

jaxsta

ASX:JXT Market Update
11 June 2021

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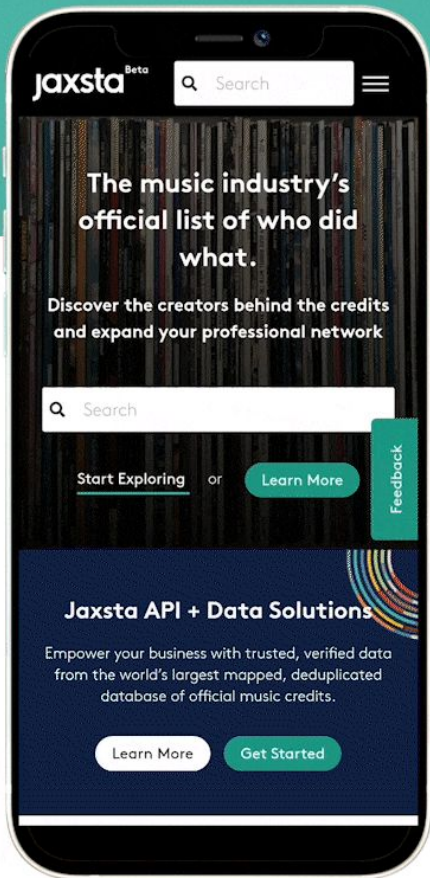
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Testimonial

Hank Teverbaugh, artist manager at Core Entertainment. Hank's clients include legendary songwriter, performer and piano player [Leon Russell](#) (Michael Buble, Amy Winehouse, Diana Krall, Joe Cocker, Barbara Streisand, Luther Vandross, The Carpenters and so many more). How Jaxsta was able to help Hank and his clients navigate the pandemic is a very compelling example of why our platform matters now and in the future.

Video duration 2:11 mins





Data is today's currency



△ **148.8 mil+**

Individual Official Credits

△ **38 mil+**

Individual Recordings

△ **94,000+**

Subscribers

△ **23,000+**

Official Jaxsta Profile Claims

△ **56.3 mil+**

Individual Pages

△ **283 k+**

New Credits Ingested Daily

In 20 years the music business transitioned from a physical product to digital

- Total Physical
- Performance rights
- Total Streaming
- Synchronisation
- Downloads/ digitals

The transition from physical to digital has occurred on the consumption side of the industry, but the data behind it has not migrated fully, leaving many gaps for older catalogs, inconsistencies amongst publishers, labels and distributors.

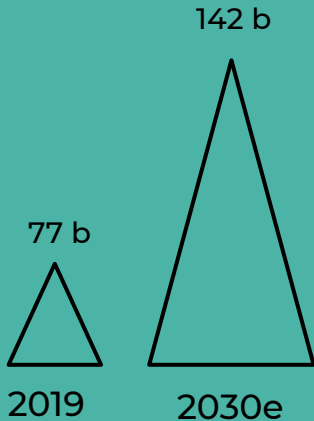
Global Recorded Music Industry - Revenues 2001 - 2009 (US\$ Billions)



Global Music Revenue

The global music industry has been growing since 2014. Goldman Sachs predicts the industry will continue to grow in 2021 and exceed pre-pandemic levels by 2023. They expect the recorded music business to double from \$77B in 2019 to \$142B in 2030, driven by a 3X increase in streaming revenues from \$22B in 2019 to \$75B in 2030.

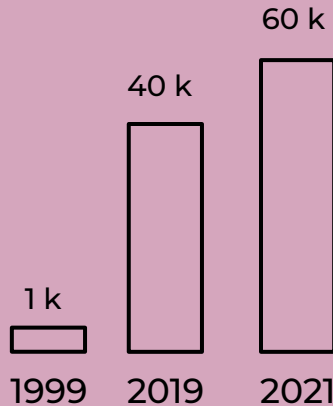
Recorded Music Revenue



Music Creation

Over 60,000 new tracks are uploaded to Spotify every day, up from 40,000 in 2019. There are 8,000,000 creators on Spotify creating the 22M tracks and podcasts annually, with the vast majority being independent contributors. Online distribution of their music and marketing through social media allows independent artists to start and even manage their careers without the traditional path of record labels and publishers.

