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**Aspermont**  
*Information for Industry*

# Q3 – 18 Update

July 2018

[www.aspermont.com](http://www.aspermont.com)





# Who we are

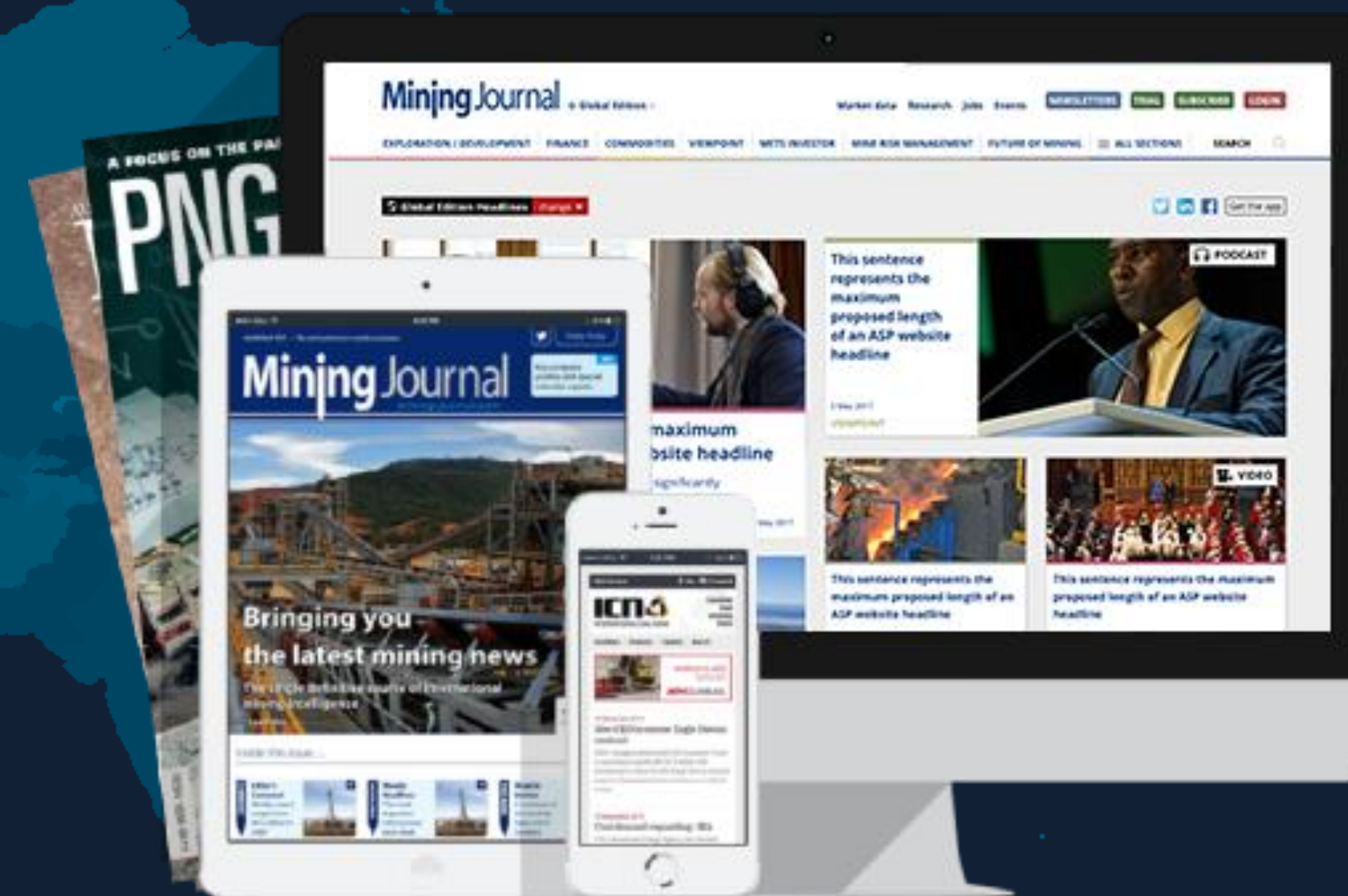
## Leading Digital Media Services Provider to Industry

Aspermont is an International ASX listed company with offices in Australia, UK, Brazil and USA

The Company's focus is on global media leadership in the Mining, Agriculture, Energy and Technology sectors

The company has spent the last 20 years building a commercial model for B2B media that is founded on utilising highest value content to build premium rate subscription audiences and made scalable through its new tech platform

Aspermont is now the dominant player in B2B media for the resources sector and can transport its model to other countries and other B2B sectors



