

12 May 2020

## ASPERMONT LAUNCHES THE FIRST OF A NEW MULTIMEDIA PRODUCT SERIES

Aspermont (ASX:ASP), the market leader in B2B media for the global resources sector, has launched the [Mining Journal Stakeholder Engagement Programme](#) (MJSEP), which is the first in a new series of multimedia product launches

- MJSEP initial roundtable discussion scheduled for October
- MJSEP will be delivered across a wide range of media formats
- MJSEP will initiate a series of important conversations that Aspermont will extend across the global resource sector
- The MJSEP was crowd funded by key industry partners, fully sold prior to launch, generating over \$200k in revenues to date
- The first iteration of MJSEP will conclude early in the New Year, before extending (and renewing) for further iterations of a rolling programme.

### Aspermont Managing Director Alex Kent said:

*“Aspermont’s 365-day engagement with our global audiences, both on and offline, ideally positions us to identify the important topics the resource industries face today and to lead the discussion.*

*Two years ago, we initiated a content hub as a macro conversation on the ‘Future of Mining’ and built this into a [highly successful global event series](#). The Mining Journal Stakeholder Engagement Programme will also initiate a global series of specific ‘conversation’ products and share them across our on-and-offline channels.*

*Typical media organisations cover the broad market, but Aspermont has the global reach and industry leading position to provide both the platform and the elevated forum to facilitate effective collaboration across the resource sectors to find solutions for the greatest challenges of our day.*

*Our technological evolution over the past five years enables us to add value to a range of customer products by giving them access to over 500 years of combined brand heritage with delivery of independent and trusted industry content, on topics such as stakeholder engagement.*

*Aspermont titles and editorial teams have the skill sets and the experience needed to deliver the right content, from the mouths of the right people, through the right mediums, at the right time.*

*This exciting venture puts Aspermont centre stage for our global industries and opens numerous new commercial opportunities for us. We look forward to updating our shareholders as MJSEP and the following products in this new multimedia series develop.”*

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## What is the Stakeholder Engagement Programme?

The MJSEP is an example of Mining Journal taking the lead to develop the most pertinent industry conversations of today. We see a disconnect between the rising expectations of industry stakeholders and the conventional industry response to these pressures.

The MJSEP will build a meaningful dialogue between all industry participants on a multimedia platform over several months to:

- Understand/establish realistic stakeholder expectations
- Define key steps and targets for meeting those expectations.

Mining Journal's distribution network will disseminate the findings, accelerate the information 'trickle down' and ultimately change the conversation.

### How will it be delivered?

Our multimedial platforms will carry the conversation through podcast recordings, video interviews, thought-leadership articles, industry research, news, and a whitepaper review of both the current state of the industry's engagement with its stakeholders and the practical path ahead. The programme will be initiated through roundtable discussions scheduled for October this year.

All content will be curated on a dedicated website called the [core content hub](#) which will serve our global mining community both through our own channels and on social media

### Who are our partners on this initiative?

The MJSEP is a collaborative effort, curated by our internal content teams and supported by industry and stakeholders. Our key partners in the initiative are:

**Accenture | Danakali | Isometrix | London Metal Exchange | Polymetal**

With support from associate partners such as:

**Anglo American | Arcelor Mittal | Church of England Pensions Board | Flora & Fauna International | ICM | Rio Tinto | Young Mining Professionals | Women in Mining**

For more information on the programme please visit –

- [Mining Journal Stakeholder Engagement Programme](#)

For related ASX announcements please see –

- [Aspermont Launches the Future of Mining digital content hub](#)
- [Aspermont Events build momentum](#)

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**About Aspermont**

Aspermont is ASX listed with offices in Australia, UK, Brazil, North America and the Philippines. The Company's focus is on global media leadership in the Mining, Agriculture, Energy and Technology sectors.

The company has invested 20 years in building a commercial model for B2B digital media distribution that is founded on providing high value content to a global subscriber base. The B2B model is scalable as to new countries, new commodity sectors and in new languages.

Aspermont is now the dominant player in B2B media for the resources sector.

For more information please see: [www.aspermont.com](http://www.aspermont.com)

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