jaxsta

Investor Presentation

March 2021

Building the Global Music Industry Community

Capital Raise

Indicative Timeline

Placement Opening Date	9 am, Wednesday 17 March 2021
Placement Closing Date	2 pm, Thursday 18 March 2021
Signed Acceptance Forms Due	6 pm, Thursday 18 March 2021
Stock Re-Commences Trading	Friday, 19 March 2021
DVP Settlement	Monday, 22 March 2021
Shares Issued	Tuesday, 23 March 2021

The above dates are indicative only and are subject to change without notice. The Company reserves the right to extend the Closing Day of the placement or close the placement early without notice. All times are in AEDT (Sydney, Australia) unless stated otherwise.

Capital Offer

Shares on offer	53,720,000
Placement price	$0.0750
Amount to be raised	4,029,000

Share Structure

Existing shares on issue	247,190,330
Placement shares to be issued	53,720,000
Shares on issue post the Offer	300,910,330
Securities on Issue	
Existing options on issue	29,750,000
Placement options to be issued	3,000,000
Existing warrants on issue	8,147,223
Existing convertible notes on issue (in FPO terms)	40,571,429
Fully diluted shares on issue post the Offer	382,185,905

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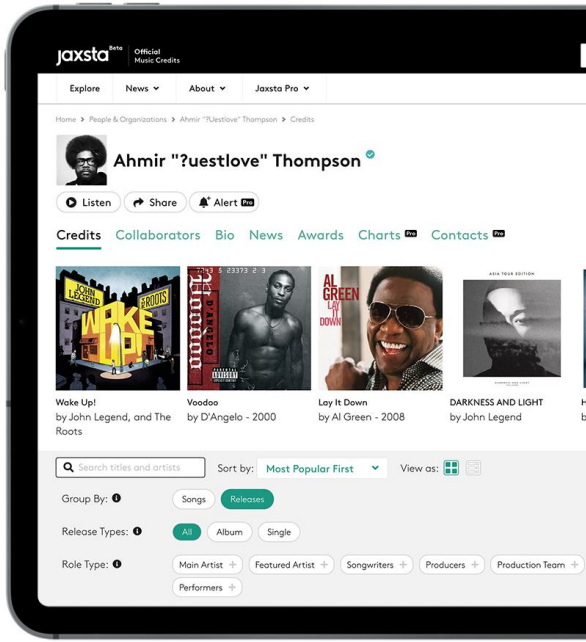
What is Jaxsta?

- 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.



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115 mil+

Individual Official Credits

37 mil +

Individual Recordings

86,000+

Subscribers

DATA IS TODAY'S CURRENCY

21,000+

Official Jaxsta Profile Claims

47 mil+

Individual Pages

130 k+

New Credits Ingested Daily

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Who is using Jaxsta?

- ✓ Songwriters
- ✓ Producers
- ✓ Artists
- ✓ Musicians
- ✓ Creative talent
- ✓ Music managers
- ✓ Record labels
- ✓ Publishers
- ✓ PROs (Performance Royalty Organizations)
- ✓ Industry professionals of every level
- ✓ Video & music streaming companies
- ✓ Commercial & internet radio stations
- ✓ Awards bodies
- ✓ Charts companies
- ✓ Music supervisors
- ✓ Sample clearance services
- ✓ Music consumers & fans
- ✓ DSPs (Digital Service Providers)
- ✓ Media (both trade & general)
- ✓ Blogs
- ✓ Advertising industry
- ✓ Film industry
- ✓ Touring & festival industries
- ✓ Promoters
- ✓ Venues
- ✓ Brands (sponsorship / endorsement deals)
- ✓ Social media platforms
- ✓ Consumer electronics

Photo by Jordon Conner

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Industry Acceptance - 21,000+ Claimed Profiles

jaxsta

Etta James

Hans Zimmer

Harry Styles

Adele

Alicia Keys

H.E.R.

