

The global print, digital and events solution for the resources industry



Having established position, we intend to remain highly influential within the resources sector

The Aspermont Group - Iconic brands for the mining industry

- Aspermont has a unique position within the Mining Industry, providing informed information, across print, online and events
- Such brands provide continuous profitable outcomes, irrespective of the market conditions
- These brands, and others in the Group, underpin our strategy for ongoing readership build and new revenue streams

The logo for Minjng Journal, featuring the word "Minjng" in a bold, white, sans-serif font and "Journal" in a smaller, white, sans-serif font, both set against a dark blue rectangular background with a thin light blue horizontal line at the bottom.The logo for minesandmoney, with "mines" in a bold, dark blue, lowercase sans-serif font, "and" in a smaller, light blue, lowercase sans-serif font, and "money" in a bold, red, lowercase sans-serif font.The logo for Minjng Magazine, with "Minjng" in a large, bold, dark grey, sans-serif font and "Magazine" in a smaller, dark grey, sans-serif font.The logo for Australia's Mining Monthly, with "AUSTRALIA'S" in a small, dark grey, uppercase sans-serif font, "MINING" in a large, bold, dark grey, uppercase serif font, and "MONTHLY" in a smaller, dark grey, uppercase sans-serif font below it.

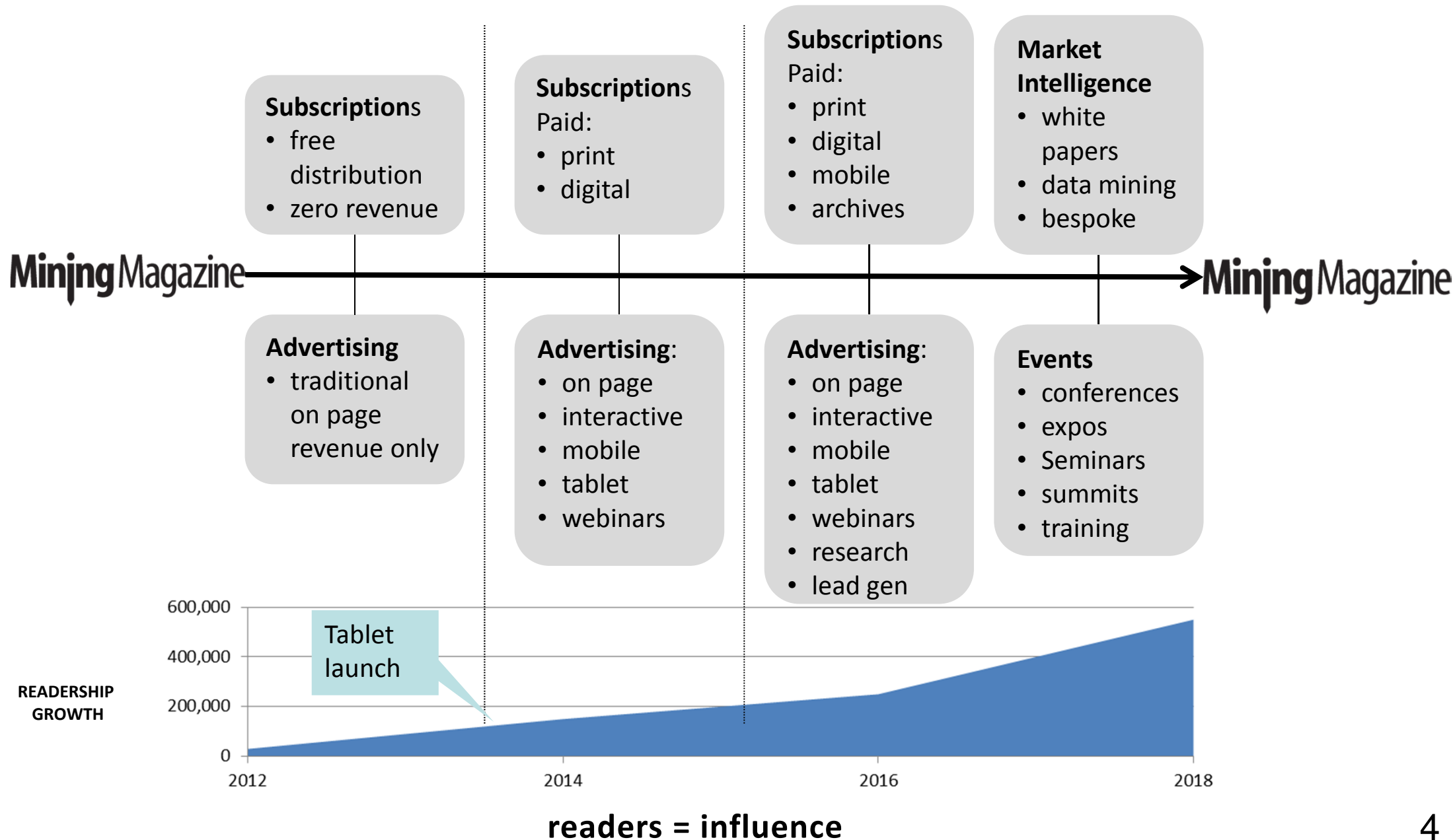
Through the use of technology & influential brands, Aspermont can extend its reach to a larger audience

