



Aspermont
Information for Industry

AGM - 2018

February 2018

www.aspermont.com



Aspermont
Information for Industry

Chairman's Address

February 2018

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Key Attributes

Ten Fast Facts

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AUDIENCE STATS

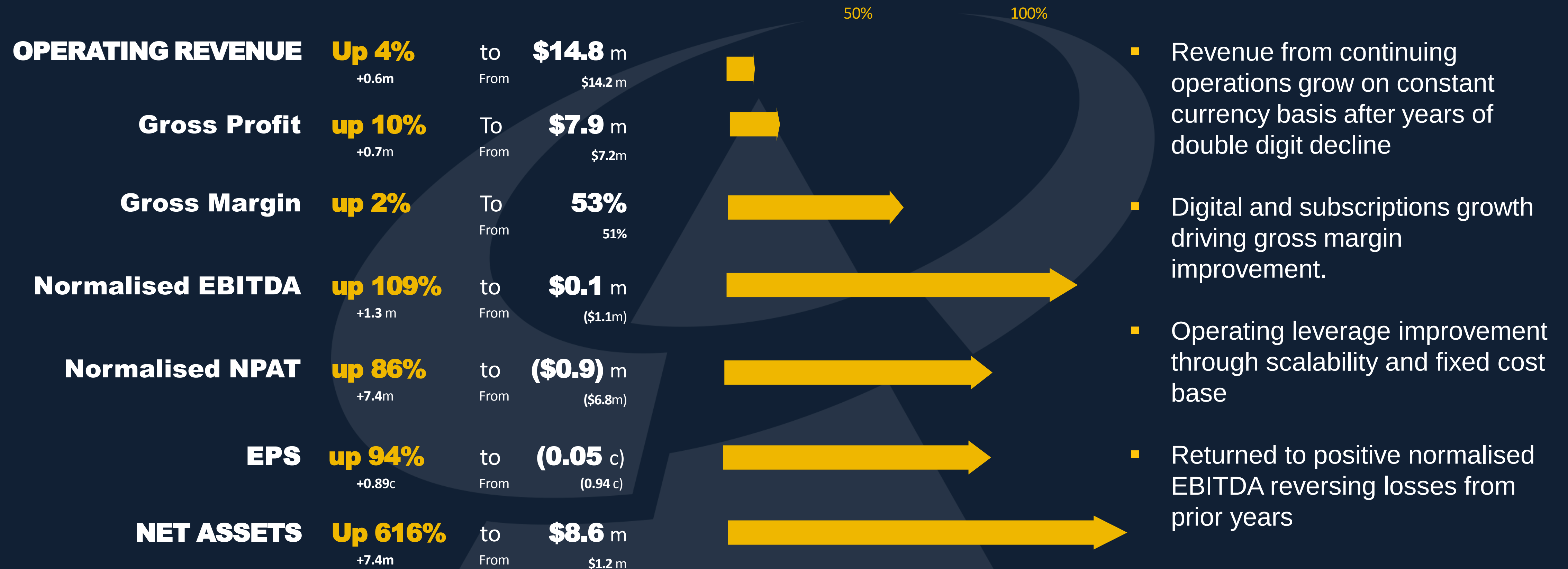
KEY FINANCIALS

CORE SUBSCRIPTION METRICS

100+ Primary News Stories per day	+VE Earnings +VE NPAT	8,201 Live Subscriptions Orders
190+ Countries Covered	55% Gross margin	5.3 Years Average Contract Length (LY)
35,000 Paid Subscribers	 Aspermont <i>Information for Industry</i>	81% Renewal Rates
250,000+ Social Media Audience	\$1.3m Net Cash; No Debt	\$6.14m Annual Contract Value (ACV)
1.6m+ Digital Users	\$8.6m Net Assets	\$32.7m Lifetime Subs Value (LTV)

