



ASX ANNOUNCEMENT

Jaxsta-Songtradr Integration Goes Live

Sydney, Australia, 6 April 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, today announced that the integration between Jaxsta and Songtradr has moved from beta to live and the marketing campaign has now commenced, reaching out to our existing 88,000+ members.

The integration forms part of the strategic five-year commercial agreement the Company entered into with Songtradr in September 2020 to provide a bespoke tech-enabled revenue identification and collection service for Jaxsta Pro users identifying missing sound recording performance income ("Neighboring Rights"). The worldwide Neighboring Rights market is estimated to be worth a total of USD\$2.6 billion.¹ The market size is derived from the funds collected by Collective Management Organisations over time that have not been distributed due to a lack of identification to match to the various contributors of a sound recording.

The partnership with Songtradr provides Jaxsta with a new revenue stream, a new important feature providing an enhanced Jaxsta Pro subscription experience.

The exclusive five-year commercial agreement signed with Songtradr incorporates an upfront license fee of \$500,000 previously paid by Songtradr to Jaxsta (the "License Fee") and provides Jaxsta with 20% of Songtradr's net Neighboring Rights revenues received from Jaxsta users adopting the service after recoupment of the License Fee. The agreement has an option for Songtradr to renew on the same terms for a further five years.

Enabling the partnership is an API connection between Jaxsta and Songtradr that provides Jaxsta Pro members who have claimed their profile to utilise Songtradr's platform and tools to initiate collection and ongoing management of this revenue stream. Songtradr will utilise Jaxsta's music credits metadata to assist in the identification of uncollected royalties resulting from the performance of sound recordings claimed by Jaxsta Pro members.

Jacqui Louez Schoorl, CEO and Co-Founder, stated, "*We are thrilled to launch the integration and provide our Jaxsta Pro members with a world class solution for simplifying Neighboring Rights collection for rights holders and musicians. The partnership demonstrates the significant opportunity to solve the data-centric challenges faced by the music industry and to create new efficiencies through automation.*"

1

<https://www.musicweek.com/talent/read/the-neighbouring-rights-sector-looks-to-the-future/080469>



Paul Wiltshire, Songtradr CEO and Founder added, *“We’re very excited to launch this new product, creating a simple user experience for artists and rights holders and look forward to continuing to develop new solutions with Jaxsta that benefit the music industry.”*

For further information please contact:

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

www.jaxsta.com

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

-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.

www.jaxsta.com

ABOUT SONGTRADR

Songtradr is the largest B2B music licensing marketplace in the world providing music creators and rights owners with a complete tech-enabled solution for rights management and monetisation while providing B2B music users such as brands, advertisers, filmmakers, SVOD and broadcast networks, gaming, streaming and social media platforms with highly-efficient, AI guided access to music.

www.songtradr.com

ABOUT NEIGHBORING RIGHTS

Neighboring Rights relate to the public performance or broadcast of sound recordings (also known as master recordings) which contain performances by artists and musicians. Revenues are collected from broadcasters (including digital broadcasters) by Collective Management Organisations (“CMO”) which operate in most territories around the world. Revenues collected are shared between the sound recording owner, the featured artist and any performing contributors on the sound recording.

For personal use only