The mining industry continues to grow throughout cycles, Aspermont provides influence and information across the whole industry

- Mining industry is anticipating CAGR of 7.1% for the five-year period 2012 - 2017, to drive the industry to a value of USD\$3,999.5bn by the end of 2017 (*MarketResearch.com 2014*)
- Global demand for mining machinery is forecast to expand 8.6% annually through 2017, rising to USD\$135 billion (*Freedonia Group*); in Australia the METS sector alone employs over 300,000 (*Ausmine*)
- The market capitalisation of the Top 40 mining stocks was USD\$958b, this is after a 23% correction in 2013 (*PWC Mining Outlook 2014*)
- \$23 billion of mining deals were concluded between Jan and April 2014 (*Bloomberg 2014*)

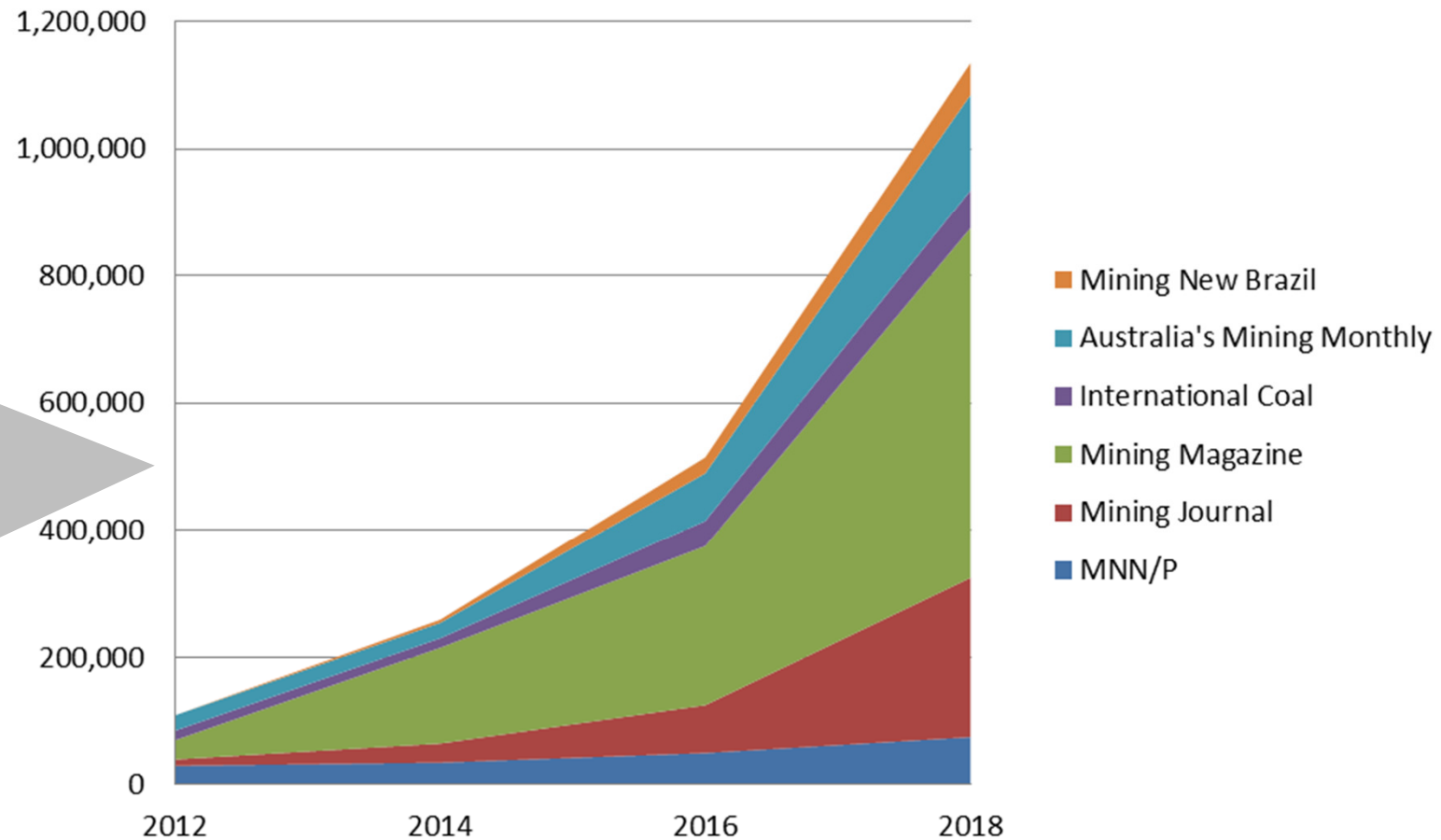
Aspermont can capitalise on its global position to drive further revenue streams over the next 5 years

