

3 NOVEMBER 2017

ASPERMONT: SEPTEMBER 2017 QUARTERLY SAAS METRICS UPDATE

The September quarter saw strong growth on all measures with momentum building in key Subscriptions metrics.

Consistent with Aspermont's accelerated growth strategy we are pleased to report:

- Subscription revenue and cash collections increased by 31% (compared to the previous corresponding period);
- Average Revenue Per User (**ARPU**) increased to \$735;
- Annual Contract Value (**ACV**) grew by 13% to \$5.85m (over the last quarter); and
- Lifetime Value (**LTV**) of subscriptions grew by 19% to \$28.2m (over the last quarter).

Subscriptions development is the cornerstone of Aspermont's current and future business models which is why we draw specific investor attention to the performance of this income stream.

Our core strategy is to grow the subscription base with cash generative, recurring incomes and to supplement this with complementary revenue from advertising, events and other avenues of sponsorship income.

Q5'17* SaaS Subscriptions Metrics Update

**Note: - Aspermont has changed the fiscal reporting date to 30th September annually, [as announced on 28th July 2017](#). Consequently Aspermont has a single "stand alone" quarter in calendar 2017, referred to as Q5'17.*

Slide 10 of Aspermont's recent [Investor Presentation](#), illustrated the core SaaS metrics for our subscriptions business and was the first time we have released such data to the market.

Comparing Q5'17 to Q4'17 the Company saw across the board improvement in the key metrics and also a signs of growth acceleration when Q5 was compared to FY16.

SaaS Metrics (Subscriptions)	Q4'17	Q5'17	Q5 Vs Q4	Q5 Vs FY16
Orders	7,379	7,956	8%	11%
Renewals Rate - Volume (%)	78%	79%	1%	8%
Annual Contract Value (ACV)	\$5.19m	\$5.85m	13%	31%
Average Revenue Per Unit (ARPU)	\$704	\$735	4%	18%
Web Traffic (Sessions)	3.99m	4.49m	12%	18%
Web Traffic (Users)	1.40m	1.60m	13%	40%
Lifetime Years (LY)	4.5	4.8	7%	26%
Lifetime Value (LTV)	\$23.61m	\$28.18m	19%	68%
Loyalty Index	52%	57%	10%	39%

Notes to accounts:

- Figure represented are related to the Group's subscriptions business only
- Variance in orders with Aug-17 numbers is due to a double counting correction
- Variance in \$ amounts with Aug-17 numbers owes to a shift from constant currency to reported currency
- For all future updates of these metrics we shall present on a reported currency basis

Growth and Run Rate Summary

- ARPU, Renewal Rates and Order building together underline strength of model in all aspects;
- Digital activity (sessions and users) continues to show powerful growth; and
- Significant \$4.5m (19%) growth in LTV in this quarter.

Definitions and Calculations

SaaS	Software as a Service
Orders	Number of live subscriptions at end of period
Renewal Rate Volume	Volume of subscriptions renewed over trailing twelve month basis which is the inverse of Churn Rate
Annual Contract Value	Aggregate contract cash value of all live subscriptions at the end of a period. (note - 99% of all ASP subscriptions are 12 month contracts)
Average Revenue per Unit	Annual Contract Value / Orders
Sessions	Total number of web sessions over a trailing twelve month basis
Users	Total number of users who initiated at least one web session over a trailing twelve month basis
Lifetime Years	Average lifetime of a subscription = 100/Churn Rate
Lifetime Value	Aggregate of present and future value of all subscriptions Lifetime Year x Annual Contract Value
Loyalty Index	Internal metric analysis of subscriber loyalty through their engagement. Subscribers are classified as Fans, Frequent, Occasionals, Fly-Bys and No Shows based on their engagement

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About Aspermont

Aspermont is the leading media services provider to the global mining and resources industry and delivers high value, premium subscription-based content through digital, print, conferencing and events channels. Aspermont's portfolio includes brands such as Mining Journal, Mining Magazine, Australia's Mining Monthly and MiningNews.net. Aspermont successfully restructured over recent years to transition from print to become the global digital media distributor to the mining and resource industry and is focused on scaling new content solutions to better serve new territories and sectors.

Aspermont is listed on the Australian Stock Exchange (ASX: ASP) with offices in London, Perth, Sydney, Denver and Belo Horizonte.

For more information please see: www.aspermont.com