

jaxsta

Business Update

October 13 2020, 11.30am AEDT Webinar

Becoming The Music Metadata Marketplace



only
use
for
personal
use

Questions

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



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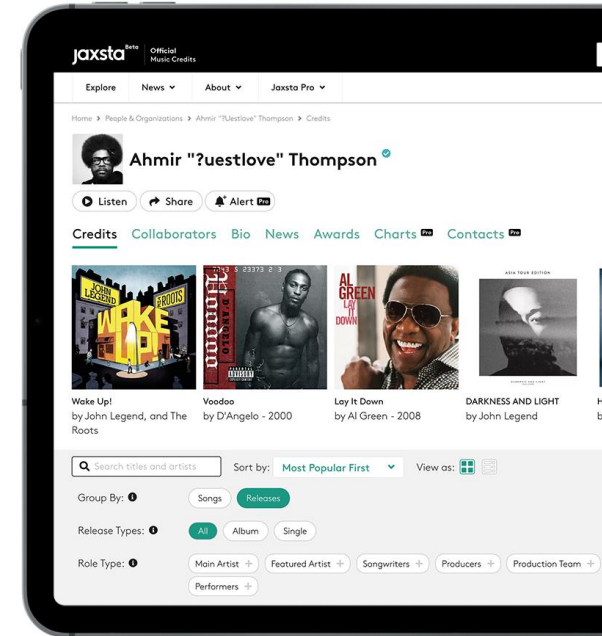
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What is Jaxsta?



- 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'.



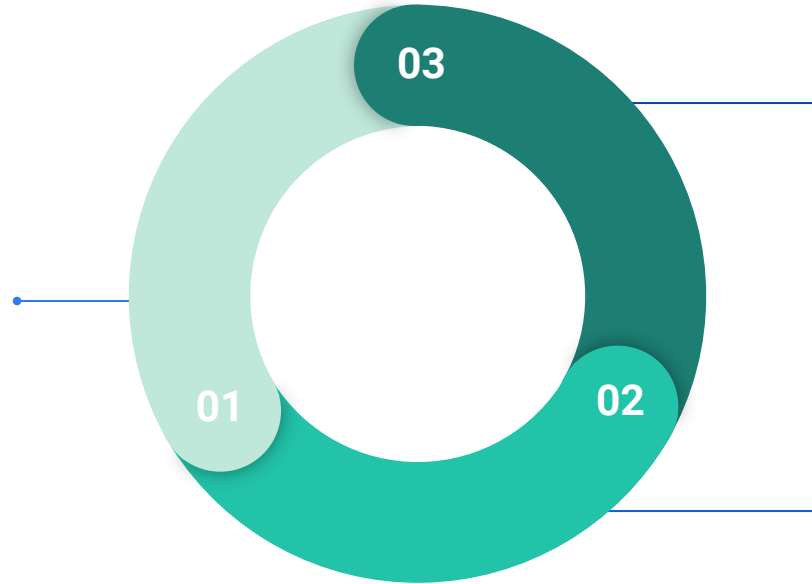
Jaxsta Business Opportunities



Jaxsta 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 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.

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

Initial Sources Of Revenue

Jaxsta Pro Tiered Subscriptions
Recurring Revenue
20%-30%

Jaxsta Pro Free
Jaxsta Pro Creative
Jaxsta Pro Manager
Jaxsta Pro Ultimate



Jaxsta Data Solutions
Scalable Solutions

50%-60%

Commercial APIs
Custom Data Solutions



Jaxsta eCommerce and Marketing Solutions
Diversified Revenues

20%

Site Advertising
Campaigns and Promotions
Affiliate Sales & Licensing

Jaxsta Pro user growth feeds site usage to grow marketing solutions, and the usage provides more data to enhance our data solutions.

Jaxsta Data Solutions provide unique tools to enhance Jaxsta Pro for its users and provide unique solutions for Jaxsta Marketing.

Jaxsta Marketing gives customers further opportunities to leverage the Jaxsta information and be the hub to interact with their followers.

internal use only

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.

The screenshot shows a verification form on the Jaxsta website. At the top, there is a search bar and a navigation menu. A teal banner reads "URL links to the profiles that should be merged." Below this is a profile picture of Louis Schoorl. The main heading is "Verify your connection to Louis Schoorl". The text explains that the team needs to confirm the user's identity to edit the profile. There are two input fields: "Full Name*" and "Relationship to Louis Schoorl*".

