



## ASX ANNOUNCEMENT

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

- **AGM at 1:00pm AEST on Wednesday, 23 November 2022.**

**Sydney, Australia, 23 November 2022:** Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music attaches 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:

**Authorisation & Additional Information:**

This announcement was authorised by the Board of Directors of Jaxsta Limited

**Jaxsta Investor Relations:**

E: [jaxstainvestors@jaxsta.com](mailto:jaxstainvestors@jaxsta.com)

P: +61 2 8097 1201

[www.jaxsta.com](http://www.jaxsta.com)

Level 1, 113-115 Oxford Street  
Darlinghurst 2010 NSW Australia

**-Ends-**

#### ABOUT JAXSTA

Jaxsta is the world's largest public-facing and most connected music credits database and technology. Partnered with the industry's leading major and independent record companies, as well as publishers, distributors, royalty agencies and industry associations, Jaxsta is the go-to authoritative source of official music credits information. The Company's core platform, Jaxsta.com, is a free and paid subscription service and provides B2B data-solutions for the music and related media industries. Jaxsta Pro<sup>Beta</sup>, the Company's subscription service, harnesses the power of Jaxsta's data to help music industry professionals connect, save time, and advance their businesses and careers.



## **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. Steve Gledden and Ben Katovsky apologise as they could not be present at this time. Our Company Secretary Jorge Nigaglioniis also in attendance.

Also in the audience today, are the senior executives of the company, including our CEO Beth Appleton and on your behalf, I welcome them 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 Beth will then provide an update on the progress over the last quarter, including this week's pre-launch of our Vinyl.com venture, as well as how we are going with the other parts of Jaxsta.

## **Chair Address:**

As you will see from Beth's update, the last few months since the announcement of the Songtradr transaction in April have been filled with change. We have since launched our Business and Enterprise subscriptions tiers which are gaining momentum in the industry. We have added our Works product to enhance both our subscription and API offerings. We have added advertisement on site and are looking at enhancing the experience from customer feedback. We have worked on our B2C proposition to be part of Vinyl.com. We have done so whilst reducing our cost base which is on track to be half of what it was in the previous year.

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 four items of business to be discussed when we move into the formal part of today's meeting.

But before the formal business, I would like to make some general observations about the last 12 months before I return to the formal proceedings.



The Company has navigated through the initial COVID-19 pandemic uncertainty and has successfully built the team needed to deliver on its commercial aspirations going forward. We now have our Jaxsta Pro and Jaxsta Data operating on its initial commercial ventures and ready to accelerate to take advantage of the opportunities we see ahead in the music industry. There are key elements that will be critical to keep building on the momentum to date, but as we see ongoing traction from Pro subscribers and data partners, including new partners Distrokid and Repost by Soundcloud, we get closer to achieving the vision for long term success.

Now that we have the platforms to build upon, the focus has shifted to accelerate the enhancement of our value proposition so that adoption of the Plus memberships grow at a faster pace and site traffic continues to rise thus enabling the consumer side of Jaxsta to be an active component, completing the connection between creatives and fans. All three tenets of the Jaxsta business model are critical and feed each other to grow by providing more data, and traffic to the other.

I now move on to the formal proceedings.

### **Formal business:**

That now brings us to the formal business of this meeting. As you'd be aware from the Notice of Meeting, there are four items of business to be discussed.

### **Proxies:**

As we have 6 resolutions before shareholders today, I will provide a summary of proxy votes at the commencement of each resolution.

For any proxies where the chairman has been given a discretionary vote, and I am able to vote on the resolution, I will be voting in favour of all such resolutions.

As previously notified, all resolutions today will be decided on a poll.

### **2022 Accounts**

The 2022 accounts have been made available to all shareholders. We have representatives from our auditors, Grant Thornton here today, if there are any appropriate questions for our auditors.

Does anyone have any questions in relation to the 2022 accounts, or questions for our auditors?

I NOW PASS THE CHAIR OF THE MEETING TO MR NIGAGLIONI FOR THE FOLLOWING RESOLUTION

**ORDINARY RESOLUTION 1: RE-ELECTION OF MS LINDA JENKINSON AS A DIRECTOR OF THE COMPANY**

Resolution 1 as set out in the notice of meeting, is to consider as an ordinary resolution the re-election of Ms Linda Jenkinson as Director.

