ASX ANNOUNCEMENT

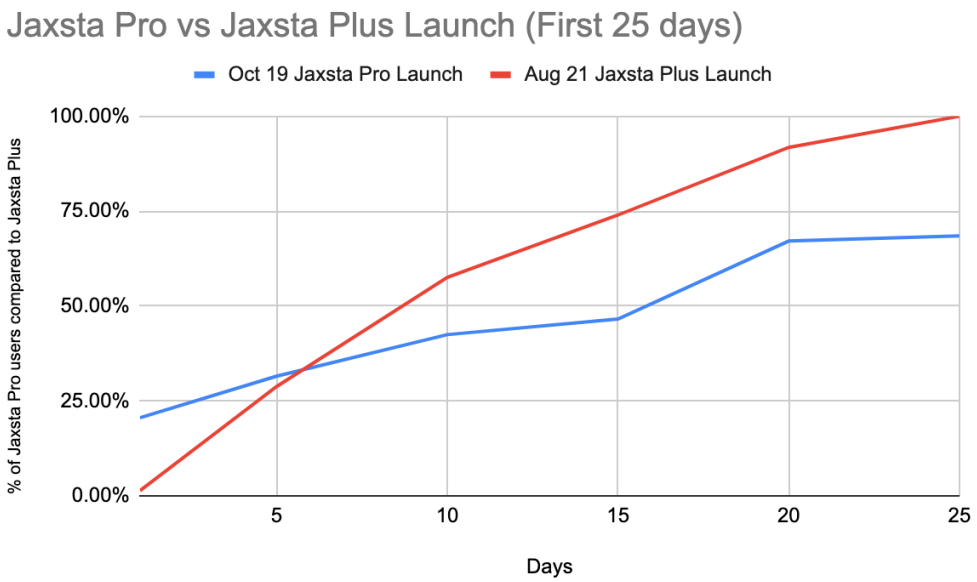
Clarification – Market Update

Sydney, Australia, 20 September 2021: Jaxsta Limited ACN 106 513 580 (Jaxsta or the Company, ASX: JXT) the world's largest public-facing, dedicated database of official music credits, is providing a clarification on the update presented on 8 September 2021.

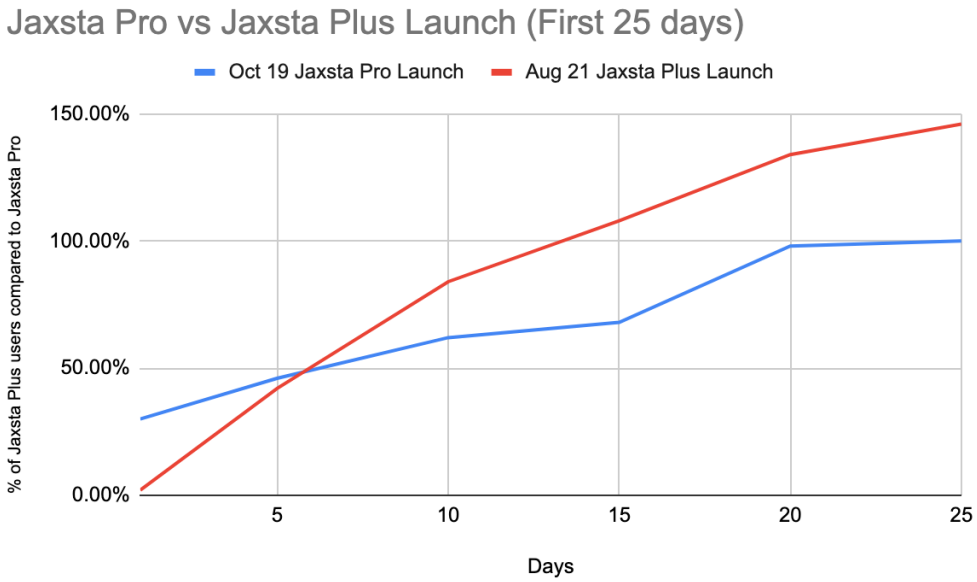
As a further clarification on the figures on slide #9 of the market update, we clarify the intent and interpretation of the chart shown. The first part of the slide depicted the adoption of Jaxsta Plus compared with the original launch or Jaxsta Pro. This was meant to demonstrate the better adoption rate when compared to the original launch. After the initial 25 days, we had gathered 46% more new users to the service compared to the new users gained during our previous launch.

The current number of users of the service has not been reported yet as the total is not considered material at this time. The Company has just launched the service and is progressing through the various stages of its re-launch which includes A/B testing with small groups and marketing campaigns during this time. The Company is looking forward to being able to share subscribers numbers as soon as they complete this initial rollout phase of Jaxsta Plus and their impact on revenues.

The associated chart shows this on a timeline to show that the adoption has been consistently above during this launch. The scale of the chart was shown using Jaxsta Plus as the constant.



We also show the original Jaxsta Pro launch as the constant to show the same impact.



As such, the figures represent the following:

% of paid users compared to other launch	Jaxsta Pro Launch as the Constant	Jaxsta Plus Launch as the Constant
Jaxsta Plus	146%	100%
Jaxsta Pro	100%	68%

In addition, we also indicated that the total users of Jaxsta Plus including existing members was 592% as of the date compared to Jaxsta Pro. This represented the inclusion of previously paid Jaxsta Pro members who were migrated to an existing Jaxsta Plus Paid subscription. This represents that the total is continuing from the level where we temporarily transitioned Jaxsta Pro from a paid to a free service. This served to highlight that the 46% was on new users or free users migrating to paid and that we have retained the previous Jaxsta Pro paid members to build upon. The original Jaxsta Pro paid run occurred over 179 days.

Jaxsta Plus, New Members (as per above table)	146%
Jaxsta Pro members migrated to Plus	446%
Total as at day 25 of Jaxsta Plus launch	592%

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, 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.

Authorisation & Additional Information:
This announcement was authorised by the Board of Directors of Jaxsta Limited

Jaxsta Investor Relations:
E: jaxstainvestors@jaxsta.com
P: +61 2 8097 1201

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

-Ends-