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**Aspermont**  
*Information for Industry*

# AGM Presentation

February 2020

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



# The leading media services provider to the global resource industries

Aspermont is the leading media services provider to the global resource industries

Aspermont has invested 20 years in building a commercial model for B2B media that is founded on providing high value content to a global subscriber base

Aspermont is scaling this B2B model to serve new sectors and new countries and in new languages to maintain global leadership

Aspermont is ASX listed with offices in UK, Australia, Brazil, North America and the Philippines



# An evolving business with more and more value-add solutions

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## 1. Legacy Business Turnaround

Bringing advertising business back into growth, clearing balance sheet debt, closing legal cases, restoring profitability



## 2. Premium Audience Build

Developing a high performance SaaS business with improved retention and expanding pricing depth



## 3. Multi-Media Opportunity

Launching media services across all mediums print, email, desktop, mobile, tablet and face2face



## 4. End to End Client Marketing

360-degree solutions for clients in content development, content marketing, branding and awareness, networking and lead generation

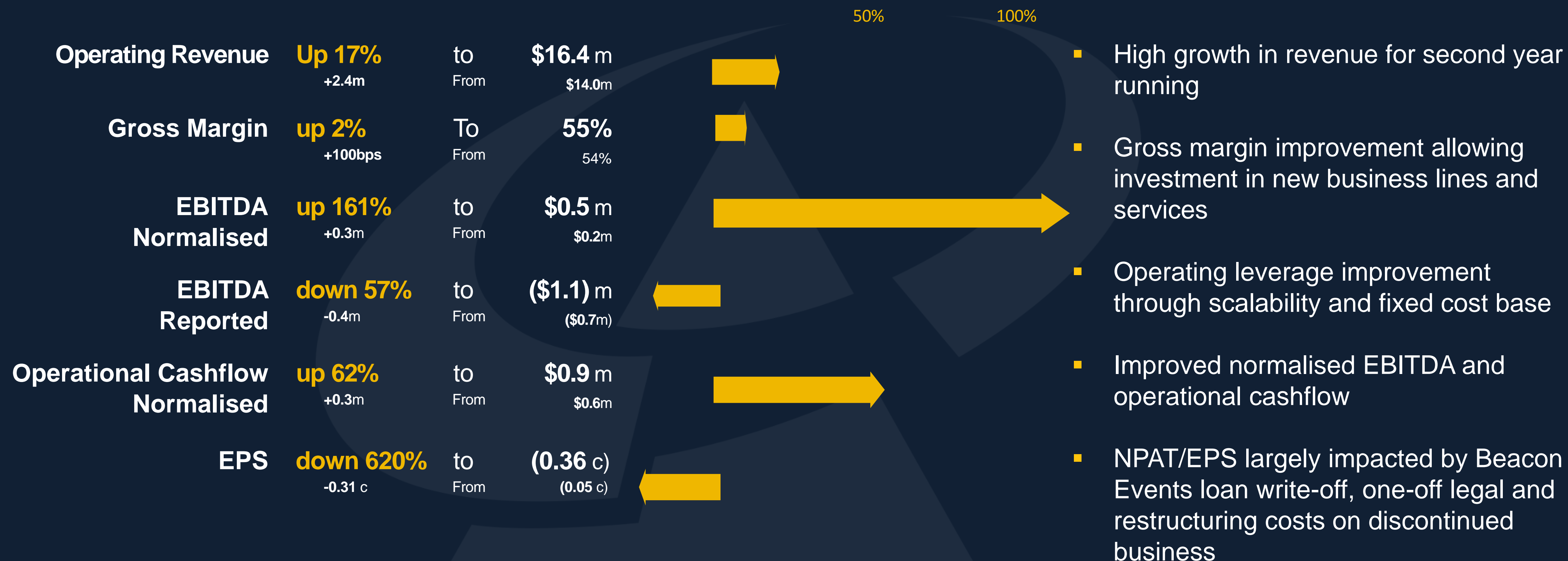


# FY19 stated execution priorities and how we performed

KEY OBJECTIVE	MEASUREMENT	RESULT
Drive High Growth in New Business Lines	Events Revenue	+\$1.3m / +108%
	Research / Intelligence Revenue	+\$0.3m / +166%
	Lead Generation Revenue	+\$0.05m
Launch V5 Technology Platform	Hot + Warm (audience) leads	+38k / +332%
Accelerate Subscriptions Growth	Annual Contract Value (ACV)	+\$0.7m / +10%
	Lifetime Value (LTV)	+\$3.0m / +7%
Develop Portfolio Sales Approach	Average Revenue Per Client (ARPC)	+\$2.1k / +20%

