



Aspermont
Information for Industry

H1-18 Update

May 2018

www.aspermont.com



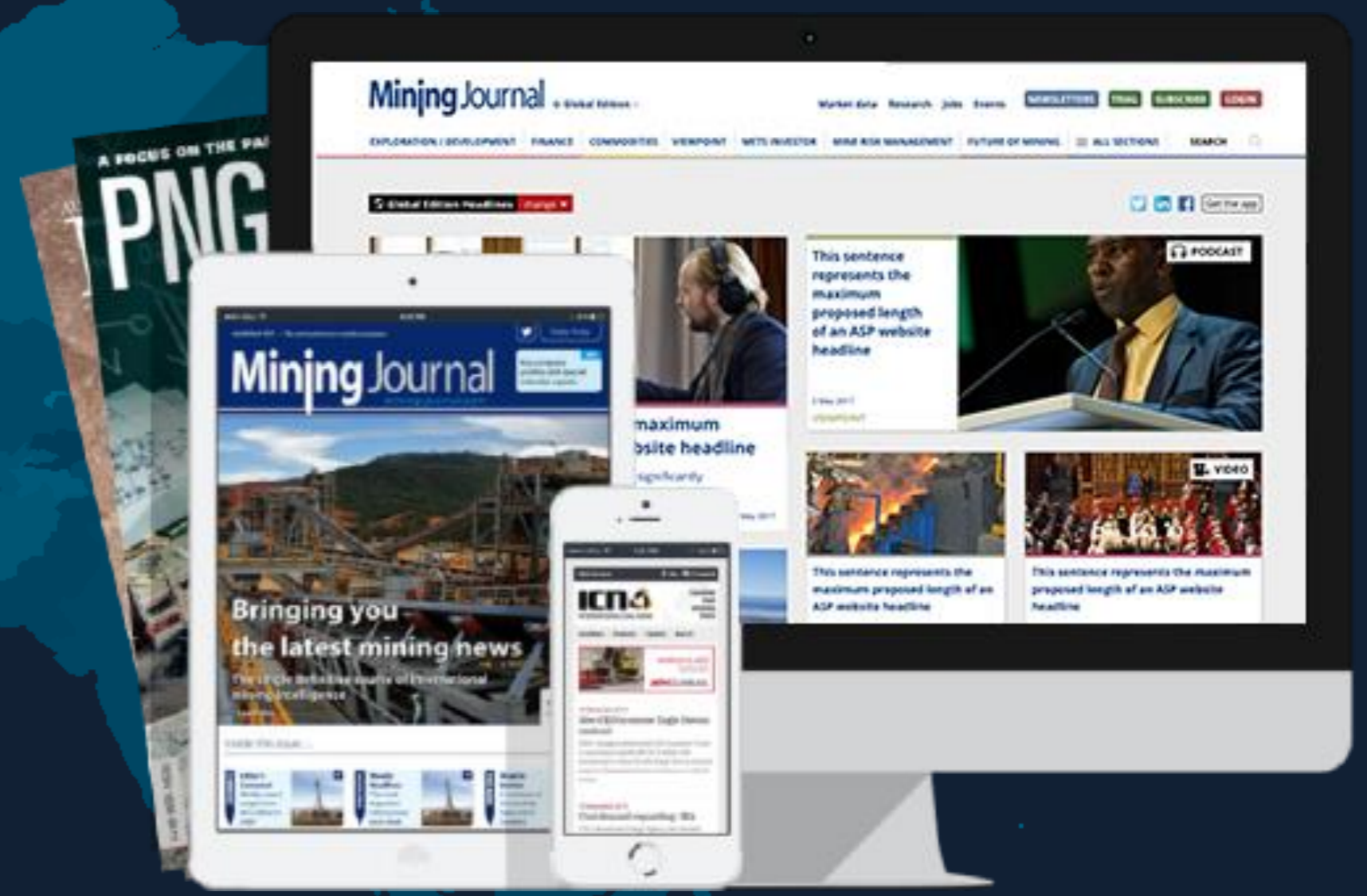
Who we are Leading Digital Media Services Provider to Industry

