



Aspermont

Information for Industry

For personal use only

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

Key Q1 Highlights

Emerging cyclical and event-based new opportunities

Subscriptions

- 34th consecutive quarter of growth in subscriptions
- Annual Recurring Revenue \$11.4, up 6% year on year
- Average Revenue Per Unit \$2.3k, up 20% year on year
- ~100% Net Retention Rate
- Subscriptions Revenue \$2.5m, up 3% year on year
- Subscription Revenue composition 68%, up 8% year on year

New Revenue Opportunities

- Cyclical opportunities in Advertising and Live Events
- Resource nationalism opportunities in Advertising and Live Events
- Exploration activity opportunities in Data

Financials

- Revenue from continuous operations \$3.7m
- EBITDA (\$400k)
- Net cash \$1.0m

Q1 Preliminary Financial Highlights

	Q4 24	Q1 25	Change
Total Revenue from continuing operations	\$4.4m	\$3.7m	-8%
Subscriptions Revenue	\$2.4m	\$2.5m	+4%
Subscriptions Revenue Composition	55%	68%	+24%
Normalised EBITDA	(\$0.1m)	(\$0.4m)	
Cash & Cash Equivalents	\$1.4m	\$1.0m	

	Q1 24	Q1 25	Change
Total Revenue from continuing operations	\$3.8m	\$3.7m	-2%
Subscriptions Revenue	\$2.4m	\$2.5m	+3%
Revenue Composition Subscriptions	63%	68%	+8%
Normalised EBITDA	(\$0.2m)	(\$0.4m)	
Cash & Cash Equivalents	\$1.7m	\$1.0m	

*financial results for Q1-25 and are subject to the completion of audited financial reporting

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

For personal use only



INDUSTRY NEEDS INFORMATION

There is an Information overload.

Industry needs information that is:

Timely.

Accurate.

Reliable.

Objective and free of 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

68%

Subscriptions Revenue

250,000

Monthly Active Users

12%

Subscriptions Revenue
CAGR

100%

Net Retention Rate

3M+

Digital Users

18%

CAGR in ARPU

\$67M

Lifetime Value

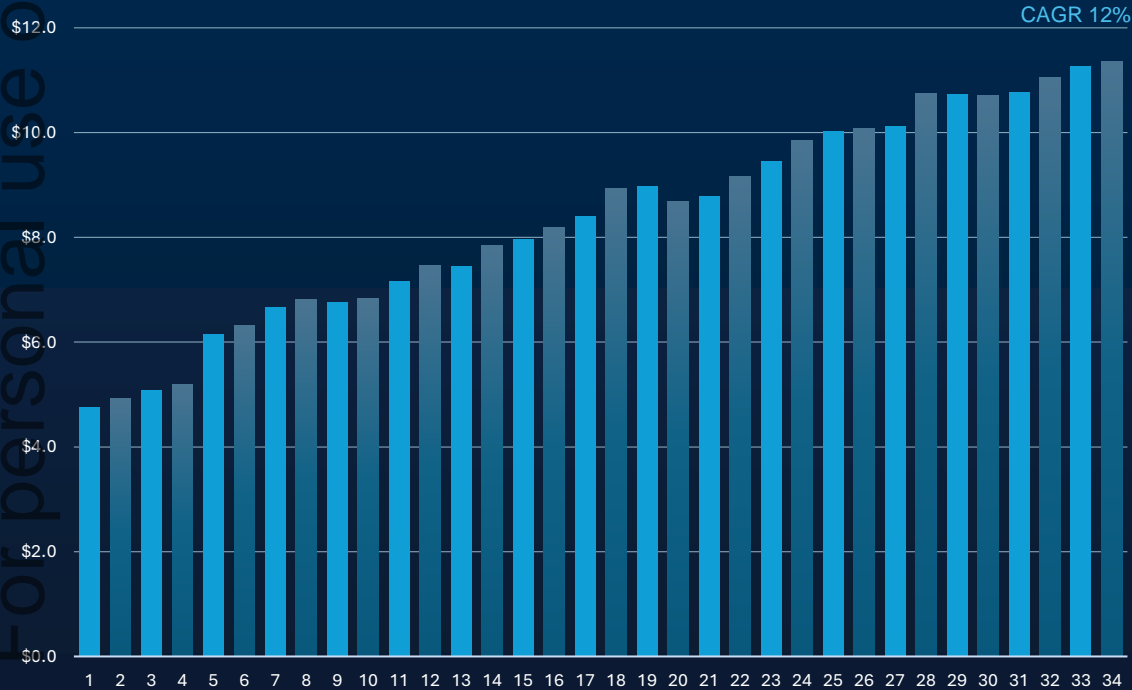
High performance subscriptions business with 8-year track record of success.