Are there any questions or comments on the resolution?

Proxies received are displayed on the screen and have been cast as follows:

|               |            |        |
|---------------|------------|--------|
| For           | 26,997,931 | 98.48% |
| Against       | 383,646    | 1.40%  |
| Discretionary | 33,474     | 0.12%  |
| Abstain       | 4,774      |        |

I move: "That Linda Jenkinson, who retires by rotation in accordance with clause 14.2 of the Company's Constitution and being eligible for election, is re-elected as a Director of the Company."

(IF A POLL IS CALLED, DIRECT SHAREHOLDERS IN ATTENDANCE TO RECORD THEIR VOTE ON THE BACK OF THEIR SHAREHOLDER CARDS. THESE WILL BE COLLECTED AT THE END OF THE EGM).

We will now move on to the next resolution.

I NOW PASS THE CHAIR OF THE MEETING BACK TO MS JENKINSON

**ORDINARY RESOLUTION 2: RE-ELECTION OF MR KEN GAUNT AS A DIRECTOR OF THE COMPANY**

Resolution 2 as set out in the notice of meeting, is to consider as an ordinary resolution the re-election of Mr Ken Gaunt as Director.

Are there any questions or comments on the resolution?

Proxies received are displayed on the screen and have been cast as follows:

|     |            |        |
|-----|------------|--------|
| For | 17,892,069 | 97.44% |
|-----|------------|--------|

|               |         |       |
|---------------|---------|-------|
| Against       | 436,519 | 2.38% |
| Discretionary | 33,484  | 0.18% |
| Abstain       | 4,774   |       |

I move: “That Ken Gaunt, who retires by rotation in accordance with clause 14.2 of the Company’s Constitution and being eligible for election, is re-elected as a Director of the Company.”

(IF A POLL IS CALLED, DIRECT SHAREHOLDERS IN ATTENDANCE TO RECORD THEIR VOTE ON THE BACK OF THEIR SHAREHOLDER CARDS. THESE WILL BE COLLECTED AT THE END OF THE EGM).

We will now move on to the next resolution.

## **NON-BINDING ORDINARY RESOLUTION 3: REMUNERATION REPORT**

Resolution 3 as set out in the notice of meeting, is to consider as a non-binding resolution the Remuneration Report for the financial year ended 30 June 2022.

Are there any questions or comments on the resolution?

Proxies received are displayed on the screen and have been cast as follows:

|               |            |        |
|---------------|------------|--------|
| For           | 17,942,345 | 98.68% |
| Against       | 206,838    | 1.14%  |
| Discretionary | 33,484     | 0.18%  |
| Abstain       | 185,179    |        |

I move: “That, pursuant to and in accordance with section 250R(3) of the Corporations Act, the Directors’ Remuneration Report contained within the Directors’ Report for the financial year ended 30 June 2022 be adopted.”

(IF A POLL IS CALLED, DIRECT SHAREHOLDERS IN ATTENDANCE TO RECORD THEIR VOTE ON THE BACK OF THEIR SHAREHOLDER CARDS. THESE WILL BE COLLECTED AT THE END OF THE EGM).

We will now move on to the next resolution.

## **SPECIAL RESOLUTION 4: APPROVAL OF ADDITIONAL SHARE ISSUE CAPACITY UNDER ASX LISTING RULE 7.1A**

Resolution 4 as set out in the notice of meeting, is to consider as a special resolution the approval of additional share issue capacity under ASX listing rule 7.1A.

Are there any questions or comments on the resolution?

Proxies received are displayed on the screen and have been cast as follows:

|               |            |        |
|---------------|------------|--------|
| For           | 27,136,213 | 99.07% |
| Against       | 220,364    | 0.80%  |
| Discretionary | 33,484     | 0.12%  |
| Abstain       | 29,774     |        |

I move: “That, pursuant to and in accordance with ASX Listing Rule 7.1A and for all other purposes, the Shareholders of the Company approve the issue of equity securities in the Company up to 10% of the issued capital of the Company (at the time of the issue) calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and on the terms and conditions described in the Explanatory Memorandum.”