James Brown

Hot Chip

Mariah Carey

Calvin Harris

Doja Cat

Bruce Springsteen

Jennifer Lopez

David Bowie

Santana

John Mayer

Prince

Olivia Newton-John

A Tribe Called Quest

Bob Marley & The Wailers

Cher

Willie Nelson

Daft Punk

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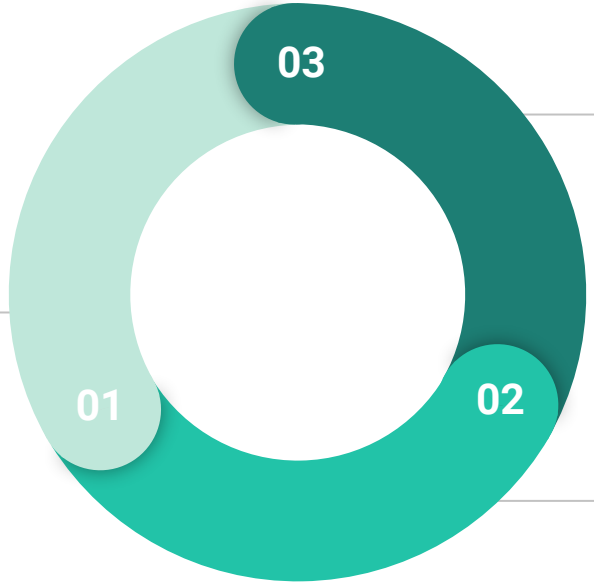
Jaxsta Business Opportunities

Jaxsta Big 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 Commercial API
Custom Data Solutions



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.

E-commerce related merchandise

Campaigns and Site Advertising

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.

Jaxsta Member, Jaxsta Plus, Jaxsta Business, Jaxsta Enterprise, Jaxsta Fan, Jaxsta Works

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

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Big Data: Revenue Stream #1

Issue

Inaccurate Data in the music industry - Data Service Providers (DSPs), industry bodies and fans are often forced to source poor and unauthorised data.

How does Jaxsta address this?

Big Data (API) Supply

- Jaxsta aspires to be the official and authorised source of music data
- Music metadata adds value to DSPs' services via: credit attribution, improved search/query responses, interface enrichment and playlist creation/editorial/discovery

[1] 2020 | Musically "How many users do Spotify, Apple Music and other big music streaming services have?" https://musically.com/2020/02/19/spotify-apple-how-many-users-big-music-streaming-services/

Market Size:

Spotify — **130m paying users**
286m total users [1]

MUSIC — **80m paying subscribers inc. free membership** [1]

amazon music — **56m paying users** [1]

YouTube — **Over 1.0 billion active users, 20 million subscribers** [1]

TENCENT MUSIC ENTERTAINMENT — **657m users, 43 million subscribers** [1]

