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ASPERMONT LAUNCHES CREATIVE AGENCY, NEXUS.

Aspermont (ASX:ASP, FRA:00W), the global market leader in B2B media for the global resource sectors, has launched [Nexus](#), an integrated marketing agency.

Nexus will encapsulate all of Aspermont's products, services, and capabilities to deliver on our audience-first strategy and showcase input from thought leaders in mining, energy, and agriculture. Nexus will distribute content through its own media channels and be able to access more than 3 million contacts owned by Aspermont.

Nexus marks the evolution of Content Works into a fully integrated marketing agency to support clients looking for strategic direction, creative production, media planning, and buying.

Nexus has already been working with governments such as The Kingdom of Saudi Arabia and The Australian Government and with companies such as BHP, Rio Tinto, Thyssenkrupp and many more. Nexus will further upgrade Aspermont's revenue quality and contribute to larger marketing budgets, more recurring revenue, and higher gross profit margins.

Managing Director, Alex Kent said:

"Nexus marks another step forward in providing our clients with a fully integrated marketing agency. The pilot business, Content Works, proved so successful that we have expanded our team and capabilities to provide a full-service offering for our clients. Through Nexus we will work together with our clients to provide marketing solutions that connect ideas and audience – guided by data. The launch of Nexus establishes the future for Aspermont."

This announcement has been authorized by the Board of Directors.

For further information please contact:

Aspermont Limited

Alex Kent, Managing Director +44 207 216 6060

About Aspermont

Aspermont is the leading media services provider for the global resource sectors, operating on a commercial XaaS (Anything-as-a-Service) model that delivers high-value content to a rapidly expanding global audience. This adaptable model allows Aspermont to extend its services to new business sectors in diverse countries and languages. As our paid global audiences continue to grow, we are capitalising on new opportunities to monetise our vast database, which is continuously being enriched through new hires that enhance our knowledge capital and capabilities.

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Information for Industry

T +61 8 6263 9100 E contact@aspermont.com
A 613-619 Wellington St, Perth, Western Australia 6000
F +61 8 6263 9148 W www.aspermont.com ABN 66 000 375 048

Aspermont is publicly listed on the Australian Stock Exchange and on the Frankfurt Stock Exchange, Tradegate, and other regional German exchanges. The company maintains a global presence, with offices in the UK, Australia, Brazil, USA, Canada, Singapore and the Philippines.

For more information please see: www.aspermont.com

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