**(IF A POLL IS CALLED, DIRECT SHAREHOLDERS IN ATTENDANCE TO RECORD THEIR VOTE ON THE BACK OF THEIR SHAREHOLDER CARDS. THESE WILL BE COLLECTED AT THE END OF THE EGM).**

## **CLOSURE:**

That now concludes the formal business of this meeting.

I would like to thank you for your attendance.

I declare the meeting closed.

Beth Appleton will now provide an update on the business to shareholders.



# Shareholder Update

November 23rd

Host: Beth Appleton



# Last eight months

**+108.40%** Monthly Gross Revenue

Feb 22 - \$8.7K vs Oct 22 - \$18.2K

**-16.62%** Monthly Burn Rate

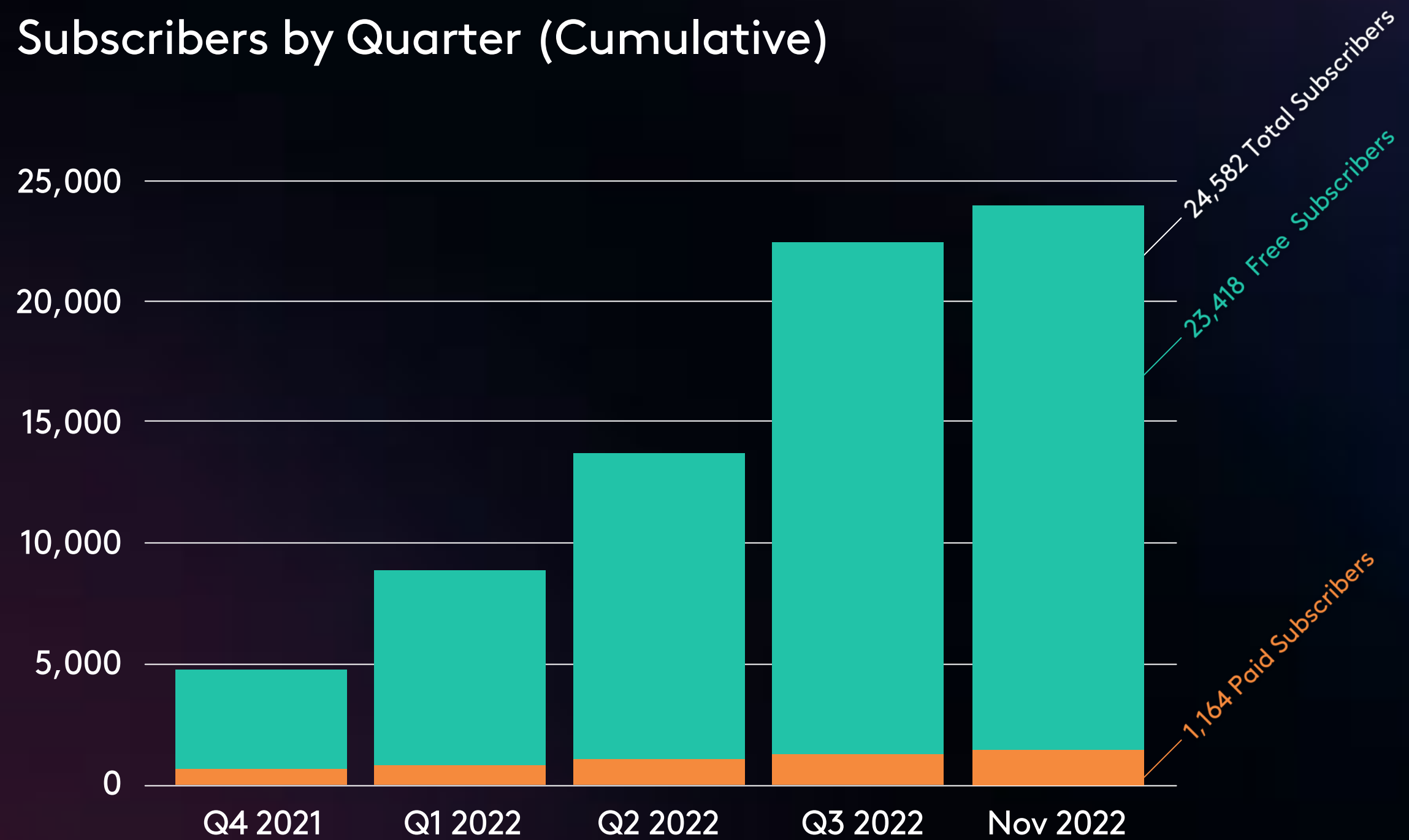
Feb 22 - \$517K vs Oct 22 - \$431K

**+33.52%** Subscription Growth

Feb 22 - 871 vs Today - 1,164



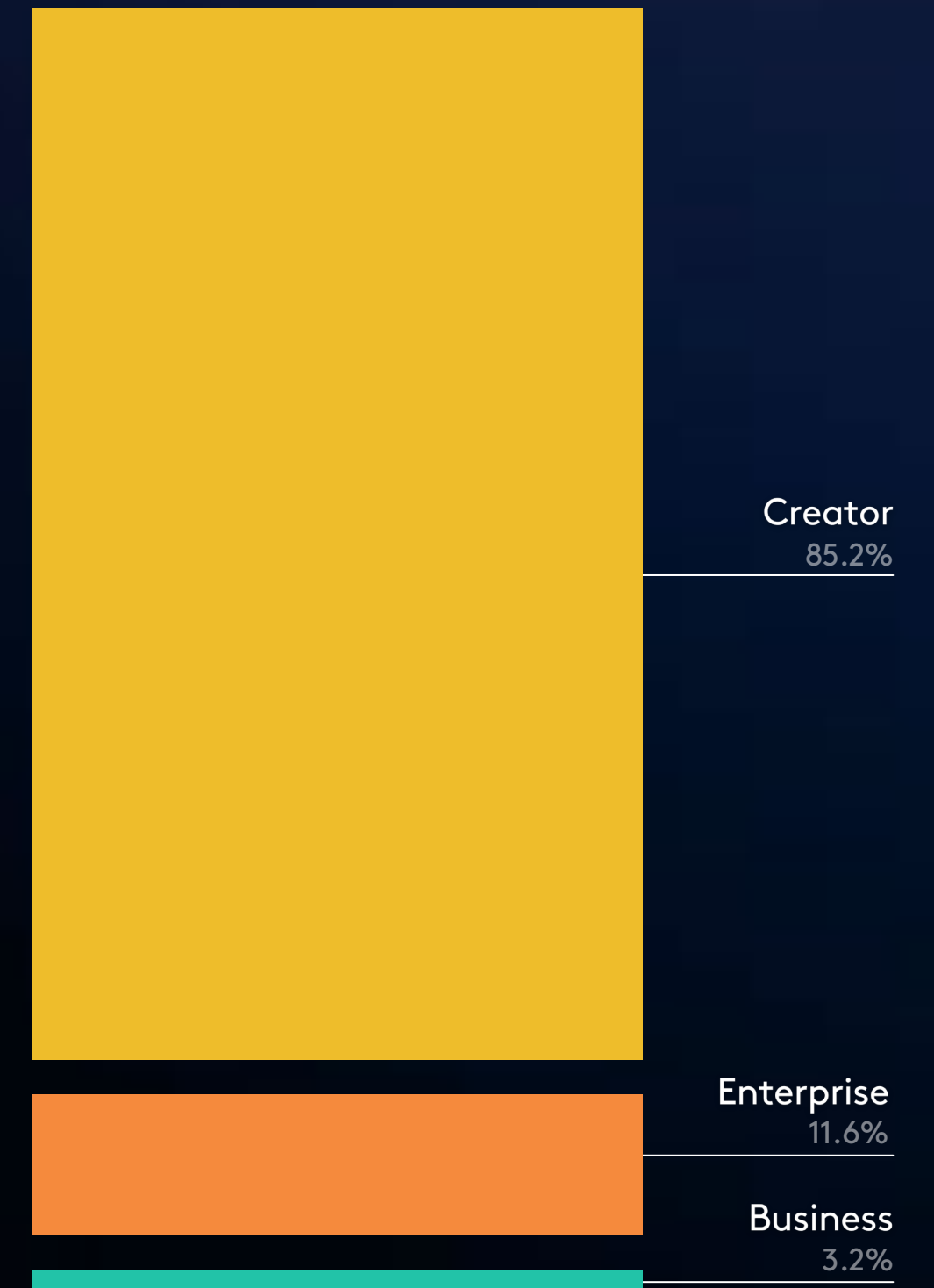
## Subscribers by Quarter (Cumulative)