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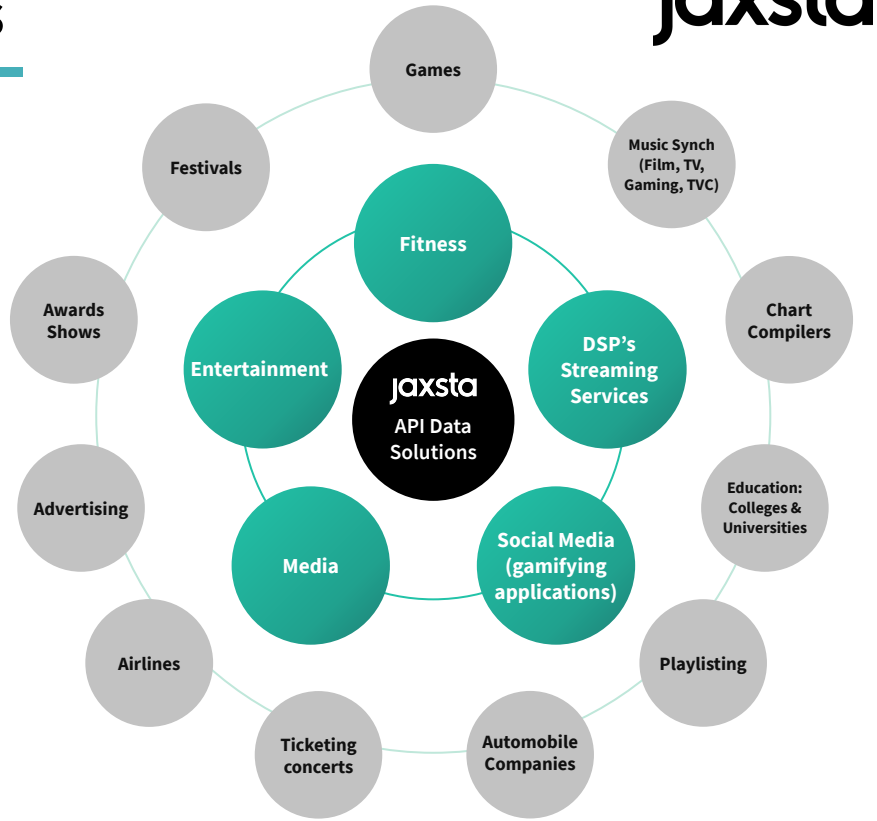
Key API/Data Solution Markets

- 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

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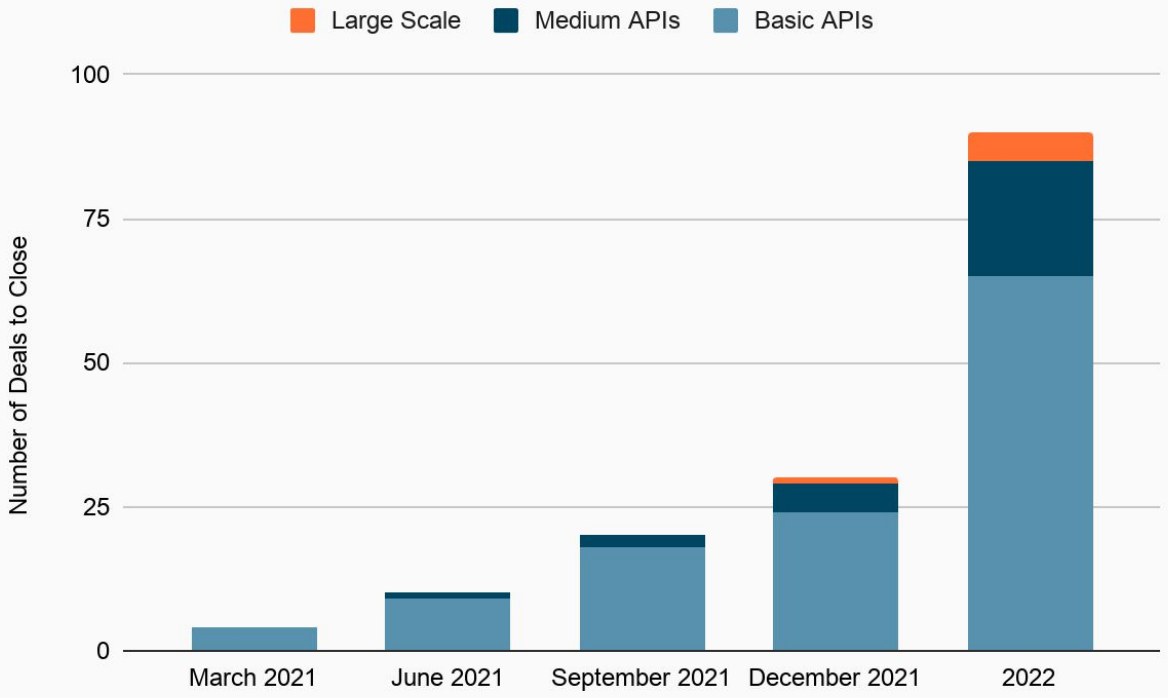
API Sales Pipeline



Scale of API dependent on number of call per month (200K-20M)and number/type of data sets required

- Current pipeline of over **80 deals** at different levels of qualification.
- Immediate term focus is to convert those in advanced conversation which are customers with simpler requirements.
- At the same time progress the discussions with customers with more complicated needs and start closing those later in the year.

