Jaxsta To Acquire Vampr - the World's Largest Music Creator Networking Platform and App

(L: Beth Appleton, CEO Jaxsta R: Josh Simons, Founder & CEO, Vampr)

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Jaxsta (ASX: JXT), the world's largest dedicated database of official music credits, has executed a Heads of Agreement to acquire **Vampr**, the world's leading music industry social network connecting musicians and artists so they can collaborate, create new music and monetize their work.

This acquisition provides an accelerated implementation of Jaxsta's growth strategy, immediately increasing Jaxsta's footprint in the creator community by 1.3M creators, significantly expanding the potential user base.

The award winning Vampr app and users represent a growing portion of the independent music community. Vampr's freemium business model already converts 4% of weekly active users into paying subscribers and is expected to accelerate when Vampr Pro is bundled with the Jaxsta Creator subscription. Combining these products creates a much more compelling product for the independent artist and musician.

Josh Simons, Founder and CEO of Vampr, will join the Jaxsta C-Suite as Chief Strategy Officer to oversee the merge of Jaxsta's product portfolio.

Beth Appleton, Jaxsta's CEO stated "The acquisition of Vampr represents a rare opportunity to accelerate the expansion of our business. We continue to focus on driving revenue growth and profitability capitalizing on the bedrock of the Jaxsta platform and the moat we have built through our industry leading music data solution. Together, I believe we are going to be an exceptional company that will be at the forefront of the rapidly evolving music industry landscape".

Josh Simons, Founder and CEO of Vampr added "Combining our grassroots network with the definitive official music credits database is both a highly strategic and logical combination which we believe will provide great value to Vampr and Jaxsta's users as well as our mutual shareholders. Our team cannot wait to get started and I'm personally very excited to work with Beth and the Jaxsta team to build transformational products for the music industry and music lovers."

ABOUT JAXSTA
Jaxsta is the world's only official music credits database. It contains more than 310 million official, deep-linked music credits across 80 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 1.3 million global users who are active in 182 countries. The company was named by Fast Company in their Most Innovative Companies list in 2022.

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Beth Appleton and Josh Simons are available for interviews.

Media Contact:
Alli Galloway
Head of Audience & Creative
alli.galloway@jaxsta.com