



ASX ANNOUNCEMENT

Company Update at Annual General Meeting

- **AGM at 1:00pm AEDT on Thursday, 26 November 2020.**

Sydney, Australia, 26 November 2020: 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 Company Update to be delivered at Jaxsta's Annual General Meeting being held today.

For further information please contact:

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

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-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^{Beta}, 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.

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Jaxsta AGM Presentation (ASX:JXT)

26 November 2020

Presented by

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CEO and Co-Founder

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Questions

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




Use this instead of the chat button as questions will be answered from the Q&A tab.



Growth Vision

2020




Where are we now?

-  80,000+ Jaxsta Pro Members - Free
-  Initial Jaxsta Data Solutions roll out
-  21,000+ profile claims

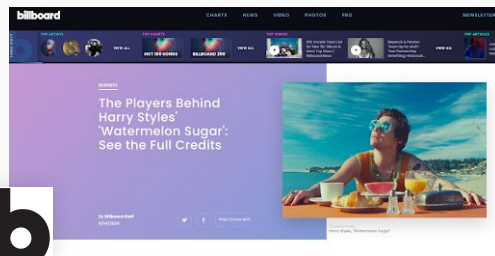


2021

Where are we heading?

-  Data Solution adoption grows and data types & sources expand to address new opportunities
-  API Commercial sales
-  Jaxsta eCommerce and Marketing Solutions
 - Advertising
 - Concert Referrals
 - Artist Merchandise

Industry Marketing Campaigns



“The Players Behind Campaign” with Billboard

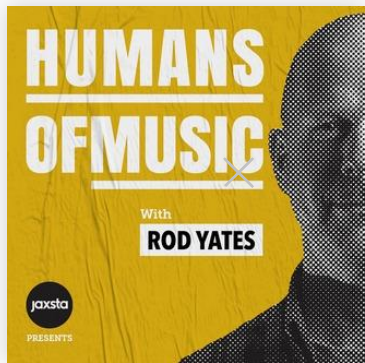
- Billboard - the definitive music charts in the USA
- Jaxsta is their exclusive data provider for this weekly campaign
- Distributed to their PRO membership base
- Article credits Jaxsta and links back to our site



GRAMMYS “Behind the Record” Campaign

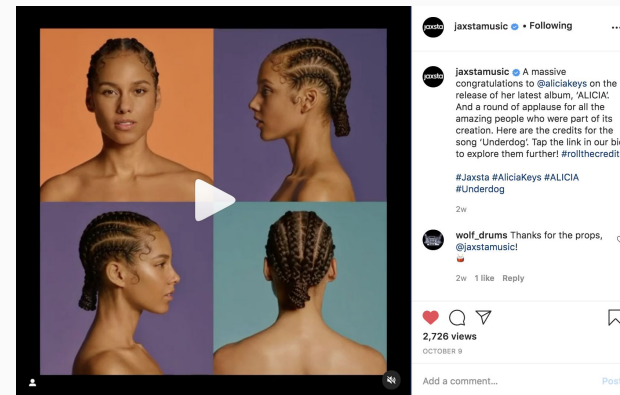
- Exclusive use of Jaxsta’s API
- Significant industry social media marketing campaign
- Top posts had over 400K impressions including Billie Eilish, Lil Baby, Blake Shelton, Lady A and Tom Morello
- Second year we have partners with the Recording Academy

Industry Marketing Campaigns



Humans of Music Podcast & SiriusXM (NASDAQ: SIRI)

- SiriusXM US largest satellite radio station with 150 million listeners - largest addressable audience in the U.S.
- Humans of Music new weekly show on [Volume Channel 106](#) "Music Talk That Rocks"
- Debuts December 7 at 1pm ET and 10am PT
- Hosted by our Head of Original Content - Rod Yates
- First Southern Hemisphere show airing on SiriusXM's Volume



Jaxsta Roll the Credits

- Rolling credits to promote all participants - just like a movie
- New fortnightly campaign crediting everyone involved
- Each person tagged in post and separately privately messaged
- 30% uptake: follows, shares, profile claims from these post/tags
- Campaigns: [Alicia Keys](#), [Ruel](#), [Stevie Wonder](#) and [Lany](#)

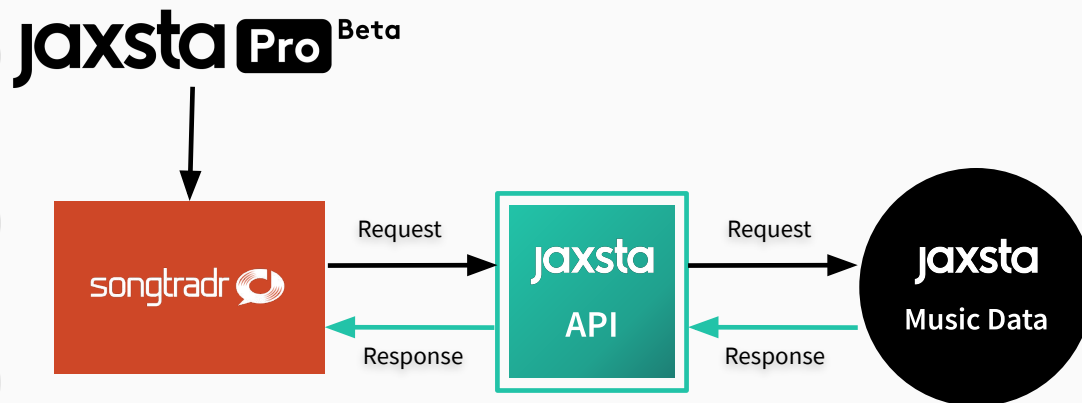
Alicia Keys - Underdog - #RollTheCredits



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Songtradr Integration - 1st QTR 2021

- Integration with Songtradr underway
- Preliminary design UAT with the industry completed
 - *“This is awesome, I think if people like me (kinda ignorant to this stuff) were aware of this they would sign up very fast”*
- Estimated delivery 1st QTR 2021



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The Growth of Music

Music industry expected to double in size by 2030 to US\$130B

<https://www.goldmansachs.com/insights/pages/infographics/music-streaming/>

Image by Curtis Potvin

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Short Term Focus - Deliver On All Three Segments

Strategic Initiative

Become The Authority

Become The Key Industry Resource

Help People Promote Their Careers

Diversify Revenue Generating Segments

Keep Users Engaged

Tailoring Our Message

Spreading The Word

Diversify Revenue Generating Segments

Target Result

Increased Site Traffic

Increasing Membership

Increasing Jaxsta Profile Claims

Initial Data Solution Revenue Streams
2 API Deals Signed By CY End

Maintaining Customer Service

Actively Integrating User Feedback

Promoting Our Unique Value Proposition (UVP)
features

Initial Marketing Solution Revenue Streams

Status

In Progress

Continuing

Continuing

In Progress

Continuing

Continuing

Delivering

In Progress





“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}
Free in 2020

Thank You

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

jaxsta.com

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Sign-up to the Jaxsta Investor Newsletter:

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