**Mining Journal**

**Mining Magazine**

  
Notícias de Mineração Brasil

**RESOURCESTOCKS**

**AMERICAS**  
MINING AGENDA 

**MN**  
MiningNews.net

AUSTRALIA'S  
**MINING**  
MONTHLY

 **ENB**  
energynewsbulletin.net

**PNG**  
PNGIndustryNews.net

KONININ GROUP'S  
**Farming**  
Ahead  
INDEPENDENT INFORMATION FOR AGRICULTURE

 **Research & Intelligence**

## Q3 – 18 Highlights

# Breakthrough Quarter

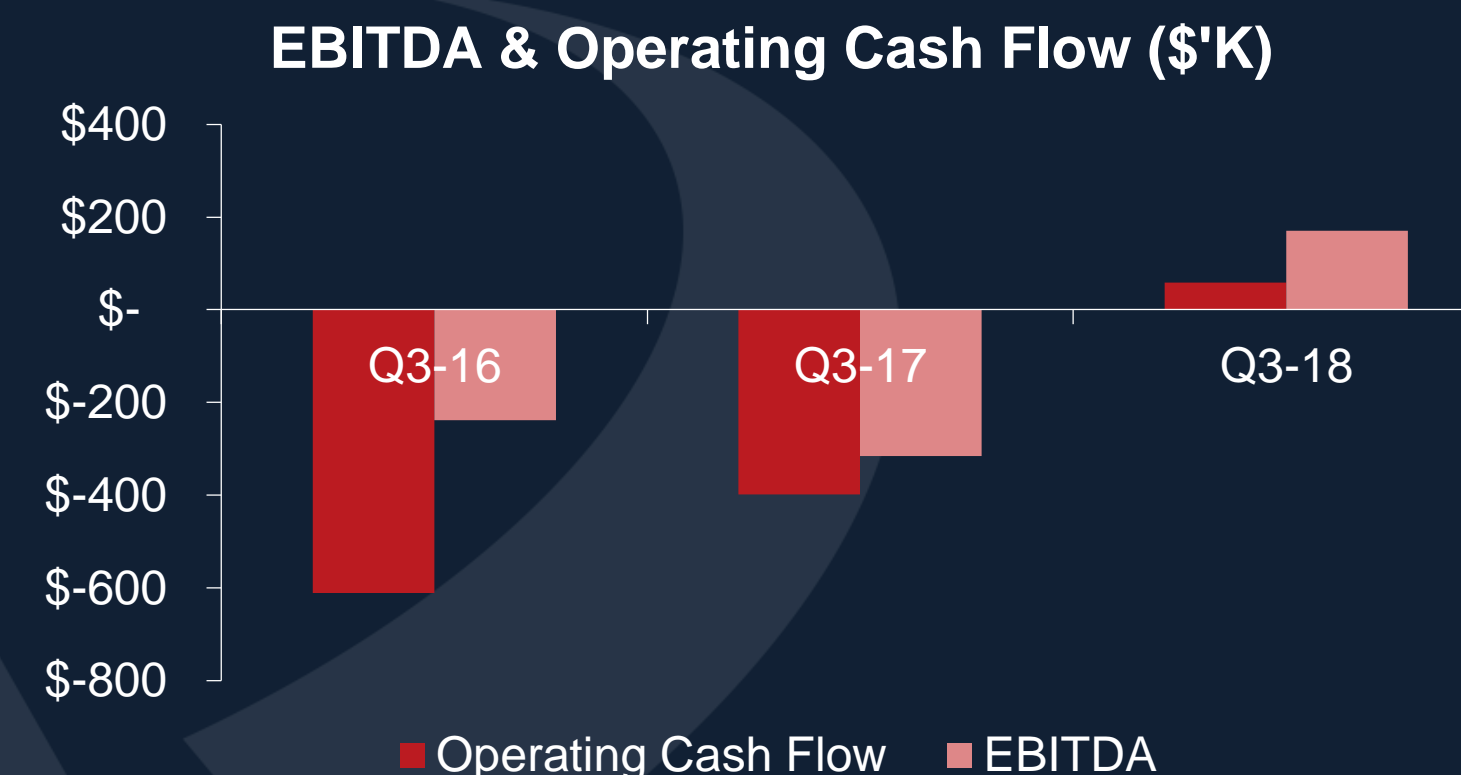
