



**Aspermont**

*Information for Industry*

**Enabling businesses to dig deeper and  
make better decisions for a brighter future**

# Aspermont Inflexion Point

## Set for high growth subscriptions revenue and free cashflow

- 01 A 8-year-old mediatech company with a 188-year legacy.
- 02 The leading media services provider to the global resource industries.
- 03 Experienced Tier 1 management team executing with success.
- 04 Comprehensive business turnaround and business model transformation. Subscriptions now 62% of overall revenue.
- 05 Multiple growth levers to increase, current 6%, share of total addressable market in Subscriptions.
- 06 32 consecutive quarters of growth in subscriptions model.
- 07 Other income areas in Events and Nexus have significant upside potential.
- 08 Blue ocean opportunities in mining, energy and agriculture

# The Market Leader in B2B Media for the Global Resource Sectors

**\$11M**

Annual Recurring Revenue

**17%**

Subscriptions Revenue  
CAGR

**62%**

Subscriptions Revenue

**5,000+**

Corporate Subscriptions in  
Over 150 Countries

**270,000**

Monthly Active Users

**3M+**

Digital Users

**18%**

ARPU CAGR

**100%+**

Net Retention Rate

**\$60M+**

Lifetime Value

High performance subscriptions business with 8-year track record of success.

# Our Content-as-a-Service Model Solves an Information Gap



## INDUSTRY INFORMATION PAINS

- Information overload.
- Reliable & accurate information.
- Timeliness.
- Access to Intelligent Information.
- Bias & Objectivity.



## OUR SUBSCRIPTION MODELS

### PAYWALL

Our high value, authoritative and independent content is gated, and users pay a subscriptions to access it.

### CONTENT

We produce various types of content from industry news to research, analysis, data and intelligence.

### PEOPLE

We employ the brightest and best writers, analysts and researches in our sectors.

### PLATFORM

We have a sophisticated tech stack that enables us to connect, distribute to and monitor large scale online communities.