For personal use only

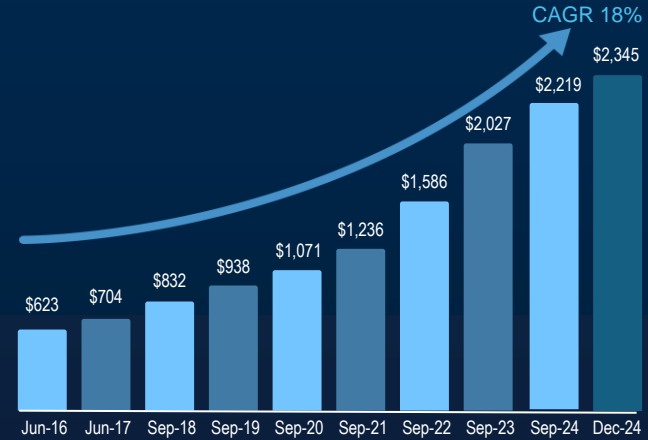
34 Consecutive Quarters of Scalable Growth

For personal use only

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

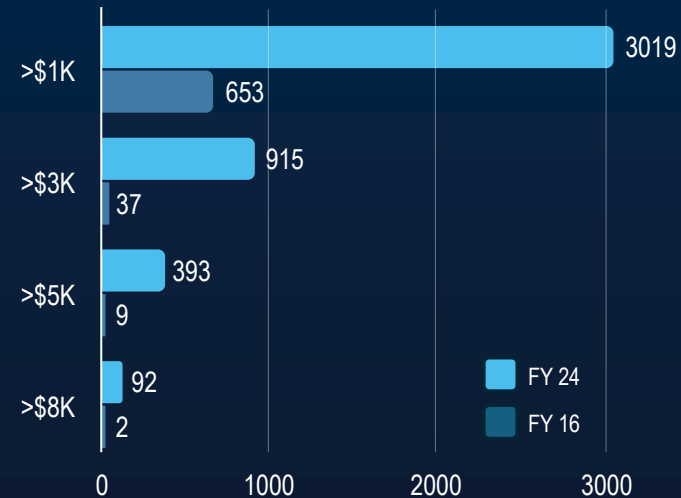
~6% TAM

\$2K+

Average revenue per unit,
with significant growth potential.



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.

For personal use only

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.

For personal use only

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.

For personal use only

PROGRESS REPORT – Q2 FY25

New cyclical and event-based opportunities emerging



Marketing Agency/ Outbound

- Increased outbound marketing activity and efficacy
- **Target = Increased New Business Subscriptions**



Data and Intelligence Products

- Existing research/intell reports being developed into data products
- World Risk Index – Q2 launch
- Project Pipeline Index – Q3 launch
- ESG Index –Q4 launch
- **Target = Increased ARPU**



Geofencing Marketing Trial

- Nth America target
- Q1 pilot
- Target = Increased New Business Subscriptions
- **Result: trial discontinued / poor results**



New Government Tender

- Unbudgeted marketing agency ([Nexus](#)) opportunity
- 12-month program; Q3 close
- **Target = \$1.5m revenue**



New Key Company Tender

- Unbudgeted marketing agency ([Nexus](#)) opportunity
- 12-month program; Q3 close
- **Target = \$0.5m revenue**



New Events Upside

- Unbudgeted Expo opportunity for [Future of Mining](#) event
- Q4 close
- **Target = \$0.7m revenue**



New Data Product

- Unbudgeted new product opportunity with major mining company
- Phase 1 Q2 close
- **Target = \$0.5m revenue**

Building Complementary Revenue Streams that Leverage Our Industry Expertise and Technology Strength

EVENTS

10%

OF EXISTING TOTAL
REVENUE

FUTURE OF
MINING

MARKETING AGENCY

22%

OF EXISTING TOTAL
REVENUE

nexus.

For personal use only

Aspermont Inflection Point

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

- 01** A 8-year-old mediatech company with a 190-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 18% CAGR.
- 07** Executing new ways to monetise industry leading content.
- 08** Self-funding growth investments from organic free cash flow.

For personal use only

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



UNITED KINGDOM

Aspermont Media No.1 Poultry
London United Kingdom,
EC2R 8EJ

Email: corporate@aspermont.com

Office Phone: +44 207 216 6060



SINGAPORE

182 Cecil Street,
#23-02, Frasers Tower,
Singapore 069547

Email: corporate@aspermont.com



AUSTRALIA

Aspermont Limited
613-619 Wellington Street
Perth, Western Australia, 6000

Email: corporate@aspermont.com

Office Phone: +61 8 6263 9100



ASX:ASP | FRA:00W | TDG:00W

For personal use only

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

MN MiningNews.net

MININGNEWS **SELECT**

ENB
energynewsbulletin.net

GeoDrilling International

 **Notícias de Mineração Brasil**

For personal use only

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



Nishil Khimasia

Chief Financial Officer
Ex Equifax

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



Ana Gyorkos

Group Content Director
Ex Global Data



Bilal Azmat

Head of Marketing
Ex Events B2B



Lindsay Santos

Group Head of Events
Ex InfoCommAsia



Roger Cooke

Group Sales Director
Ex Euromoney



Sophie Mickel

Group Financial Controller
Ex ERGT Australia

For personal use only

Capital Structure

Ticker Code	ASX:ASP	FRA:00W
Shares on issue	2.47b	
Unlisted Options Exercise @ \$0.03	324m	
Unlisted Performance Rights	213m	

