



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

- 34th 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%
Subscriptions Revenue	\$2.4m	\$2.5m	+4%
Subscriptions Revenue Composition	55%	68%	+24%
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%
Subscriptions Revenue	\$2.4m	\$2.5m	+3%
Revenue Composition Subscriptions	63%	68%	+8%
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

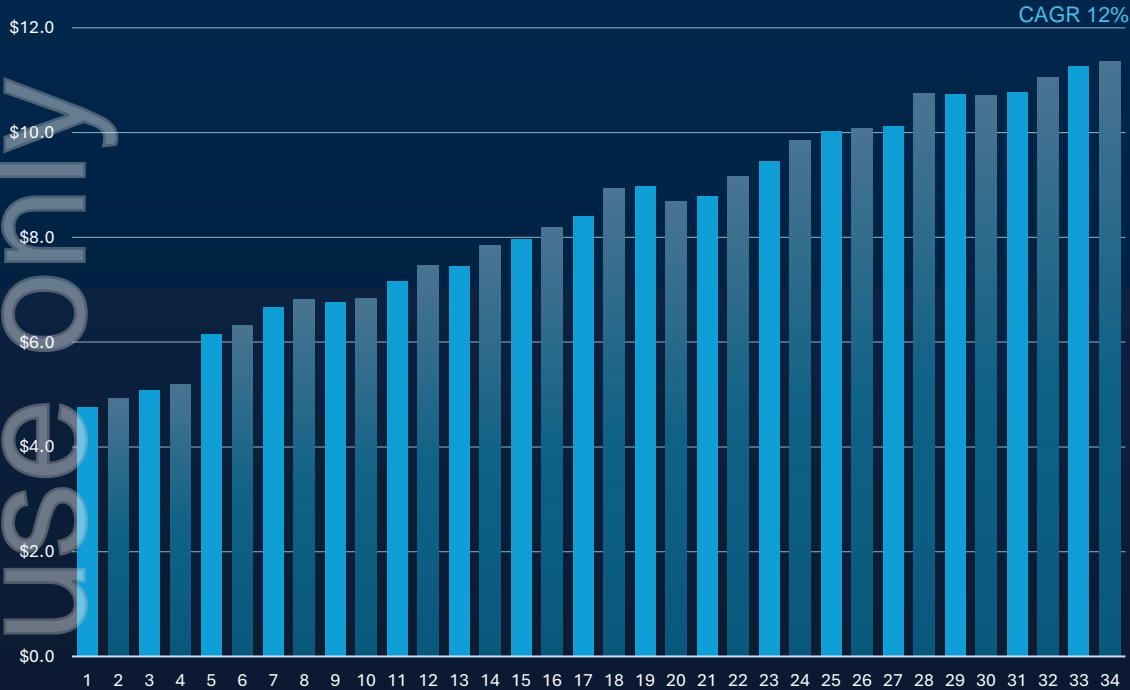
\$67M

Lifetime Value

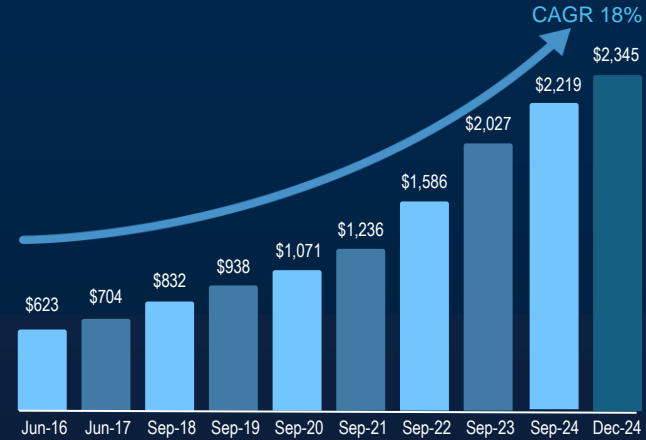
High performance subscriptions business with 8-year track record of success.

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

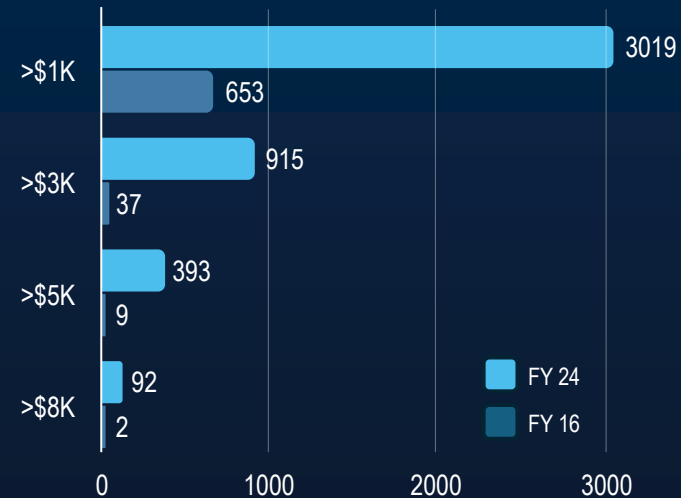
~6% TAM

\$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.

Internal use only

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.

Internal use only

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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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**

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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Currency All amounts in this presentation are in Australian dollars unless otherwise stated.

FY refers to the full year to 30 September

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