



**Aspermont**

*Information for Industry*

# AGM Investor Presentation (Feb'26) – ASX:ASP | FRA:00W

*“Transforming 190 years of media heritage into a  
subscription-first data & intelligence platform”*

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# The Market Leader in B2B Media for the Global Resource Sectors

**4K**

Corporate Subscriptions in over  
150 countries

**\$12M**

Annual Recurring Revenue (ARR)

**66%**

Subscriptions Revenue

**280K**

Monthly Active Users (MAU)

**11%**

Subscriptions Revenue  
CAGR

**100%**

Net Retention Rate (NRR)

**3M**

Digital Users

**17%**

CAGR in Average Revenue Per  
Unit (ARPU)

**\$66M**

Lifetime Value

*560 years of combined proprietary data across 11 media brands*

# More than 25% of the Global Fortune 100 are Aspermont clients

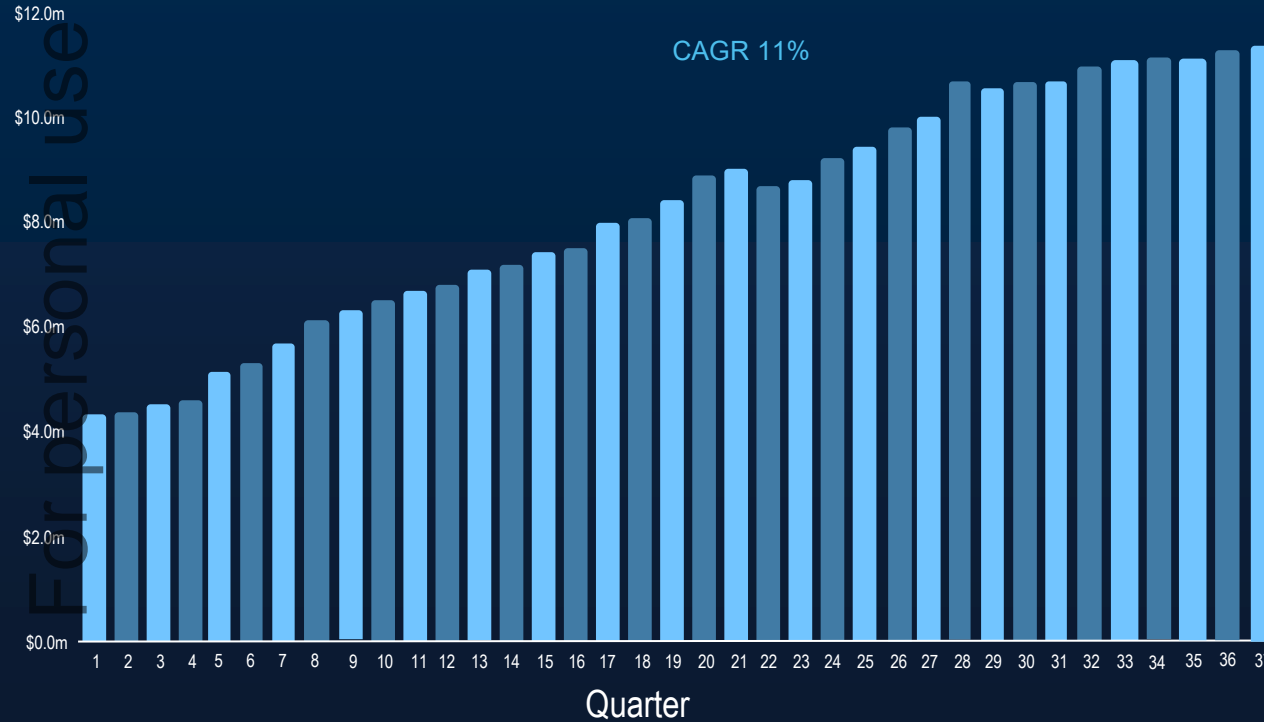
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COMPANIES	SUPPLY CHAIN	FINANCIAL SERVICES	SERVICES	TECHNOLOGY
<b>MINING</b>  	<b>MACHINERY</b>  	<b>BANKING</b>  	<b>ACCOUNTING</b>  	 
<b>ENERGY</b>  	<b>ENGINEERING</b>  	<b>INVESTMENT SERVICES</b>  	<b>LEGAL</b>  	 
<b>STEEL</b>  	<b>EQUIPMENT</b>  	<b>INSURANCE</b>  	<b>MANAGEMENT CONSULTANT</b>  	 

