Aspermont
Information for Industry

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**10 April 2018**

**Update to Quarterly SaaS metrics for Q2 2018**

Aspermont Limited released its quarterly Software as a Service (SaaS) metrics on 9 April 2018.

Aspermont has made two minor corrections to slide 4:

1. **Mar '17** should be **Mar '18**; and
2. **Glossary pg 234** should be **Glossary pg 7**.

The corrected *Q2 – 18 Update* is attached below.

For further information, please contact:

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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

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# Q2 – 18 Update

## April 2018

www.aspermont.com

# Q2-FY18 Highlights

| Subscriptions Revenue | Digital Ad Revenue | Total Revenue |
|---|---|---|
| +31% | +18% | +19% |

## Revenue

- High subscriptions revenue growth continues for $5^{th}$ consecutive quarter
- Digital advertising resumes double digit growth after average first quarter
- Print advertising flat for first time in 5 years
- YTD revenue growth 13% and accelerating

## $2^{nd}$ product from new Research business launched

- Mining Journal Intelligence - Global Finance Report 2018

## 2 new event launches in May building well from activity this quarter

- Future of Mining (Sydney)
- Resource Stocks (Sydney)

*all figures growth against PCP unless stated otherwise

# 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
- 3 new business lines launched in last 6 months
- Upward momentum & poised for rapid growth
- Asset value over 3x larger than current Market Cap

SAAS Metrics

# Growing Subs Base with Rising ARPU and Retention



| | June'17 | Mar '18 | 9 month Growth |
|---|---|---|---|
| Orders | 7,379 | 7,860 | 7% |
| Renewal Rate (Volume) | 78% | 81% | 4% |
| Annual Contract Value (ACV) | $5.19m | $6.22m | 20% |
| Average Revenue Per Unit (ARPU) | $704 | $791 | 12% |
| Sessions | 3.99m | 4.49m | 13% |
| Users | 1.40m | 1.72m | 23% |
| Lifetime Years (LY) | 4.5 | 5.4 | 18% |
| Lifetime Value (LTV) | $23.61m | $33.31m | 41% |
| Loyalty Index | 52% | 59% | 13% |

**Large lifts in all Key metrics: ACV & LTV**

* Refer to Glossary pg 7 for full definitions of all metrics

# 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 (SaaS Metrics)

| | |
|---|---|
| **Orders**<br>Number of live subscriptions at end of period | **7,860** |
| **Renewal Rate Volume**<br>Volume of subscriptions renewed over trailing twelve month basis which is the inverse of Churn Rate | **81%** |
| **Annual Contract Value (ACV)**<br>Aggregate contract cash value of all live subscriptions at the end of a period | **$6.22m** |
| **Average Revenue Per Unit (ARPU)**<br>Annual Contract Value / Orders | **$791** |
| **Sessions**<br>Total number of web sessions over a trailing twelve month basis | **4.49m** |
| **Users**<br>Total number of users who initiated at least one web session over a trailing twelve month basis | **1.72m** |
| **Lifetime Years (LY)**<br>Average lifetime of a subscription = 1/Churn Rate | **5.4 years** |
| **Lifetime Value (LTV)**<br>Aggregate of present and future value of all subscriptions Lifetime Year x Annual Contract Value | **$33.31m** |
| **Loyalty Index**<br>Internal metric analysis of subscriber loyalty through their engagement | **59%** |

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