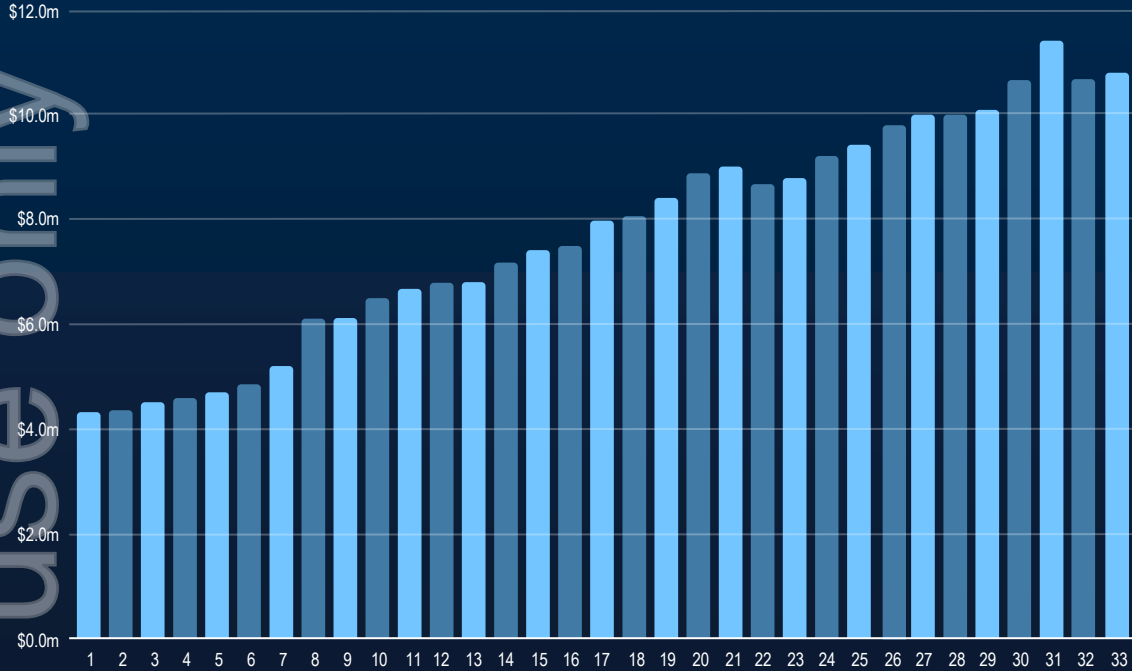


## OUR INDUSTRY CONTENT SOLUTION

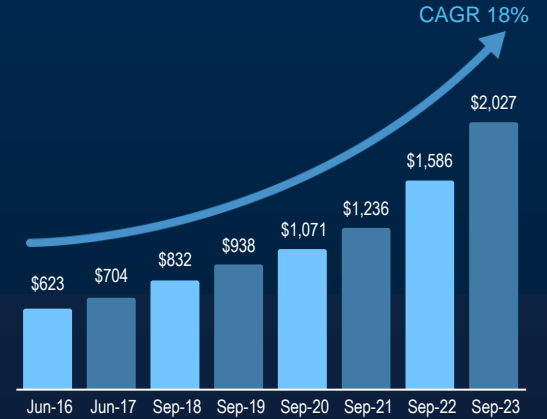
- 24/7 global coverage.
- Timely & curated.
- Informed & opinionated.
- Analytical & intelligent.
- Independent & trusted for over 200 years.

# 32 Consecutive Quarters of Scalable Growth

## Annual Recurring Revenue (ARR)



## Average Revenue Per Unit (ARPU)



Gross Margins  
improvement  
from 47% to

**67%**

# Income Statement

	FY 23 \$000	FY 22 \$000	Growth %
Revenue from Continuing Operations	19.2	18.7	3%
Operating, Corporate & Admin Expenses	(17.5)	(15.9)	10%
<b>Normalised EBITDA</b>	<b>1.7</b>	<b>2.8</b>	<b>(39%)</b>
Investments & Exceptionals	(1.3)	(0.5)	138%
Reported EBITDA	0.5	2.3	(80%)
Depreciation and Amortisation	(0.7)	(1.0)	
EBIT	(0.3)	1.3	
Finance Costs	0.1	0.0	
<b>Profit before Significant items and Tax</b>	<b>(0.2)</b>	<b>1.3</b>	
Significant items / Exceptionals before Tax	(1.6)	(1.6)	
<b>Profit before Tax</b>	<b>(1.8)</b>	<b>(0.3)</b>	
Tax Expense	0.1	(0.1)	
<b>Net Profit after Tax (NPAT)</b>	<b>(1.7)</b>	<b>(0.4)</b>	
<b>Diluted EPS</b>	<b>(0.07) cents</b>	<b>(0.018) cents</b>	

- In FY 23, we guided to negative EBITDA in FY 23, owing to our inward investment program.
- But we delivered positive Reported and Normalized EBITDA at \$0.5m and \$1.7m respectively.
- FY23 included a \$800k investment write off in a previously owned joint venture.
- Aspermont owns 5% in a mining project that is set for IPO. The value of that stake will be recognized at listing.

# Strong Competitive Advantages



## Brand Leverage

560 years of combined brand heritage brings unequalled audience trust, loyalty and collaboration.



## Operational Agility

Aspermont's centralized structure and agile management team can launch new products while closely monitoring risks.



## Clear Values

Clear values guide our operations, decision-making processes and our external interactions so that we remain focused, consistent and trustworthy.



## Intellectual Property

We continue to develop unique IP in processes and business models that are enabled and advanced by technological leaps.



## Industry Access

As market leader in B2B media for the global resource sectors, Aspermont has unparalleled access to key decision makers.



## Scalable Model

Scalable and resilient XaaS model that has delivered gross margin gains over 33 consecutive quarters.



## Financially Robust

Reformed and debt free balance sheet enables reinvestment of all free cash flow to organic growth opportunities.



