MOBILARM®
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10 September 2018

ASX LIMITED **ASX CODE- MBO**

INVESTOR DECK

Mobilarm Limited advises that the following investor presentation is being made available in conjunction with the Prospectus lodged with ASIC last Friday.

-Ends-

Further details

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The **Official** Story Behind the Music
Est. 2013

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Jaxsta Investor Presentation

2018

Presented by
Jacqui Louez Schoorl
CEO and Co-founder
Phone: +61 2 8317 1000

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The Problem

There is still no official central database of music credits and liner notes.

This problem has created a void of trustworthy digital music credits for fans, talent and industry professionals alike, which in turn has affected **discovery**, **collaboration** and **accurate attribution**.

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What are the real costs of decentralised and inaccurate credits?

For Industry Professionals & Companies:

- Misplaced catalogue revenue
- Lost business and commissioning opportunities
- Data management overheads
- Time spent on researching

For Artists & Music Creators:

- Misplaced royalties
- Lost collaboration and networking opportunities
- Portfolio management overheads
- Unchecked fraudulent activity

For Digital Music Service Providers:

- Loss of customer engagement
- Higher bounce rates and unsubscriptions
- Limited competitive advantage
- Limited feature development

For Music Enthusiasts:

- Limited knowledge on their music
- Time and frustration spent on further music discovery
- Limited options for listening
- A need to pirate not purchase

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Snapshot of the Music Industry

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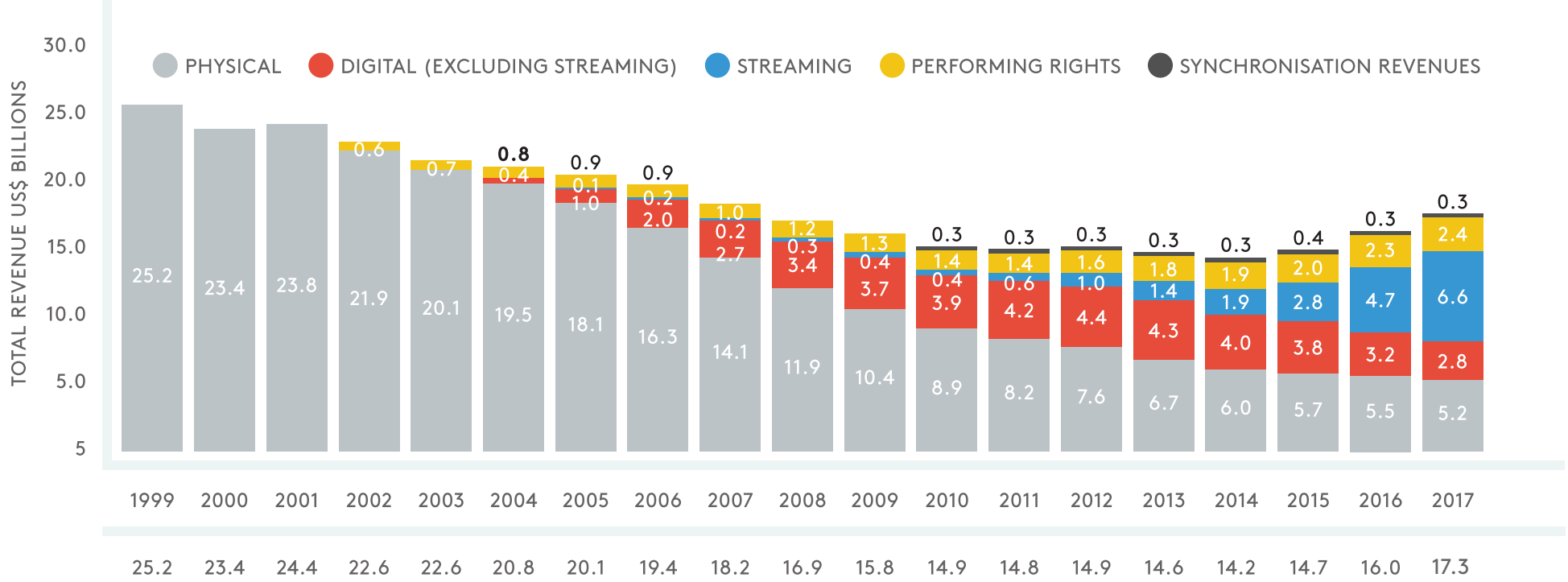
1999
Music revenues via CD sales peaked at US$25.2B

