

28 October 2020

## Aspermont launches Future Of Mining 365 platform

Aspermont (ASX:ASP), the market leader in B2B media for the global resource sectors is pleased to announce the launch of [Future of Mining 365](#) (FOM365) – the second product from Aspermont’s Virtual Event & Exhibition (VEE) division.

### Future of Mining 365:

- New product extension to the established Future of Mining event series
- Platform to host and market video content and streamed debates on key industry issues and innovations
- Virtual exhibition designed to connect global mining decision makers with key suppliers
- Platform accessible to registered attendees 365 days a year, anytime, anywhere, and on any device
- More than 10 cornerstone sponsors and over \$350K in revenues, have underwritten the launch.

### Product Overview

Future of Mining 365 is a continuous, year-round virtual exhibition that connects industry suppliers with key decision makers in the global mining sector. Continuously publishing live and post-demand, FOM365 showcases exclusive expert insights on its three main content pillars: Mining 2025, Leaders in Mining, Business in Mining.

The content is led and curated by the experienced *Mining Magazine* and *Australia’s Mining Monthly* editorial teams, with content focused on the most relevant industry themes such as stakeholder engagement, ESG, risk and the future workforce. Alongside these core themes, FOM365 serves as a dynamic tool to track the latest products and innovations driving the future of mining: IOT, 5G, cloud, wearables, AR/VR, robotics, health and safety technology, machine learning, behavioural analytics, advanced analytics, predictive analytics, due diligence, and automation.

Through FOM365, suppliers can showcase their latest video content, product releases and announcements from their own dedicated virtual-event booth, with the content and supplementary information updated and refreshed on an ongoing basis.

Key launch partners Include:

**Proudfoot | SAP | Olympus | Axora | Mobilaris | FLSmidth | Motion Metrics | Eriez | Capital Drilling**

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**Aspermont managing director Alex Kent said:**

*“Future of Mining (FOM) was launched in 2016 as a content hub inside the Mining Journal and Mining Magazine media brands. As [announced in May 2018](#), it then extended into a global live event series. Today, it takes the next step in its brand evolution.*

*The [announcement in 2016](#) focused on Aspermont’s development in technological agility and this launch today demonstrates those same characteristics.*

*The announcement in 2018, confirmed how quickly Aspermont rebounded in building a new events business after the sale of its Beacon Events joint venture.*

*Four years on from its launch, FOM is now a global brand in the bloodstream of our print, digital and social media; the centrepiece of the live events business reinvented again in a virtual event and exhibition context. COVID has affected many media and events businesses and Aspermont has not been immune, but the serial new product launches over the past six months underline Aspermont’s qualities of resilience, innovation, go-to-market speed, and operational and technological agility.*

*Those foundations laid over the past five years have increasing prominence, as Aspermont moves into a sustained period of free cash flow generation, while innovation and execution speeds continue to improve. Similarly with Investor Outreach, the launch of which [we announced last week](#), we expect FOM365 to be a \$1 million product in its first year with high margin returns.*

*In the global mining sector, there may be larger physical exhibitions than those hosted by Aspermont but, in the digital world, no business provides a service comparable to our premium audience brands. As virtual events and exhibitions become a mainstay of the marketplace, that audience strength will become an increasingly significant differentiator for Aspermont.”*

Future of Mining 365 launched on 26<sup>th</sup> October 2020 and can be accessed via:

<https://365.future-of-mining.com/365/en/page/home>

For further information please contact:

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## 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)

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