

27<sup>th</sup> October 2022

## **ASPERMONT APPOINTS ANA GYORKOS AS GROUP CONTENT DIRECTOR (GCD)**

Aspermont (ASX:ASP, FRA:00W), the market leader in B2B media for the global resource industries, has created a new position, Group Content Director (GCD), to manage group content on a global basis.

The new GCD will be responsible for Aspermont content functions, across all formats; editorial, research, events, agency, and data. This appointment is in line with Aspermont's stated intent to develop new products and services globally across its main B2B sectors.

Ana Gyorkos previously worked at Global Data Plc, where she was responsible for eleven B2B subscription titles across various sectors including, finance, mining, technology, pharmaceutical, defence and consumer. Ana has advantageous experience working within the niche vertical markets in which Aspermont focus, aligning her experience to successfully lead as Group Content Director.

Managing Director, Alex Kent said:

*"I am delighted to welcome Ana to the Aspermont team. This high calibre appointment underscores our ambition to broaden our global content distribution from our current sectors of mining, energy, and agriculture."*

*Ana is ideally equipped to manage Content, our most important division and lead our planned rapid growth phase in audience reach and commodity coverage. Ana's expertise in subscription and research businesses will deliver on our strategy to develop more new subscription & research products and services in all markets. This is an exciting appointment at an important time. Aspermont has never been better positioned; financially, structurally, and strategically; to invest for organic growth. With Ana onboard we look forward to delivering the next phase of high-performance growth."*

Group Content Director, Ana Gyorkos said:

*"Aspermont's coverage, understanding and in-depth knowledge across key resource industries already provides valuable insights for clients at a time of continuing global economic and geopolitical uncertainty. The recent foundation work to deliver better digital content products and services, gives my team and I a great opportunity to drive value and continue the fast-paced transformation at a time where a need for information and intelligence is only going to grow. I look forward to building Aspermont's talented team of content creators to provide the best global information for our clients and the wider industry today, and especially into the future."*

This announcement has been authorised by the Board of Directors.

For further information please contact:

## **Aspermont Limited**

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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 Australian Stock Exchange and quoted 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)

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