

13 March 2023

### **Aspermont Appoints Graeme McCracken as Non-Executive Director**

Aspermont (ASX:ASP and FRA: 00W), the market leader in B2B media for the global resource industries has appointed Graeme McCracken as a non-executive director.

Graeme McCracken has more than 30 years of experience in Media, Events, Data and Analytics across diverse industry sectors. Graeme held senior management roles at RELX Group and Warburg Pincus, and CEO positions at Proagrica and CMD Group. Graeme is a graduate of the University of Glasgow with a Master's degree in Politics & Economics.

#### **Andrew Kent Chairman of Aspermont said:**

*"Graeme brings a wealth of digital transformation, media, data, and analytics experience to Aspermont. This knowledge capital, gained with media tech industry leaders, will lend invaluable support to the Board through our expansion phase and beyond."*

#### **Graeme McCracken said:**

*"I have watched the Aspermont team transform the business over the last few years and have been hugely impressed. Aspermont operates globally across the increasingly important natural resource sectors and has a wealth of data to be mined and an incredible contact network. This is a great time to join the Aspermont board and provide guidance to the senior management team on prioritising global growth opportunities."*

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 sectors. 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. As Aspermont global (paid) audiences continue to grow, this opens new opportunities to monetise Aspermont's vast data base data which are being addressed as new hirings expand the group knowledge capital and capabilities.

Aspermont is listed on the Australian Stock Exchange and quoted 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](http://www.aspermont.com)

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