

22 October 2020

## Aspermont launches New Investor Outreach Platform

Aspermont (ASX:ASP), the market leader in B2B media for the global resources sector, is pleased to announce the launch of [Investor Outreach](#) (IO), which is the first product of Aspermont's Virtual Event & Exhibition (VEE) division.

Investor Outreach:

- is a digital platform designed to connect global mining investors with projects of merit
- is freely available to investors 365 days a year, anytime, anywhere and on any device
- starts with over 40 mining companies and over \$300k in revenue committed pre-launch with momentum building

### Product Overview

Investor Outreach is a digital distribution platform developed to connect global investors with quality mining projects from exploration stage through to production. Investors can access this platform to view, browse or search individual mining projects by commodity or by the company name. Participating companies pay to display their information to Aspermont's global subscriber base and Aspermont's editorial teams curate relevant industry information to better inform and educate retail investors.

The IO platform has been adapted to serve the requirements of professional and retail investors who increasingly access digital information channels to meet their research requirements. Such general information lacks quality control whereas Aspermont/Mining Journal have long experience of presenting information in the appropriate context. Through Investor Outreach, mining companies can showcase their latest video content and announcements in their own dedicated virtual event booth with the content and supplementary information updated and refreshed on an ongoing basis.

### Aspermont Managing Director Alex Kent said:

*"Investor Outreach is an exciting new platform developed to serve both mining investors and the global mining industry. This will be the first of a series of new Virtual Event and Exhibition products to be launched on our digital distribution platform. Each new product will be subscription based and built on our existing SaaS infrastructure to ensure commercial success. We expect IO to generate over \$1m of new revenue with good profit margins in its first year."*

*Investor Outreach will be a year-round virtual mining exhibition where exhibiting companies can display their exploration and development projects to the world's largest mining industry subscriber base. This reflects both investor trust in the Aspermont/Mining Journal brands which have been continuously serving the mining industry since 1835 and the need for mining companies to continuously showcase their projects and simultaneously benefit from investor feedback and insights from our data analytics*

Your global print, online and conferencing solution

Print | comprehensive, up to date information, reviews & surveys  
Online | essential news and information direct to your desktop  
Conference | high profile, highly targeted key industry conferences

[www.aspermont.com](http://www.aspermont.com)

*We look forward to updating investors as we launch further new VEE products, especially as we diversify our product range into the Energy and Agriculture sectors”.*

Investor Outreach can be accessed via:

<https://www.aspermont.com/event/article/1396769/investor-outreach>

For further information please contact:

**Aspermont Limited**

Alex Kent, Managing Director +44 207 216 6060

Tim Edwards, Company Secretary +61 8 6263 9100

**About Aspermont**

Aspermont is ASX listed with offices in Australia, UK, Brazil, North America, and the Philippines. Aspermont targets global media leadership in the Mining, Agriculture, Energy and Technology sectors.

Aspermont has invested heavily over 20 years to build a commercial model for B2B digital media distribution to provide high value content to a global subscriber base. Aspermont’s B2B model is scalable as to new countries, new commodity sectors and in new languages.

Aspermont has increasingly become the dominant player in B2B media for the resources sector.

For more information please see: [www.aspermont.com](http://www.aspermont.com)