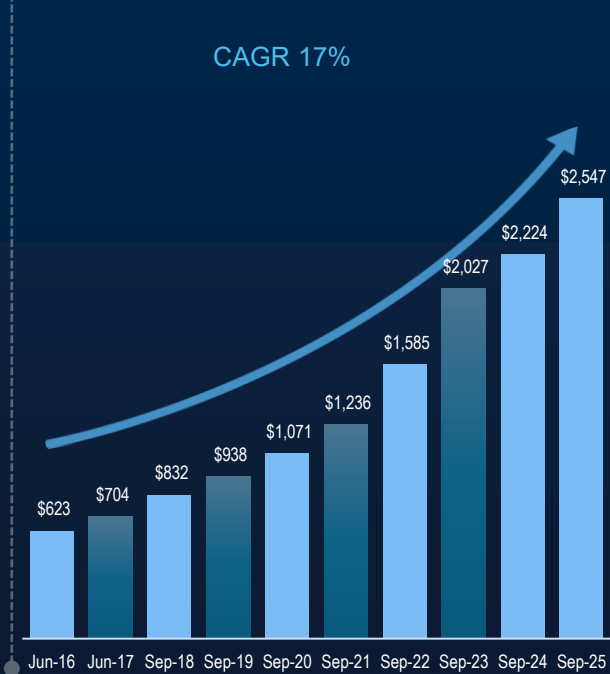
GOVERNMENT

# 9 Years of ARR Growth with 100% NRR

## Annual Recurring Revenue (ARR)



## Average Revenue Per Unit (ARPU)



# FY25 Reported Results

## Continuing operations

\$ m

	FY 25			FY 24		
	Adjusted Results	Adjusting Items	Statutory Results	Adjusted Results	Adjusting Items	Statutory Results
<b>Revenue</b>	15.4	-	15.4	16.5	1.0	17.5
<b>Adjusted Ebitda</b>	(1.0)	-	(1.0)	(1.5)	0.4	(1.1)
Depreciation and Amortisation	(1.0)	-	(1.0)	(0.9)	-	(0.9)
Share based payments/non trading items	-	0.1	0.1	-	(0.3)	(0.3)
Significant items / Exceptionals	-	(0.5)	(0.5)	-	(0.2)	(0.2)
<b>Operating profit</b>	(2.0)	(0.5)	(2.5)	(2.4)	(0.1)	(2.5)
Finance Costs	(0.1)	-	(0.1)	-	-	-
<b>Loss before Tax</b>	(2.6)	(0.5)	(2.6)	(2.4)	(0.1)	(2.5)
Tax Expense	-	-	-	-	0.04	(0.04)
<b>Net Loss after Tax</b>	(2.1)	(0.5)	(2.6)	(2.4)	-	(2.4)

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# FY25 at Glance

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1

Annual Recurring Revenue (ARR) at \$11.5m up 2% year on year; **37 consecutive quarters of growth**

2

**Mining-IQ v1** launched in Q4. Early traction includes presales to Tier 1 miners and financial institutions.

3

**\$550k+ enterprise contract signed with Rio Tinto** to digitize 190 years of archives and build an LLM-powered platform

4

**Nexus**, Aspermont's new in-house marketing agency, secured **two flagship contracts**

5

**Future of Mining Australia** delivered record audience size with over **2,000 attendees**

6

**Legacy product rationalization** continued, lifting subscriptions **recurring revenue to 66% of total**

7

**\$1.75m institutional placement at a 40% premium** and Share Purchase Plan contributed to total **capital raise of \$2.8m**