\*Paid subscribers include customers under Creator, Business and Enterprise Memberships



## Subscribers by Membership Type





## Total Pages Comparison

wikipedia.org

**56,950,554**

Total Pages

jaxsta.com

**79,637,307**

Total Pages



**Thomas "Tillie" Mann**

Multi-Platinum Certified Mixer  
(Lil Baby, Migos)

“

Jaxsta – man I appreciate y'all the most! I love what you all are doing for the entire community as a whole – Jaxsta is for the culture.

”



**Sarah Shelton**

(Ariana Grande, Halsey)  
Multi-Platinum Certified  
Production Coordinator

“

Thanks for providing a great aggregate service that's easy to use & highlights the behind the scenes folks who don't often get accolades!

”



**Nicolas de Porcel**

Diamond Certified Mastering Engineer  
(Roddy Ricch, Summer Walker)

“

Data integrity is everything in the information age. This is why Jaxsta is the best – and the only platform I trust with credits. The other ones list credits for stuff I didn't even work on.

”

# New Business & Enterprise Members

Business  
↕  
Enterprise



21 Total Business Memberships

8 Total Enterprise Memberships



“

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.

Jaxsta has made a massive effort to collect historic and ongoing credits and to create clever interfaces for creatives to promote their achievements.

**Murat Aktar**

President & Partner, Sterling Sound





Home ▸ My Jaxsta ▸ Roster Dashboard

## Roster Dashboard

All Claimed Profiles by the Organization ⓘ

**6 Profiles**

claimed out of 10 available

My Claimed Profiles

**6 Profiles**

claimed out of 10 available

🔍 Search for profiles ✕

Sort by: A-Z ▾

Show: ⓘ

All

My Claimed Profiles

My Pending Claims

You can edit the bio and image on these profiles, highlight key credits, add contact details and links, claim [Neighboring Rights](#), set up Credit and Chart Alerts, create a Jaxsta One Sheet, and share awards and certifications plaques.



**Ebonie Smith** ✓

163 Songs

105 Releases

30 Certifications

2 Charting

One Sheet - View / Edit



**Emily Lazar** ✓

3160 Songs

1 Wins

1753 Releases

8 Nominations

7 Works

90 Certifications

49 Charting

One Sheet - View / Edit



**Gina Tucci** ✓

6 Songs

13 Releases

One Sheet - Edit



**Lido** ✓

455 Songs

300 Releases

87 Works

35 Certifications

1 Charting

One Sheet - Edit



**Louis Schoorl** ✓

287 Songs

279 Releases

112 Works

4 Certifications

One Sheet - View / Edit



**Ryan Svendsen** ✓

31 Songs

104 Releases

12 Certifications

8 Charting

One Sheet - View / Edit





Home ▸ Work ▸ Overview



## DANCING QUEEN

Work by Björn Ulvaeus, Stig Erik Leopold Anderson, and Benny Goran Bror Andersson

Data Sources

See more ▾

Share

Overview

Recordings

Charts

### Credits

Search credits

Composer Lyricist **Benny Goran Bror Andersson**  
► 1 Territory

Composer Lyricist **Bjoern K. Ulvaeus**  
► 1 Territory

Composer Lyricist **Stig Erik Leopold Anderson**  
► 1 Territory

Original Publisher **POLAR MUSIC AB**  
► 1 Territory

Rights Administrator **FILMTRAX COPYRIGHT HLDGS INC.**  
► 1 Territory

Updated: 16th July 2022

### Top Recordings



**Dancing Queen**  
by Cher

28th  
September  
2018



**Dancing Queen (Live)**  
by ABBA

29th  
September  
2014



**Dancing Queen**  
by Doreen

30th June 2017



View all recordings (318)

### Info

ISWC  
000000000000

**Recordings**  
318

Copyrights

3 Composer Lyricists  
1 Original Publisher  
2 Rights Administrators



“

As part of my new business to clean the portfolio of a creator to finally see all of their work in one place, all their deals, their songs, their records, their producer and remix rights, I used Jaxsta as a source to show me the credits and research song titles. It was a lifeline.