2014
Music revenues bottomed out at US$14.2B

2017
3rd consecutive year of growth, up to US$17.3B, mostly due to the growth of paid streaming subscriptions

2030
Goldman Sachs forecast label revenue to more than double from 2015 levels by 2030

Global Recorded Music Industry Revenues 1999-2017 (US$ Billions)



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Snapshot of the Music Industry

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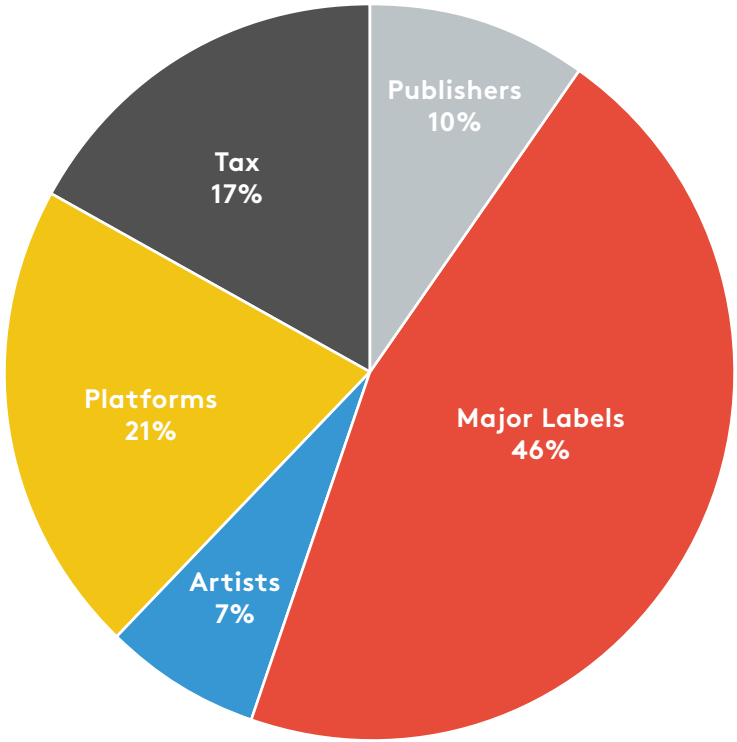
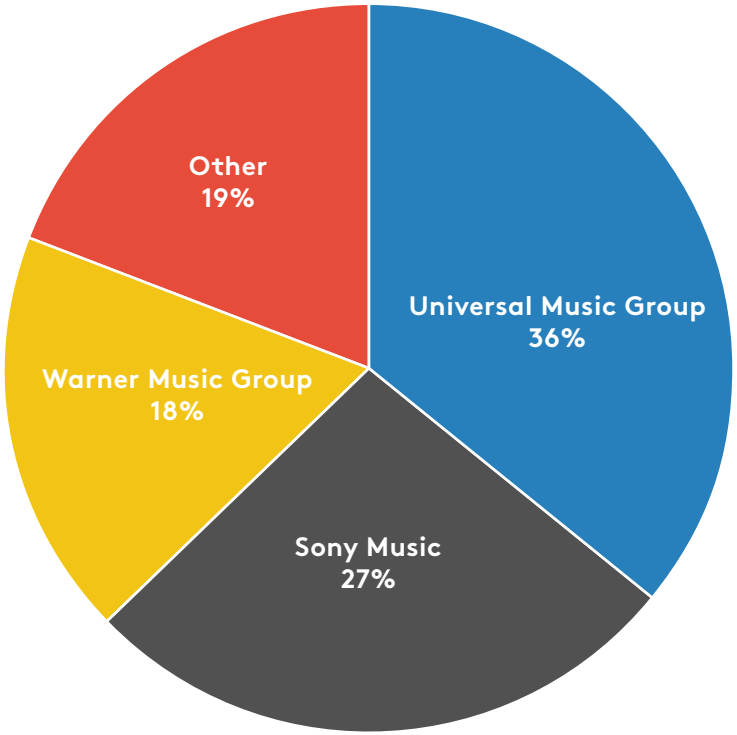
How Do Artists Get Paid?