8

**Positive operating cashflow in H2** (ex -raise), with 11% reduction in Operating & Admin costs year on year

## Q1-26 Highlights

- Total revenue, from continuous operations, at \$3.5m representing 3% growth year on year
- Subscriptions revenue \$2.5m now representing 71% of total revenue composition
- Normalised EBITDA at (\$0.8m)
- Net cash \$1.5m
- Latest Nexus Government partnership secured with Timor-Leste ANM \$0.4m
- New Chair appointed to the Board adding further leadership depth and capital markets expertise

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# Q1 Financial Highlights

	Q4 25	Q1 26	Change
Total Revenue from continuing operations	\$3.5m <sup>(1)</sup>	\$3.5m	0%
Subscriptions Revenue	\$2.5m	\$2.5m	0%
Revenue Composition Subscriptions	54%	71%	
Normalised EBITDA	\$0.4m	(\$0.8m)	
Cash & Cash Equivalents	\$2.9m	\$1.5m	

	Q1 25	Q1 26	Change
Total Revenue from continuing operations	\$3.4m	\$3.5m	+3%
Subscriptions Revenue	<b>\$2.5m</b>	\$2.5m	0%
Subscriptions Revenue Composition	<b>68%</b>	71%	
Normalised EBITDA	(\$0.4m)	(\$0.8m)	
Cash & Cash Equivalents	\$1.0m	\$1.5m	

<sup>(1)</sup> Q4 25 excludes \$1.2m events revenue for FOM Perth that took place in July 2025 to give like for like comparison.

# Aspermont Inflection Point

*Ready to accelerate growth with major client endorsements*

- 1 A 9-year-old CaaS company with a 190-year legacy.
- 2 Experienced Tier 1 board and management team, aligned to shareholder interests, executing with success.
- 3 9 years of growth in subscriptions revenue model at 11% CAGR.
- 4 Significant growth opportunity and available growth levers to penetrate TAM in mining corporate subscriptions.
- 5 Multiple growth levers to maintain and enhance double digit ARPU growth, currently 17% CAGR.
- 6 New marketing agency Nexus, endorsed by top tier miners and central governments offers a compelling growth opportunity.
- 7 Emerging Data & Intelligence business, with major client endorsements able to drive long-term growth.
- 8 Well capitalised for new growth phase.

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

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## MARKET NEED

- There is an Information overload.
- Industry needs information that is:
  - Timely.
  - Accurate.
  - Reliable.
  - Objective and free of bias.