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

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 now the dominant player in B2B media for the resources sector and can transport its model to other countries and other B2B sectors

The Company's focus is on global media leadership in the Mining, Agriculture, Energy and Technology sectors

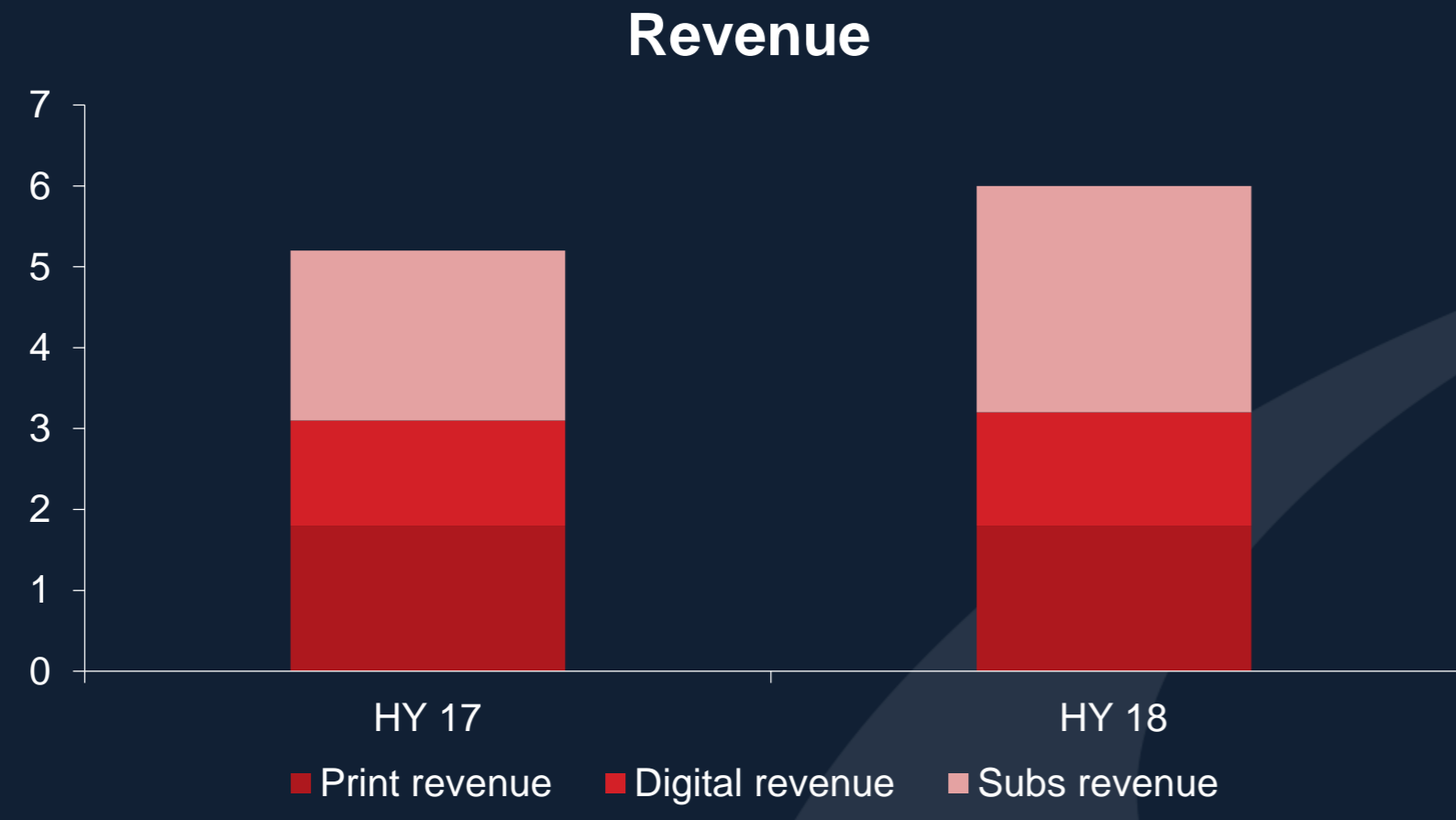


Why invest

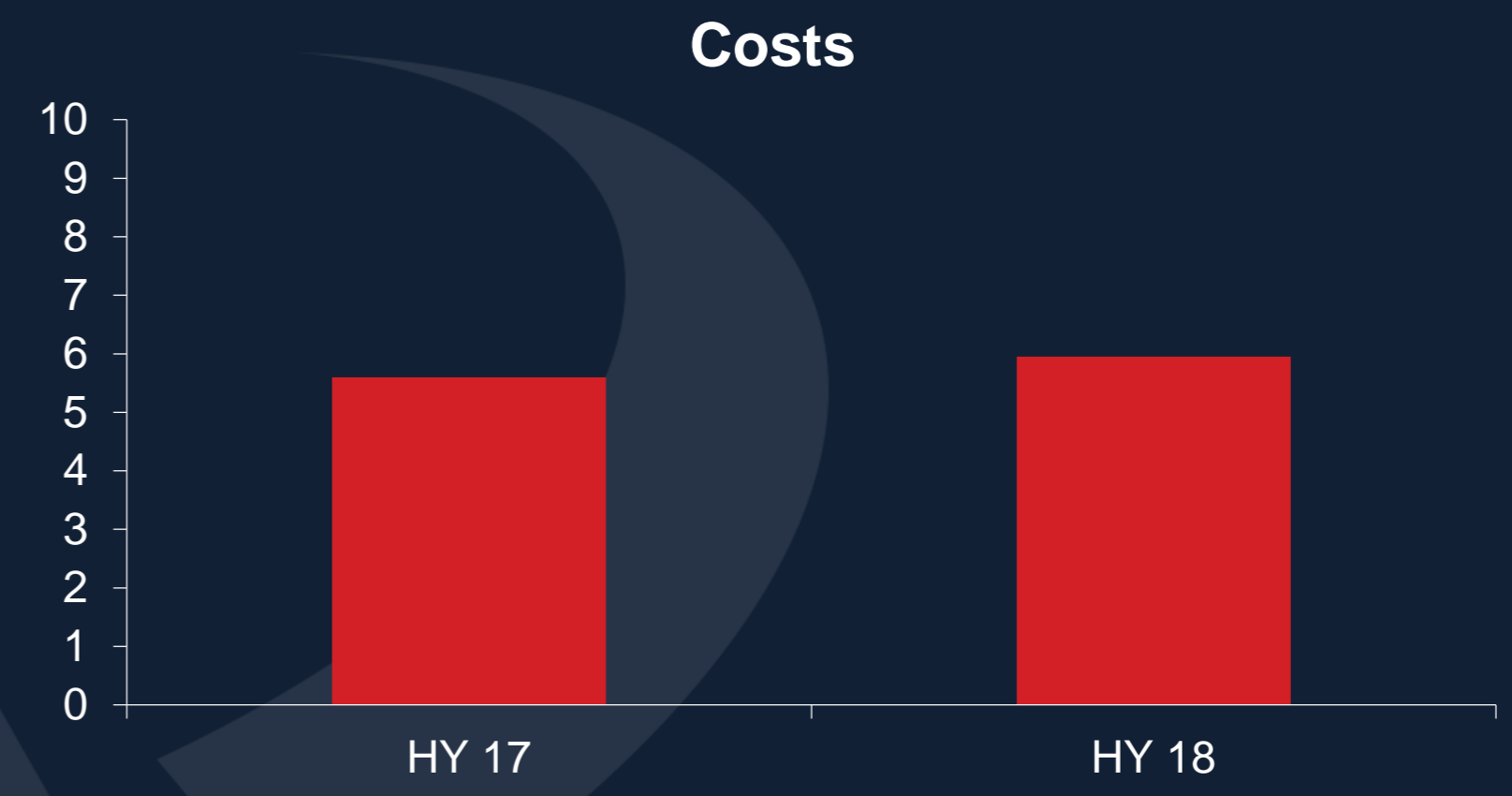
Investment Summary

- 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
- 3 Year restructuring & turnaround complete
- Profitability returned and improving rapidly