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Big Data: Revenue Stream #2

Issue

Lack of networking and employment opportunities for industry professionals, including producers, engineers, artists – post the demise of the record jacket.

How does Jaxsta address this?

Jaxsta Pro B2B Subscription Based Service

- Launched Nov 2019a
- Repositioned in tiered levels commencing June 2021

Market Size:

Industry Pro Subscriptions

- **Think LinkedIn or IMDb Pro for industry professionals**
- **Pricing based on tiers according to user group from US$125 for base subscriptions***
- **Creative industries employ 3.9 million globally 1,2**
- **Addressable market in the Production, Distribution, creative and promotion areas of the industry**

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Jaxsta Tiers

Our customised tiers provide different levels of access and functionality to address the different needs of our target audiences.

Jaxsta (Free)

Public facing information available to general public.

Jaxsta Core (Free with Login)

Claim Profile, Basic Updates, Sign In Access to features

Jaxsta Plus (Paid)

Managing an individual profile & more.

Jaxsta Business (Paid)

Manage roster tools, reports, multiple seats.

Jaxsta Enterprise (Paid)

Manage roster of any number of profiles, increased data report access

Jaxsta Fan (Paid)

Longer term premium fan experience.

Jaxsta Add Ons

Additional data sets or tools to complement any tier

Works (Paid)

Add on access to publisher data and tools

Jaxsta Jobs (Paid)

Ability to find your next gig

Jaxsta Touring (Paid)

Touring tools and partnerships

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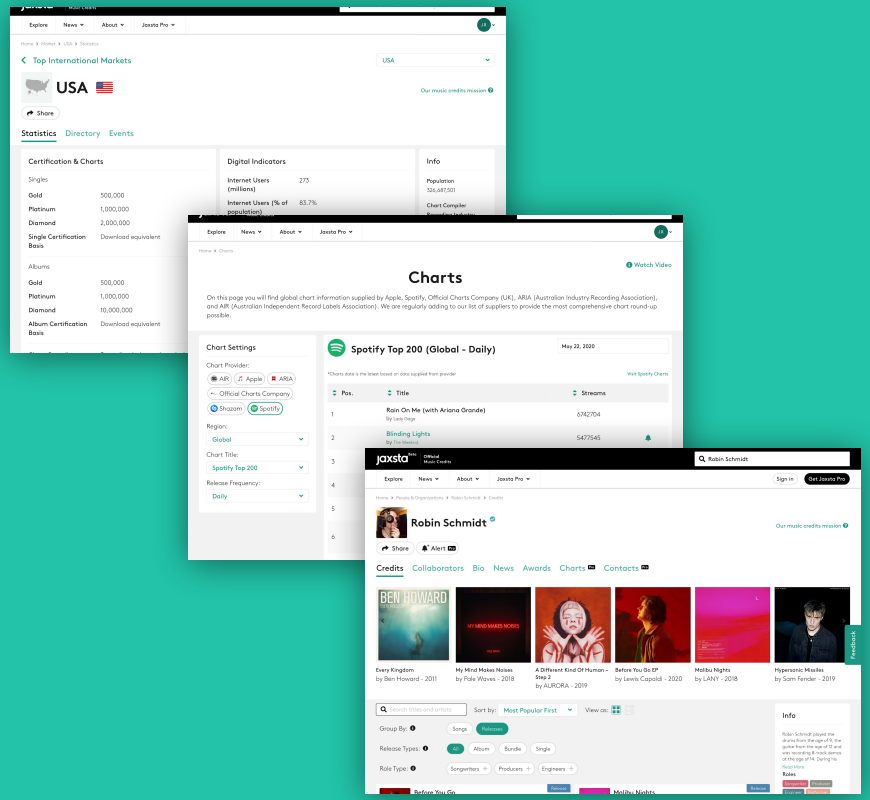
jaxsta Pro