Significant progress and momentum

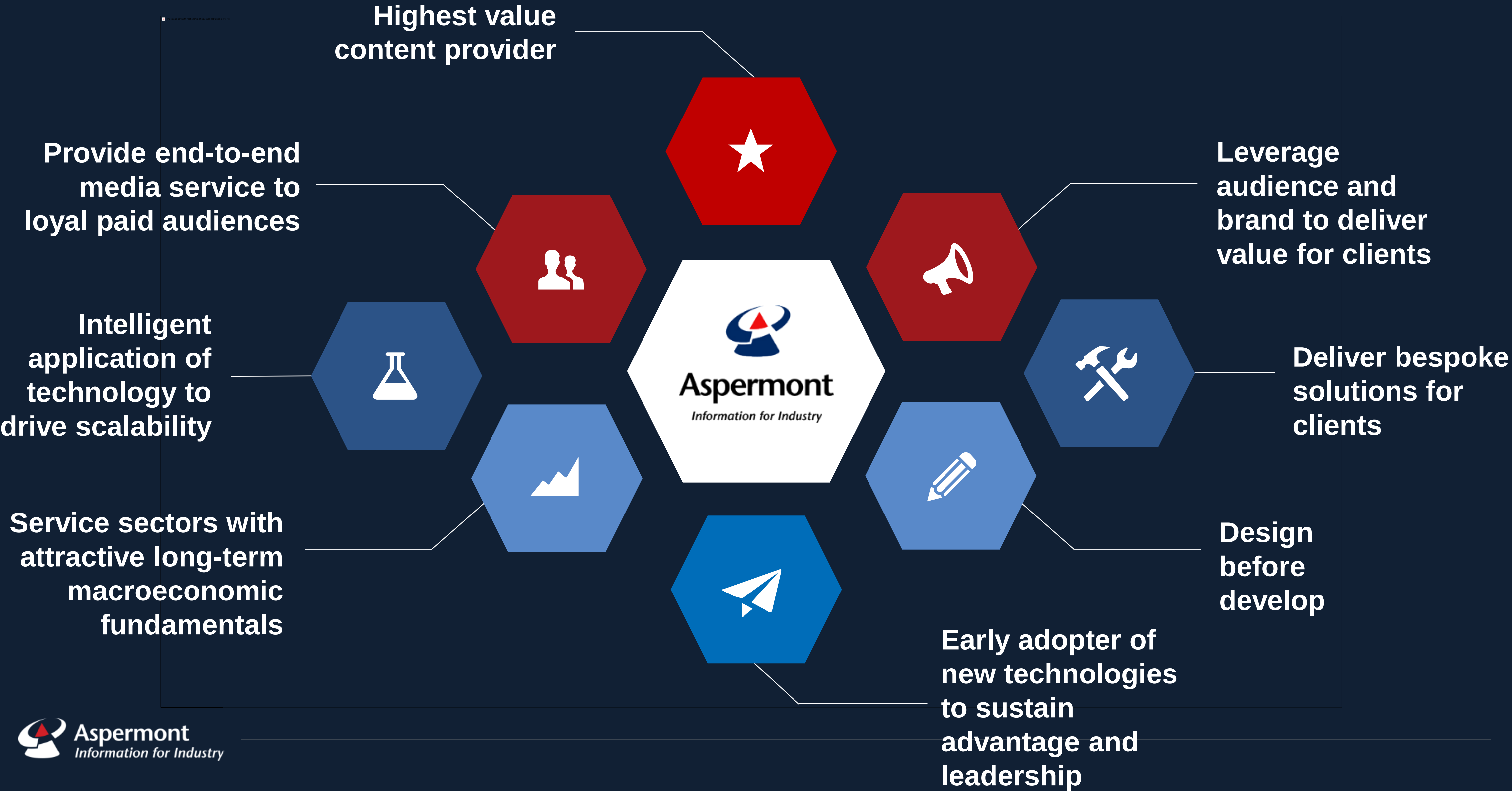
Financial Highlights – FY17



* Refer to Glossary pg 23 for full definitions and calculation of all metrics

Tenements of business model

Our Core Values



Our People

Building Knowledge Capital

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BOARD



Andrew Kent

Non-executive
Chairman



Geoff Donohue

Lead Independent
Director



Alex Kent

Group Managing
Director



Christian West

Non-executive
Director



Clayton Witter

Non-executive
Director

EXECUTIVE



Ajit Patel

Chief Operating
Officer



Nishil Khimasia

Chief Financial
Officer



Robin Booth

Group General
Manager



Aspermont
Information for Industry

Group MD Address

February 2018

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Why invest

Investment Summary

- Globally dominant in resurgent resources industry
- Digital media platform that scales both geographically and by sector
- Strong revenue growth, quality and forward visibility
- New management team & board now in place
- 2 Year restructuring & turnaround complete
- Profitability returned in FY17
- Strong balance sheet – no debt and cash flow positive
- 3 new business lines launched in last 6 months
- Upward momentum & poised for rapid growth
- Asset value over 3x larger than current Market Cap

Who we are

Leading Digital Media Services Provider to Industry

Aspermont is an International ASX listed company with offices in Australia, UK, Brazil and Canada

The company has spent the last 20 years building a commercial model for B2B media that is founded on utilising highest value content to build premium rate subscription audiences and made scalable through its new tech platform

Aspermont is the dominant player in B2B media for the resources sector and believes it can successfully transport its model to any country and other B2B sector worldwide

Aspermont focus is on global leadership in Mining, Agriculture and Energy



2 Year Turnaround Transformation Complete

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Financial			Centralisation		
	FY15	FY17		FY15	FY17
EBITDA	(\$3.5m)	Positive	Operational Structure	Decentralised	Centralised
Annual Cash flow	(\$3m)	Positive	Exec Team Located	Globally spread	London
Balance Sheet Debt	\$7.1m	Net Cash	Board Located	Globally spread	London / Perth
Revenue Chge PCP	(28%)	Positive	Knowledge Capital		
Competitiveness				FY15	FY17