Significant Shareholdings	Holding	% IC
BNP Paribas Nominees Pty Ltd	295m	11.9%
Drysdale Investments Limited	290m	11.7%
White Rabbit Ventures	271m	11.0%
Allandale Holdings Pty Ltd	241m	9.7%
Ileveter Pty Ltd	171m	6.9%
HSBC Custody Nominees (Australia) Limited	127m	5.1%

For personal use only

Disclaimer

Important notice disclaimer

FORWARD-LOOKING STANDARD ELEMENTS

This presentation may include forward-looking statements. Such statements can generally be identified by the use of words such as 'may', 'will', 'expect', 'intend', 'plan', 'estimate', 'anticipate', 'believe', 'continue', 'objectives', 'outlook', 'guidance', 'forecast' and similar expressions. Indications of plans, strategies, management objectives, sales and financial performance are also forward-looking statements.

Such statements are not guarantees of future performance, and involve known and unknown risks, uncertainties, assumptions, contingencies and other factors, many of which are outside the control of Aspermont Limited (**Aspermont** or **Company**). No representation is made or will be made that any forward-looking statements will be achieved or will prove to be correct. Actual results, performance, operations or achievements may vary materially from any forward-looking statements. Circumstances may change and the contents of this presentation may become outdated as a result. Readers are cautioned not to place undue reliance on forward-looking statements and Aspermont assumes no obligation to update such statements.

No representation or warranty, expressed or implied, is made as to the accuracy, reliability, adequacy or completeness of the information contained in this presentation.

PAST PERFORMANCE

Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance.

INFORMATION IS NOT ADVICE OR OFFER OF SECURITIES

This presentation is not, and is not intended to constitute, financial advice, or an offer or an invitation, solicitation or recommendation to acquire or sell Aspermont shares or any other financial products in any jurisdiction and is not a prospectus, product disclosure statement, disclosure document or other offering document under Australian law or any other law. This presentation also does not form the basis of any contract or commitment to sell or apply for securities in Aspermont or any of its subsidiaries. It is for information purposes only.

Aspermont does not warrant or represent that the information in this presentation is free from errors, omissions or misrepresentations or is suitable for your intended use. The information contained in this presentation has been prepared without taking account of any person's investment objectives, financial situation or particular needs and nothing contained in this presentation constitutes investment, legal, tax or other advice. The information provided in this presentation may not be suitable for your specific needs and should not be relied upon by you in substitution of you obtaining independent advice. Subject to any terms implied by law and which cannot be excluded, Aspermont accepts no responsibility for any loss, damage, cost or expense (whether direct, or indirect, consequential, exceptional or special damages including but not limited to loss of revenue, profits, time, goodwill, data, anticipated savings, opportunity, business reputation, future reputation, production or profit, any delay costs, economic loss or damage) incurred by you as a result of any error, omission or misrepresentation in this presentation.

PREPARATION OF INFORMATION

All financial information has been prepared and reviewed in accordance with Australian Accounting Standards. Certain financial data included in this presentation is 'non-IFRS financial information'. The Company believes that this non-IFRS financial information provides useful insight in measuring the financial performance and condition of Aspermont. Readers are cautioned not to place undue reliance on any non-IFRS financial information including ratios included in this presentation.

PRESENTATION OF INFORMATION

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

FY refers to the full year to 30 September

Rounding Amounts in this document have been rounded to the nearest \$0.1m. Any differences between this document and the accompanying financial statements are due to rounding.

THIRD PARTY INFORMATION AND MARKET DATA

The views expressed in this presentation contain information that has been derived from publicly available sources that have not been independently verified. No representation or warranty is made as to the accuracy, completeness or reliability of the information. This presentation should not be relied upon as a recommendation or forecast by Aspermont. Market share information is based on management estimates except where explicitly identified.

NO LIABILITY OR RESPONSIBILITY

The information in this presentation is general in nature and is provided in summary form and is therefore does not purport to be complete.

To the maximum extent permitted by law, Aspermont and each of its affiliates, directors, employees, officers, partners, agents and advisers and any other person involved in the preparation of this presentation disclaim all liability and responsibility (including without limitation, any liability arising from fault or negligence) for any direct or indirect loss or damage which may arise or be suffered through use or reliance on anything contained in, or omitted from, this presentation. Aspermont accepts no responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of this presentation, which may affect any matter referred to in this presentation.

This presentation should be read in conjunction with Aspermont's other periodic and continuous disclosure announcements lodged with ASX.