

## ASX ANNOUNCEMENT

9 June 2016

### ASPERMONT LAUNCHES THE FUTURE OF MINING DIGITAL CONTENT HUB WITH CATERPILLAR AS LAUNCH SPONSOR

Aspermont is pleased to announce the launch of its first digital content hub with Caterpillar Global Construction as the initial commercial partner. Other commercial partners for the hub are expected to be announced shortly.

Aspermont's first digital content hub, *The Future of Mining*, combines editorially-independent articles from Mining Journal and Mining Magazine with curated content from 3<sup>rd</sup> party sources and newly commissioned content developed in partnership with the sponsors' own content marketing team.

Digital content hubs with multi-platform (desktop, tablet, social media and mobile) distribution and access across Aspermont's global media properties will offer sponsors wider and more tailored content marketing solutions.

Sponsors have their own content zones within the content hub, so they can drive their own campaigns, capture contacts for lead nurturing from gated content, and increase their brand awareness with contextual advertising around the hub. Sponsors will be able to collaborate with Aspermont's editorial team to help solicit, curate and create original content.

Alex Kent, Aspermont's Managing Director, said:

"Our unrivalled editorial content, global reach across the world's mining industry and the technological agility of our Project Horizon platform enable Aspermont to launch content hub solutions tailored to specific interests. Caterpillar will be the first of many international groups partnering with Aspermont to target specific customer groups through our global content marketing solutions.

Aspermont's capability in this area represents a significant revenue growth opportunity as the digital content hubs will support long term and more effective campaigns with a high expectation of renewal. Content marketing solutions will enable Aspermont to work more closely and deeply with its client base over longer time periods to ensure that it maintains a key competitive advantage in servicing participants of the global mining industry."

For further information contact:

Alex Kent
Managing Director
Tel: +44 207 216 6060
Email: <a href="mailto:alex.kent@aspermont.com">alex.kent@aspermont.com</a>

### About Aspermont Limited

Aspermont is an ASX listed company managed from London; a global hub in media technology. Aspermont is the leading information services provider to the global resources industries with a long established reputation for objective and independent coverage of the global mining and resource sectors. Aspermont's Mining Journal has been in continuous publication for over 180 years. Aspermont also manages Mines and Money providing global conferences for the mining industry.