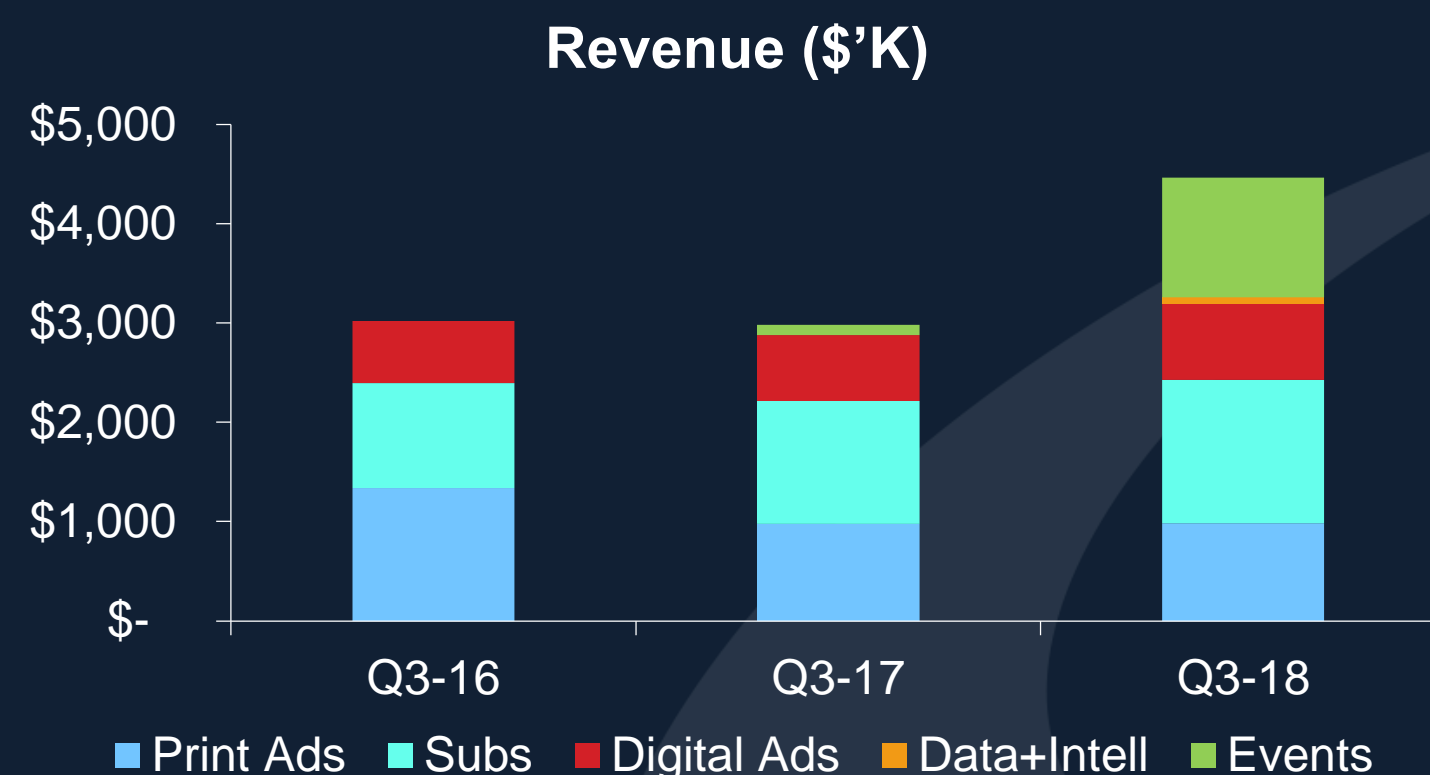
PCP Comparisons:	Subscriptions Revenue	Events Revenue	Digital Ad Revenue	Print Ad Revenue	Data/Intel Revenue	Total Revenue	Gross Profit	EBITDA	Operating Cash flow
Q3'18 Vs Q3'17	+17%	NEW	+15%	+1%	NEW	+50%	+93%	+154%	+114%
Q3'18 Actual (\$'K)	1,445	1,210	768	982	60	4,465	2,590	171	59
Q3'18 YTD Vs Q3'17 YTD	+25%	NEW	+8%	-4%	NEW	+26%	+51%	+214%	+150%
Q3'18 YTD Actual (\$'K)	4,263	1,210	2,129	2,747	162	10,511	5,781	110	535