# FY19 – solid growth and margin expansion

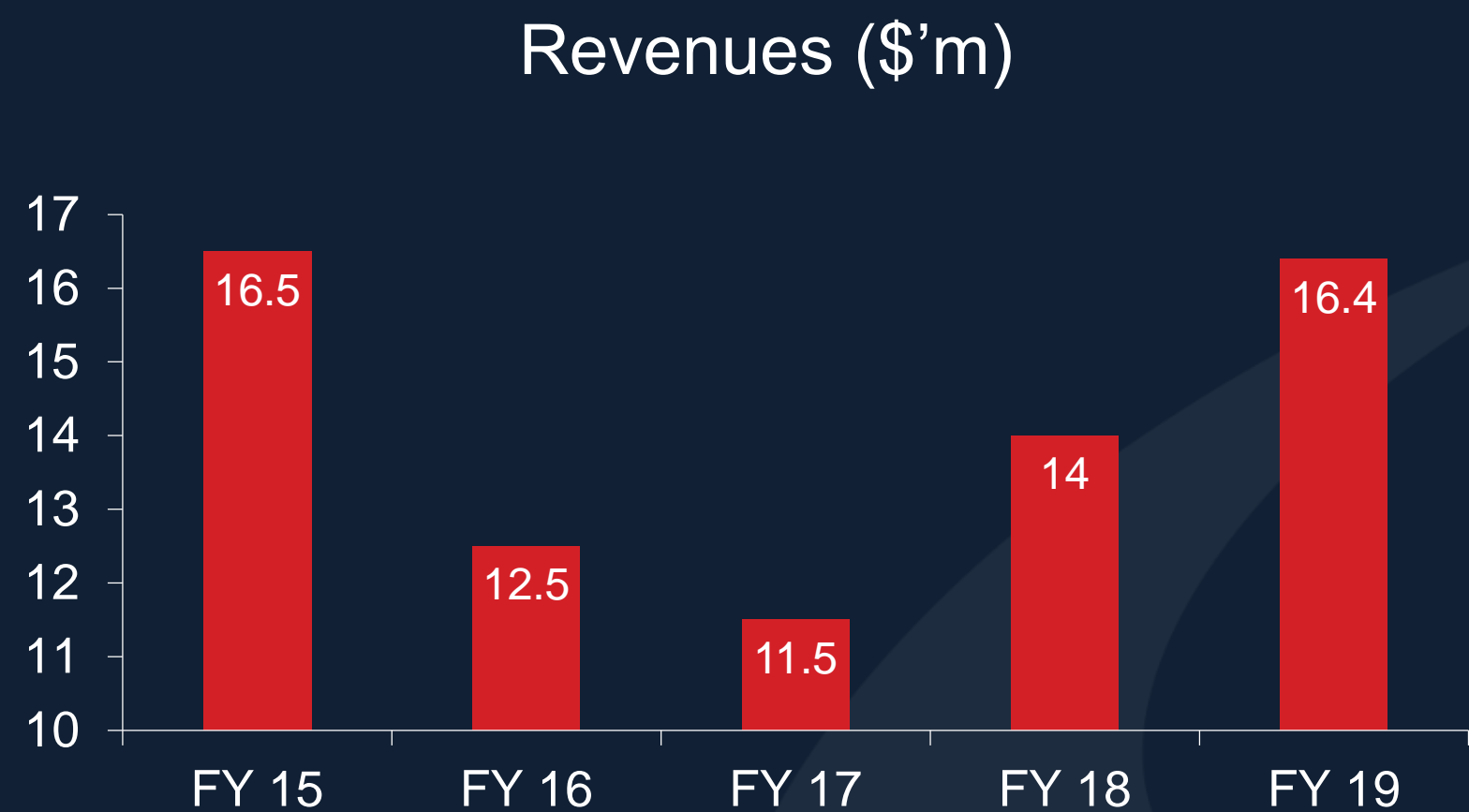