- Strong balance sheet; debt free
- 3 new business lines (Events, Research and Data) launched in last 6 months
- Upward momentum with accelerating growth

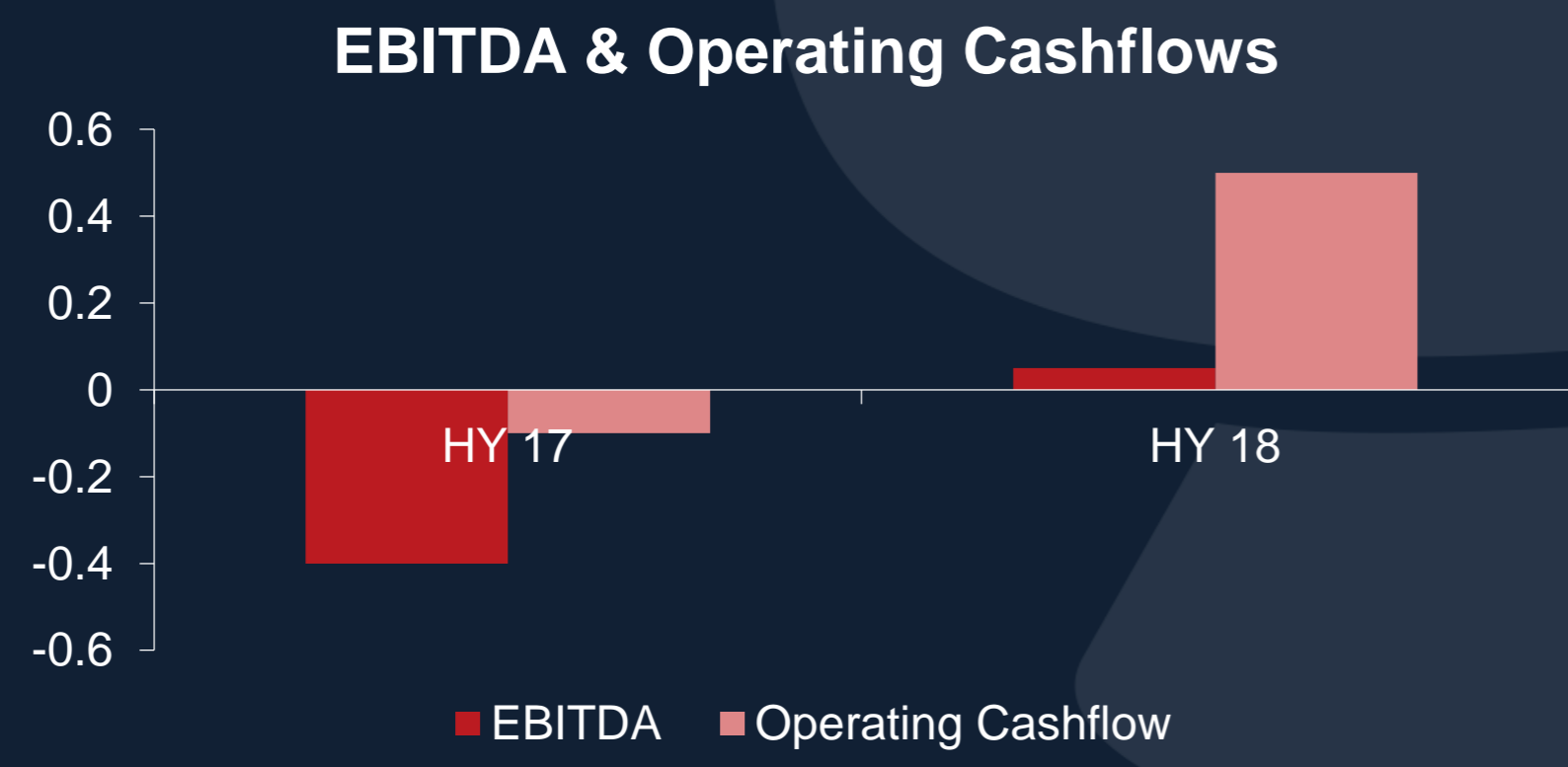
Performance against prior corresponding period Upward Momentum & Margin Developing



