

29 March 2021

ASPERMONT'S NEW VEE DIVISION ADDS \$1M NEW DIGITAL REVENUE IN FIRST 5 MONTHS

Aspermont (ASX:ASP), the market leader in B2B media for the global resource sectors, is pleased to announce that the newly established Virtual Event & Exhibition (VEE) division passed a key milestone as it generated more than \$1m of new revenue since its October 2020 launch.

Key Points

- \$1m+ new digital revenue from VEE in the first 5 months.
- VEE revenues are high margin, cash generative and repeat business streams.
- Future VEE platforms for the energy and agriculture sectors are being evaluated.

VEE Overview

Since establishment of the VEE division last October, Aspermont has launched three new platforms Investor Outreach; Future of Mining 365 and Mining Journal Select 365. Each new platform is set up to target and build profiled audiences to be served with high value content relevant to their specific interests. Data acquired from these audience categories is unique to Aspermont and is monetized through our distribution platforms serving a global audience. New VEE business is high margin, cash generative, repeat business.

Aspermont has signed up over 100 new VEE business clients in the first 5 months, which includes high caliber organizations such as:

SAP | Olympus | Honeywell | Dassault | FL Smidth | S&P Global | Weir Minerals | Hexagon

Aspermont Managing Director Alex Kent said:

"Our new VEE business, launched in October, is profitable and building momentum because Aspermont as the leading media services provider to the global resource sectors is ideally placed to launch new products to satisfy known customer demand. Our VEE customers are not just signing up for 2–3-day Events but they commit to 12-month contracts and frequently take additional Aspermont products.

While the COVID pandemic obliged us to focus on VEE products as physical events were not possible, our existing platform technology and global subscriber base has enabled us to deliver profitable new businesses from launch, which encourages us to scope similar offerings for the energy and agriculture sectors."

This announcement has been authorised by the Board of Directors.

For further information please contact:

Your global print, online and conferencing solution

Print | comprehensive, up to date information, reviews & surveys
Online | essential news and information direct to your desktop
Conference | high profile, highly targeted key industry conferences

www.aspermont.com

Aspermont Limited

Alex Kent, Managing Director +44 207 216 6060

Tim Edwards, Company Secretary +61 8 6263 9100

About Aspermont

Aspermont is the leading media services provider to the global resource industries. 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. Aspermont's increasing size of (paid) audiences has opened a data monetization opportunity that the company is now developing.

Aspermont is listed on the ASX and on the Frankfurt Stock Exchange. It is also quoted on Tradedgate 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