



Aspermont

Information for Industry

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**Enable businesses to dig deeper and
make better decisions for a brighter future**

Key Financial Highlights

H1 Vs H2

- Revenues returned to growth
- Business returned to profitability
- Cash reserves balanced with inward investment

Q4

- 33rd consecutive quarter of growth in subscriptions
- Subscriptions Revenue \$2.4m, up 4% year on year
- Annual Recurring Revenue \$11.3, up 7% year on year
- Average Revenue Per Unit \$2.2k, up 17% year on year
- EBITDA \$0k, flat growth year on year
- Net cash \$1.4m

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FY24 Preliminary Financial Highlights

	H1 24	H2 24 f	Change
Total Revenue from continuing operations	\$8.0m	\$9.5m	+18%
Annual Recurring Revenue - Subscriptions	\$10.7m	\$11.3m	+6%
Normalised EBITDA	(\$0.6m)	(\$0.2m) to \$0.0m	
Cash & Cash Equivalents	\$1.4m	\$1.4m	

	FY23	FY24 f	Change
Total Revenue from continuing operations	\$18.0	\$17.5m	-3%
Annual Recurring Revenue - Subscriptions	\$10.6m	\$11.3m	+7%
Normalised EBITDA	\$1.7m	(\$0.8m) to (\$0.6m)	
Cash & Cash Equivalents	\$4.0m	\$1.4m	

*financial results for H2-24 and are subject to the completion of audited financial reporting

Q4 Preliminary Financial Highlights

	Q3 24f	Q4 24 f	Change
Total Revenue from continuing operations	\$4.9m	\$4.4m	-10%
Annual Recurring Revenue - Subscriptions	\$11.1	\$11.3m	+2%
Normalised EBITDA	c.\$0.1m	(\$0.1m) to (\$0.2m)	
Cash & Cash Equivalents	\$1.4m	\$1.4m	

	Q4 23	Q4 24 f	Change
Total Revenue from continuing operations	\$5.2m	\$4.4m	-8%
Annual Recurring Revenue - Subscriptions	\$10.6m	\$11.3m	+7%
Normalised EBITDA	\$0.6m	(\$0.1m) to (\$0.2m)	
Cash & Cash Equivalents	\$4.0m	\$1.4m	

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Our Content-as-a-Service Model Solves an Information Gap

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INDUSTRY INFORMATION PAINS

- Information overload. exists
- Industry needs
Reliable & accurate information.
- Timely information.
- Access to Intelligent Information.
- Objectivity without bias.



OUR SUBSCRIPTION MODEL

PAYWALL

Independent gated content is only accessible to paid subscribers.

CONTENT

We produce various types of content from industry news to research, analysis, data and intelligence.

PEOPLE

We employ the brightest and best writers, analysts and researches in our sectors.

PLATFORM

Our sophisticated tech stack enables us to connect with, distribute to and monitor large scale online communities.



OUR INDUSTRY CONTENT SOLUTION

- 24/7 global coverage.
- Timely & curated.
- Informed & objective.
- Analytical & intelligent.
- Independent & trusted for over 200 years.