## Competitive MOAT

Our evolving brand heritage, IP and audience-client ecosystem are continually expanding barriers to entry for potential competitors.



## Ambition

Aspermont has a unique opportunity in sectors that contribute more than 22% of global GDP.

# Large Audience Expansion & Share of Wallet Opportunity in Mining Corporate Subscriptions Alone

Total Addressable Market

**80,000**

Current  
Aspermont  
Corporate  
Subscriptions

**5,000**

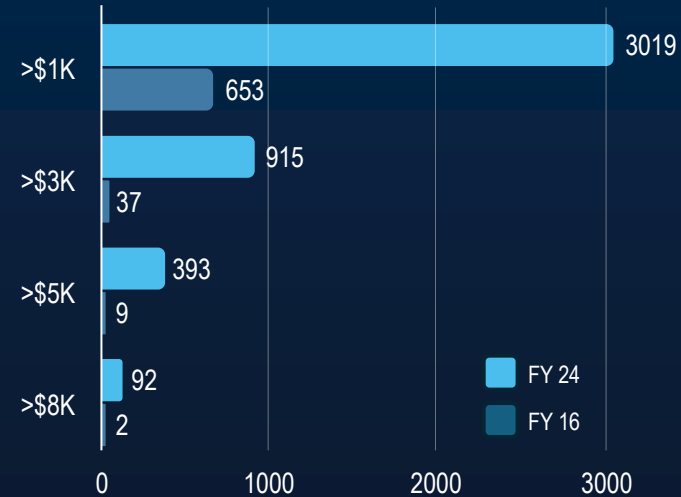
~6% TAM

**\$2K+**

Average revenue per unit,  
with significant growth potential.

Top 10  
Subscriptions  
**7.34%**  
of Total Subs  
Revenue

Annual Recurring Revenue per Account





# House of Brands

AUSTRALIA'S  
**MINING**  
MONTHLY

KONDIRIN GROUP'S  
**Farming**  
Ahead  
INDEPENDENT INFORMATION FOR AGRICULTURE

**Minjng Magazine**

**Minjng Journal**

**Minjng Journal** **SELECT**

FUTURE OF  
**MINING**

**M/N** MiningNews.net

**MININGNEWS** **SELECT**

**ENB**  
energynewsbulletin.net

**GeoDrilling** International

 **Notícias de Mineração Brasil**

# GROWTH STRATEGY 1

## Increasing Corporate Subscriptions in Existing Markets



### Content Volume Expansion

More content producers covering more industry segments and specialisations.



### Technological Advancement

Personalised UX helps optimise new customer conversion workflows.



### Increased Outbound Marketing

Continual testing and optimisation of marketing practises to both widen the new traffic net and improve conversion efficacy.

# GROWTH STRATEGY 2

## Increasing Account Penetration and ARPU



### Account Based Marketing

Targeting of employee as existing corporate subscriber to expand members per subscription.



### Upselling & Cross Selling

Bundling of other existing standard and premium priced products.



### Rate Card

Annual price increases based on improvements in content value proposition.

# GROWTH STRATEGY 3

## New Product Launches to Increase Market Size



### New High Value Formats

Data & intelligence products in risk analytics, ratings, ESG, workflow data and pricing.



### New Geographies

More writers in more countries enabling more regional services.