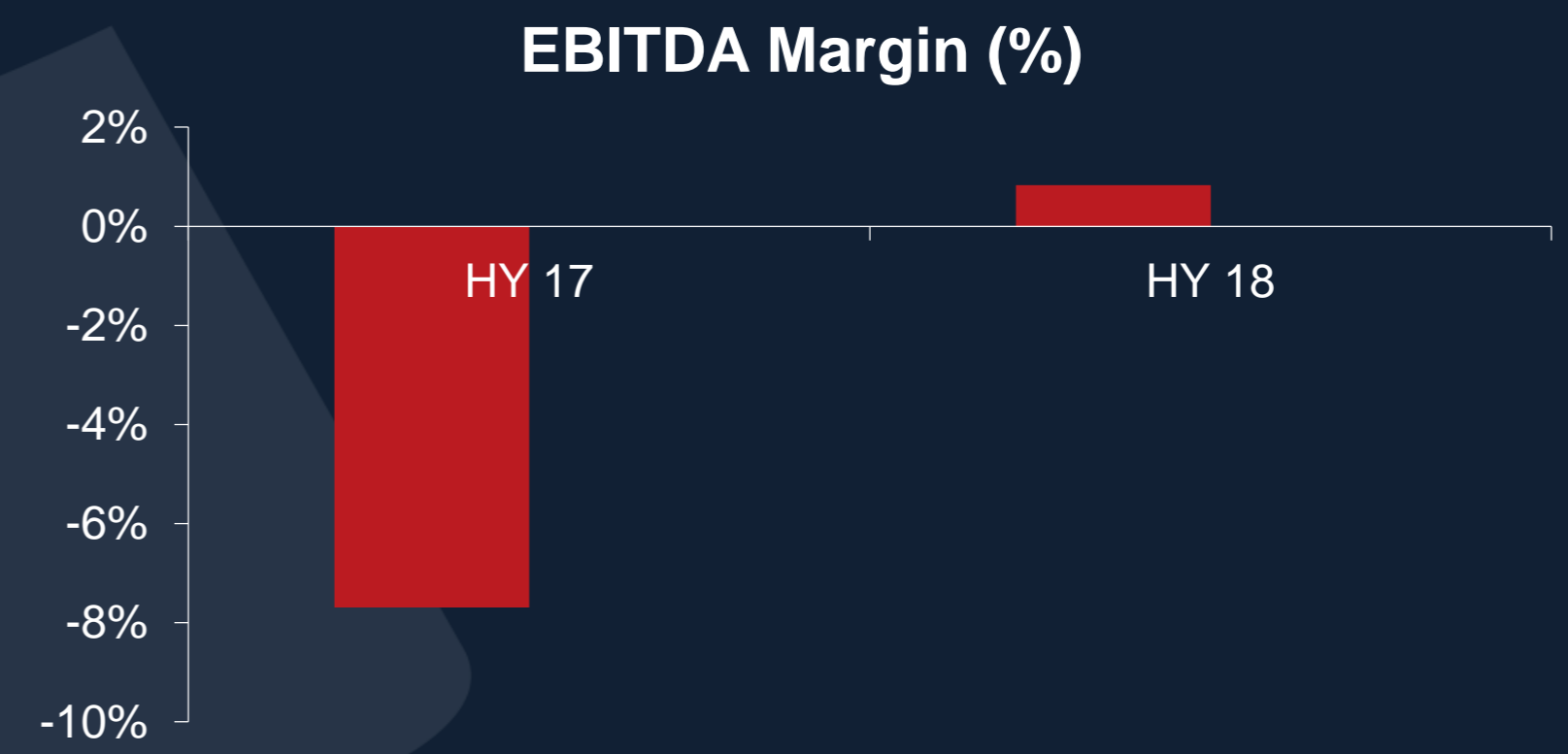
All revenue streams in growth



Costs stable



Profitability and cashflow emerging



Significant margin improvements

* HY 17 is for the half year ended 31 Mar 2017 and based on unaudited management accounts; HY 18 is for the half year ended 31 Mar 2018; earning and cashflow figures are normalised

Growing Subs Base with Rising ARPU and Retention

	As at June'16	As at June'17	As at Mar'18
Number of Subscriptions	7,158	7,379	7,860
Average Revenue Per Unit (ARPU)	\$623	\$704	\$791
Renewal Rate	73%	78%	81%
Annual Contract Value (ACV)	\$4.5m	\$5.2m	\$6.2m
Web Traffic – Sessions	3.8m	4.0m	4.5m
Web Traffic – Users	1.1m	1.4m	1.7m
Lifetime Years	3.7	4.5	5.4
Lifetime Value	\$16.5m	\$23.6m	\$33.1m
Loyalty Index	41%	52%	59%

Subscriptions base growing with rising ARPU and retention



* Refer to Glossary pg 10 for full definitions of all metrics

Key new division launched in May'18


Aspermont Events – Fast Facts So Far

FUTUREOFMINING
SYDNEY

METSSTOCKS
SYDNEY

RESOURCESTOCKS
SYDNEY

Minjng Journal **SELECT**

<p>4 New Event Series Launched</p>	<p>37+ Mining Company Presentations</p>	<p>227 Mining Company Delegates</p>
<p>5 Industry Association Partners</p>	<p>45% Onsite Sponsor Revenue Rebooking</p>	<p>350+ Institutional/Sophisticated Investor</p>
<p>10 Government Delegates</p>		<p>900+ Attendees</p>
<p>19 Media Partners</p>	<p>145 Industry Leading Speakers</p>	<p>\$1m+ Revenue</p>
<p>25 Key Sponsors</p>	<p>190+ Paid Delegates</p>	<p>June & October 2018 Next New Series Launches</p>

Outlook

- 13% growth for H1-18 expected to accelerate in H2-18
- Strong Subscriptions growth expected to continue
- Digital Revenue growing into strong double digit performance
- Print revenue small to flat growth
- Normalised earnings and cash flow positive
- Strong H2-18 booked and pipeline revenue in new Events business

Conclusion

- Aspermont is now the worlds leading media services provider to global resources industry
- The Company's 3 year transformation is now complete
- Aspermont has clear and substantial growth strategies to leverage its content platform and digital expertise; to aggressively expand the business across geographies and sectors
- The Company's culture is relentlessly focused on executing growth opportunities with a highly capable and aligned board and management team
- Aspermont's high performance SAAS based subscription model is ideally placed for the future with:
 - growing profitability
 - high quality revenues
 - world leading customer endorsements

For further information



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Glossary (SaaS Metrics)

Number of Subscriptions

Number of live subscriptions at end of period

7,860

Renewal Rate

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

\$6.22m

Average Revenue Per Unit (ARPU)

Annual Contract Value / Orders

\$791

Sessions

Total number of web sessions over a trailing twelve month basis

4.49m

Users

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

1.72m

Lifetime Years (LY)

Average lifetime of a subscription = $1/\text{Churn Rate}$

5.4 years

Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions $\text{Lifetime Year} \times \text{Annual Contract Value}$

\$33.31m

Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement

59%

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