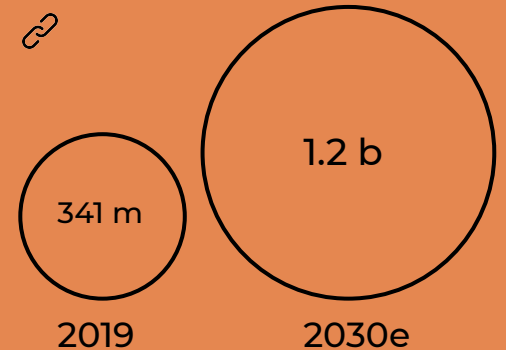
New Tracks Uploaded



Streaming

Artists, labels and publishers are taking advantage of the reach, ease and popularity of streaming platforms like Spotify and Apple Music to connect with consumers. Goldman Sachs expect the number of paid streaming subscribers to grow from 341M in 2019 to 1.2B in 2030.

Paid Subscribers



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New Partnerships

New Partnership

Australian Institute of Music

L-R Dr. Greg Clarke, Jacqui Louez Schoorl, Ed St John



Jaxsta is now an Official Education Resource

- + Jaxsta is now officially a part of music education curriculum
- + Access to current and past students, alumni and faculty for Jaxsta Pro profiles and membership
- + Creation of the first official resume for many students via their Jaxsta profile

Potential Education Market Size (USA)

▷ **1,795**
Music colleges

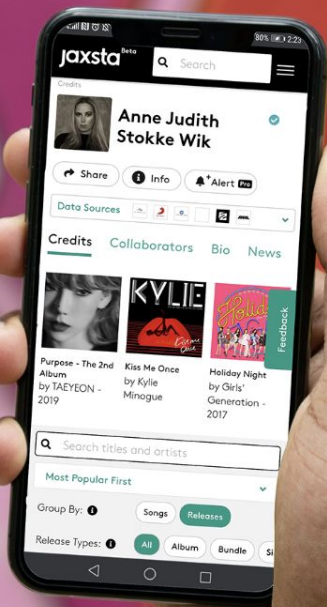
▷ **333K**
Students per annum

▷ **43K**
Faculty employed at those
colleges

▷ **\$42K USD**
Average tuition fee in the top 17
music schools in the USA

▷ **94K**
Visual and Performing Arts
Degrees per annum in the US
(2008-2018) approx, 93,000

API Data Solutions



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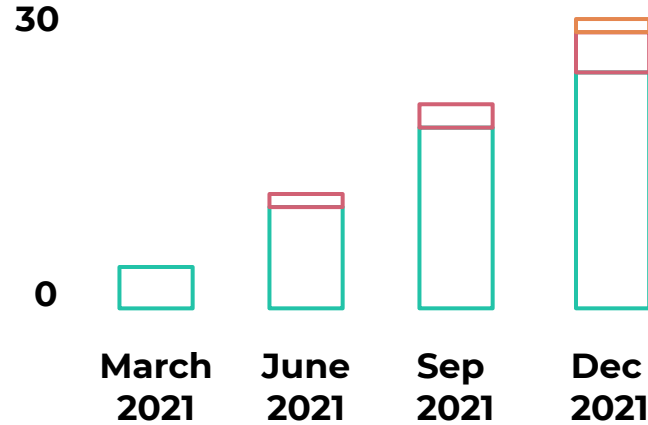
Jaxsta API Pipeline