Media range	Publishing /Events	Publishing/Events/Research/Data	Publishing Skills	Print	Digital
Tech Platform	Legacy / Disparate	Best in Class / Integrated	Sales Skills	Product focused	Solution selling
Marketing Systems	Manual	Automation	Restructuring		
Group Services	In House	Outsourced / Offshored		FY15	FY17
			Staff numbers (FTE)	160	75
			Cost Base	Fixed	Scalable

Hybrid Media Model Industry Landscape



Old B2B Media

Quality Content Focus
Retrenching Key Talent

Print Revenue Based
In-House Sales Team
Premium Rate Cards

Behind Tech Curve Manual
Systems

Controlled Circulation
Audience Declining
Value / Declining

Declining Profitability
High Fixed Cost

New B2B Media

Content Volume Focus
Freelancer Model

Digital Revenue Based Ad
Network Based
Low Value Rate Cards

Ahead Tech Curve Systems
Automation

Free / Metered Content
Model
High Growth Audience

Loss Leaders
Scalable Cost Base

Hybrid Model

Content Quality & Volume Focus
Investing in Key Talent

Print & Digital Revenue Based
In-House Sales Team
Premium rate Cards

Ahead Tech Curve
Systems Automation

Paid Only Content Model
Niche Audience Growth

Growing Profitability
Scalable Cost Base

Print risk mitigated and repositioned as a premium product
Subscriptions and Digital advertising the main drivers of revenue
Direct client relationships maintained and fostered
Technology and systems in place to deliver substantial profitable growth

Capability and Positioning

Competitive Strengths

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Aspermont's digital products have established leadership in a highly competitive field over the last 20 years. Our highly regarded content has supported paywall technology to differentiate a range of products and services

Brand Strength

Our 560 years brand heritage supports successful product, channel and brand extensions

Market Leadership

Leading content provider to global resources sector with direct access to all CEOs within the industry and supply chain

Leadership Team

Tier 1 Executive and management team with strong skills sets and experience in media-tech industry

Innovation Leaders

Early adopters in paywall technology; disruptors in semantic search; pioneers in marketing automation

Technology Platform

Next generation platform gives multi-medium competitive advantage and deep behavioral data analysis capabilities

Scalability

Content stretch, expertise and common platform creates accelerated new market entrance at low cost and short payback