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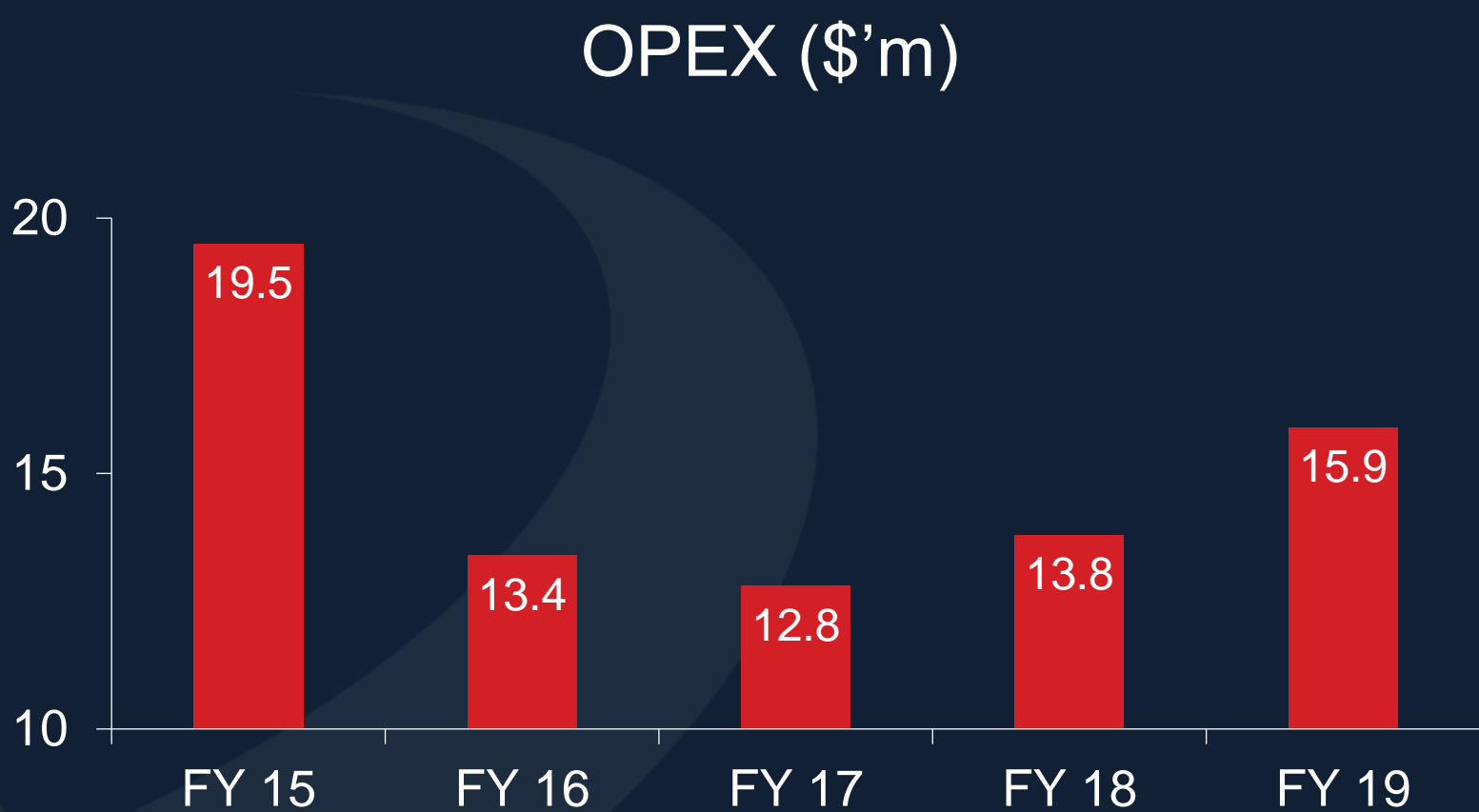
Note to accounts:

- All results are on a continuing operations basis and like for like for the 12 month period
- Gross margin is internally measured after all selling, distribution and operating costs excluding Group and Corporate costs
- Normalised EBITDA & Cashflow excludes one-off transformation, discontinuation, exceptional legal costs and establishment costs of new business lines

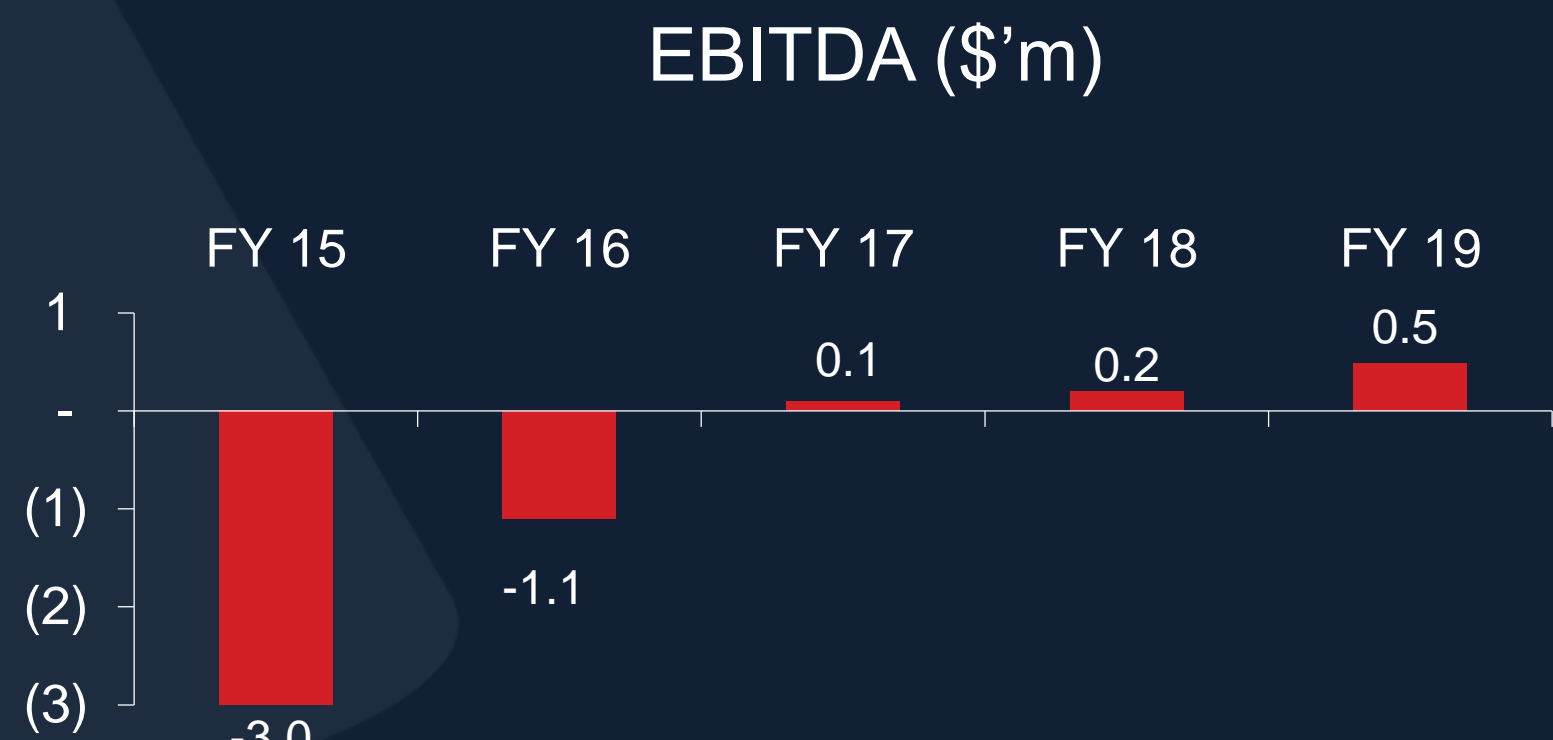
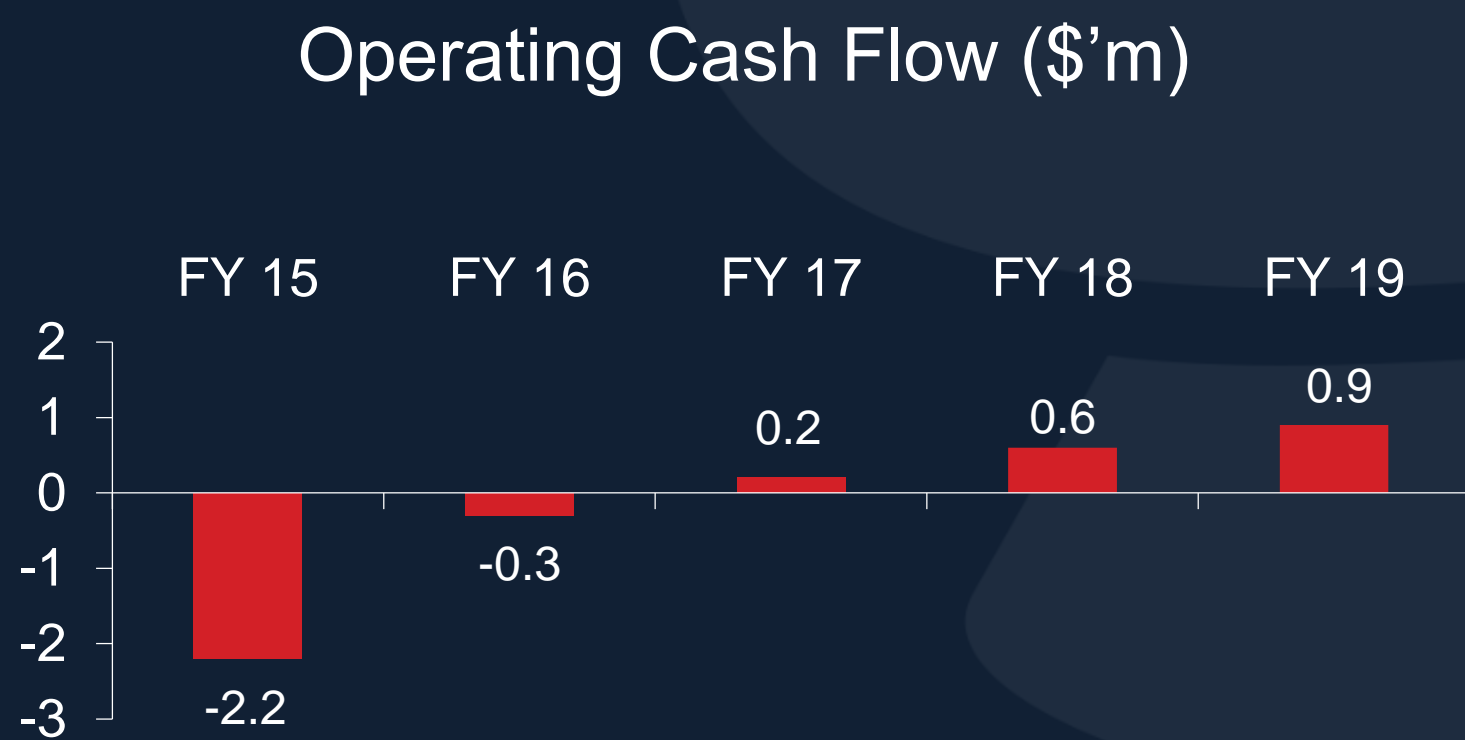
# Growing and increasingly cash generative



