ASX ANNOUNCEMENT

Jaxsta activates bespoke API for The Recording Academy campaign

Sydney, Australia, 25 October 2019: Music technology company Jaxsta (**ASX:JXT** or '**the Company**'), today announced it will activate a bespoke API which will serve customised music data for The Recording Academy's '*Behind the Record'* campaign. The campaign is a a social media initiative aimed to spotlight the many producers, engineers, songwriters, mixers, instrumentalists and other creators who contribute to the music recording process.

The Recording Academy is the world's leading society of music professionals and organises the annual GRAMMY Awards®. The global campaign will launch on 25 October and is expected to occur annually.

Jaxsta will supply credits from its participating data partners for the campaign, including from Merlin, Warner Music, Sony Music Entertainment and Universal Music Group. The campaign is expected to help raise awareness of Jaxsta among music industry professionals and the broader public.

As part of the campaign, The Recording Academy will encourage its members and artists to create and share social media posts which acknowledge the behind-the-scene collaborators involved in a particular song or album (e.g., producers, engineers, songwriters, mixers, composers and others).

Members and artists will be able to generate a "Credit Cover" from The Recording Academy's official website which they can then share on social media channels. The data used to generate the Credit Covers is supplied by Jaxsta.

Jaxsta CEO and Co-Founder, Jacqui Louez Schoorl, said the campaign was a remarkable initiative from The Recording Academy which highlighted the importance of music credits.

"Liner notes were largely left behind in the evolution to digital music streaming and the '*Behind the Record'* campaign aims to spotlight those who contribute to the songs we love. This initiative is perfectly aligned with Jaxsta's proposition to the music industry," said Ms Louez Schoorl.

"This is an important campaign from The Recording Academy and Jaxsta is proud to supply the official music data required to make it happen."

The campaign builds on Jaxsta's existing relationship with The Recording Academy. The current data partnership between the Company and The Recording Academy facilitates the supply of the GRAMMYs official winner and nominee data to Jaxsta's platform.

The Recording Academy will conduct media and launch activities to support '*Behind the Record'* and Jaxsta will be acknowledged with the tagline 'Credits powered by Jaxsta'".

More information on the campaign can be found on www.grammy.com/behindtherecord.

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ABOUT JAXSTA:

Jaxsta (**ASX: JXT**) is a music technology company with an online platform holding global official music data. Through direct industry partnerships, the Company credits the 'who, what, when and where' of music.

The Company's core platform, Jaxsta.com, is now live. The launch of Jaxsta Pro^{Beta}, the Company's B2B subscription-based service, is expected to occur before the end of 2019 and includes features only available to paid users.

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