Nowhere else I had found gave me such incredible resources to be able to fill in the missing link of credits and cross check products to ensure every single title the Creator made was present. Incredible.

**Amy Thomson**

Manager, ATM Artists





“

As a business management firm specializing in royalty collection, Jaxsta's provided metadata has proven to be essential in our mission to maximize our client's royalties with various CMOs. Nowhere else on the internet are you able to find such specific and official metadata.

**Bryan Patrick Franklin**

Chief Executive Officer, GRID Management



8

Enterprise  
Memberships

21

Business  
Memberships

9

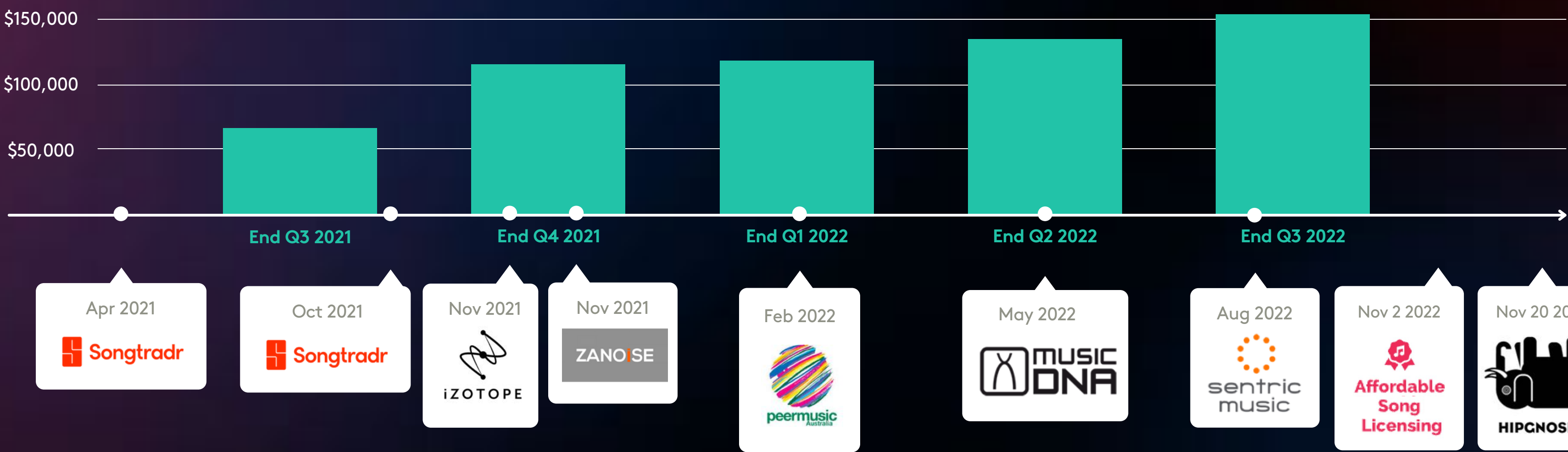
API Clients Live

## Annual Recurring Revenue by Quarter





# API Business Development



9 Total API Customers

# API Pricing

- All prices in USD
- All Bulk Usage subscriptions require \$5,000 set up and configuration fee
- All Starter plans have minimum 1 month term
- All other plans have minimum 6 month term
- First month will be prorated based on date of first production key usage

## B2B Usage

Data used internally or displayed to music industry users

| Plan Name     | Monthly Fee | Included Monthly Objects | Price per 1k Objects | Overage Price per 1k Objects | Total Annual Fee |
|---------------|-------------|--------------------------|----------------------|------------------------------|------------------|
| B2B Starter   | \$250       | 0                        | \$20.00              | N/A                          | \$3,000          |
| B2B 50K       | \$750       | 50,000                   | \$15.00              | \$30.00                      | \$9,000          |
| B2B 250K      | \$2,500     | 250,000                  | \$10.00              | \$20.00                      | \$30,000         |
| B2B 1M        | \$5,000     | 1,000,000                | \$5.00               | \$10.00                      | \$60,000         |
| B2B 5M        | \$10,000    | 5,000,000                | \$2.00               | \$4.00                       | \$120,000        |
| B2B 20M       | \$15,000    | 10,000,000               | \$1.50               | \$3.00                       | \$180,000        |
| B2B Unlimited | \$25,000    | Unlimited                | N/A                  | N/A                          | \$300,000        |

