

20 March 2023

## ASPERMONT APPOINTS JOSH ROBERTSON AS GROUP CHIEF MARKETING OFFICER (CMO)

Aspermont (ASX:ASP, FRA:00W), the market leader in B2B media for the global resource industries, has created a new position of Chief Marketing Officer (CMO) to manage group marketing and investor relations divisions.

The new CMO will be responsible for developing new content and products to serve and broaden our investor base globally and to develop our new content agency [Content Works](#).

Josh Robertson has extensive marketing experience gained at several large global network agencies. Josh held senior management positions at Havas, Publicis and Dentsu and as Chief Marketing Officer at VCCP serving large corporate and government clients worldwide.

### Managing Director Alex Kent said:

*"I am delighted to welcome Josh to the Aspermont team. Chief Marketing Officer is a key executive appointment and Josh will work closely with our Chief Operating Officer (Ajit Patel), Chief Financial Officer (Nishil Khimasia), Chief Commercial Officer (Matt Smith), and Group People Director (Leah Thorne). In common with these executives, Josh has skill sets developed through work experience at sector leading international businesses.*

*Aspermont's business model has been effective in developing global digital audiences, recording 26 consecutive quarters of subscriptions growth at 20% CAGR in revenues. Many of our new corporate subscribers are high-profile blue-chip companies with large spend capacity. Josh will work to broaden and deepen our audience experience and could turbo charge our performance in these areas and take us to new and higher levels. This appointment coincides with the official launch of our 2-year content agency pilot – Content Works - which will benefit from Josh's expertise and experience.*

*Aspermont's rapid growth is largely due to the extensive blue-chip C suite experience of our expanding executive team which is a remarkable asset not recognised in our small market capitalisation. We are addressing big long-term opportunities to upscale Aspermont and our success to date has not yet been recognised by the Australian stock market."*

### Chief Marketing Officer Josh Robertson said:

*"This is a great time to join Aspermont which has the technology and the incredibly deep data base to extend media leadership for the natural resource industries. Aspermont's expansion and growth is testament to everyone at the company and I intend to help accelerate this growth through customers taking on new products and services. I look forward to working in the mining energy and agriculture sectors with their great opportunities, but I am also mindful of the wider responsibility from taking into account ESG issues."*

Josh Robertson's appointment follows a series of new key people appointments at Aspermont in FY23. See links below for further details.

[Aspermont Appoints Ana Gyorkos as Group Content Director](#)

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[Aspermont Appoints Lindsay Santos as Group Head of Events](#)  
[Aspermont Appoints Graeme McCracken as Non-Executive Director](#)

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 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)