▷ **Deals won**
Currently at 3, with 5 at contractual negotiations

▷ **60+**
Deals in immediate pipeline

▷ **100+ deals**
Deals in current total pipeline

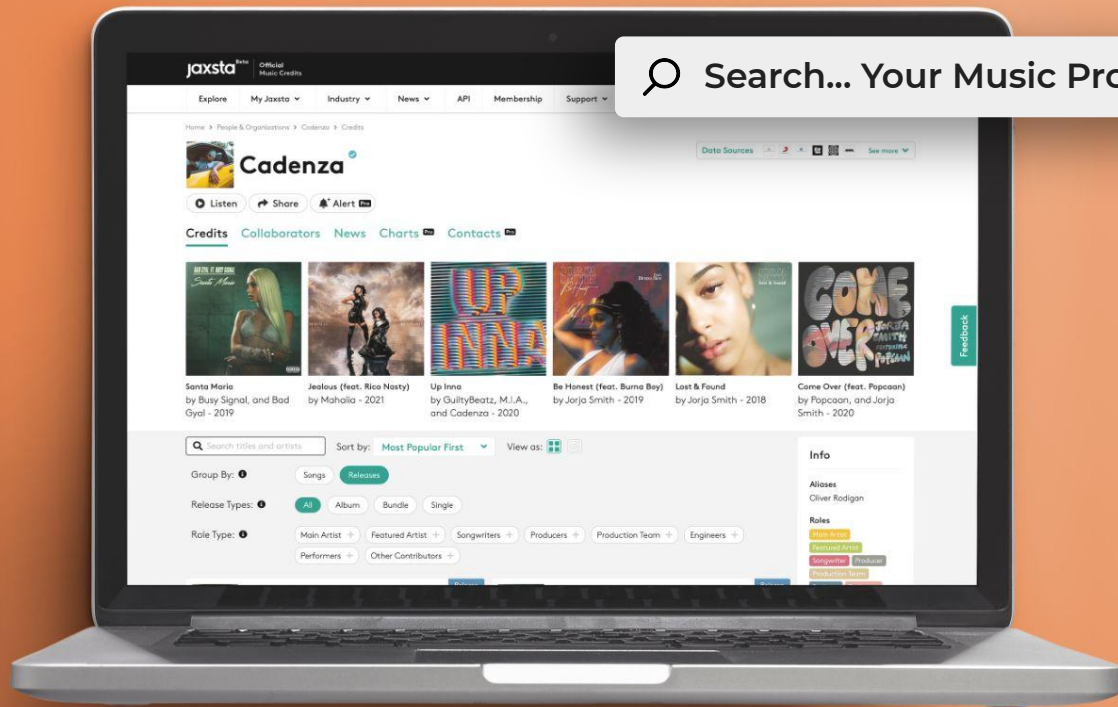
▷ **30 Deals**
Potential to close by December 31st and convert to monthly recurring revenue



- Basic APIs
- Medium APIs
- Large Scale

Jaxsta Pro

🔍 Search... Your Music Professional



Professional use only

jaxsta

Subscriber Acquisition & Usage

Our subscriber acquisition was refocused over the last few months on key personas that we identified as the initial power users of Jaxsta and for whom the tiers are being configured for.

A key measure for us has been the number of subscribers that view profile pages. The shift in subscriber focus has steadily moved the figure higher and has averaged over **86%** over the last two months signalling high engagement from subscribers.



Organic Traffic

A key focus over the last year has been on building the brand and making sure we are recognised as a go to source for the industry.

Our initial subscriber campaign focused on outreach via online, social and other media.

The constant adjustment, has enabled our organic search traffic to **increase from 14%** of our overall page visits in May 2020 to **54%** in May 2021.

Release page views have **increased 259%** year over year.



Pros vs Fans

We have made various improvements in the last months to separate the Pro experience from the general public. This will continue as we relaunch and create a more engaging fan friendly site that does not conflict with the Jaxsta Pro experience.

We continue improving our search capability, and its a key pillar of our long term strategy and value proposition.

The changes to the site will foster a better connection between creatives and fan.



Potential Jaxsta Pro Market Size (Users)

▷ **5.8M+**

Professionals in the global music industry

Potential Available Market (PAM)

▷ **3.8M+**

Professionals in the music industry that we believe have use for Jaxsta Pro

Total Addressable Market (TAM)

▷ **1.9M+**

Professionals in the industry that we believe we can reach with our offerings

Serviceable Available Market (SAM)

▷ **4 Key Personas**

Credit Owners
Advocates
Industry Organisations
Discoverers

▷ **Tiers for Personas**

Feature sets targeted at different personas and offered at the optimal price point for each persona

▷ **Free users**

There will still be a basic Jaxsta Pro tier in order to keep those users that are not ready to upgrade today but want to keep their records up to date

Jaxsta Pro Tiers

Our customised tiers provide different levels of access and functionality to address the different needs of our target audiences. Our mix of Jaxsta and Jaxsta Pro will separate the needs of the different users, just like IMDb and IMDb Pro.