Mining Magazine, a global leader - increasing engagement & creating revenue opportunities



Investment in technology, content and expertise to target 1m+ readers over the coming 4 years

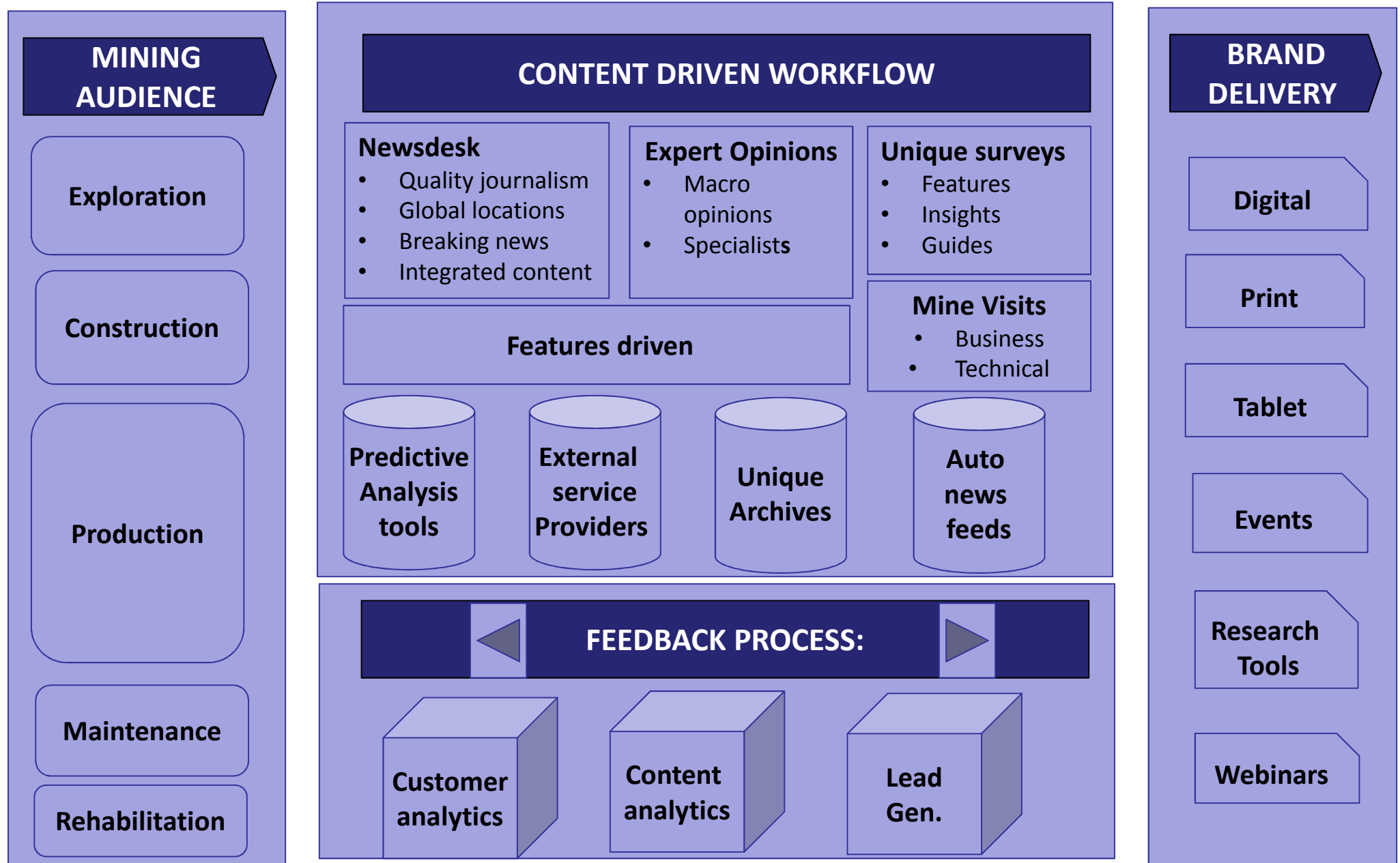
Resources Sector - Target 1m+ readers



Every 1% conversion of readers to our entry point subscription (A\$300pa) would generate in subscription revenue alone an extra A\$3m in high margin revenue

influence = quantum

Aspermont can launch new products to generate new 'slice & dice' revenue streams



Business transformation - industry leaders

Group CEO – Colm O’Brien:



- Led growth of company for 8 years
- Specialised in business transformation
- Senior positions at Accenture & Barclays Bank London