SUBSCRIPTION STREAMING IN FRANCE:
POST-TAX TURNOVER SHARE %

Who Are The Big Players?



MARKET SHARE BY DISTRIBUTORS
- STREAMS

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Credits: Where did they go?

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Artists, engineers, producers, songwriters, labels and more, all put work into music every day, but often only the artists get credited.

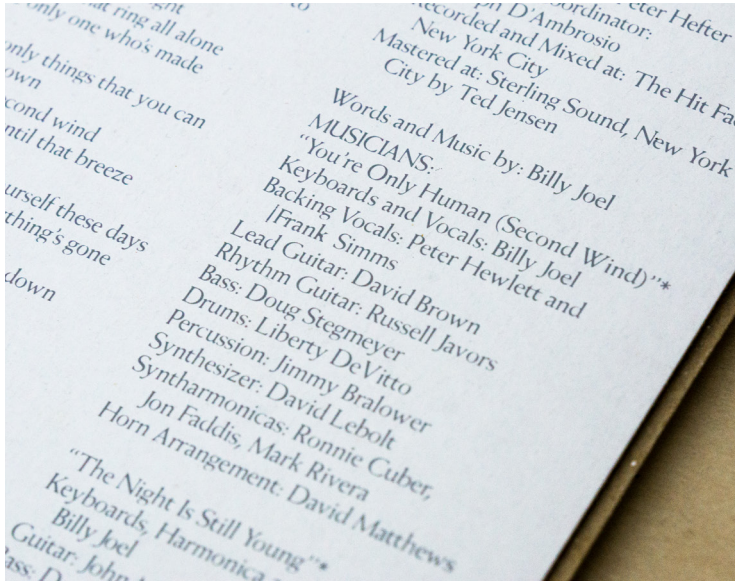
There is no widely adopted source for musicians and the industry to promote their careers using their body of work.

The movie industry has **IMDb**.

The corporate world has **LinkedIn**.

Jaxsta brings both of those concepts together to provide an official IMDb meets LinkedIn for the music industry.

Artwork credit: Jeff Schock



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Revenue Stream #1

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Issue:

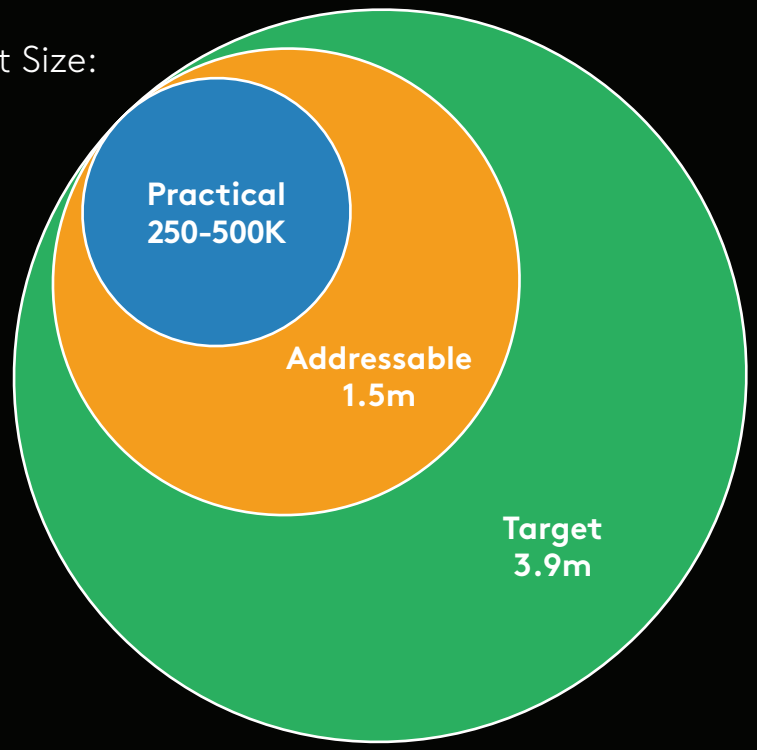
Lack of networking and employment opportunities for Industry professionals, including artists – since the demise of the record jacket.