- 3 year transformation complete, profitability established, GP margins expanding as we scale
- Continued growth in subs powered by successful new client acquisition and account based marketing strategies
- Successful launch of 4 new events series producing \$1.2m of NEW revenue
- Digital advertising growth ramping up with new content marketing programs
- Print advertising revenues return to growth; following 5 years of contraction
- Data & Intelligence revenues now emerging
- Investing for new growth and scalability with expansion of products and services in North America



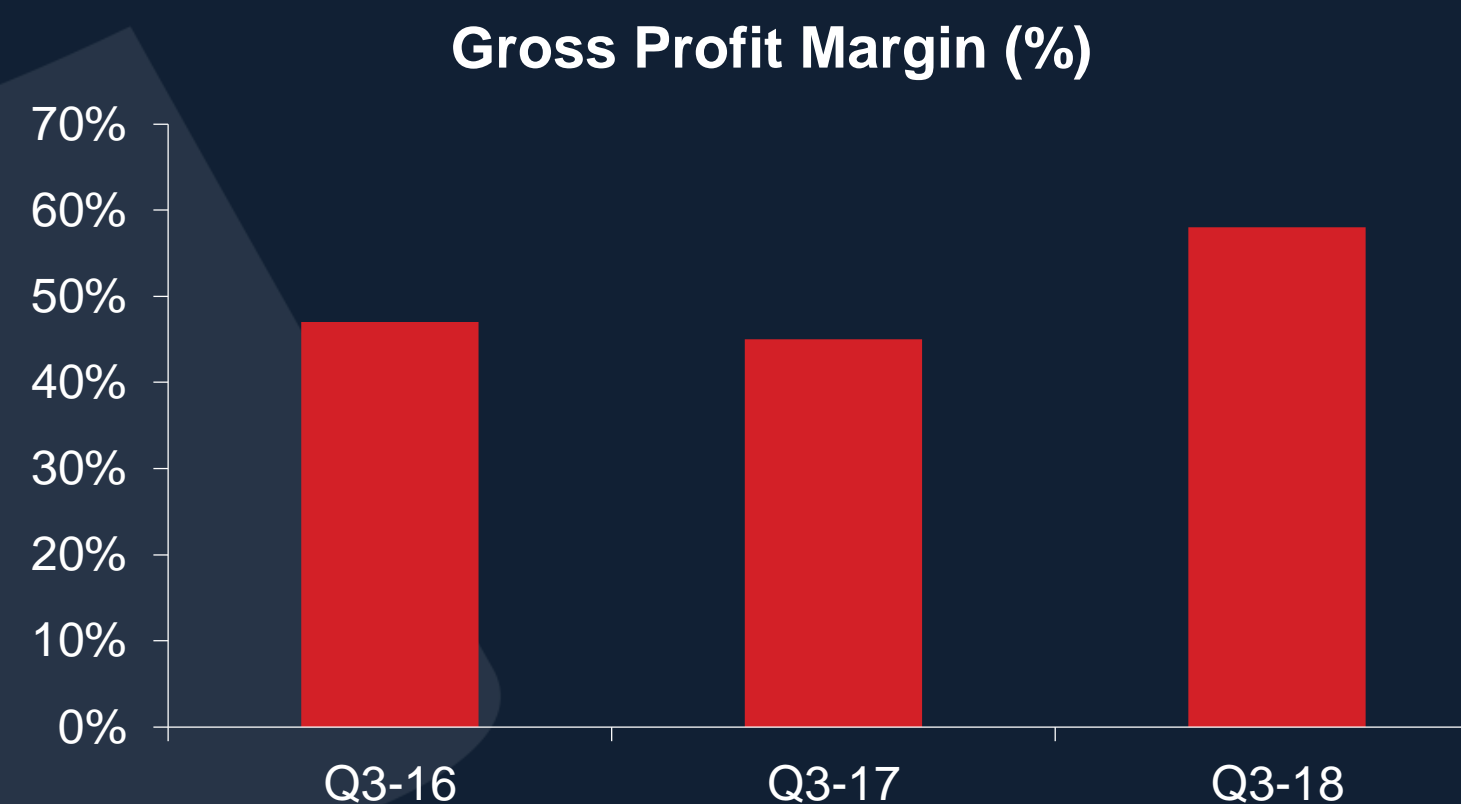
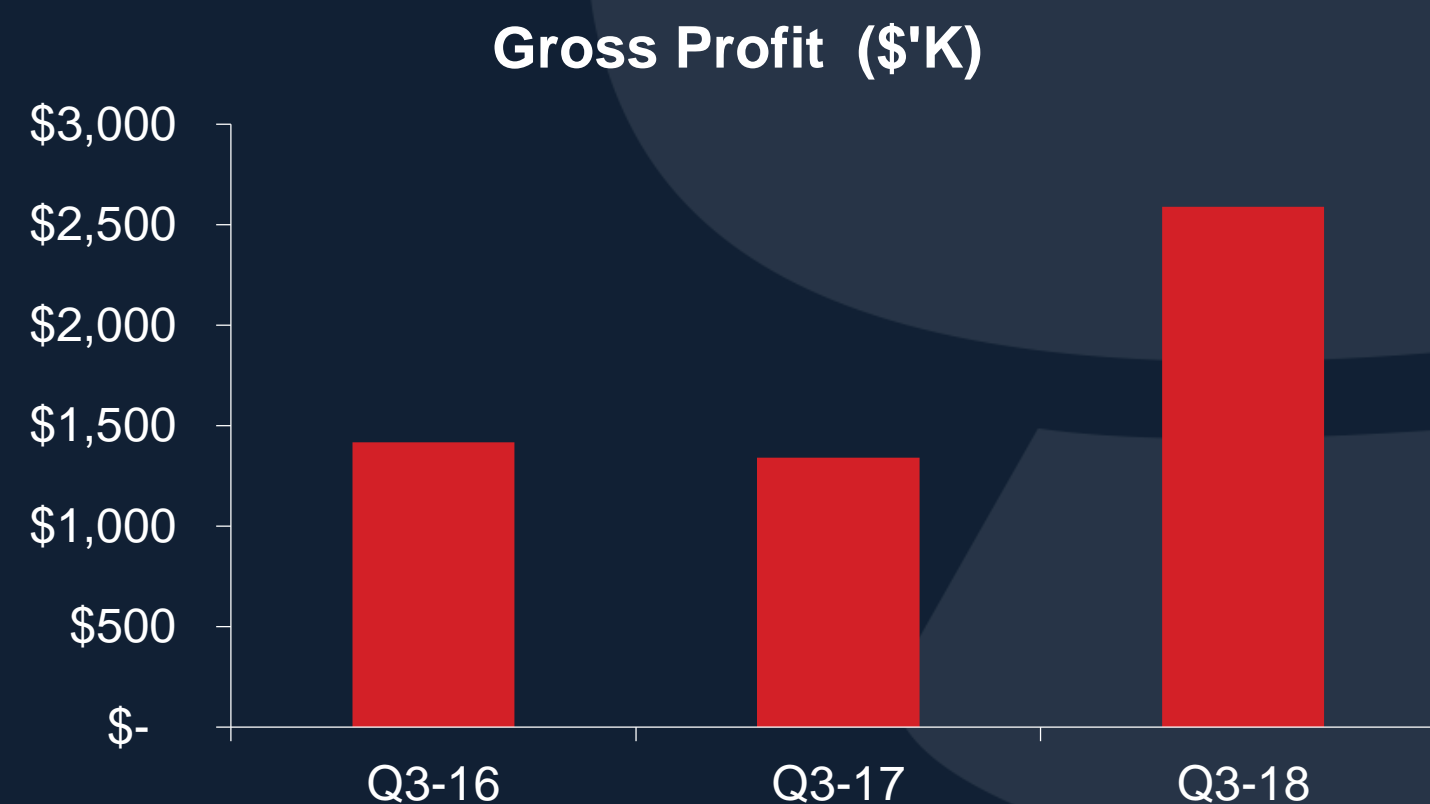
# Q3-18 Comparison

