

15 March 2023

## Aspermont establishes Content Works Division

Aspermont (ASX:ASP, FRA:00W), the leading media services provider to the global resource industries, has established a content agency division ([Content Works](#)) to significantly broaden the range of customer services.

Content Works was developed through pilot tests supported by major clients including IBM, Amazon, Thyssen Krupp, SAP and the recently announced partnership with the [Kingdom of Saudi Arabia](#).

Aspermont had to upscale internal and external resources from positive cashflow to develop Content Works to provide an ever-widening suite of products and services to build repeat business across the global customer base.

### Alex Kent, Managing Director, said:

*"Our history as a print publisher goes back to 1835, but over the last 6 years we have evolved into the mediatech leader across the mining, energy, and agriculture industries. Content Works confirms Aspermont's growing role as a marketing agency, working closely with clients to develop a range of sophisticated bespoke products such as audience identification, content creation, and creative production to undertake targeted client marketing campaigns with regional or global distribution. We will shortly announce the appointment of a new Head of Content Works and a new Group Chief Marketing Officer, both with recognised expertise in agency type business models.*

*By building client relationships on multiple levels, we more fully understand client needs and aspirations as we work together to provide products and services tailored to specific client requirements. The deeper the client relationship, the greater the recurring revenue, which reached 75% of total group revenues in FY 2022. At the pilot stage last year, Content Works contributed 2% of Aspermont revenues with exceptional growth expected in FY 2023 and upscaled growth into the future."*

For more information on Content Works please see:

<https://www.contentmarketing.works/>  
<https://www.aspermont.com/brands#content-creation-services>

This announcement has been authorised by the Board of Directors.

For further information please contact:

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### About Aspermont

Your global print, online and conferencing solution

Print | comprehensive, up to date information, reviews & surveys  
Online | essential news and information direct to your desktop  
Conference | high profile, highly targeted key industry conferences

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

Aspermont is the leading media services provider to the global resource sectors. 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. As Aspermont global (paid) audiences continue to grow, this opens new opportunities to monetise Aspermont's vast data base data which are being addressed as new hirings expand the group knowledge capital and capabilities.

Aspermont is listed on the Australian Stock Exchange and quoted on the Frankfurt Stock Exchange. It is also quoted on Tradegate 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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