

## ASX Release

### Jaxsta update: acquisition of Vampr and vinyl.com launch

**Sydney, Australia, 17 April 2023:** Jaxsta Limited ACN 106 513 580 (**Jaxsta** or the **Company**, ASX: JXT) the world's largest dedicated database of official music credits, is providing an updated timeline for completion of the Vampr acquisition.

As previously indicated in our announcement on 22 February, 2023, the acquisition was expected to close on the 30th of April. During the process to finalise the share purchase agreement several additional requirements needed to be addressed in order to be able to complete the transaction. This additional time required has changed the timeline as indicated below to a completion date of 1 June 2023.

#### INDICATIVE TIMETABLE

Event	Date
Dispatch of Notice of General Meeting	28 April 2023
General Meeting to approve the Acquisition	30 May 2023
Settlement of the Acquisition	1 June 2023
Dispatch of Holding Statements	1 June 2023

Since the announcement of the heads of agreement in February, the parties have been working together in good faith integrating the two businesses and connecting, cross-promoting subscription services and building brand awareness and audience for Vinyl.com. The Vampr app, with 2 million monthly swipes and 125K monthly active users, has recently initiated advertising driving audience to vinyl.com and Jaxsta Creator subscriptions.

In the last 4 weeks, 6 additional businesses have purchased Jaxsta subscriptions and Vampr's Head of Advertising, who is US based, is already working with the Jaxsta team on Business Development leads and outreach which will further accelerate growth.

A comprehensive integration plan to combine the Vampr and Jaxsta technologies has been completed identifying substantial cost savings when the Vampr and Jaxsta platforms become an integrated Creator offering.

An average creator spends more than US\$600 a year on music creation, promotion, distribution, and commercial tools. In total, the music creator tools market was worth approximately US\$4.1 billion in 2022<sup>1</sup>. Combining Vampr and Jaxsta's Creator offering will provide a compelling solution for the growing music Creator marketplace and we are confident this part of our business will see strong growth over the next year.

## **VINYL.COM**

The Vinyl.com MVP went live on March 6 with a "Record of the Day" campaign. Sales have been achieved every day from launch with 194 total sales at \$6.2K revenue. Since launch the MVP has extended from North America to include Australia with additional payment types added. The v1.0 of the platform will include deep catalogue, editorial and enable creative campaigns will launch later this month.

Jaxsta continues to grow its revenues quarter on quarter while also further reducing costs.

Beth Appleton, Jaxsta's CEO stated, "The acquisition of Vampr has accelerated our ability to deliver a connected solution for Creators and Music Fans. As we launch the first version of the vinyl.com store and consolidate our market offering, we will see the company continue its positive and rapid transformation. I am genuinely excited about the company's future, as well as our ability to execute to plan and our path to profitability. We anticipate continued revenue growth, our cost management will remain tight, and our momentum in product development will continue to increase as we integrate our teams and systems."

Josh Simons, Founder and CEO of Vampr, added, "The two companies are already working together as one. We wanted to hit the ground running and ensure we capitalise on the momentum Vampr already has in the marketplace so that the Vampr, Jaxsta and Vinyl flywheel is already turning on completion of the transaction."

**- Ends -**

For further information please contact:

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<sup>1</sup> The creator economy's post-lockdown growth - Midia Research Oct 2022

## ABOUT JAXSTA

Jaxsta is the world's only official music credits database. It contains more than 310 million official, deep-linked music credits across 85 million pages, sourced from over 349 data partners, including record labels, publishers and industry associations. Jaxsta's data is mapped to the world's charts and can provide world-first insights including custom repertoire reports to ensure industry organizations can map music ownership and revenue. Jaxsta is a key solution to the music industry's metadata problem.

## ABOUT VAMPR

Vampr is the world's leading music industry social network connecting musicians, creatives and artists so they can collaborate, create new music and monetize their work. Founded by *The Music Network's* 30 Under 30 Power Player, Josh Simons, and multi-platinum songwriter/guitarist from 'Hunters & Collectors', Baz Palmer, the multi award-winning app recently surpassed a milestone of 1.285 million global users who are active in 182 countries. The company was named by *Fast Company* in their Most Innovative Companies list in 2022.