GM AUS Publishing – Trish Seeney:



- Reorganised ASP Australia, positively impacting both margin mgt & revenue growth,
- Over 25 years in senior positions with Fairfax and Seven Media

Group CIO – Ajit Patel:



- Previously CTO of Incisive Media with a turnover of over A\$130m;
- Digital revenue grew from from A\$23m to A\$73m,
- Instrumental in Group strategic implementation

GM UK Publishing – Robin Booth:



- Previously Group Publishing Director at Incisive Media,
- Transforming UK business into a global digitally led publishing presence

CEO Events – Ruth Carter:



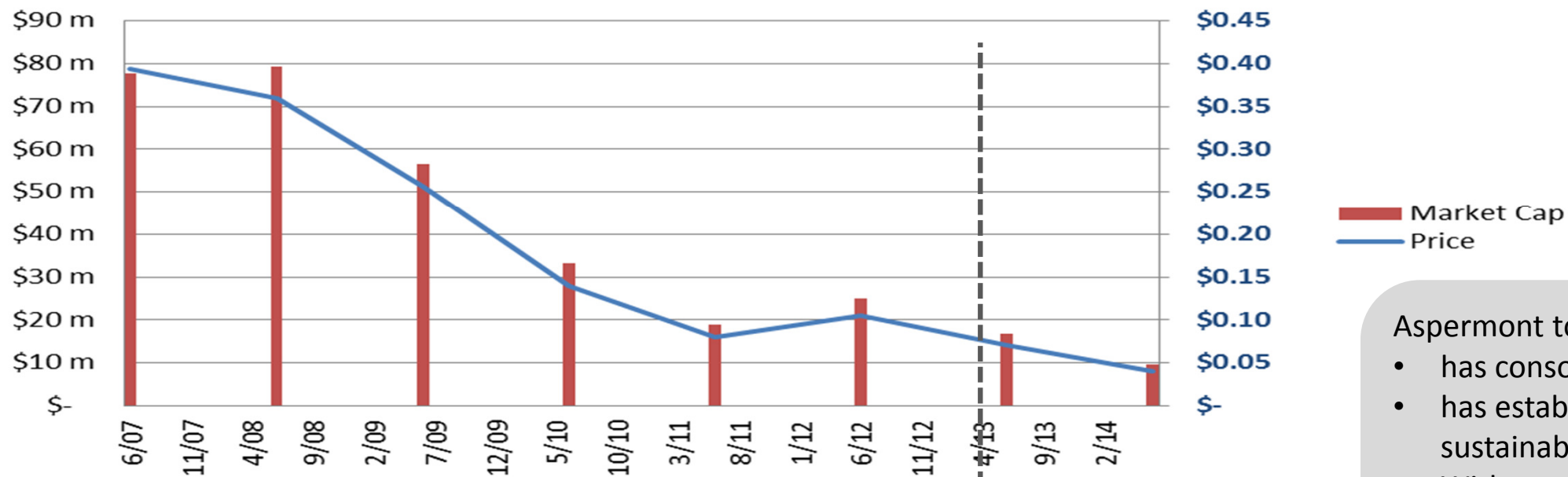
- Ex-UBM Conference CEO, over 400 events globally, revenue grew from A\$36M to c.A\$200M
- Established EMAP’s Events business
- Driving new strategy