## OUR CaaS SOLUTION

### 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 researchers in our sectors.

### PLATFORM

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



## WHY ASPERMONT WINS

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

# Corporate Subscriptions Opportunity

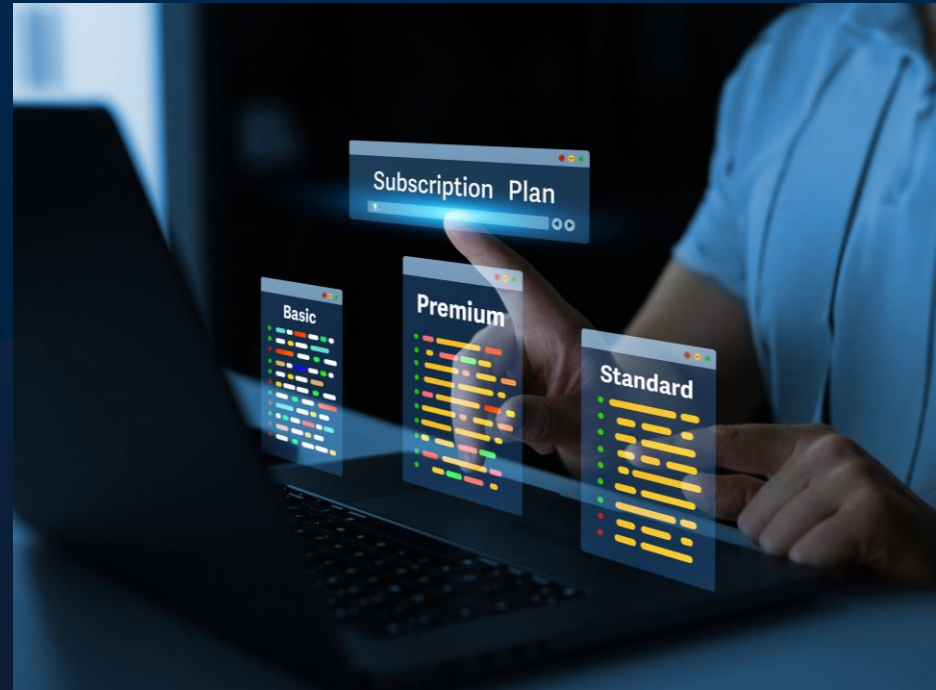
## NOW

- **TAM: ~80,000** mining corporates globally
- >4,000 corporate subscribers today; ARR >\$11.5m
- ARPU>\$2.5k; >10 organizations pay >\$100k per subscription

*“Large TAM penetration and ARPU growth opportunity”*

## GROWTH STRATEGY

- 1. Grow volume of corporate subscriptions:**  
Expand Content | Improve UX | Optimise Marketing
- 2. Grow ARPU:**  
Account Based Marketing | Cross Sales | Rate Card
- 3. Increase Market Size:**  
Geography | Language | Product



# Data & Intelligence Opportunity

*Proprietary data validation and commercialisation*

- **Intelligence revenue \$2m**; launched in 2020
- **Mining-IQ data platform launched in Q4 FY25**
- **Data presales** with Tier-1 miners and financial institutions
- **Enterprise traction: Rio Tinto (~\$550k)** to digitize 190 years of archives
- **Large Language Model (LLM)** and generative AI application for mining sector to now be built



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# Building a Global Mining Data & Intelligence Platform

From proprietary datasets to predictive supply side intelligence

## CORE VALUE PROPOSITION

- ✓ Leverage centuries of proprietary editorial and project data to uncover actionable insights
- ✓ Use Generative AI in internal and external data acquisition
- ✓ Combine AI, structured data, and human expertise to deliver unique market foresight
- ✓ Enable mining companies, OEMs, governments, financiers, and suppliers to make better decisions faster

### PROPRIETARY DATA FOUNDATION

MJ & MM historical archives  
Project pipeline datasets  
World risk datasets  
Company ESG datasets  
First-party industry data

*Non-replicable, proprietary inputs*

# 2

### DATA PRODUCTS

Project pipeline intelligence  
Exploration → mining → port visibility  
Above-ground risk analytics  
Supplier market share and buyside intelligence

*Subscription monetization  
API monetization*

# 3

### INTELLIGENCE PRODUCTS

Predictive supply curves  
Commodity & risk indices  
Enterprise decision tools

*High-margin, recurring  
intelligence revenue*

### PHASE 1

#### FOUNDATION (0-6M)

Data ingestion & structuring  
Ontology & governance  
Platform build

Capital: ●●○○  
Risk: Execution

### PHASE 2

#### PRODUCTISATION (6-18m)

Pipeline & visibility products  
Tier-1 pilots  
API rollout

Capital: ●●●○  
Risk: Adoption

### PHASE 3

#### INTELLIGENCE SCALE (18m-36m)

Predictive models  
Indices & benchmarks  
Global rollout

Capital: ●●○○  
Risk: Scaling

Y1

Y2

Y3

Capital converts proprietary data into recurring, high-margin intelligence — gated by data maturity, not marketing.