The screenshot shows the verified profile page for Louis Schoorl. It includes a search bar, navigation menu, and a breadcrumb trail: "Home > People & Organizations > Louis Schoorl > Credits". The profile picture and name "Louis Schoorl" are at the top, with a blue checkmark indicating verification. Below the name are buttons for "Listen", "Share", and "Info". Further down are "Claim Pro" and "Alert Pro" buttons. A section titled "Our music credits mission" is followed by tabs for "Credits", "Collaborators", "Bio", and "News". The "Credits" tab is active, showing three items: "Devil You Don't by CXLOE", "Sleep Talking by Charlotte", and "Beg by Olivia O'Brien".

The screenshot shows the "Edit Bio" page for Louis Schoorl. It includes a search bar, navigation menu, and breadcrumb trail: "Home > People & Organizations > Edit > Louis Schoorl > Bio". The profile picture and name "Louis Schoorl" are at the top, with a blue checkmark and an "Edit Mode" button. Below the name is a "Back to profile" button. The "Bio" section is highlighted, and the "Edit Bio" button is active. The bio text reads: "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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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 ✓

“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.

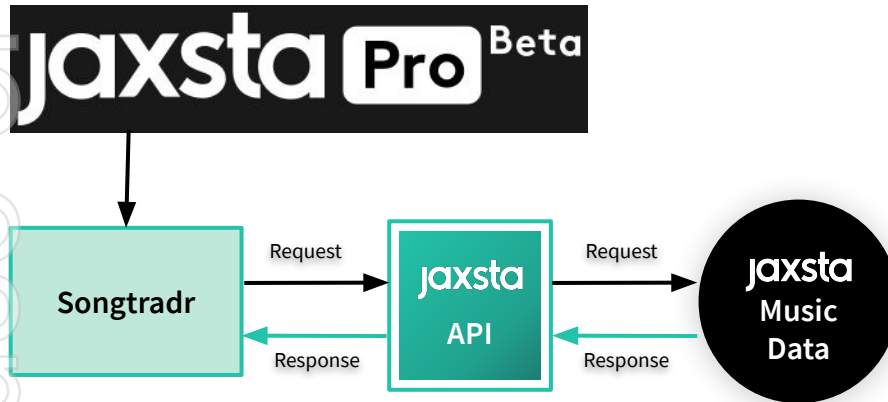


An example of the API being used in context

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

- 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...

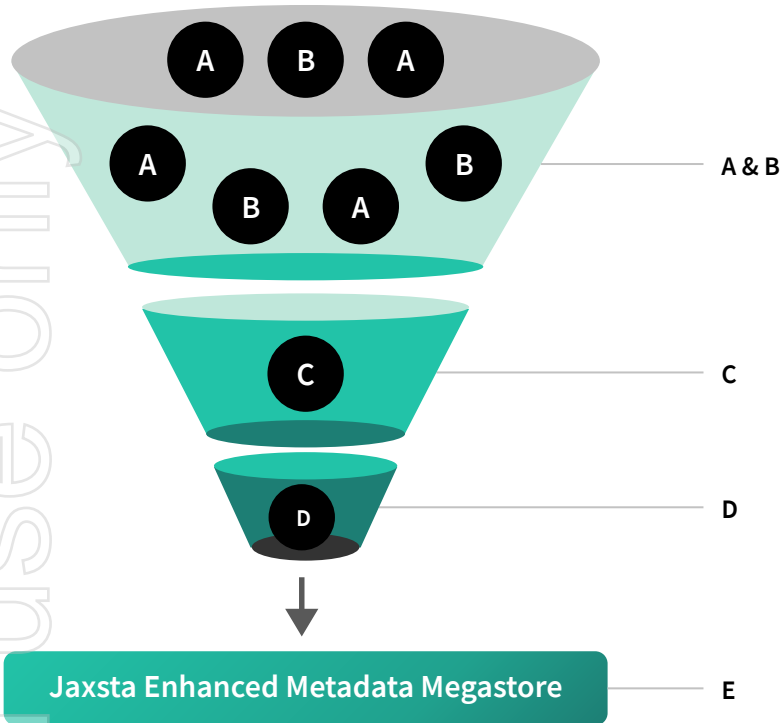
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- Trusted data - we have the official data from the source
- Jaxsta cleans and matches the data it receives in order to deliver consistent and accurate data for the user
- Our data is not crowd sourced, with unknown validation
- **Our platform allows 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 15 106 513 980

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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Jorge Nigaglioni

CFO & Company Secretary

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The Jaxsta logo is located in the bottom right corner of the slide. It consists of the word "jaxsta" in a bold, lowercase, sans-serif font. The letter "j" is significantly larger and more prominent than the other letters. The logo is positioned in the bottom right corner of the slide, below the contact information for the CFO.