## Profitability Established; Cash Flow Positive



Organic growth in all divisions; old & new

Forward cash flow and earnings emerging

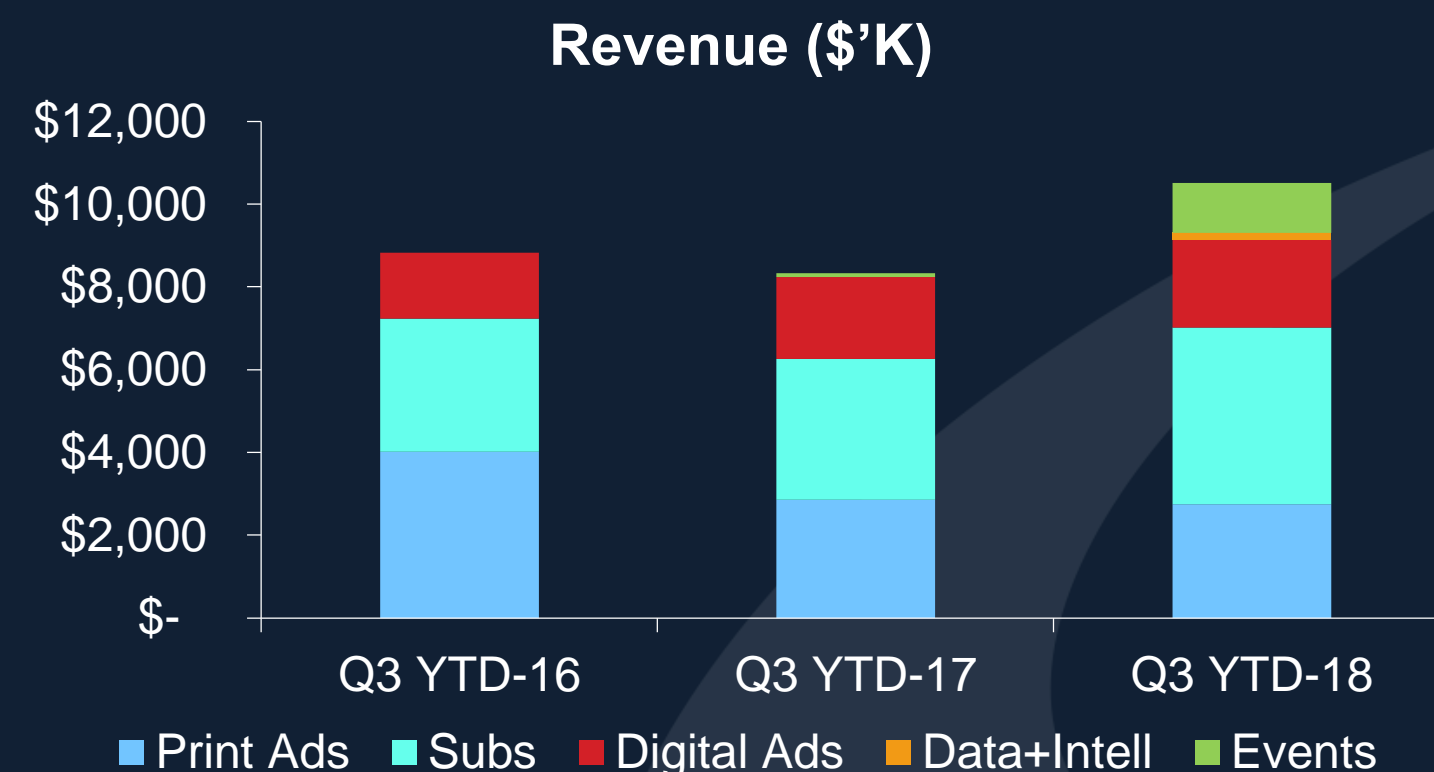


Revenue up with costs controlled; Profitability established