3 years growth returning revenue to FY15 levels



Centralization, outsourcing and offshoring building efficiency



Operational cashflow, earnings and margins growing

# 14 quarters of consistent subscriptions momentum

Key SaaS Metrics	As at June'16	As at Dec'19	CAGR
Number of Subscriptions	7,158	8,048	3%
Average Revenue Per Unit (ARPU)	\$623	\$1,003	15%
Annual Contract Value (ACV)	\$4.5m	\$7.8m	17%
Web Traffic (Sessions)	3.8m	5.5m	11%
Web Traffic (Users)	1.1m	2.8m	31%
Loyalty Index	41%	58%	10%
Renewal Rate	73%	85%	4%
Lifetime Years	3.7	6.5	17%
Lifetime Value	\$16.5m	\$50.7m	38%

Rapid growth of all metrics driving high performance ACV & LTV



Aspermont market capitalization is less than half the current LTV of subscriptions alone



# Market leading competitive strengths

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Aspermont's products are established market leaders. The company pioneered digital paywall models since the birth of the internet era. The company has developed sophisticated system to drive exceptional audience growth and built an increasing set of monetization tools for its clients. The company is focused on remaining ahead of the trends and needs of its markets.

## Brand Strength

Our 560 years heritage supports successful product, channel and brand extensions

## Market Leadership

Leading content provider to global resources sector with direct access to CXOs within the industry and its supply chain

## Leadership Team

Tier 1 executive and management team with strong skills sets and experience in media-tech industry

## Innovation Leaders

First adopters in digital paywall; disruptors in semantic search; pioneers in marketing automation and new client services solutions

## Technology Platform

Next generation platform gives omnichannel advantages and deep behavioral data analysis capabilities

## Scalability

Centralized, digitized, outsourced and offshoring operational structures provide low marginal cost base for growth



# Blue chip client base of industry leaders with large spend capacity

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## COMPANIES

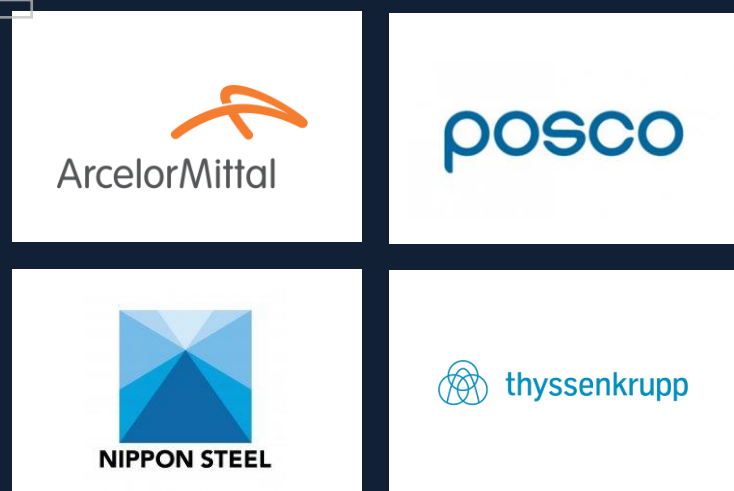
### MINING



### ENERGY



### STEEL

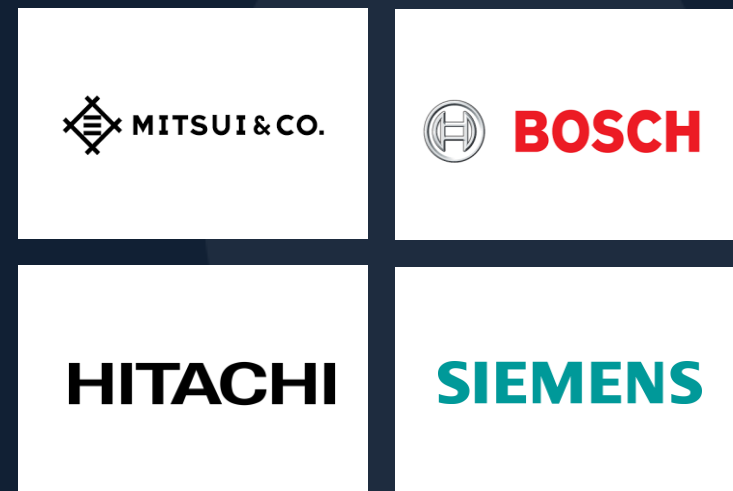


## SUPPLY CHAIN

### MACHINERY



### ENGINEERING



### EQUIPMENT



## FINANCIAL SERVICE

### BANKING



### INVESTMENT SERVICES



### INSURANCE



## SERVICES

### ACCOUNTING



### LEGAL



### MANAGEMENT CONSULTANT



## TECHNOLOGY



#### Note:

Aspermont is continually developing and delivering new products and monetisation tools to its clients. Average Revenue Per Client (ARPC) grew by a decent 20% in FY19 but has a far greater distance to go. Owing to our new end-to-end marketing services suite the company is starting to win much larger scale contracts than before. As the momentum builds overtime there should be a significant growth breakthrough in these revenue streams.



# Aspermont's three growth horizons





# New Business Streams Coming Online

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Two New Business Line Launches in FY20  
Responding to client marketing needs and developing bespoke solutions

## Content Agency

Utilising award winning inhouse journalists and designers to create content and marketing assets for clients to use across Aspermont's and other networks



## Lead Generation Services

Utilising content marketing campaigns to drive fully qualified, GDPR compliant, marketing leads to clients





