Independent, Non-Executive
Director



Ken Gaunt
Non-Executive Director

Thank You

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

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