**INITIAL TIERS LAUNCHING ON 27
JULY 2021**

- ▷ **Jaxsta (Free)**
Public facing information available to general public.
- ▷ **Jaxsta Pro Core (Free with Log in)**
Claim Profile, Basic Updates, Sign In Access to features.
- ▷ **Jaxsta Pro Plus \$\$\$**
Managing an individual profile & more*
- ▷ **Jaxsta Pro Business \$\$\$**
Manage roster tools, reports, multiple seats.
- ▷ **Jaxsta Pro Enterprise \$\$\$**
Manage roster of any number of profiles, increased data report access.
- ▷ **Jaxsta Pro Fan \$\$\$**
Longer term premium fan experience.

Jaxsta Add ons

Additional data sets or tools to complement any tier.

- ▷ **Works \$\$\$**
Add on access to publisher data and tools.
- ▷ **Service Tiers \$\$\$**
Future functionality for various add on services to be included in some tiers or paid per use.
- ▷ **Reports \$\$\$**
Our reporting capability will be targeted at the Business and Enterprise tiers with custom or additional reports available for a fee.

Internal use only



Jaxsta Marketing & Example campaigns

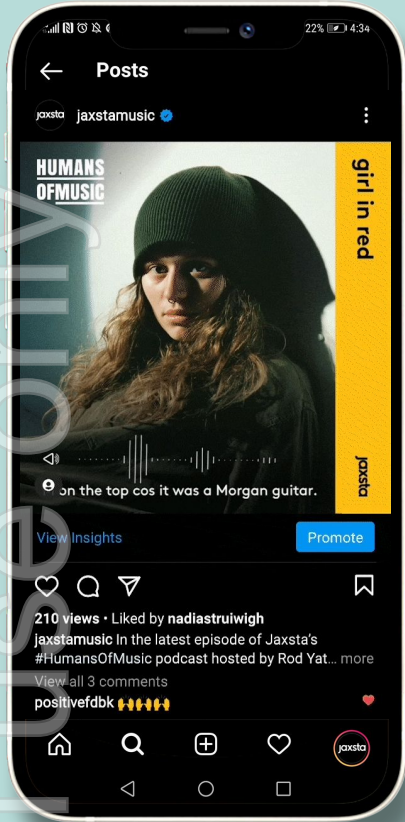
Marketing Strategy - Jaxsta Pro Tiers

- ▶ Focus is total customer obsession and acquisition
- ▶ Driving brand and customer loyalty
- ▶ Data driven strategies
- ▶ AB tested strategic creative and actionable digital and creative media and campaigns

Awareness, understanding and appreciation for Jaxsta has increased exponentially over this time, with significant goodwill amongst the music industry for our vision.

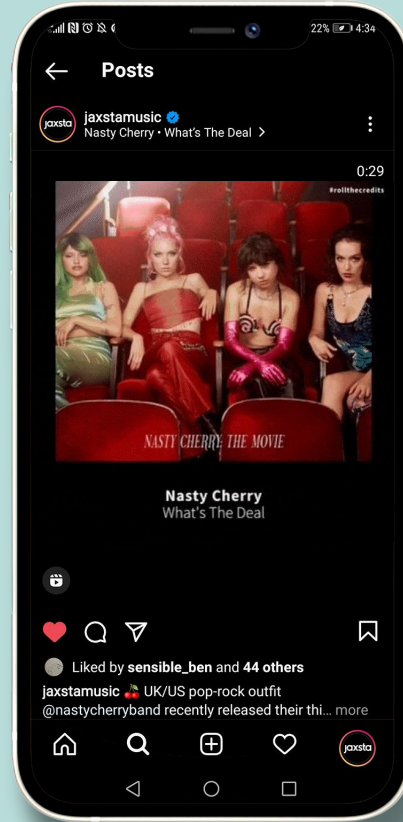
- ▶ Integrating full suite digital channels, driving ROI
- ▶ We know our customers, their personas, what their needs and desires are
- ▶ Shifting customer conversion from free to paid memberships