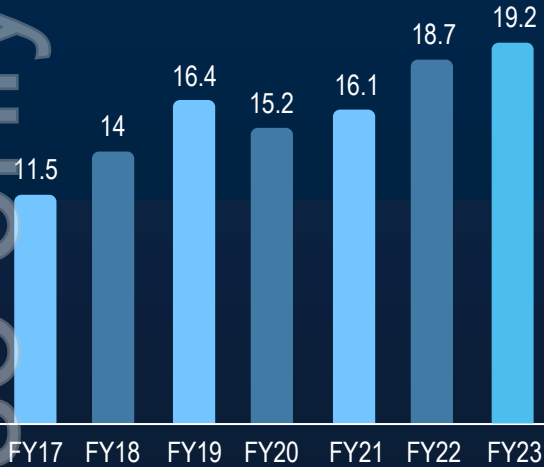


### New Languages

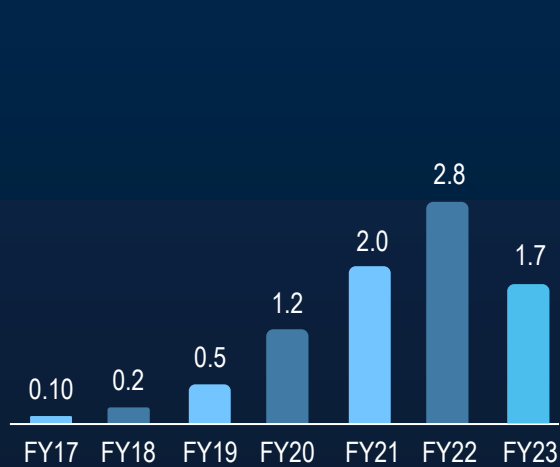
Multi-lingual expansion of services.

# Post-financial Turnaround, Aspermont has been able to Finance Investment in Organic Growth Initiatives from its Free Cash Flow

Revenue (A\$m)



EBITDA (A\$m)



Zero debt



\$2M cash in hand



Cash generative

# TIER 1 Management Team, Aligned to Shareholder Interest



**Ajit Patel**

Chief Operating Officer  
Ex Incisive Media



**Alex Kent**

Group Managing Director  
Ex Microsoft



**Josh Robertson**

Chief Marketing Officer  
Ex Publicis Groupe



**Matt Smith**

Chief Commercial Officer  
Ex IDG



**Nishil Khimasia**

Chief Financial Officer  
Ex Equifax

**18%** combined management shareholding • **8 years** avg. management tenure



**Ana Gyorkos**

Group Content Director  
Ex Global Data



**Lindsay Santos**

Group Head of Events  
Ex InfoCommAsia



**Roger Cooke**

Group Sales Director  
Ex Euromoney



**Sophie Mickel**

Group Financial Controller  
Ex ERGT Australia

# Building Complementary Revenue Streams that Leverage Our Industry Expertise and Technology Strength

## EVENTS

**10%**

OF EXISTING TOTAL  
REVENUE

FUTURE OF  
**MINING**

## MARKETING AGENCY

**28%**

OF EXISTING TOTAL  
REVENUE

nexus.

Internal use only

# Aspermont's High Profile Client Base has Large Spend Capacity

COMPANIES	SUPPLY CHAIN	FINANCIAL SERVICES	SERVICES	TECHNOLOGY
<p><b>MINING</b></p> <p><b>BHP</b>    <b>GLENCORE INTERNATIONAL plc</b></p> <p><b>RioTinto</b>    <b>VALE</b></p>	<p><b>MACHINERY</b></p> <p><b>JOHN DEERE</b>    <b>SANDVIK</b></p> <p><b>KOMATSU</b>    <b>CATERPILLAR</b></p>	<p><b>BANKING</b></p> <p><b>ING</b>    <b>J.P.Morgan</b></p> <p><b>BNP PARIBAS</b>    <b>SOCIETE GENERALE</b></p>	<p><b>ACCOUNTING</b></p> <p><b>KPMG</b>    <b>Deloitte.</b></p> <p><b>EY</b>    <b>pwc</b></p>	<p><b>Microsoft</b>    <b>amazon</b></p> <p><b>TOSHIBA</b>    <b>IBM</b></p>
<p><b>ENERGY</b></p> <p><b>ExonMobil Energy Services</b>    <b>Shell</b></p> <p><b>bp</b>    <b>Chevron</b></p>	<p><b>ENGINEERING</b></p> <p><b>MITSUBI &amp; CO.</b>    <b>BOSCH</b></p> <p><b>HITACHI</b>    <b>SIEMENS</b></p>	<p><b>INVESTMENT SERVICES</b></p> <p><b>UBS</b>    <b>CREDIT SUISSE</b></p> <p><b>Goldman Sachs</b>    <b>Morgan Stanley</b></p>	<p><b>LEGAL</b></p> <p><b>CLIFFORD CHANCE</b>    <b>Baker McKenzie.</b></p> <p><b>DLA PIPER</b>    <b>ALLEN &amp; OVERY</b></p>	<p><b>Honeywell</b>    <b>OSIsoft.</b></p> <p><b>AVIVA</b>    <b>DASSAULT AVIATION</b></p>
<p><b>STEEL</b></p> <p><b>ArcelorMittal</b>    <b>posco</b></p> <p><b>NIPPON STEEL</b>    <b>thyssenkrupp</b></p>	<p><b>EQUIPMENT</b></p> <p><b>Epiroc</b>    <b>LIEBHERR</b></p> <p><b>WEH Minerals</b>    <b>metso</b></p>	<p><b>INSURANCE</b></p> <p><b>Allianz</b>    <b>ZURICH</b></p> <p><b>LLOYD'S</b>    <b>vero</b></p>	<p><b>MANAGEMENT CONSULTANT</b></p> <p><b>McKinsey &amp; Company</b>    <b>BCC</b></p> <p><b>BAIN &amp; COMPANY</b>    <b>ark consulting</b></p>	<p><b>inmarsat</b>    <b>SAP</b></p> <p><b>ABB</b>    <b>Infosys</b></p>