The ultimate tool for music industry professionals

- Manage Multiple Profile Pages
- Access Global Music Charts
- Customized Chart Alerts
- Top 20 Music Markets Data
- Industry Events Calendar
- View Works and Publishing Data (Coming Soon)
- Claim Neighboring Rights Royalties (through Songtradr)



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LinkedIn Subscriber History

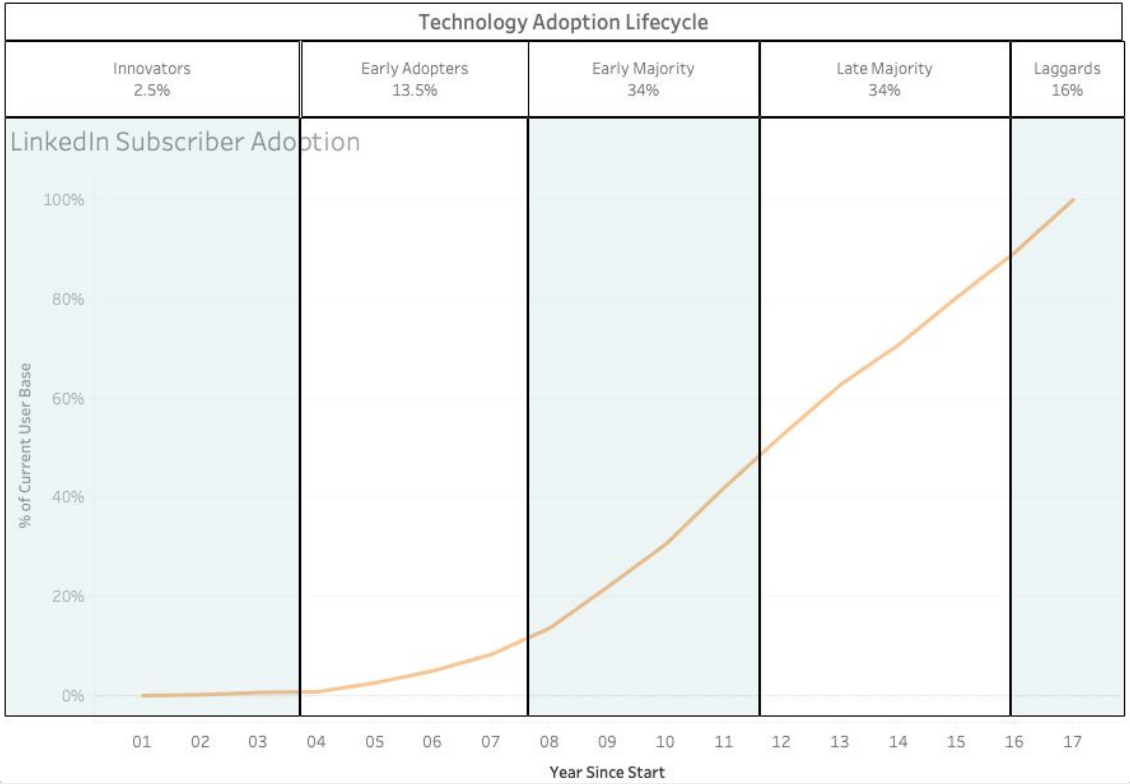
660M users worldwide as of 31 Dec 2018

Started in 2003, reached profitability in 2006.

LinkedIn had a total of 4,500 subscribers at the end of its first month.

The revenue comes from three sources Talent Solutions (65%), subscriptions (17%) and Marketing Solutions (18%).

