



**Aspermont**

*Information for Industry*

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

# Key Q1 Highlights

## Emerging cyclical and event-based new opportunities

### Subscriptions

- 34<sup>th</sup> consecutive quarter of growth in subscriptions
- Annual Recurring Revenue \$11.4, up 6% year on year
- Average Revenue Per Unit \$2.3k, up 20% year on year
- ~100% Net Retention Rate
- Subscriptions Revenue \$2.5m, up 3% year on year
- Subscription Revenue composition 68%, up 8% year on year

### New Revenue Opportunities

- Cyclical opportunities in Advertising and Live Events
- Resource nationalism opportunities in Advertising and Live Events
- Exploration activity opportunities in Data

### Financials

- Revenue from continuous operations \$3.7m
- EBITDA (\$400k)
- Net cash \$1.0m

# Q1 Preliminary Financial Highlights

|  | Q4 24         | Q1 25         | Change      |
|--|---------------|---------------|-------------|
| Total Revenue from continuing operations | \$4.4m        | \$3.7m        | -8%         |
| <b>Subscriptions Revenue</b>             | <b>\$2.4m</b> | <b>\$2.5m</b> | <b>+4%</b>  |
| <b>Subscriptions Revenue Composition</b> | <b>55%</b>    | <b>68%</b>    | <b>+24%</b> |
| Normalised EBITDA                        | (\$0.1m)      | (\$0.4m)      |             |
| Cash & Cash Equivalents                  | \$1.4m        | \$1.0m        |             |

|  | Q1 24         | Q1 25         | Change     |
|--|---------------|---------------|------------|
| Total Revenue from continuing operations | \$3.8m        | \$3.7m        | -2%        |
| <b>Subscriptions Revenue</b>             | <b>\$2.4m</b> | <b>\$2.5m</b> | <b>+3%</b> |
| <b>Revenue Composition Subscriptions</b> | <b>63%</b>    | <b>68%</b>    | <b>+8%</b> |
| Normalised EBITDA                        | (\$0.2m)      | (\$0.4m)      |            |
| Cash & Cash Equivalents                  | \$1.7m        | \$1.0m        |            |

\*financial results for Q1-25 and are subject to the completion of audited financial reporting

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



## INDUSTRY NEEDS INFORMATION

There is an Information overload.

Industry needs information that is:

Timely.

Accurate.

Reliable.

Objective and free of bias.



## OUR SUBSCRIPTION MODEL

### PAYWALL

Independent gated content is only accessible to paid subscribers.

### 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

Our sophisticated tech stack enables us to connect with, distribute to and monitor large scale online communities.



## OUR INDUSTRY CONTENT SOLUTION

24/7 global coverage.

Timely & curated.

Informed & objective.

Analytical & intelligent.

Independent & trusted for over 200 years.