Brand validation & cross-sector reach

Key Clients

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COMPANIES

MINING



ENERGY



STEEL



SUPPLY CHAIN

MACHINERY / EQUIPMENT



ENGINEERING



TECHNOLOGY



FINANCIAL SERVICE

BANKING



INVESTMENT SERVICES



INSURANCE



SERVICES

ACCOUNTING



LEGAL



MANAGEMENT CONSULTANT



Growing Subs Base with Rising ARPU and Retention

	June'17	Dec '17	6 month Growth
Orders	7,379	8,201	11%
Renewal Rate (Volume)	78%	81%	4%
Annual Contract Value (ACV)	\$5.19m	\$6.14m	18%
Average Revenue Per Unit (ARPU)	\$704	\$749	6%
Sessions	3.99m	4.35m	8%
Users	1.40m	1.60m	14%
Lifetime Years (LY)	4.5	5.3	18%
Lifetime Value (LTV)	\$23.61m	\$32.71m	39%
Loyalty Index	52%	57%	10%

Large lifts in all
Key metrics:
ACV & LTV

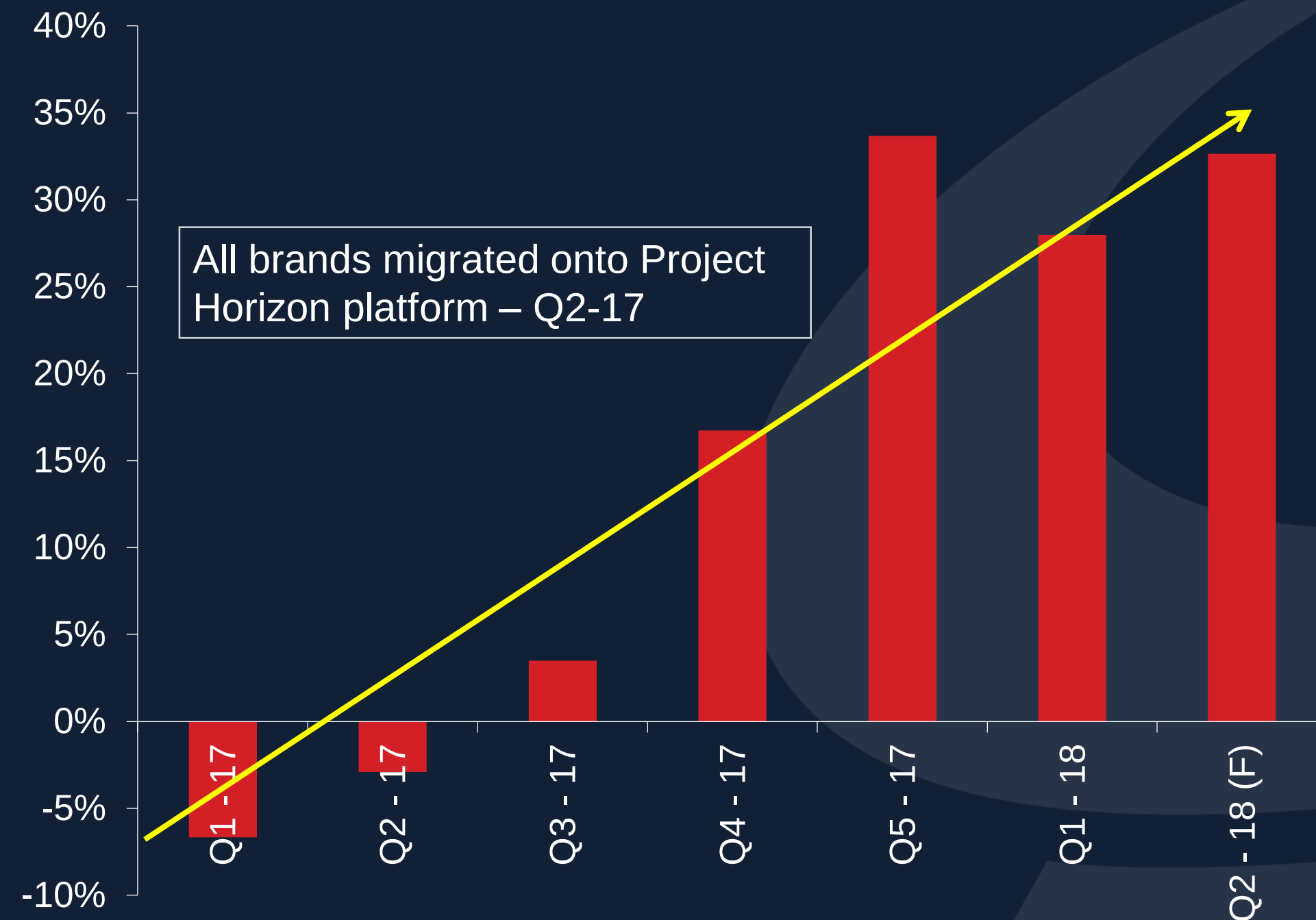


Accelerating topline performance

All Revenue Streams In Growth

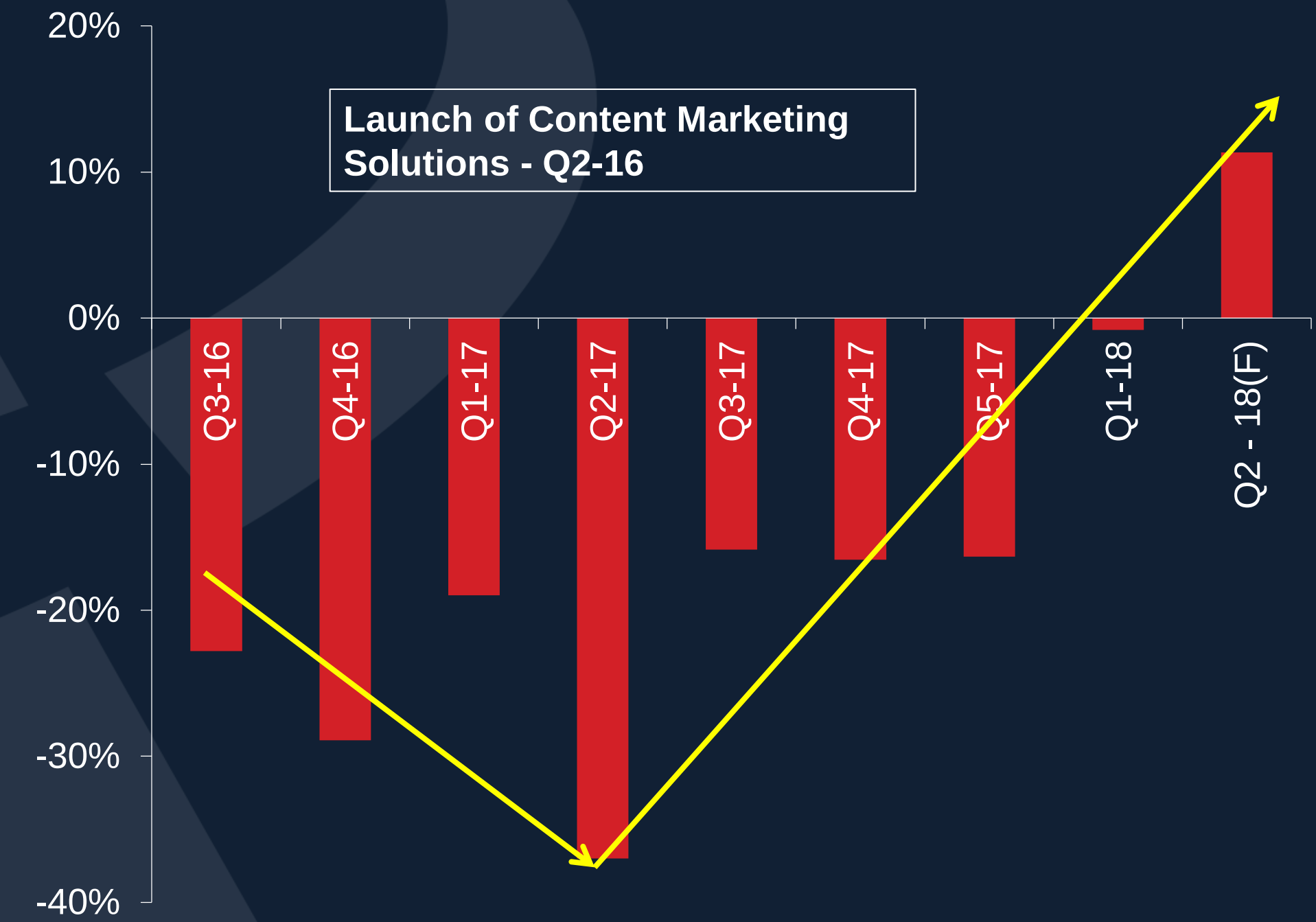
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Quarterly Subscriptions PCP Growth