How does Jaxsta address this?

Jaxsta Pro Subscription Based Service, ETA Launching 1st Quarter 2019

- Industry Pro Subscriptions
  - Think LinkedIn or IMdb for industry professionals,
  - Creative industries employ 3.9 million globally

Market Size:



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Revenue Stream #2

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Issue:

Bad Data in the music industry - Data Service Providers (DSP's), industry bodies and fans source inaccurate and unauthorised data from our competitors.

How does Jaxsta address this?

Big Data (API) Supply

› Jaxsta aspires to be the official, verifiable and authorised source of data available to enhance the product offerings of market leaders

Market Size:

70m paying users
140m total users

300m users

Over 1.57 billion
active monthly users

50m subscribers
incl. free membership

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Competitive Advantage

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- We are **trustworthy** - using only authoritative sources
- We work **directly with record labels, publishers and PROs** to extract their deep data
- We **deep link and de-duplicate** the data with our own patent-pending solution
- We **don't write our own content** or reformat freely available data

Artwork credit: Billetto Editorial

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Competitive Advantage

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- Comprehensive up-to-date **market data** (Bloomberg for music)
- Jaxsta Pro extends metadata into a **highly usable tool** for the industry
- Data from **multiple charts** available all in one place, including chart movement alerts
- Jaxsta accurately displays **artist collaborations**

Artwork credit: John Hult

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Comparative Information

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By way of comparison, **Jaxsta can be the 'music' version of**:

LinkedIn
500 million members

IMDb
200k-500k Pro members
87 million registered users
250 million unique views per month

LyricFind
for credits

Break down levels of **LinkedIn** subscription

Premium Career
US$29.99/m

Premium Business
US$54.99/m

Sales Navigator Pro
US$74.99/m

Recruiter Lite
US$129.99/m

Business Platform
Upwards from US$10k p.a.

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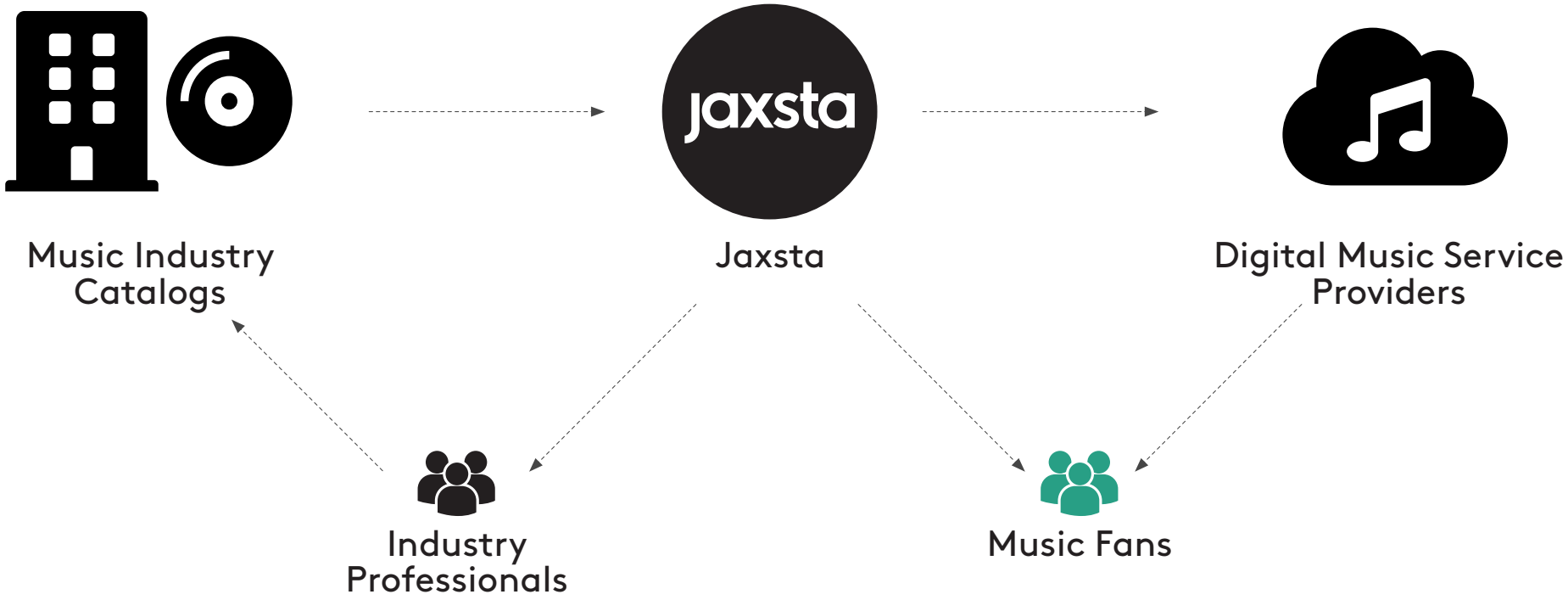
The Solution