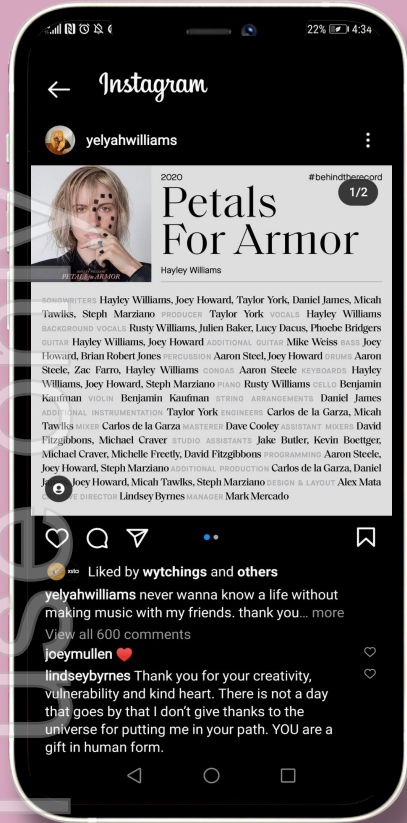
Humans of Music Podcast & SiriusXM

- ▶ **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"**
- ▶ Hosted by our Head of Original Content - **Rod Yates**
- ▶ **First Southern Hemisphere** show airing on SiriusXM's Volume



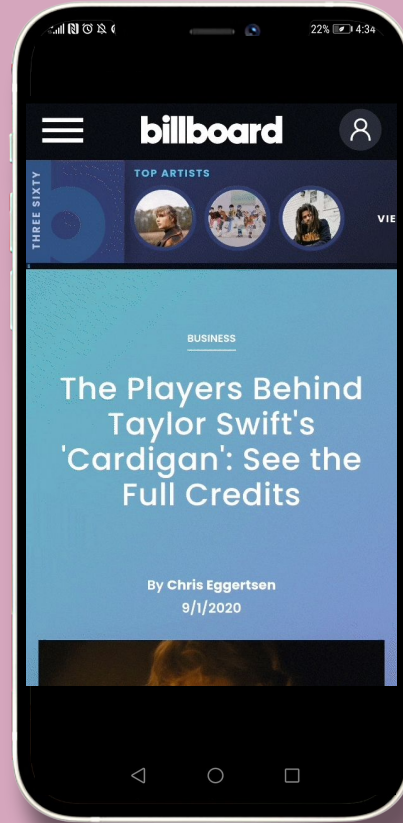
Jaxsta Roll the Credits

- ▶ **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
- ▶ Campaigns: [Alicia Keys](#), [Stevie Wonder](#), [Keith Urban](#), [Taylor Swift](#), [Barry Gibb](#), [Kid LAROI](#), [Silk Sonic](#), and many more...



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**



“The Players Behind Campaign” Billboard

- ▶ **Billboard** - the definitive music charts in the USA
- ▶ Jaxsta is BB’s **exclusive data** provider for this weekly campaign
- ▶ Distributed to their **PRO membership** base
- ▶ Article **credits** Jaxsta and links back to Jaxsta
- ▶ Article's to date have included: **Justin Bieber, Taylor Swift, Billie Eilish, Ariana Grande, The Weeknd, Harry Styles, Drake** and 30+ more artists

Engagement

So honored to be chosen as the @jaxstamusic profile of the week - these guys are helping artists, engineers, and songwriters receive credit where credit is due, and in turn are helping establish up-and-comers in the industry.

- **Jeremie Inhaber**

I partnered with @jaxstamusic. The most thorough credits around, I suggest all my music friends sign up!

- **Mitch McCarthy**



Thanks, @jaxstamusic !!• To my recording industry friends, if you're not hip to Jaxsta, check it out! @jaxstamusic is like IMDB for music...and then some...

- **Steven Wolf**



Jaxsta is an ever-growing resource for music credits, info, metadata-essentially the ultimate resource for playing 6 degrees of separation.

- **Andy Bull**



I've been harping on about @jaxstamusic to all my music people for a while now. they've put together the most comprehensive online database of music credits around and wrapped it all up in a really sleek and easy-to-use format. Great for music lovers to find out what other albums the producer of that record-you-love worked on to help you discover more music as well as being an invaluable A&R tool. Stoked to have been picked as their profile of the week, thanks guys!