- 7 quarters of accelerating growth in subscriptions post Project Horizon

Quarterly Net Advertising PCP Growth

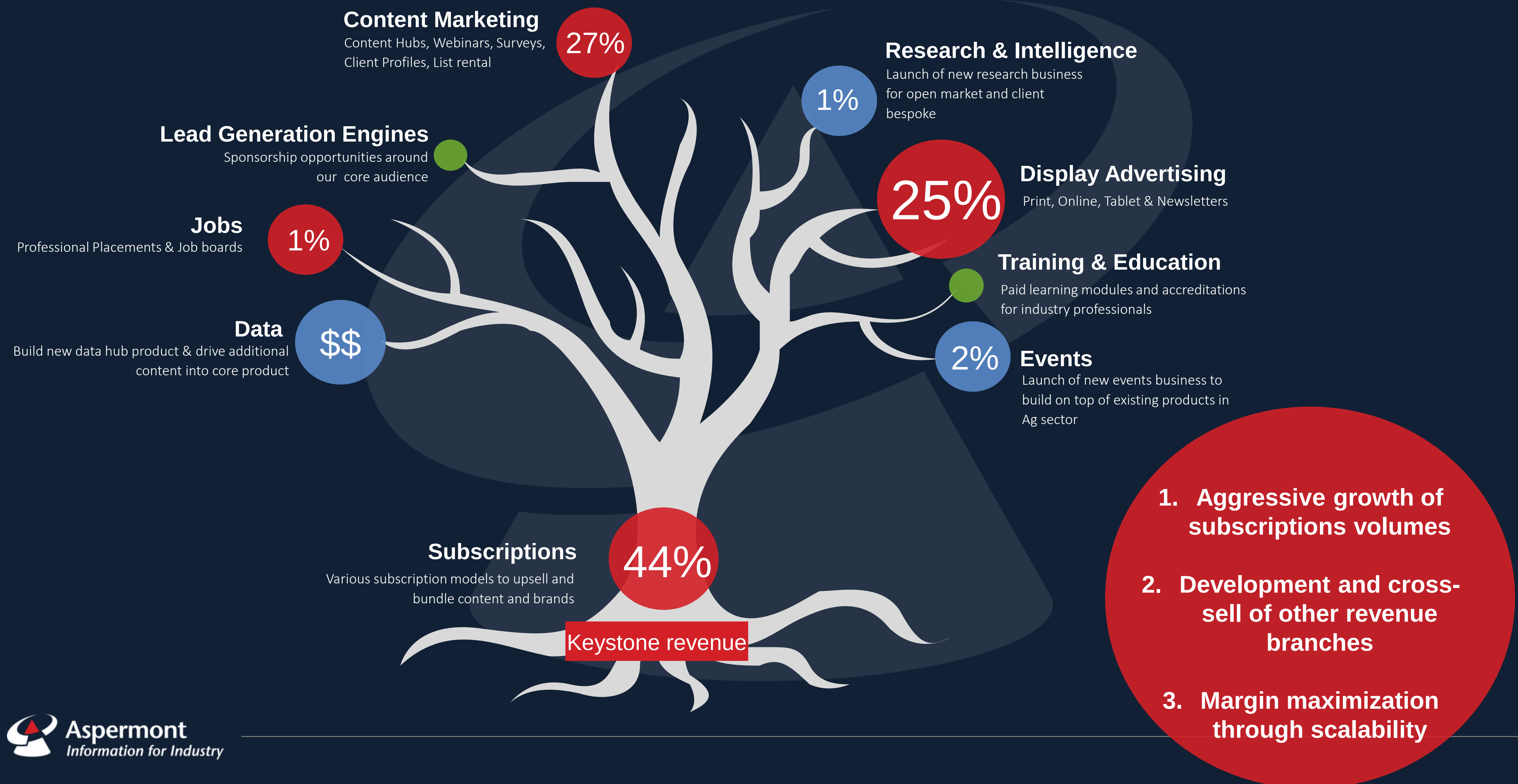


- Digital advertising growth > Print advertising decline
- Ongoing growth in net advertising

Significant New Revenue Growth in FY18 in New Business Lines - Research, Data & Events

Key Growth Strategy 1 – Build Core

Keystone Revenue & Cross Monetization



Key Growth Strategy 2 – New Sector, New Geographies
Leveraging Model & Expertise

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Targeted Assets, Synergies & Growth Strategies

- 1 Targeting acquisitions - disciplined and selective basis
- 2 Leveraging our core assets and capabilities
- 3 Drive new growth as well as deliver synergies
- 4 Focus on increasing ARPU and cross sell



Our stated 12 month plan

Execution Plan

Research Launched Sept'17
First event launches May'18
Data in development

Phase 1 Launched Nov'17
Full completion April'18

Strong and ongoing
growth in all key metrics

Client spend building from
Dec'17 with new V4
Expected to see
sustained growth continue

Launch New Business Lines Commercially

- Data
- Research ✓
- Events

Launch V4 Technology Platform ✓

Further develop Our marketing automation solution ✓

Accelerate Subscriptions Growth ✓

- Order Volume ✓
- ARPU ✓
- Lifetime Value ✓

Integrated Sponsorship Solutions ✓

Raising overall client spend and cross sell ratio

Q1-FY18 Highlights

Subscriptions Revenue	Gross Profit Margin
+28%	+4%

- Overall topline in growth (+7%) and now accelerating Q by Q
- Subscriptions revenue growth (+28%) continues to accelerate
- Margins building (GP 53% to 55%) with organic growth
- Research business launched successfully – World Risk Report
- First products from new event business announced to market
 - [Future of Mining \(Sydney\)](#)
 - [Resource Stocks \(Sydney\)](#)
 - [The Mining Journal 30 \(London\)](#)
- Share turnover (+168%) building liquidity with new institutional investment

Conclusion

