

06<sup>th</sup> September 2022

## ASPERMONT DELIVERS A 24<sup>TH</sup> CONSECUTIVE QUARTER OF SUBSCRIPTIONS GROWTH

Aspermont (ASX:ASP, FRA:00W), the market leader in B2B media for the global resource sectors is pleased to announce a 24<sup>th</sup> consecutive quarter of subscriptions growth in its Content business.

Aspermont has consistently built Content-as-a-Service (CaaS) subscriptions over the last 7 years despite frequently adverse market conditions, COVID-19, global inflation pressures and market volatility. Through it all the CaaS business has consistently built critical mass.

### Q3-22 Key CaaS Metrics:

- Annual Contract Value (ACV) at \$9.85m was 4% up on prior quarter and 13% year on year
- Volume renewal rates (VRR) at 85.5% are at an all-time high, up from 83.9% in prior quarter and up 82.2% (Year on Year)
- Net Retention Rate (NRR) is being maintained at over 100%
- Average Revenue Per Unit (ARPU) now exceeds \$1.5k, up 7.2% on prior quarter with 27.5% growth over the last 12 months
- Lifetime Value (LTV) of subscriptions is now over \$68m, up 15.9% on prior quarter and up 39.5% Y on Y.

### Alex Kent, Managing Director, said:

*"The Aspermont CaaS business, one of our three XaaS models, is fundamental to our long-term strategy to build a bigger and broader company.*

*We are achieving good price increases for our product packages (ARPU) alongside with rising net retention and volume renewal rates over the past seven years. Our number of subscriptions units has stayed constant while the unit size has increased, and the size of our audience has grown progressively. This confirms both a growing customer recognition of our content quality and the success of our Account Based Marketing strategies.*

*Aspermont's healthy financial position, with no debt and currently over \$7m in cash, supports an increasing investment in new CaaS products with improving profit margins. Several new initiatives have recently been announced and we look forward to updating shareholders on our progress.*

*Our Lifetime-Term value of CaaS subscriptions alone, at \$68M, significantly exceeds our market capitalisation which is most unusual for a mediatech company. During September, Aspermont will be marketing to investors in Europe, for the first time since our Frankfurt listing in 2021. We look forward to meeting our new investors face to face and we look forward to updating all shareholders as we launch new growth opportunities funded from our own cash flow".*

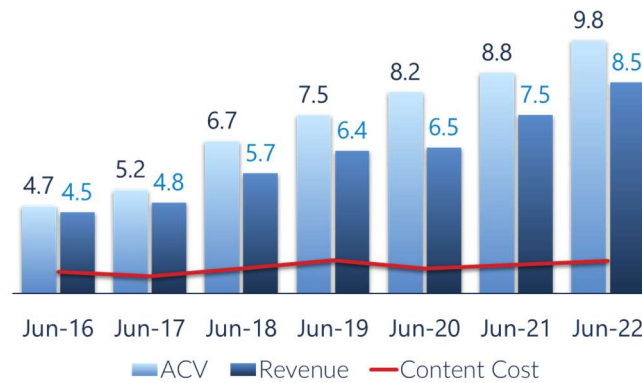
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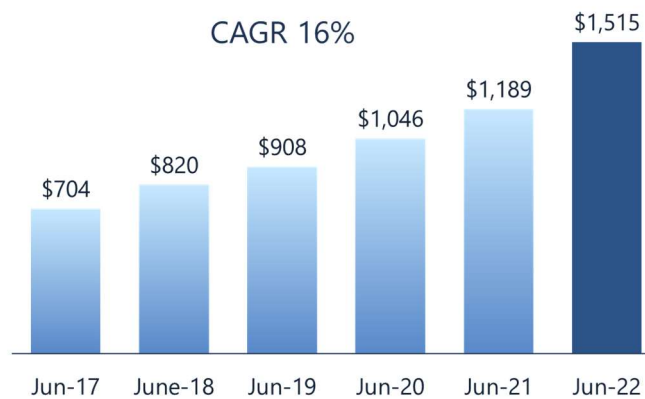
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Charts:

**CaaS Revenue & ACV (A\$m)**



**Average Revenue Per Unit (ARPU)**



**Net retention rate & renewal rate (%)**



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This announcement has been authorised by the Board of Directors.

For further information please contact:

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**About Aspermont**

Aspermont is the leading media services provider to the global resource industries. Aspermont has built a commercial XaaS model for B2B media which distributes high value content to a growing global audience. This versatile model can be scaled to serve new business sectors in new countries and languages. Aspermont's increasing size of (paid) audiences has opened a data monetization opportunity that the company is now developing.

Aspermont is listed on the Australian Stock Exchange and quoted on the Frankfurt Stock Exchange. It is also quoted on Tradedgate and other regional German exchanges. The company has offices in UK, Australia, Brazil, USA, Canada, Singapore and the Philippines.

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

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