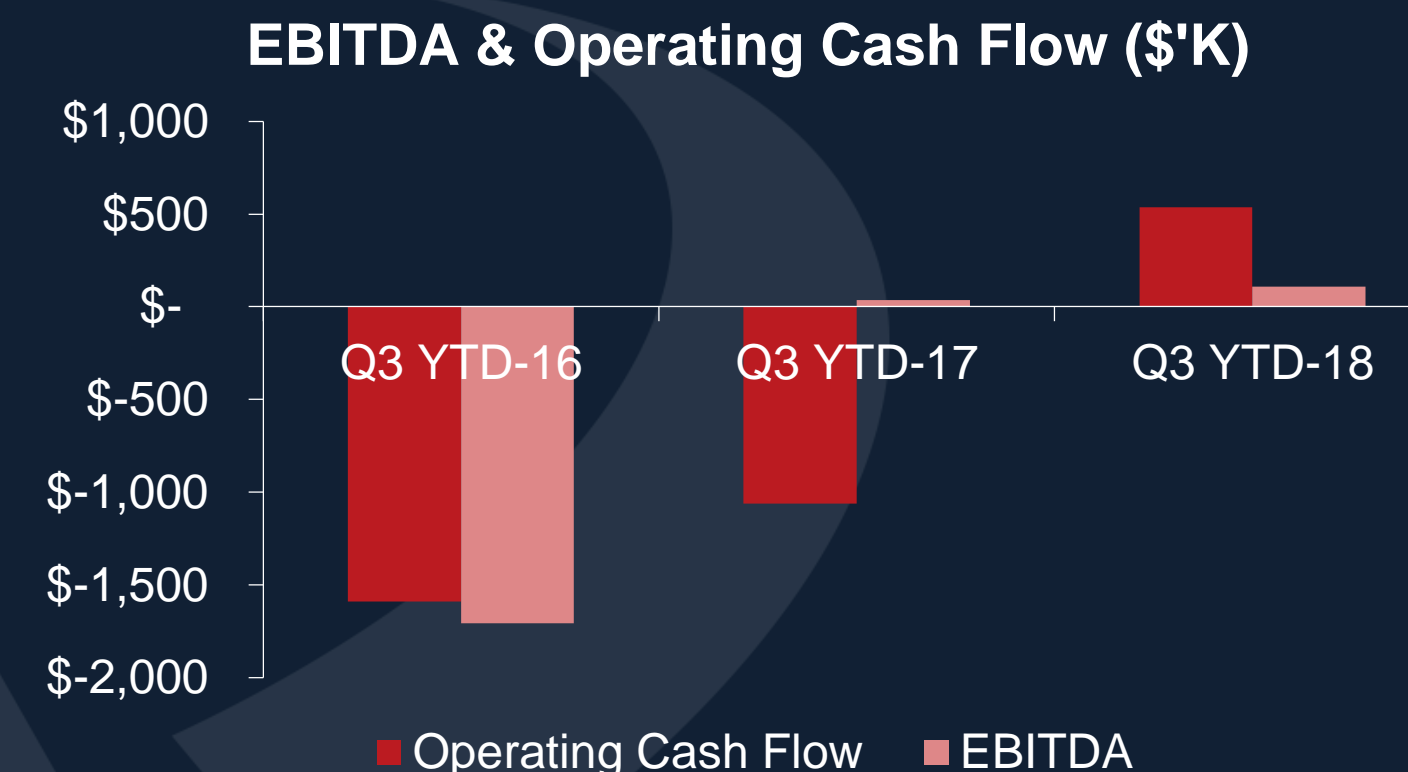
Margins expanding

# Q3-18 YTD Comparison

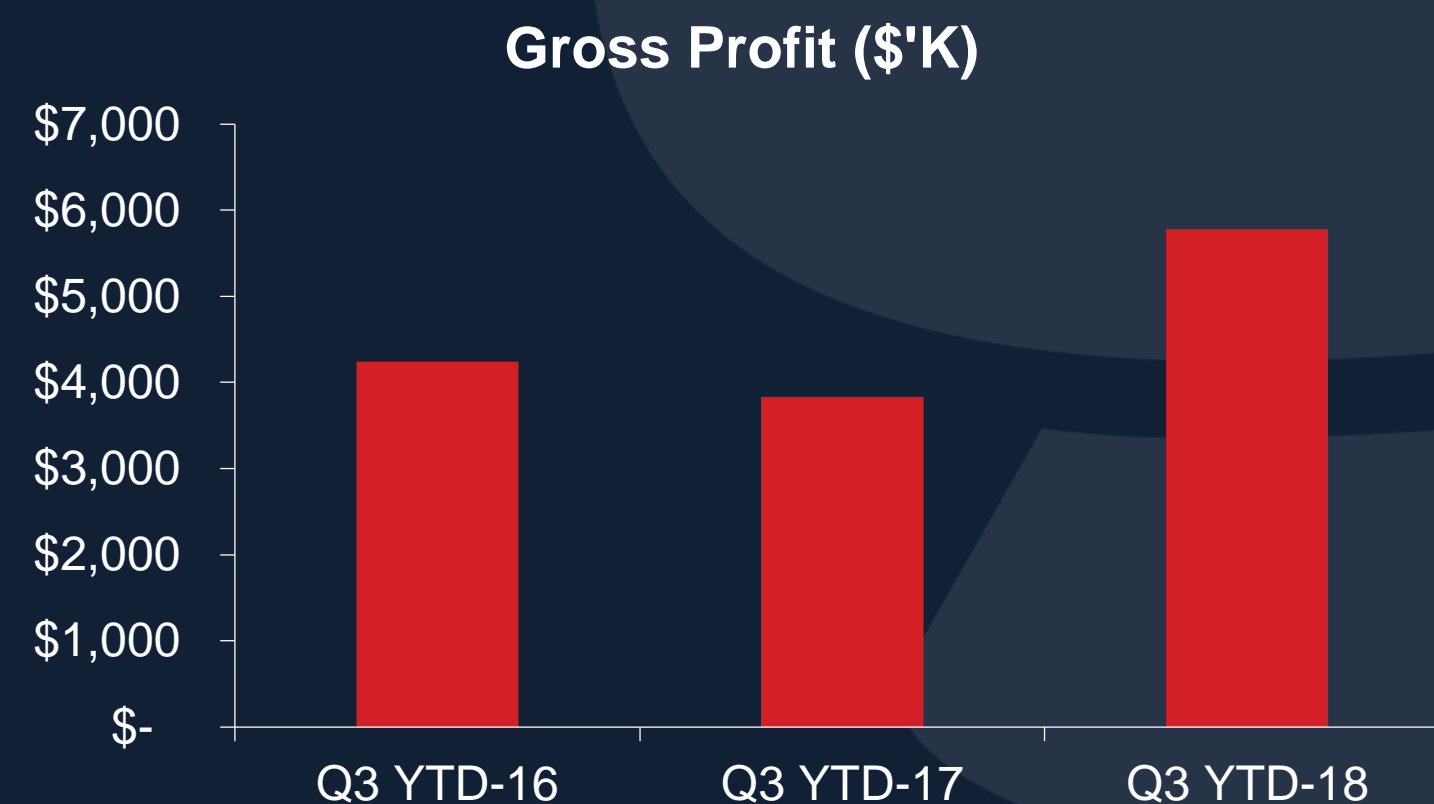
## Significant New Revenue Growth Drives Operational Gearing



