

19 April 2021

## ASPERMONT REPORTS SIGNIFICANT SUBSCRIPTIONS GROWTH

Aspermont (ASX:ASP), the market leader in B2B media for the global resource sectors, is pleased to announce that subscriptions cash collections for the half year to 31 March exceeded \$4M, which was 22% higher than the prior half, despite the COVID pandemic. Average revenue per unit (ARPU) maintained consistent growth of 14% year on year and the overall net retention rate was maintained at above 100%.

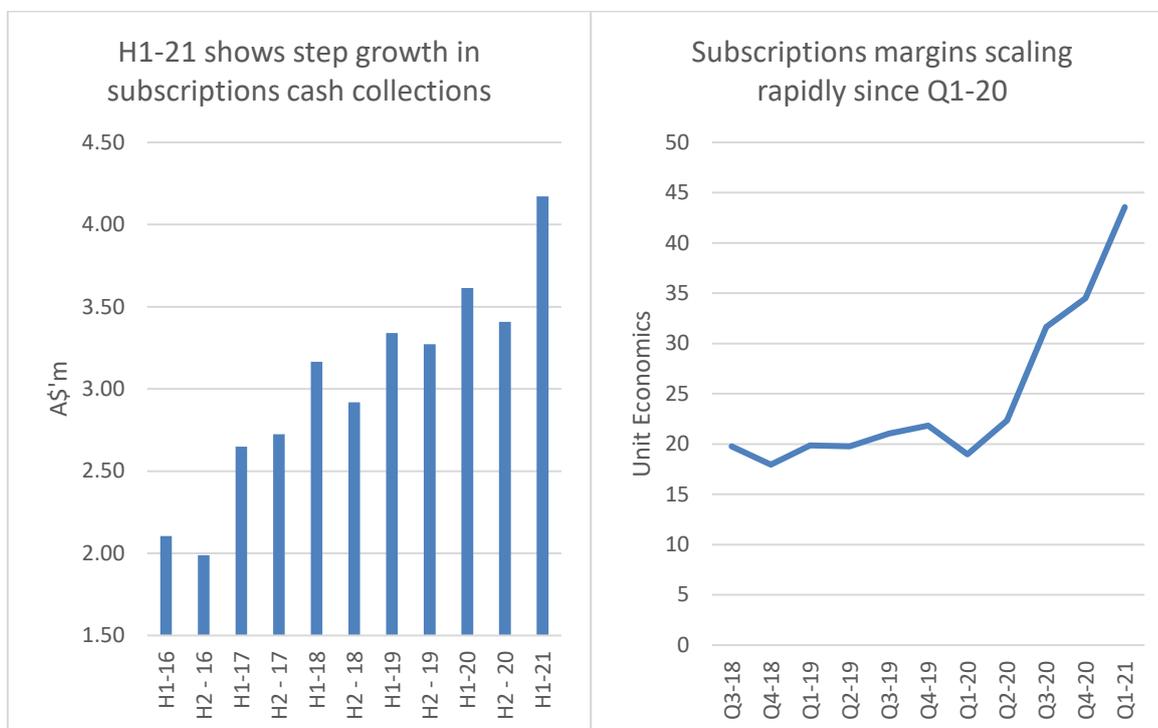
### Key Points

- \$4m+ subscriptions cash collected in H1-21
- 22% growth in subscriptions cash collected compared to H2-20
- ARPU growth remain consistent 14% YOY
- Over 100% Net Retention Rate maintained
- Unit Economies rising rapidly, now 44:1
- Subscription's cash collected forecasts future revenue growth

### Aspermont Managing Director Alex Kent said:

*"To deliver 22% higher subscriptions cash collections despite COVID affected market conditions confirms the quality of Aspermont's subscriptions model which focuses on building longer-term subscriptions revenues with higher unit values. At the same time, by maintaining a steady net retention rate above 100% our subscriptions growth will have a positive impact on our bottom-line profits and increasing net cash position.*

*Aspermont is in the process of implementing new investment plans that will drive further growth, while our focus on recurring and high margin revenue (what we call 'revenue quality') should enable us to report significantly higher earnings, cashflow and net profits for H1-2021."*



**General Note**

1.

Subscriptions are paid in advance and cash collected today have lag effects on revenue recognized. This means that growth rates in cash collections now, foreshadow reported revenue later.

All Aspermont subscriptions contracts are 12-month terms, so increasing cash collections are a good indicator of a rising business momentum.

2.

Unit economics for Aspermont are defined as “direct revenues and costs associated with the acquisition of new subscriptions customers, and are specifically expressed on a per unit basis”. The equation is:

$$\text{Unit Economics} = \frac{\text{Lifetime Value of New Subscriptions (LTV)}}{\text{Cost of Acquisition of New Subscriptions (CAC)}}$$

Unit Economics shows the level of scalable returns that Aspermont is able to generate from new customers.

This announcement has been authorised by the Board of Directors.

For further information please contact:

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### **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 TradeGate 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](http://www.aspermont.com)