## B2C Usage

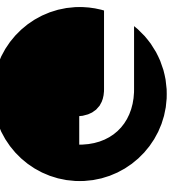
Data used for display to consumers or music fans without caching

|               |          |             |        |        |           |
|---------------|----------|-------------|--------|--------|-----------|
| B2C Starter   | \$250    | 0           | \$2.00 | N/A    | \$3,000   |
| B2C 500K      | \$750    | 500,000     | \$1.50 | \$3.00 | \$9,000   |
| B2C 2500K     | \$2,500  | 2,500,000   | \$1.00 | \$2.00 | \$30,000  |
| B2C 10M       | \$5,000  | 10,000,000  | \$0.50 | \$1.00 | \$60,000  |
| B2C 50M       | \$10,000 | 50,000,000  | \$0.20 | \$0.40 | \$120,000 |
| B2C 200M      | \$15,000 | 100,000,000 | \$0.15 | \$0.30 | \$180,000 |
| B2C Unlimited | \$25,000 | Unlimited   | N/A    | N/A    | \$300,000 |

## Bulk Usage

Data via Shared Table or bulk upload with weekly updates

|          |          |            |        |     |           |
|----------|----------|------------|--------|-----|-----------|
| BLK 100K | \$750    | 100,000    | \$7.50 | N/A | \$9,000   |
| BLK 500K | \$2,500  | 500,000    | \$5.00 | N/A | \$30,000  |
| BLK 2M   | \$5,000  | 2,000,000  | \$2.50 | N/A | \$60,000  |
| BLK 10M  | \$10,000 | 10,000,000 | \$1.00 | N/A | \$120,000 |
| BLK 40M  | \$15,000 | 50,000,000 | \$0.30 | N/A | \$180,000 |



# The evolution of Jaxsta

## Vision

To collate, clean and connect the music industry's data to provide a comprehensive platform that everyone in the music industry uses as its single source of truth and fans go to enrich their overall music experience

We've created the world's largest  
database of official music credits so  
you can find **verified data**

### Jaxsta Licensing and Development (MVP)

to collate, clean and connect  
the music industry's data

#### Data and Platform

328 data partners  
275M credits deep-linked across  
74M pages

### Jaxsta 1.0

to provide a comprehensive platform  
for everyone in the music industry to  
use as its single source of truth

#### B2B

Memberships  
API Clients  
Business Solutions

### Jaxsta 2.0

fans and consumers enrich their  
music experience through discovery  
and purchasing music products