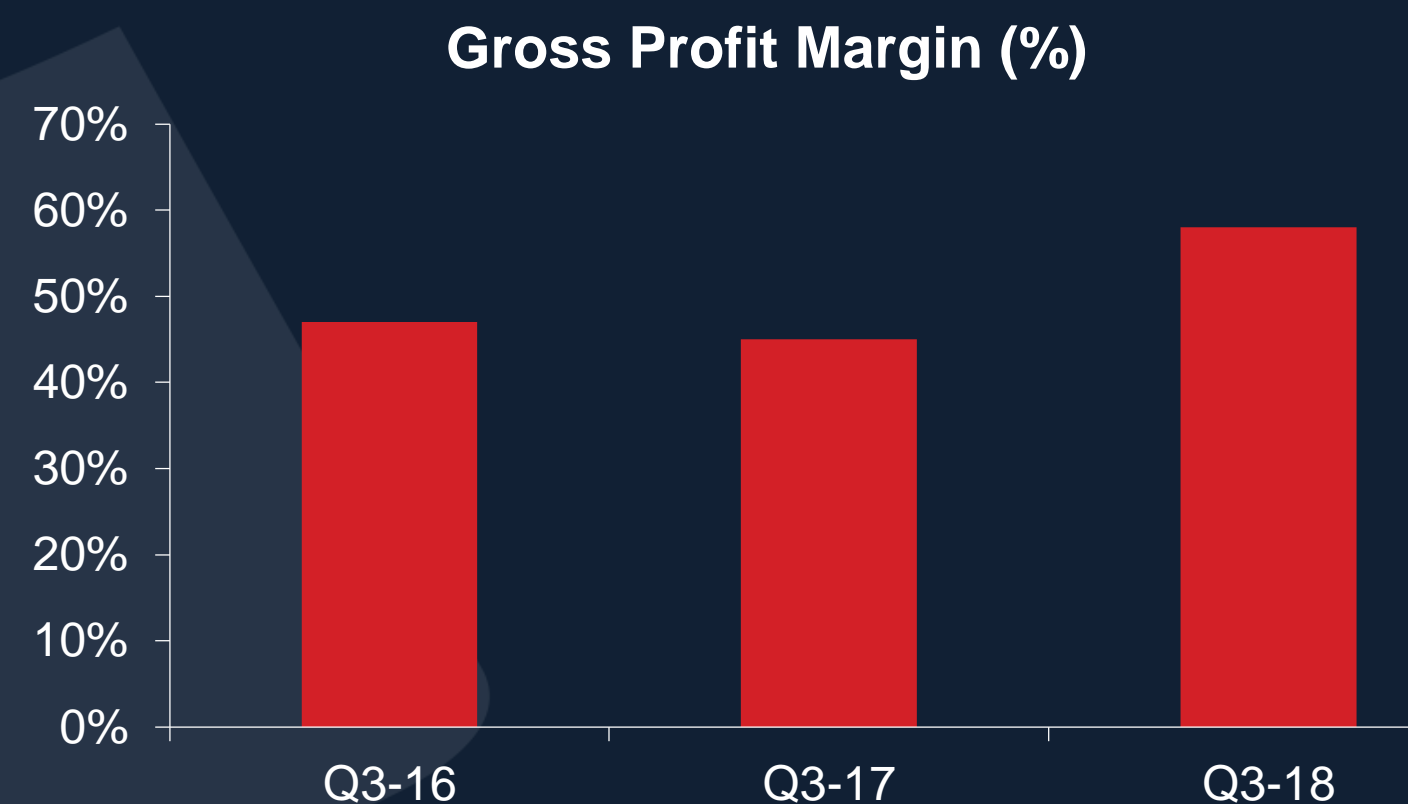
Organic growth in all divisions; old & new