Jaxsta is a metadata platform of music credits and liner notes sourced from official industry partners worldwide.



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Jaxsta Network/Relationships

Initial Launch Regions	
Country	Market Size
USA	322 million
UK	65 million
Australia	24 million

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Signed **Data Partners:**

Associated Partners:

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Management Team

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Jacqui Louez Schoorl
CEO & Co-Founder

- 20 years Film and Music Industry experience.
- Extensive experience with product development, production, distribution and marketing.
- Worked with George Lucas and Rick McCallum on 'Star Wars Episodes II and III.
- Worked with Baz Luhrmann and Catherine Martin on their famous 'Chanel No.5' campaign.
- Founder of Women In Music Sydney.
- Proud dementia advocate for Alzheimer's Australia NSW.

Phil Morgan
CIO

- Music, ecommerce, data and technology strategy expert.
- Over 15 years of detailed experience across online business, from management to data, analysis and development.
- Career highlights include over 7 years in online at Woolworths Limited, and 4 years consulting on ecommerce and technology for Playhouse Digital.
- Phil has worked with brands big and small, covering everything from business strategy and forecasting for new market entrants to systems architecture and logistical enhancements for established businesses.

Dick Huey
Head of Partnerships

- Over 20 years experience in Music Business.
- Founder of Toolshed, based in NYC since 2001.
- A strategic consultant to major consumer brands with extensive digital music services skills in the areas of digital strategy, rights acquisition and usage issues.
- Extensive relationships across major and independent record labels and digital service providers.

Louis Schoorl
Co-Founder

- Multi award-winning songwriter and producer.
- In Australia he has worked with artists such as Guy Sebastian, Jessica Mauboy, Daniel Johns, 5SOS,The Veronicas, Delta Goodrem and many more.
- In Los Angeles Louis has been writing with/producing for Kesha, Demi Lovato, Dua Lipa, Julia Michaels, Jason Derulo and Andy Grammer.
- Louis is signed to Disney Publishing out of the US.
- Louis was the Breakthrough Songwriter of the Year Award winner for APRA AMCOS in 2014.

Reneè Bryant
CFOO

- 10 Years working within a multi-million dollar entrepreneurial music business, promoting and financing tours for international artists including Coldplay, Pearl Jam, Elton John and SIA.
- Commercially focused CFO with the ability to manage risk, provide strategic advice to the Board on financial performance and sustainability, scope Joint Venture feasibilities, and work with foreign currency.
- Strategic business acumen and interpersonal skills that enables leadership across the business and with external stakeholders both locally and overseas.
- Genuine ability to adapt to changing environments and respond to rapidly changing situations.