Group CMO – Alex Kent:



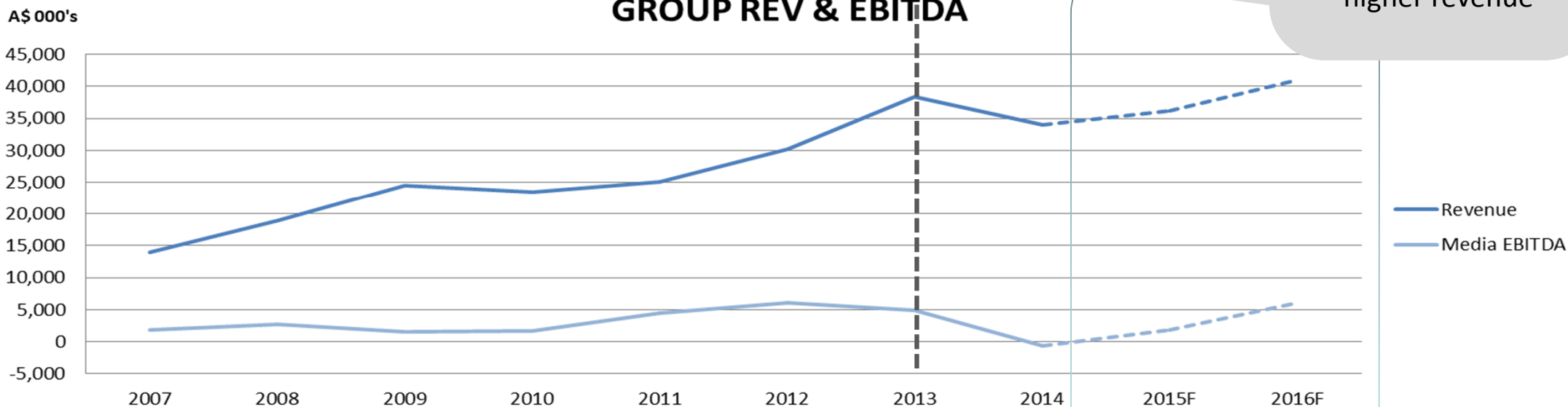
- Undertaken numerous roles within ASP over 8 years,
- Ex Microsoft, specialised in digital marketing & emerging revenue streams

Aspermont Shares Price & Market Cap 2007 - 2014



- Aspermont today
- has consolidated;
 - has established sustainability
 - With emerging scalability to higher revenue

GROUP REV & EBITDA



INDICATIVE FORECAST

Participation in both entitlement and rights trading will provide investment opportunities

	Shares on Issue	Mkt Cap	Debt	EV
Current	238m	\$9.5m	\$7.3m	\$16.8m
*Post RI	476m	\$11.8m	\$5.0m	\$16.8m

** Pro forma*

