



## ASX ANNOUNCEMENT

### Heads of Agreement with Australian Institute of Music

**Sydney, Australia, 26 May 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 entry into a Heads of Agreement with the Australian Institute of Music (AIM) to work on improving the music industry education market through integration of Jaxsta into the research and curriculum and also assist with the creation of an AIM student alumni identity within the Jaxsta database. The companies will also promote each other as Academic Research Partners for 12 months. The HoA takes immediate effect today for a period of 12 months, with automatic renewal unless cancelled by either party 90 days prior to the renewal date.

The integration of Jaxsta into music education is pivotal as it allows Jaxsta to be adopted as a research tool in order to find official information for research in undergraduate and post-graduate programs. The partnership will allow AIM to incorporate Jaxsta and provide feedback for improvements and considerations for research activities and methodologies.

Additionally, the creation of an AIM alumni student identity will allow those people to have a profile within Jaxsta and a way to promote their careers throughout their life. The number of music students and alumni worldwide provides an opportunity for Jaxsta to become a key resource for the duration of their individual musical career. Jaxsta will be the source to validate the educational certifications of global music students, faculty and alumni as part of their Jaxsta resume.

#### Music Education Market Statistics (USA only)<sup>1</sup>:

- 1,795 number of music colleges
- 333,000 students per annum
- 43,000 faculty employed at those colleges

<sup>1</sup> <https://www.music.org/pdf/mihe/facts.pdf>

Jacqui Louez Schoorl, CEO and Co-Founder, stated, *"We are extremely proud to partner with The Australian Institute of Music (AIM) and to play a role in their important mission of nurturing the next generation of music industry professionals. The fact that AIM recognises Jaxsta's official music credits data as a valuable academic resource further validates Jaxsta's position as the go-to source for official music credits data. This partnership also provides Jaxsta with the opportunity not only to be a single source of truth that students can rely on for their research, but to help educate up-and-coming music industry professionals about the importance of accurate music credits and how being credited properly can help their career."*



Ed St John, Chair AIM Board added “AIM is thrilled to be joining forces with Jaxsta in this exciting new partnership. Both organisations share a common goal – to help build the innovative music industry of the future, enabled by smart technology and committed to supporting artists.”

Dr Greg Clarke, AIM CEO added, “As an independent higher education provider, AIM understands the value of accurate data and insightful research. We’re looking forward to collaborating with Jaxsta to create opportunities for our students, our alumni and the wider music community.”

For further information please attend the investor update during the Company’s EGM on 11 June 2021 or contact:

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

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## **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<sup>Beta</sup>, 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](http://www.jaxsta.com)

## **ABOUT AUSTRALIAN INSTITUTE OF MUSIC**

The Australian Institute of Music is the only private tertiary college in Australia dedicated exclusively to the pursuit of excellence in music. AIM offers a range of Music and Entertainment Management degrees of the highest academic quality – with both Short Courses, Bachelor and Masters programs.

Everything about AIM – from our venue and facilities to our teaching staff and course content – is here to give you what you need to excel. We offer a welcoming and inspiring creative environment where you can find your place in the musical world, collaborate with like-minded people, and really thrive.

[aim.edu.au/](http://aim.edu.au/)

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