# Why Now?

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**1 Product readiness (Data business)**  
Engaged customer base, Mining-IQ v1 live; Rio Tinto endorsement; generative AI application build phase

**2 Proven Subscriptions Base and Model**  
\$11.5m ARR; 100% NRR, 37 consecutive growth quarters

**3 Capital in place to scale**  
Placement + SPP funds for investment

**4 Macro tailwinds**  
Resurgent mining capex environment

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# Appendix

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

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# Proven, Aligned Leadership Team with Deep Sector Expertise

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**Michael Brown**

**Non-Executive Chair**  
Ex Merrill Lynch

Michael brings decades of financial markets expertise. He currently advises several large ASX-listed companies on capital markets strategy, investor engagement, and governance.

Michael held senior roles in equity research at Merrill Lynch during the 1990s and early 2000s. He has followed Aspermont for an extended period and brings a well-informed external perspective on the Company's strategy.



**Alex Kent**

**Managing Director**  
Ex Microsoft

MD since 2015, leading Aspermont's transformation into a global B2B media and data intelligence business. The company has built high margin recurring revenues over that time and delivered sustained subscriptions growth.

Previously at Microsoft; Alex holds a double honors B.Sc. in Economics, Accounting & Business Law from the University of Bristol.



**Graeme McCracken**

**Non-Executive Director**  
Ex RELX

Graeme brings over 30 years of expertise in innovation and digital transformation across media, events, data, and analytics. He has held senior leadership roles in global B2B markets at RELX, including CEO positions at Proagrica and CMD Group.

Graeme holds a Master's degree in Politics & Economics from the University of Glasgow



**Ajit Patel**

**Chief Operating Officer**  
Ex Incisive Media

Joined Aspermont in 2013 with 25+ years in media, events, and market research. He drives the company's digital strategy and oversees technology, data, content, events, sales, and subscriptions.

Previously, Ajit held senior roles at Incisive Media, leading global infrastructure and software development, and served as CTO at VNU (now Nielsen).



**Nishil Khimasia**

**Chief Financial Officer**  
Ex Equifax



**Lindsay Santos**

**Head of Events**  
Ex InfoCommAsia



**Josh Robertson**

**Chief Marketing Officer**  
Ex Publicis Groupe



**Bilal Azmat**

**Head of Marketing**  
Ex Events B2B



**Roger Cooke**

**Sales Director**  
Ex Euromoney



**Ana Gyorkos**

**Content Director**  
Ex Global Data

# House of Brands

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Minjng Journal

**M I N** MiningNews.net

Minjng Magazine

Mining IQ

energy news bulletin

MINING  
MONTHLY

Minjng Journal **SELECT**

MININGNEWS **SELECT**

FUTURE OF  
MINING

GeoDrilling International

Farming  
Ahead

Notícias de Mineração Brasil

# Glossary

## Annual Recurring Revenue (ARR)

the total value of recurring subscription contracts normalized to a year.  
 $ARR = \text{Total Monthly Recurring Revenue (MRR)} \times 12$

## Average Revenue Per Unit (ARPU)

metric that measures how much subscriptions revenue the company generates on average from each account over a 12-month period.  $ARPU = ARR / \text{Number of Subscriptions in Period}$

## Lifetime Value (LTV)

total subscriptions revenue the business can reasonably expect to earn from a customer over the entire duration of their relationship.  $LTV = ARR \times \text{Customer Lifetime}$

## Customer Lifetime (CLT)

average number of years a customer continues subscribing before churning.  $CLT = 1 / \text{Churn Rate}$

## Net Retention Rate (NRR)

measures how much recurring revenue you keep from your existing customers over a 12-month period — after accounting for upgrades, downgrades, and churn.  $NRR = ((\text{Start ARR} + \text{Expansions} - \text{Contractions} - \text{Churn}) / \text{Starting ARR}) \times 100$

## Compound Annual Growth Rate (CAGR)

rate at which something (like revenue, or subscribers) grows on average per year over a given time, assuming the growth is compounded annually.  $CAGR = (\text{Beginning Value} / \text{Ending Value})^{(1-n)-1}$

## Total Addressable Market (TAM)

Volume of potential mining corporate subscriptions

## Monthly Active Users (MAU)

metric that measures the number of unique users who engage with a digital brand within a 30-day period.