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

**\$11M+**

Annual Recurring Revenue

**5,000+**

Corporate Subscriptions in  
Over 150 Countries

**68%**

Subscriptions Revenue

**250,000**

Monthly Active Users

**12%**

Subscriptions Revenue  
CAGR

**100%**

Net Retention Rate

**3M+**

Digital Users

**18%**

CAGR in ARPU

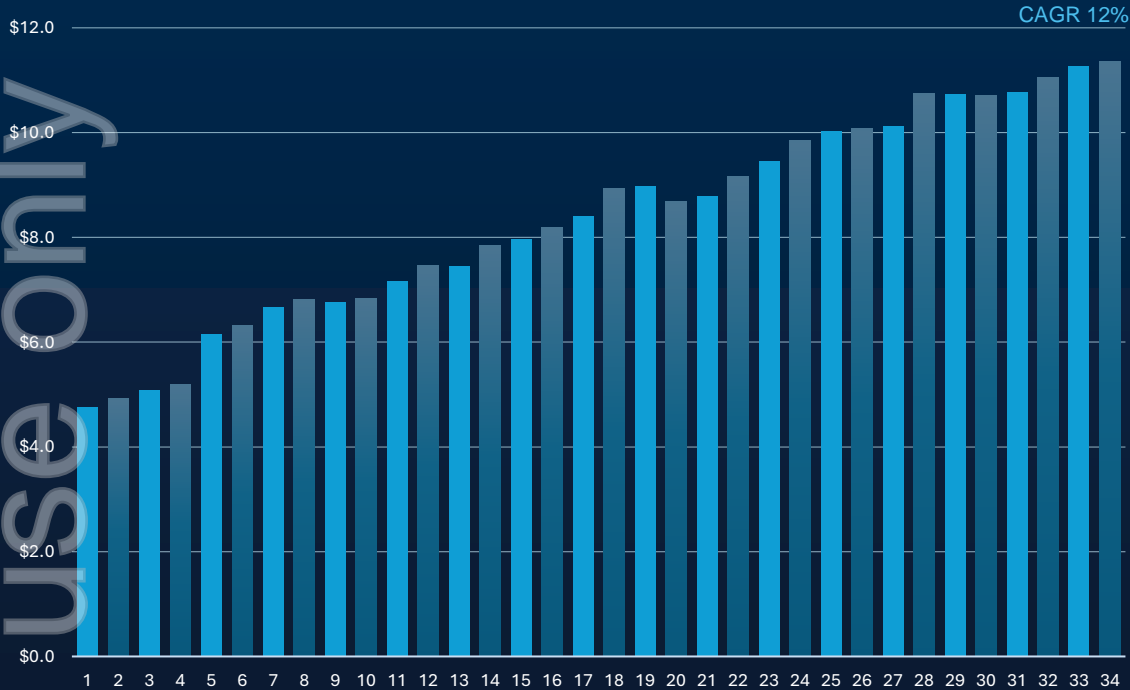
**\$67M**

Lifetime Value

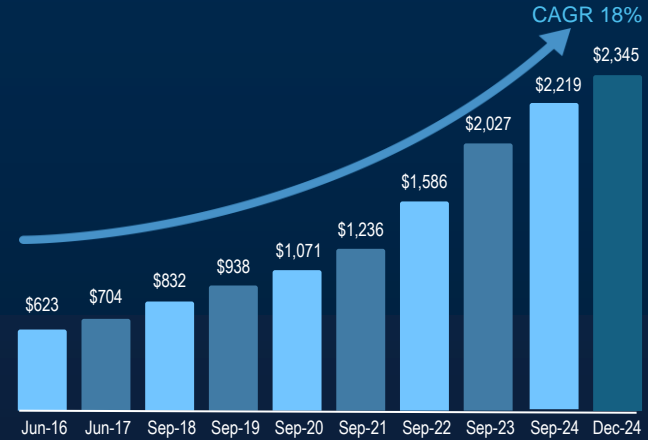
High performance subscriptions business with 8-year track record of success.

# 34 Consecutive Quarters of Scalable Growth

## Annual Recurring Revenue (ARR)



## Average Revenue Per Unit (ARPU)



Gross Margins  
improvement  
from 47% to **67%**

# Large Audience Expansion with Improving profit margins in Mining Corporate Subscriptions Alone

Total Addressable Market

**80,000**

Current  
Aspermont  
Corporate  
Subscriptions

**5,000**

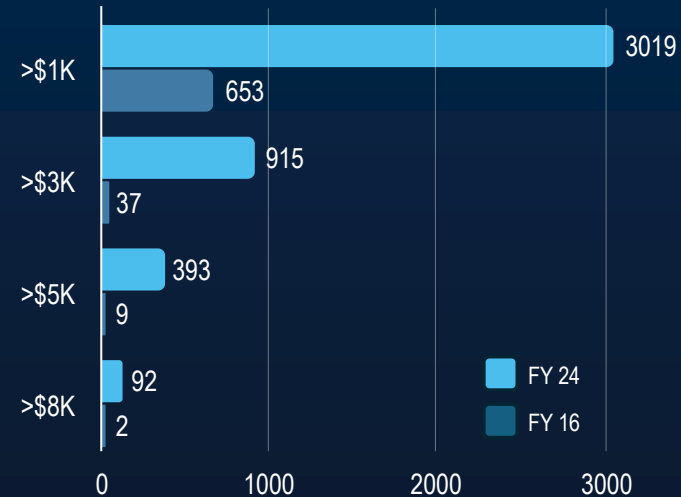
~6% TAM

**\$2K+**

Average revenue per unit,  
with significant growth potential.



Annual Recurring Revenue per Account



# GROWTH STRATEGY 1

## Grow Corporate Subscriptions



### Content Volume Expansion

More content producers covering more regions, industry segments and specialisations.