# Aspermont Now has The Right Capacity, Capability, and Opportunity to Execute



## KEY FOUNDATIONS NOW IN PLACE

Executive and management team assembled.

Balance sheet reconstructed.

Scalable business service centres established.

Primary income source in Subscriptions is high revenue quality.

Business is cash generative in place.



## NEXT 18-MONTH EXECUTION PLAN

Reallocate operational capacity to subscription models.

Enhance product value propositions through content & technology.

Initiate more expansive marketing awareness campaigns.

Expand service in North America.

Launch data & intelligence products.



## WHICH WILL RESULT IN

High growth in subscription revenue.

Free cash flow.

Profitability.

# 10-15%

Guidance: Subscriptions Revenue CAGR

# Enabling Businesses to Dig Deeper and Make Better Decisions for a Brighter Future



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ASX:ASP | FRA:00W | TDG:00W

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# Aspermont: Debt-free with a Strengthening Balance Sheet

Total Assets	30 June '16	30 Sept '23
Cash and Cash Equivalent	1,795	4,044
Trade/other Receivables	3,734	1,729
<b>Total Current Assets</b>	<b>5,529</b>	<b>5,773</b>
Property and Equipment	155	495
Intangible assets	17,729	9,219
Deferred Tax & other Assets	3,292	1,825
Other Receivables	-	-
<b>Total Non-Current Assets</b>	<b>21,089</b>	<b>11,539</b>
<b>Total Assets</b>	<b>26,618</b>	<b>17,312</b>

Total Liabilities	30 June '16	30 Sept '23
Trade and other Payables	7,235	3,662
Income in Advance	5,788	6,812
<b>Borrowings</b>	<b>5,141</b>	<b>-</b>
Other Liabilities	373	353
<b>Total Current Liabilities</b>	<b>18,537</b>	<b>10,827</b>
<b>Borrowings</b>	<b>3,120</b>	<b>-</b>
Deferred Tax Liabilities	3,129	1,550
Provisions/other Liabilities	657	274
<b>Total Non-Current Liabilities</b>	<b>6,906</b>	<b>1,824</b>
<b>Total Liabilities</b>	<b>25,443</b>	<b>12,651</b>
<b>Net Assets</b>	<b>1,175</b>	<b>4,661</b>

Shareholders Equity	30 June '16	30 Sept '23
Issued Capital	56,443	11,364
Retained Losses	(43,905)	(6,649)
Other Reserves	(11,353)	(54)
<b>Total Shareholders Equity</b>	<b>1,175</b>	<b>4,661</b>

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FY refers to the full year to 30 September

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