Active membership estimates are between 25-40%. Users spend 10:20 minutes a day looking at 8.5 pages.



Source: https://thelinkedinman.com/history-linkedin/
https://www.businessofapps.com/data/linkedin-statistics/

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eCommerce: Revenue Stream #3

eCommerce + Marketing Solutions

- Advertising
- Concert referrals
- Merchandise
- Sponsorships + partnerships

Market Size:

Vinyl sales totalled $504 million in 2019[1]

83.1 million users USA 2020[2]

2019 record-setting year $840 million Online Ticket Sales[3]

$3.5 billion in 2018 Band Merch Sales[4]

[1] 2019 | RIAA Revenue Statistics Report 2019
[2] 2020 TechCrunch | Nearly 70% of US Smart Speaker owners use Amazon Echo devices
[3] 2020 | Variety | Concert Industry Could Lose Up to $9 Billion in Ticket Sales This Year, Study Shows
[4] 2019 | IQ Mag | Music Merch Sales Boom

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Growth Vision

2020

Where we finished

- 80,000+ Jaxsta Pro Members - Free
- Jaxsta Data Solutions Commence
- 32 Million recordings
- 20,000+ profile claims

2021 & Beyond

Where are we heading?

- 250,000 Jaxsta Pro Members & paid tiers
- Annual Recurring Revenues from Jaxsta Pro, Jaxsta Data Solutions, Marketing Solutions
- 100M recordings
- Jaxsta eCommerce & Marketing Solutions
  - Advertising
  - Concert Referrals
  - Artist Merchandise

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Jaxsta Priorities

	Current	Near Term	Medium Term	Longer Term
Jaxsta Pro	86,000+ Jaxsta Pro Members One-size fit all subscription - Jaxsta Pro Free	100,000+ Jaxsta Pro Members Jaxsta Member Tier Launches $ Jaxsta Plus Tiers = Launches $ Jaxsta Works Module Enabled $ Initial Jaxsta Reports	$ Jaxsta Business Launches $ Jaxsta Enterprise Launches $ Jaxsta Fan Launches Fan focused layout deployed	Jaxsta App Launches $ Jaxsta Jobs Launches $ Jaxsta Touring Launches $ Jaxsta Reporting Module Enabled
Jaxsta Big Data	$ Initial commercial API sales	$ 10 API deals engaged $ Works Data In API	$ 20-30 API deals engaged > $1 mil Large scale Data Solution deployment Additional data sets ingested	$ 80+ API deals engaged Continued data acquisition and development
Jaxsta E-Commerce	Jaxsta.com	Increase Jaxsta site traffic Promote Brand within Industry	$ Merchandise and Affiliate Sale integrated Promote Brand outside of industry	The destination for industry promotion and fan engagement

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$ Denotes revenue streams

Investment Highlights

- Strong relationships and buy-in from record labels and music industry
- First mover advantage - most comprehensive, publicly-facing, official music credits provider of its kind
- 259 official data partners providing over 1 million labels, representing ~approx. 90 percent of the global recorded music industry [1]
- Live products: Jaxsta.com, Jaxsta Pro and Jaxsta Commercial API
- Revenues in 2021 via Jaxsta Pro and Jaxsta API
- Significant and global addressable market
  US$200+ million addressable market p.a. for Jaxsta Pro subscriptions alone [2]
- Structural shifts and secular growth are healthy tailwinds, which according to the Goldman Sachs 2020 music report, will see the music Industry nearly double in value by 2030.

[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)
Image by Freeestocks

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Board, Management & Advisory

Board

Linda Jenkinson
Independant, Non-Executive Chair

Linda Jenkinson is a successful business woman and entrepreneur with over 25 years of general management and consulting experience. She's founded numerous businesses and was the first New Zealand woman to list a company on the NASDAQ stock exchange, with DMSC, the $250 million on-demand courier company she co-founded. Linda Jenkinson is an experienced company director, sitting on multiple boards including Air New Zealand, Eclipx Group and Guild Group.