The Market Leader in B2B Media for the Global Resource Sectors

\$11M+

Annual Recurring Revenue

5,000+

Corporate Subscriptions in
Over 150 Countries

55%

Subscriptions Revenue

250,000

Monthly Active Users

12%

Subscriptions Revenue
CAGR

~100%

Net Retention Rate

3M+

Digital Users

17%

CAGR in ARPU

\$60M+

Lifetime Value

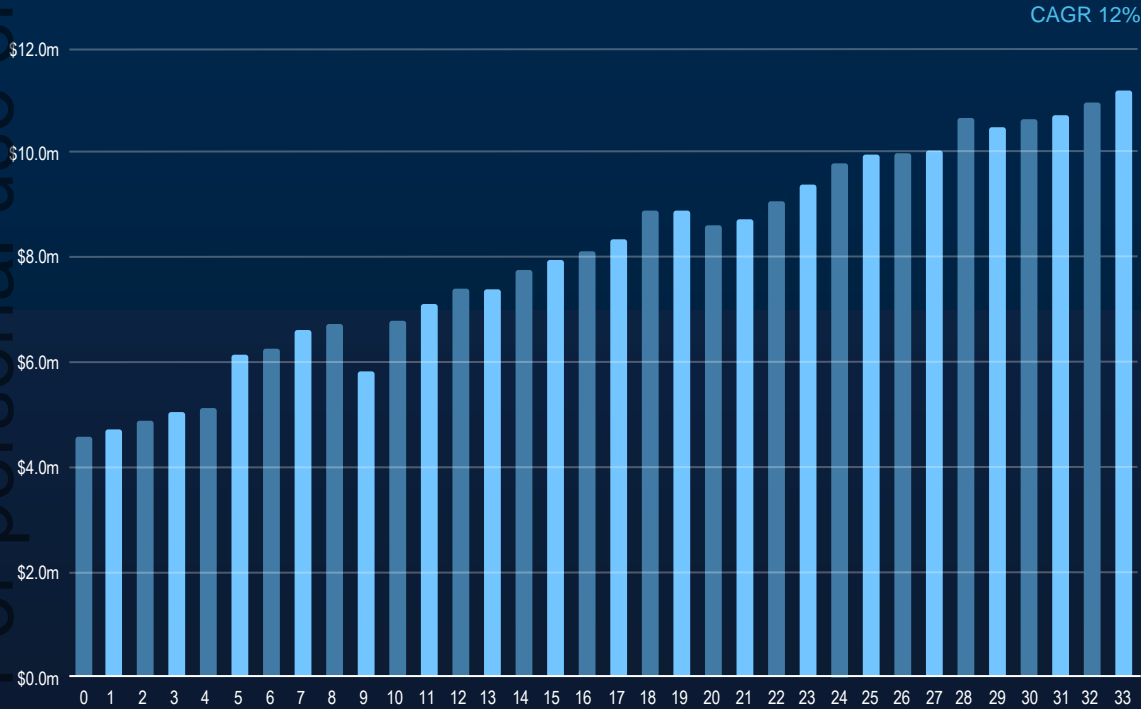
High performance subscriptions business with 8-year track record of success.

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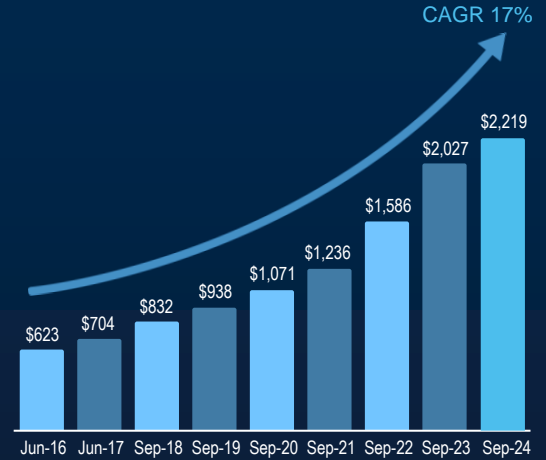
33 Consecutive Quarters of Scalable Subscriptions Growth

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Annual Recurring Revenue (ARR)



Average Revenue Per Unit (ARPU)



Gross Margins improvement from 47% to **67%**

Large Audience Expansion with Improving profit margins in Mining Corporate Subscriptions Alone

Total Addressable Market

80,000

Current
Aspermont
Corporate
Subscriptions

5,000

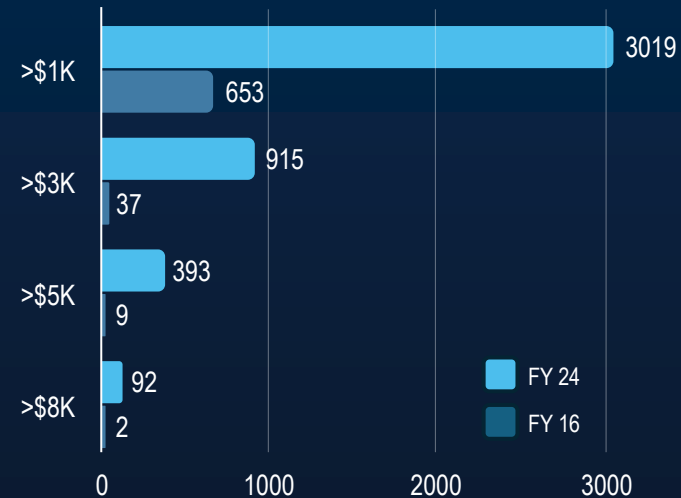
~6% TAM

\$2K+

Average revenue per unit,
with significant growth potential.