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Proposed Board

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Launa Inman
Chairperson

- 7 years on CBA's board as NED additionally part of the Risk, Remuneration and Audit Committee
- NED for Super Retail Group, where she is Chair of the Remuneration Committee
- Board Member of Precinct, a New Zealand commercial property group
- Board Member for NFP, The Alannah Madeline Foundation
- Board Member for NFP, Virgin Melbourne Fashion Festival
- Former CEO/ Managing Director of Billabong, Target and Officeworks
- Telstra Business Woman of The Year in 2003
- Victoria Businesswoman of the Year in 2003
- 2015 Winner of the prestigious Sir Charles McGrath Award by the Australian Marketing Institute for significant contribution to the field of marketing and wider industry achievements

Brett Cottle
Non Executive Director

- CEO of APRA AMCOS
- Has attended over 190 board meetings with APRA AMCOS
- Been with APRA AMCOS for 27 years. Stepping down in June 2018
- Ranked #27 in themusic.com.au 2016's Power 50
- Studied Law at The University of Sydney

Naomi Dolmatoff
Company Secretary

- An experienced Company Secretary and has worked with ASX listed entities in the financial services and mining and resources industries
- Holds a Bachelor of Commerce (Finance) and a Graduate Diploma in Applied Corporate Governance
- Naomi is also an Associate of both the Governance Institute of Australia and The Institute of Chartered Secretaries and Administrators (UK)

Jacqui Louez Schoorl
Executive Director

- CEO and Co-Founder of Jaxsta
- 20+ years entertainment industry experience
- Founder of Women in Music Sydney - 1000+ followers
- Shortlisted for Executive of the Year in The Industry Observer Awards 2018
- Accomplished public speaker

Linda Jenkinson
Non Executive Director

- First woman to list on the NZ stock exchange
- Air New Zealand NED
- Sold her company Les Concierges for $150mil in 2017
- 25 years general management and consulting experience
- Background in business services, financial services and insurance, high-tech, healthcare, and transportation and logistics
- Expertise in general management, strategy, capital raising, mergers and acquisitions, strategic sourcing, operations, outsourcing, turnarounds, finance, entrepreneurialism and change management
- Founded two multi-million companies including an IPO of a $230 million international transportation services company with 6,000 employees
- M.B.A., The Wharton School, B.B.S. Massey University, A.C.A qualification
- Public and private board experience

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Jaxsta/Mobilarm Capital Table

		FUNDS	PRICE PER SHARE	SHARES	SHARES IN MBO	CONSOLIDATED SHARES
Number of shares in MBO for every Jaxsta share					34	
Consolidation of Mobilarm Shares						10
JAXSTA SHAREHOLDERS	Consideration Shares to be issued for Acquisition			31,468,175	1,069,917,950	106,991,795
	Jaxsta Warrant Shares			120,000	4,080,000	408,000
	Shareholder Loan Repayment Shares					2,000,000
MOBILARM SHAREHOLDERS	Existing Mobilarm Shareholders					49,812,106
	Convertible Notes	$4,000,000	$0.0125	320,000,000		32,000,000
	Performance Share Rights			5,500,000		550,000
RTO RAISE	Minimum	$5,000,000	$0.0200	250,000,000		25,000,000
	Total Shares on Issue at Minimum					**216,761,901**
	Overs to Maximum	$2,000,000	$0.0200	100,000,000		10,000,000
	Total Shares on Issue at Maximum					**226,761,901**
KEY SHAREHOLDERS	Jacqui Louez Schoorl & Louis Schoorl					51,840,008
	IFM Investors Group					8,333,332
	The Regal Emerging Companies Fund					6,666,666
	Bennelong Dragon Trading Master Fund Limited					2,000,000

CASH INTO JAXSTA

Proceeds from sale of MRT (1st Instalment)	$1,000,000
RTO - Minimum	$5,000,000
RTO - Overs to Maximum	$2,000,000
TOTAL	$8,000,000

FUTURE CASH

MRT (2nd Instalment) - deferred 12 months	$1,000,000
MRT (3rd Instalment) - deferred 24 months	$4,000,000
TOTAL	$5,000,000

WARRANTS

International Data Partners	7,096,688
U.S. Advisors	408,000

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Jaxsta Darlinghurst Office

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Thank You

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To find something you 'Google it'.
For anything music you'll 'Jaxsta it'.
www.jaxsta.com

Artwork credit: Jordon Conner

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