#### B2C

Vinyl  
NFTs



**VINYL**

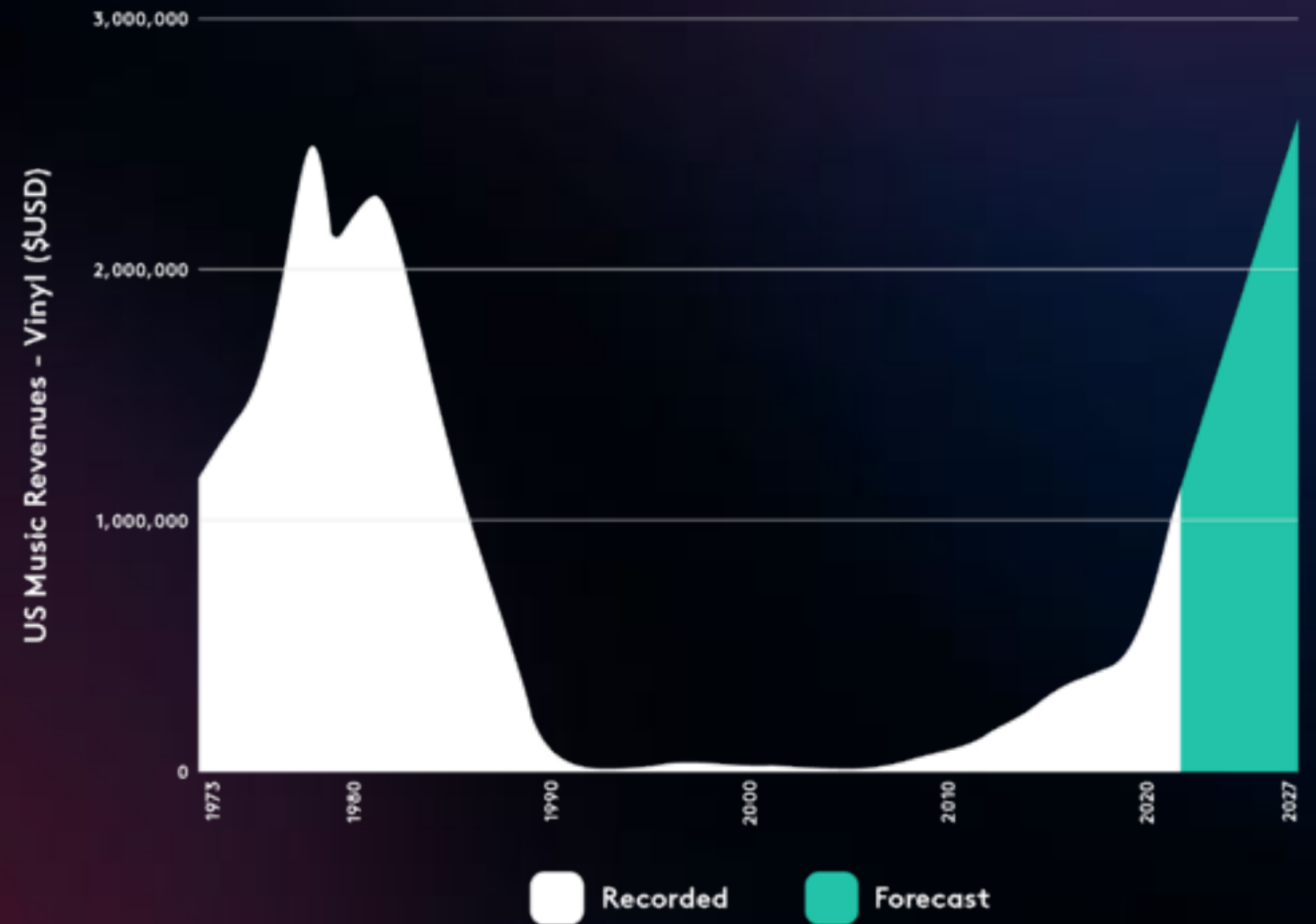
# The vinyl comeback continues

The resurgence in vinyl sales continued for the 15th consecutive year, as revenues grew 61% to US\$1.0 billion in 2021. The last time vinyl records exceeded US\$1 billion was 1986.

Forecast for 2027 is US\$2.7billion



## US Music Revenues - Vinyl



Source: The Recording Industry Association of America®



**The Marketplace for Music Fandom**

Collect Vinyl, Merch & NFTs, Connect with Creators & Curators  
Discover, Curate and Earn

JOIN WAITLIST

# ASX Announcement headlines

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- Exclusive license agreement executed between Songtradr and Jaxsta for the use of Vinyl.com with a purchase option.
- Global Vinyl Distribution agreement signed with largest US Vinyl distributor Alliance LLC.
- Partnership with Icon Technology to develop product - MVP to launch Q1 2023.
- Vinyl.com holding page inviting the music community to participate live now.





“

I'm very excited about Jaxsta's vision for Vinyl.com. The market for Vinyl sales continues to grow rapidly and Jaxsta's credits data is incredibly relevant to the popularity of Vinyl product that has continued to boom these last few years.

Jaxsta's data provides a unique advantage for a music e-commerce platform such as Vinyl.com to create a compelling user experience that can predict music taste based on contributors such as record producers and songwriters. The combination of Jaxsta's label partnerships, data and technology pedigree and the Vinyl sales market tailwinds provide a solid bedrock for this initiative which I am confident will be a path to meaningful revenue growth for the company.

**Paul Wiltshire**

Founder & Chief Executive Officer, Songtradr

THANK YOU  
Any questions?