Forward cash flow & earnings emerging



Revenue up with costs controlled; Profitability established



Margins expanding

3 Years development in SAAS Metrics

# Accelerated Growth in Subs Base with Rising ARPU and Retention

	As at June'16	As at June'17	As at June'18	Growth 12 months	Growth 24 months
Number of Subscriptions**	7,158	7,379	8,145	10%	14%
Average Revenue Per Unit (ARPU)	\$623	\$704	\$820	16%	32%
Renewal Rate	73%	78%	81%	4%	11%
Annual Contract Value (ACV)**	\$4.5m	\$5.2m	\$6.7m	29%	49%
Web Traffic (Sessions)	3.8m	4.0m	4.6m	15%	21%
Web Traffic (Users)	1.1m	1.4m	1.8m	29%	29%
Lifetime Years	3.7	4.5	5.2	16%	41%
Lifetime Value	\$16.5m	\$23.6m	\$35.1m	49%	112%
Loyalty Index	41%	52%	60%	15%	46%

Large lifts in all Key metrics (ACV & LTV)



\* Refer to glossary in appendix for full definitions of all metrics  
\*\* Full reconciliation of ACV and Number of Subscriptions can be found in appendix

New events business launched this year

## Rationale for new Events Business

- Aspermont has 20 years experience of delivering profitable event series
- Our strategy extends the principles of highest quality content with exceptional user experience
- Events provide a logical commercial leverage of existing core business assets (.ie. audience and clients)
- Forward cash flow generation and revenue visibility
- Highly scalable and profitable when in sweet spot
- Capability to be many times larger than traditional publishing business
- Our existing media brands can compete and win against event-only business competitors



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How the new events business developed so far

# Aspermont Events – Highly Successful Launch



4 New Event Series Launched	41 Mining Company Presentations	227 Mining Company Delegates
10+ Industry Association Partners	45% Onsite Sponsor Revenue Rebooking	450+ Institutional/Sophisticated Investors
15 Government Delegates	 <b>Aspermont</b> <i>Information for Industry</i>	1000+ Attendees
25+ Media Partners	170 Industry Leading Speakers	\$1.2m+ Revenue
30 Key Sponsors	215+ Paid Delegates	3+ New Series Launches in FY19



Expectations for next 12 months  
**High Growth Outlook**

- Double digit subscriptions growth expected to continue
- Rising ARPU, improving retention and growing ACV expected
- Strong pipeline for new and repeat events building into FY19
- Accelerating digital advertising growth expected to continue
- Research & Intelligence business building for strong growth
- Print advertising expected to grow; following 5 years or contraction
- North American continued penetration a priority
- All profit margins and cash flows to continue positively expanding



Investment case

# Investment Summary

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- Strong growth in subscriptions base with rising ARPU and retention
- Digital media platform that scales both geographically and by sector
- Strong revenue growth in all areas with forward visibility
- Company is building scale and driving operational leverage with rising profitability
- New management team & board in place
- 3 Year restructuring & turnaround complete
- Successful capital raising to accelerate growth strategy complete
- Strong balance sheet; debt free
- New events and research/data business successfully launch in this FY
- Upward momentum with accelerating growth

	FY16	FY17	FY18*
SUBSCRIPTIONS			
No. of Subscriptions	7,158	7,379	8,145
ARPU	\$623	\$704	\$820
Renewal Rate (%)	73%	78%	81%
Annual Contract Value	\$4.5m	\$5.2m	\$6.7m
Lifetime Value (LTV)	\$16.5m	\$23.6m	\$35.1m
OTHER METRICS			
Group Revenue	\$12.5m	\$11.4m	\$13.8m
GP Margin	48%	46%	55%
EBITDA	(\$1.1m)	\$0.1m	\$0.2m
Net Debt	\$8.2m	\$0.1	\$0.0m
Market Capitalization	\$9.6m	\$16.6m	\$18.7m



## For further information



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## Glossary (SaaS Metrics)

### Number of Subscriptions

Number of live subscriptions at end of period

8,145

### Average Revenue Per Unit (ARPU)

Annual Contract Value / Number of Subscriptions

\$820

### Renewal Rate

Volume of subscriptions renewed over trailing twelve month basis (ie the inverse of Churn Rate)

81%

### Annual Contract Value (ACV)

Aggregate contract cash value of all live subscriptions at the end of a period

\$6.7m

### Sessions

Total number of web sessions over a trailing twelve month basis

4.6m

### Users

Total number of users who initiated at least one web session over a trailing twelve month basis

1.8m

### Lifetime Years (LY)

Average lifetime of a subscription =  $1/\text{Churn Rate}$

5.2 years

### Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions =  $(\text{Lifetime Year} \times \text{Annual Contract Value})$

\$35.1m

### Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement

60%



# Reconciliation of ACV & Number of Subscriptions

				Annual Contract Value (ACV)	Number of Subscriptions
Jun'17 Opening				\$5,195,556	7,379
New Business	New Subscriptions	2,167			
	ARPU	\$435	\$941,740		2,167
Upsell/Price Increase	Renewed Subscriptions	5,977			
	ARPU Increase	\$256	\$1,528,624		
Churn	Lost Subscriptions	1,401			
	ARPU	\$704	(987,156)		(1,401)
Jun'18 Closing				\$6,678,764	8,145



Corporate index

## Capital Structure

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Shares on issue	2,078m	2,167
Options on issue	323m	@3 cent
	10m	@1 cent
Market Capitalisation	18.7m	
Substantial Shareholdings	15.65%	Drysdale Investments Limited
	13.37%	Allandale Holdings Pty Ltd
	12.49%	Mega Hills Limited
	7.69%	Annis Trading Limited



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