Top 10
Subscriptions
7.34%
of Total Subs
Revenue

Annual Recurring Revenue per Account



GROWTH STRATEGY 1

Grow Corporate Subscriptions



Content Volume Expansion

More content producers covering more regions, industry segments and specialisations.



Technological Advancement

Personalised UX to help optimise new customer conversion workflows.



Increased Outbound Marketing

Continual testing and optimisation of marketing practises to both widen the new traffic net and improve conversion efficacy.

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GROWTH STRATEGY 2

Increase Account Penetration to Build ARPU



Account Based Marketing

Target employees of existing corporate subscribers to increase members per subscription.



Upselling and Cross Selling

Bundle other existing standard and premium priced products to broaden subscriptions.



Rate Card

Achieve annual rate increases from improving content value proposition.

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GROWTH STRATEGY 3

Increase Market Size



Targeted Geographies

Enhance service provision and audience development in target markets.



New Languages

Multi-lingual expansion of services.



New High Value Formats

More Data & Intelligence products in risk analytics, project ratings, ESG, workflow data and pricing.

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PROGRESS REPORT – Q1 FY25

New marketing agency appointed, initial Data products set to launch, initiation of North American customer acquisition trail initiated



New Marketing Agency

- Increased operational capacity
- New expertise
- Increased Outbound Marketing activity and efficacy



New Data and Intelligence Products

- Mining Journal: Project Pipeline Index
- Mining Journal: ESG Index



New Marketing Trial

- Mobile geofencing marketing solution
- Nth Am Trial Target

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Aspermont Inflection Point

Set to continue double digit subscriptions revenue growth and positive free cashflow

- 01** A 8-year-old mediatech company with a 189-year legacy.
- 02** 33 consecutive quarters of growth in subscriptions model at 12% CAGR
- 03** Experienced Tier 1 management team executing with success.
- 04** Multiple growth strategies driving improved revenues and quality of earnings.
- 05** Multiple growth levers to increase, current 6%, share of total addressable market in mining corporate Subscriptions.
- 06** Multiple growth levers to maintain double digit ARPU growth, currently 17% CAGR.
- 07** Executing new ways to monetise industry leading content.
- 08** Self-funding growth investments maintain stable cash balances.

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Enabling Businesses to Dig Deeper and Make Better Decisions for a Brighter Future



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House of Brands

AUSTRALIA'S
MINING
MONTHLY

KONDIRIN GROUP'S
Farming
Ahead
INDEPENDENT INFORMATION FOR AGRICULTURE

Minjng Magazine

Minjng Journal

Minjng Journal **SELECT**

FUTURE OF
MINING

M/N MiningNews.net

MININGNEWS **SELECT**

ENB
energynewsbulletin.net

GeoDrilling International

 **Notícias de Mineração Brasil**

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TIER 1 Management Team, Aligned to Shareholder Interest



Ajit Patel

Chief Operating Officer
Ex Incisive Media



Alex Kent

Group Managing Director
Ex Microsoft



Josh Robertson

Chief Marketing Officer
Ex Publicis Groupe



Matt Smith

Chief Commercial Officer
Ex IDG



Nishil Khimasia

Chief Financial Officer
Ex Equifax

18% combined management shareholding • 8 years avg. management tenure



Ana Gyorkos

Group Content Director
Ex Global Data



Lindsay Santos

Group Head of Events
Ex InfoCommAsia



Roger Cooke

Group Sales Director
Ex Euromoney



Sophie Mickel

Group Financial Controller
Ex ERGT Australia

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Currency All amounts in this presentation are in Australian dollars unless otherwise stated.

FY refers to the full year to 30 September

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