- Aspermont is now the worlds leading media services provider to global resources industry
- 2 year transformation complete
- Company has clear and substantial growth strategies to leverage its content platform and digital expertise; to aggressively expand the business across geographies and sectors
- Relentless focus on executing growth opportunities with highly capable and aligned board and management team
- High performance SAAS based subscription model with
 - Growing profitability;
 - High quality revenues and
 - World leading customer endorsements

For further information



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Glossary (Financial)

Gross Profit and Margin

has been calculated as contribution from revenue less direct costs excluding Overheads, back-office, Group Management and Corporate costs and margin as gross profit divided by revenue

Normalized EBITDA and NPAT

has been calculated by excluding all one-off transformation, divestment, provisions and legal cost amounting to \$2.2m in FY17 and \$0.7m in FY16

EBITDA margin

has been calculated by dividing EBITDA by revenue

NPAT margin

has been calculated by dividing NPAT by revenue

Glossary (SaaS Metrics)

Orders

Number of live subscriptions at end of period 8,201

Renewal Rate Volume

Volume of subscriptions renewed over trailing twelve month basis which is the inverse of Churn Rate 81%

Annual Contract Value (ACV)

Aggregate contract cash value of all live subscriptions at the end of a period \$6.14m

Average Revenue Per Unit (ARPU)

Annual Contract Value / Orders \$749

Sessions

Total number of web sessions over a trailing twelve month basis 4.35m

Users

Total number of users who initiated at least one web session over a trailing twelve month basis 1.60m

Lifetime Years (LY)

Average lifetime of a subscription = 1/Churn Rate 5.3 years

Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions Lifetime Year x Annual Contract Value \$32.71m

Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement 5.3

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