- **Kevin Tuffy**



Always nice to be recognised 🙌

- **Woods.dallas**



Calling all producers, remixers, songwriters, artists...you need to get on @jaxstamusic right now. Its the best way to showcase and "prove" your credits. In the digital world we now live in- and don't have any physical media, the world of music needs an official site to have legit credits. If you simply love reading who did what on a record or you need to prove what you have produced, written, remixed, sang on or even played the tambourine on...#Jaxsta is for YOU!

- Jason Nevins



Going through my history on @jaxstamusic which so far seems to be much better than the other options.

- Michael Patterson



"While we toil away in our writing rooms and studios, the world searches for who we are and what we do. Searchable online credits are your modern business card, your discography, and your introduction to the wider world. I found Jaxsta last year and found that the people behind it were so responsive, caring about their (and our) work and open to ideas that I immediately had to join as a Pro Member. This is a place where the people of the music business can connect your musical contributions to you, explore your musical world, and contact you to connect."

- John Hanes

Huge thanks to all at Jaxsta music for making me Profile of the Week.. Check out Jaxsta , it's a fantastic resource.

- Jennifer Maidman Music



Just in the process of claiming my @jaxstamusic profile and it is wild. Some songs I've written I didn't even know came out. Like this one I wrote as a baby songwriter w@jessj Paulo Mendoca and Glevin Scott at a @phraseddifferently camp. Writers/ artists if you haven't checked out your credits on @jaxstamusic you should, and then claim your neighboring rights money that might just be floating out there. x