### Technological Advancement

Personalised UX to help 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

## Increase Account Penetration to Build ARPU



### Account Based Marketing

Target employees of existing corporate subscribers to increase members per subscription.



### Upselling and Cross Selling

Bundle other existing standard and premium priced products to broaden subscriptions.



### Rate Card

Achieve annual rate increases from improving content value proposition.

# GROWTH STRATEGY 3

## Increase Market Size



### Targeted Geographies

Enhance service provision and audience development in target markets.



### New Languages

Multi-lingual expansion of services.



### New High Value Formats

More Data & Intelligence products in risk analytics, project ratings, ESG, workflow data and pricing.

# PROGRESS REPORT – Q2 FY25

New cyclical and event-based opportunities emerging



## Marketing Agency/ Outbound

- Increased outbound marketing activity and efficacy
- **Target = Increased New Business Subscriptions**



## Data and Intelligence Products

- Existing research/intell reports being developed into data products
- World Risk Index – Q2 launch
- Project Pipeline Index – Q3 launch
- ESG Index –Q4 launch
- **Target = Increased ARPU**



## Geofencing Marketing Trial

- Nth America target
- Q1 pilot
- Target = Increased New Business Subscriptions
- **Result: trial discontinued / poor results**



## \*New\* Government Tender

- Unbudgeted marketing agency ([Nexus](#)) opportunity
- 12-month program; Q3 close
- **Target = \$1.5m revenue**



## \*New\* Key Company Tender

- Unbudgeted marketing agency ([Nexus](#)) opportunity
- 12-month program; Q3 close
- **Target = \$0.5m revenue**



## \*New\* Events Upside

- Unbudgeted Expo opportunity for [Future of Mining](#) event
- Q4 close
- **Target = \$0.7m revenue**



## \*New\* Data Product

- Unbudgeted new product opportunity with major mining company
- Phase 1 Q2 close
- **Target = \$0.5m revenue**

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

## EVENTS

**10%**

OF EXISTING TOTAL  
REVENUE

FUTURE OF  
**MINING**

## MARKETING AGENCY

**22%**

OF EXISTING TOTAL  
REVENUE

nexus.

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# Aspermont Inflection Point

Set to continue double digit subscriptions revenue growth and positive free cashflow

- 01 A 8-year-old mediatech company with a 190-year legacy.
- 02 33 consecutive quarters of growth in subscriptions model at 12% CAGR
- 03 Experienced Tier 1 management team executing with success.
- 04 Multiple growth strategies driving improved revenues and quality of earnings.
- 05 Multiple growth levers to increase, current 6%, share of total addressable market in mining corporate Subscriptions.
- 06 Multiple growth levers to maintain double digit ARPU growth, currently 18% CAGR.
- 07 Executing new ways to monetise industry leading content.
- 08 Self-funding growth investments from organic free cash flow.

# 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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# 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**

**MN** MiningNews.net

**MININGNEWS** **SELECT**

**ENB**  
energynewsbulletin.net

**GeoDrilling** International

 **Notícias de Mineração Brasil**

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# 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



**Nishil Khimasia**

Chief Financial Officer  
Ex Equifax

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



**Ana Gyorkos**

Group Content Director  
Ex Global Data



**Bilal Azmat**

Head of Marketing  
Ex Events B2B



**Lindsay Santos**

Group Head of Events  
Ex InfoCommAsia



**Roger Cooke**

Group Sales Director  
Ex Euromoney



**Sophie Mickel**

Group Financial Controller  
Ex ERGT Australia



# Capital Structure

| Ticker Code                        | ASX:ASP | FRA:00W |
|------------------------------------|---------|---------|
| Shares on issue                    | 2.47b   |         |
| Unlisted Options Exercise @ \$0.03 | 324m    |         |
| Unlisted Performance Rights        | 213m    |         |

| Significant Shareholdings                 | Holding | % IC  |
|---|---------|-------|
| BNP Paribas Nominees Pty Ltd              | 295m    | 11.9% |
| Drysdale Investments Limited              | 290m    | 11.7% |
| White Rabbit Ventures                     | 271m    | 11.0% |
| Allandale Holdings Pty Ltd                | 241m    | 9.7%  |
| Ileveter Pty Ltd                          | 171m    | 6.9%  |
| HSBC Custody Nominees (Australia) Limited | 127m    | 5.1%  |

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