Management Board

Jacqui Louez Schoorl
CEO, Executive Director
& Co-founder

Jacqui has over 27 years of experience in entertainment: music, film and television, working in both public and private companies: ASX:EVT, EMI, Fox Studios Australia, Channel 9 and Lucasfilm. A regular panelist from Sydney to New York. Jacqui volunteers as the Founder of Women In Music Sydney and Dementia Australia. Jacqui is a graduate and member of the Australian Institute of Company Directors. Jacqui founded Jaxsta in 2013 having originated the concept in 2006.

Management Board

Jorge Nigaglioni
Chief Financial Officer, Company Secretary, Executive Director

Jorge has over 24 years of experience in accounting and finance roles in both public and private companies. Jorge has been CFO for three publicly listed companies in the United States and Australia. Jorge has an MBA from the University of Wisconsin-Madison and a BSBA from 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.

Management

Michael Stone
Chief Technology Officer (CTO)

Michael has more than 25 years experience working in technology companies spanning defence, mobile communications, big data analytics and retail insights in both global corporations and startups. After a successful career at Ericsson, he became CEO of Amethon Solutions, a startup focused on providing bi data insights and analytics to mobile carriers. Michael has an MBA from RMIT University and Bachelor of Engineering from Canberra University.

Board

Brett Cottle
Independant, Non-Executive Director

Brett was the Chief Executive of Australasian Performing Right Association Ltd (APRA) for 28 years and also held the position of Chief Executive of Australasian Mechanical Copyright Owners Society Ltd (AMCOS). Brett holds a law degree from Sydney University, is a past Director of the Australian Copyright Council and International Confederation of Societies of Authors and Composers (CISAC) and a past member of the Copyright Law Review Committee. In 2012 Brett was awarded the Order of Australia.

Board

Ken Gaunt
Non-Executive Director

Ken is a successful entrepreneur and investor with over 30 years of experience in sales management, corporate advisory and early-stage business development. Ken co-founded and was the managing director of Electronic Banking Solutions Pty Ltd which he grew into Australia's largest independent ATM operator. After a successful merger with Cashcard Australia Limited, Ken completed the $330 million sale to an American private investment firm. Ken is a director of Sydney Seaplanes and K2 Energy Limited.

Observer

Paul Wiltshire
Board Observer
CEO Founder of Songtradr

Entrepreneur and technologist with previous successful exits. International multi award-winning record producer, songwriter, having produced and/or composed music with sales of over 15 million records, including twelve #1 selling albums/ singles and twenty-eight top 20 albums/singles. Collaborated with artists such as The Backstreet Boys, Human Nature, Delta Goodrem, Guy Sebastian, Engelbert Humperdinck, and Vanessa Amorosi. Paul founded Songtradr in 2014.

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Thank You

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

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Jorge Nigaglioni
CFO & Company Secretary
jorge.nigaglioni@jaxsta.com

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Appendix

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Jaxsta Timeline

2013

- Initial work on Jaxsta wireframe creation commences

2015

- Jaxsta is Incorporated
- Initial private investment in Jaxsta

2016

- Mobilarm invests in Jaxsta
- Data licence agreement with Aria
- First R&D Grant received

2017

- Industry Beta testing starts
- 2nd R&D Grant received
- Industry Beta testing completed
- GRAMMYs long form contract signed

2018

- Jaxsta agree to a reverse takeover with Mobilarm
- Pre IPO raise commences $2.5m raised in total
- 3nd R&D Grant received
- Sony Music long form contract signed
- Jaxsta lists on ASX – Listing price $0.20

2019

- Universal Music & Warner Music long form contract signed
- Jaxsta Beta launched - product is live
- First API used by The Recording Academy for Behind the Record campaign
- Jaxsta Pro Launched - product is live
- 4th R&D Grant received
- Trademark confirmed – Credit Where Credit Is Due