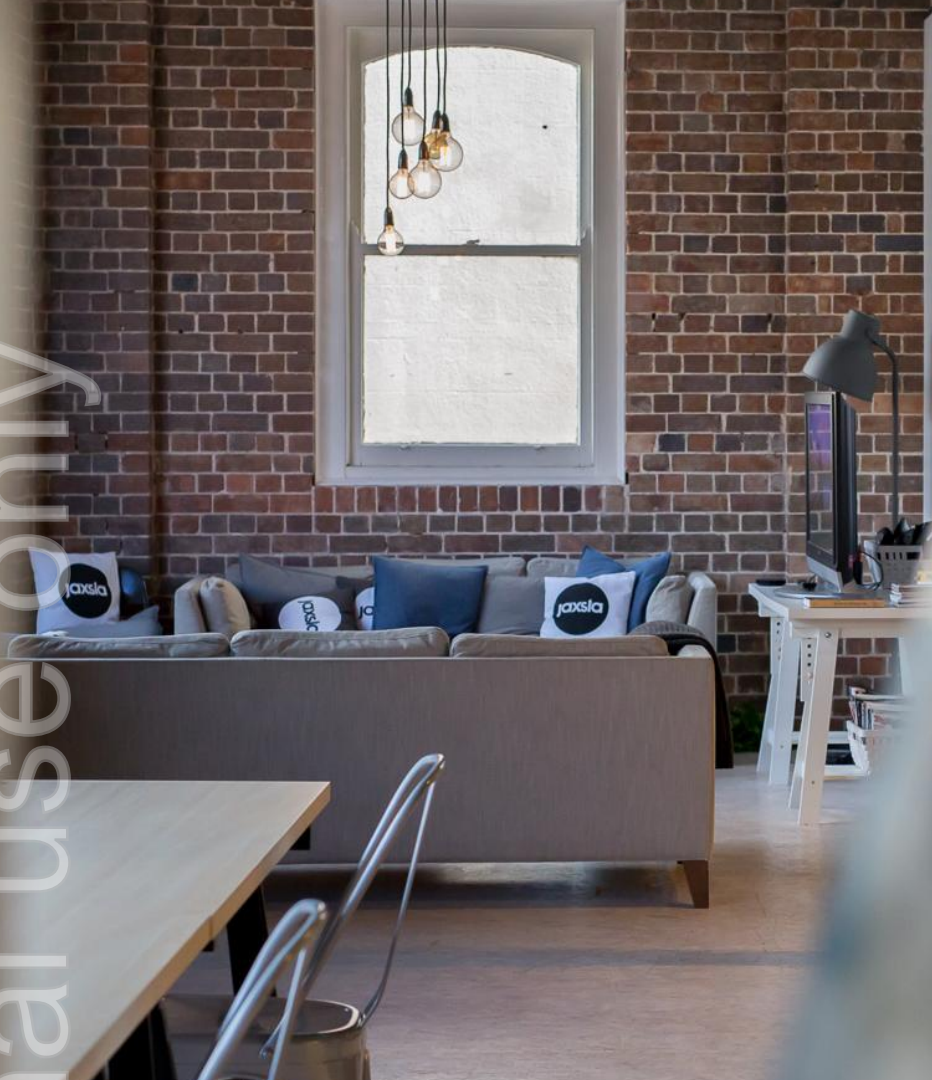
- rosigolan



Engagement



Internal use only



Our Priorities and Progress

Priorities: March - June 2021

Near Term: March - June 2021

Status Update



- ▶ 100,000+ Jaxsta Pro Members
- ▶ Musical Works Feature Goes Live
- ▶ Launch of Jaxsta and Jaxsta Plus Tiers

- ▶ Estimate 94,000+ by 30 June
- ▶ Kobalt data ingested, awaiting completion of other publisher deals to enable feature
- ▶ Scheduled for 27 July



- ▶ 10 API deals engaged
- ▶ Works Data In API

- ▶ Closed 3, potential to close 8 by 30 June
- ▶ Same as above, when Works is available, API will be available



- ▶ Increase Jaxsta site traffic
- ▶ Promote Brand within Industry

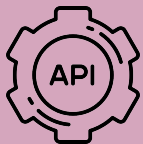
- ▶ Site traffic will grow from the relaunch of Jaxsta Pro. During the past year the organic growth which is a key part of the strategy is up 286%.
- ▶ Brand awareness is strong and increasing

Priorities Next 12 Months

Remainder of Year: July 2021 - Feb 2022



- ▷ All Initial Jaxsta Tiers released
- ▷ Revenue generated from key tiers
- ▷ Fan focused layout deployed



- ▷ 20-30 API deals engaged > \$1M+ ARR
- ▷ Large scale Data Solution deployment
- ▷ Additional data sets ingested



- ▷ Merchandise and Affiliate Sale integrated
- ▷ Promote Brand outside of industry

Testimonials

Here from one of our every day super users, US, LA based producer Mitch Allan - who loved Jaxsta so much he invested in the company! In his own words, a very real explanation of how Jaxsta is positively impacting him on a daily basis.

Video duration 2:11 mins



Personal use only



Photo credits



Records don't happen by magic. They happen because of people: singers, musicians, engineers, producers, and a million other unsung heroes who are instrumental in making the music that you hear. I always thought that someone should create a database that links the people to their credits, so that the right people get credit. And now Jaxsta has.

Questlove

jaxsta



Photo credits



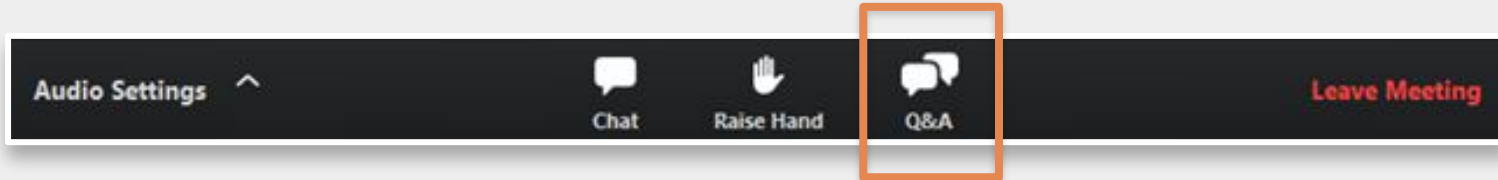
I am proud to be working with Jaxsta - this giant database of official music credits. As songwriters and artists, it's so important to receive proper credit for songs we've written, co-written and released, because it helps people find our music. In an age where it's become increasingly more complicated to find credits, lyrics, and more, jaxsta has made it your one stop place.

Rita Wilson

Q&A

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**.



Thank you!

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