# Scalable growth achieved through expansion of content and sales resources 12

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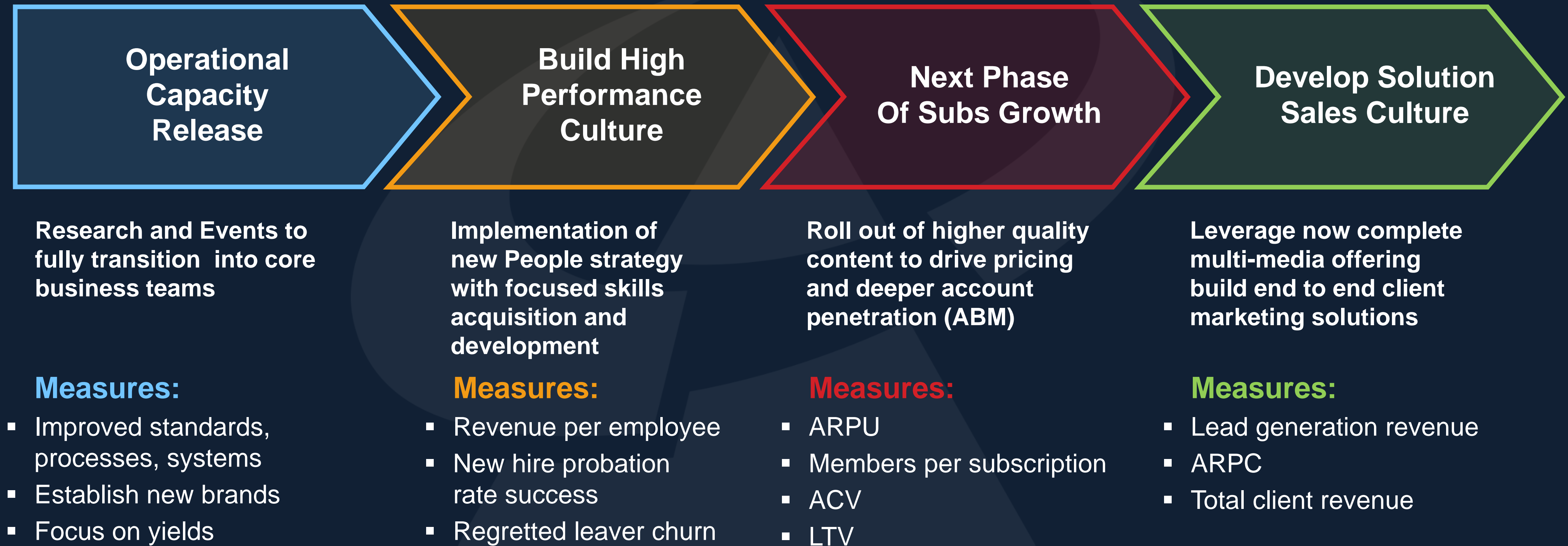


- 1 Scale content services to new geographies
- 2 Leverage multi-lingual platform capabilities
- 3 Build content services in new sectors



# Our FY20 execution priorities and how investors can measure us

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# The outlook for next year remains one of high growth

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- We have a proven operating model
- With a consistent track record of:
  - Top line growth
  - Improving bottom line
  - Expanding margins
- Our unit economies are good
- The cost base is relatively stable and our key people foundations are in place
- Consequently our outlook is for:
  - Continued top line performance
  - Improving bottom line
  - Continued margin expansion



## For further information

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## Glossary (SaaS Metrics)

### Number of Subscriptions

Number of live subscriptions at end of period

8,048

### Average Revenue Per Unit (ARPU)

Annual Contract Value / Number of Subscriptions

\$1,003

### Annual Contract Value (ACV)

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

\$7.8m

### Sessions

Total number of web sessions over a trailing twelve month basis

5.5m

### Users

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

2.8m

### Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement

58%

### Renewal Rate

Volume of subscriptions renewed over trailing twelve month basis (i.e. the inverse of Churn Rate)

85%

### Lifetime Years (LY)

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

6.5 years

### Lifetime Value (LTV)

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

\$50.7m

## Glossary (Others)

### **Audience Revenues**

Subscriptions + event delegate revenues

(i.e. All revenues – Client Services Revenues)

### **Client Services Revenues**

Display advertising + content marketing + lead generation + content agency + event sponsorship revenues

(I.e. All revenues – Audience Revenues)

### **ABM (Account Based Marketing)**

ABM is a sales and marketing strategy that focused on developing the spend and penetration in targeted accounts

### **Solution Selling**

Solution selling is an approach where we bespoke sell our product and services to clients in a best fit manner to suit their actual needs. This contrast transactional selling where clients simply buy the products or services from us and tailor them to their own needs