2020

- Jaxsta Pro profiles claimed Billie Eilish, John Legend, Portugal. The Man, Rita Wilson, Questlove
- April 2020 – Reaction to Covid > Jaxsta.com Pro Free
- 6 May 2020, 3000 Pro Members > 30 November 2020, 80,000+ Pro Members
- Songtradr invests $1.92M in Jaxsta
- 5th R&D Grant received
- Over 71 Million shares trade on ASX in one day

2021

- Jan - Jaxsta's first paid API agreement signed
- Kobalt Music Partnership
- 4+ API deals March 1st

Future

- Jaxsta grows Data Solutions business
- Jaxsta releases Jaxsta Pro Tiers
- Jaxsta incorporates e-commerce into site
- Jaxsta App to enhance mobile experience

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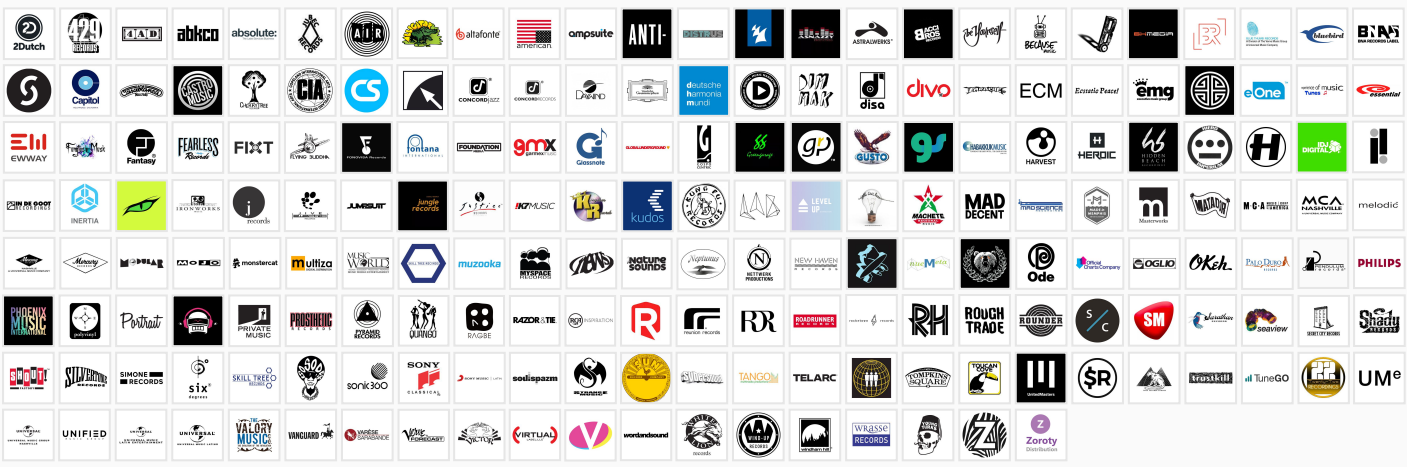
OUR PARTNERS - 235K partners = 1 million labels

Major Partners

Labels

Distributors

Labels Publishers Associations



Partners Being Loaded

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"I am proud to be working with Jaxsta – this giant database of official music credits. As songwriters and artists, it's important to receive proper credit for songs we've written, co-written and released, because it helps people find our music. In an age where it's become increasingly more complicated to find credits, lyrics, and more, Jaxsta has made it your one stop place."

Rita Wilson

jaxsta Pro Beta

“Records don't happen by magic. They happen because of people: singers, musicians, engineers, producers, and a million other unsung heroes who are instrumental in making the music that you hear. I always thought that someone should create a database that links the people to their credits, so that the right people get credit. And now Jaxsta has.”

Questlove

(GRAMMY-winning musician, producer, and co-founder of the Roots)

jaxsta Pro Beta

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