### **ARPC**

Average revenue per client is measured as:  $\text{Total Client Services Revenues} / \text{Number of Clients}$

### **Paid Members per Subscription**

each subscription has multiple paid members attached to it and as ABM strategies develop the number of Paid Members per subscription increases; which also drives pricing (ARPU)



# Capital Structure

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Shares on issue	2.1b	@1 cent
Options on issue	324m	@3 cent
	10m	@1 cent
Unlisted Performance Rights	92.4m	
Market Capitalisation	21.2m	
Substantial Shareholdings	15.3%	Drysdale Investments Limited
	13.1%	Allandale Holdings Pty Ltd
	12.3%	Mega Hills Limited
	7.6%	Annis Trading Limited
	5.1%	Ginga Pty Ltd

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# Appendix

# Experienced leadership team able to execute



**Ajit Patel**

Chief Operating Officer

Ajit has more than 30 years of experience in technology; working across digital media, events and research. Previously Ajit was the CTO for Incisive Media, where he was responsible for infrastructure, software development, online strategy and large scale systems implementation.

Ajit came to Aspermont to help deliver the technological base to enable the company to deliver on its long-term solution. He is now responsible for all services departments including marketing.



**Alex Kent**

Group Managing Director

Alex joined Aspermont in 2007 having spent the early part of his career at Microsoft.

Starting with the creation of a semantic search division for the company he has since worked in all areas of the Aspermont Group. His prime skills sets of technology and marketing saw him hold the role of Group CMO prior to becoming Managing Director.

Alex has BSc degrees in Economics, Accounting and Business Law. He has been a key driver of the overall vision for the company and its deep-seated technological focus.



**Leah Thorne**

Group People Director

Leah joined Aspermont in 2018 with over 18 years experience in HR. Prior to joining, Leah had led a number of HR functions within technology start up environments and supported their transition to become more established, efficient businesses. She also headed up European Talent Development at Activision Blizzard where she had a strong focus on leadership development and the digital transition. Leah's role at Aspermont will see her developing and executing our People Strategy, to support both the overall business strategy and high growth phase the company is in.



**Matt Smith**

Chief Commercial Officer

Matt has over 20 years of experience in global media sales. His previous role was President at International Data Group (IDG), the world largest technology media organisation, where he directly managed and led the global demand generation business and data strategy. His role at Aspermont is newly created and gives him full remit over all the company's commercial activities. Specifically Matt will be focused on building a truly solution-sales based culture and framework within Aspermont to enable the company to maximise on its wealth of client sponsorship opportunities



**Nishil Khimasia**

Chief Financial Officer

Nishil has significant and relevant experience in financial management, business development and transformation in entrepreneurial growing companies in the global B2B sector. Over the past 8 years Nishil held CFO and General Management positions at Equifax UK & Ireland, part of Equifax Inc., one of the world's largest information solutions providers, with responsibility for developing UK & Ireland business.



# Board of Directors



**Andrew Kent**

Chairman and  
Executive Director

Andrew Kent, Chairman and Executive Director, is an experienced Business Manager and Corporate Advisor with over 40 years experience in international equities and media. Mr. Kent was the CEO of Aspermont from 2000 to 2005 and holds considerable knowledge of its products and the market landscape. He is a member of the Australian Institute of Company Directors.



**Geoff Donohue**

Lead Independent Director

Mr. Geoff Donohue has over 29 years experience at both board and senior management level within public companies and the securities industry. Mr. Donohue holds a Bachelor of Commerce from James Cook University of North Queensland, Graduate Diploma in Financial Analysis from the Securities Institute of Australia and is a Certified Practicing Accountant.



**Alex Kent**

Group Managing  
Director

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**Christian West**

Non-executive Director

Christian West has over 16 years' experience in advising public companies on portfolio structure and in deal origination, development and financing for private companies. Christian has a successful track record investing in global equities, through public market, venture capital and private equity investment channels across media, technology and natural resource sectors. He is currently a Director of RDP Limited, a venture capital group specialist in the natural resources sector



**Clayton Witter**

Non-executive Director

Clayton Witter has over 20 years' experience in advising large and medium size organisations on implementation of new technologies to transform business processes across a number of sectors including FMCG (consumer goods), Manufacturing, Banking, Information Technology and Electrical household appliances. He was previously Managing Director at Beko Plc, the UK home appliance manufacturer where under his management, Beko became market leader across multiple product categories.