

Shareholder update

Group Headlines – Quarter One FY2010-11:

-  **Group Revenue up 14% year on year**
-  **Group EBITA up 400% year on year**
-  **Primary debt further reduced by \$A0.75m to \$A6.5m**
-  **New GM Australia appointed**

Dear Fellow Shareholders,

I thought it timely to update you on the company activities for the first quarter 2010-11.

From an investor relations perspective, we are ramping up our investor marketing with a 12-month plan now in place; we have engaged Boardroom Radio to assist us in providing regular updates through interviews, videos and presentations.

Separately we have engaged the services of an independent research house to cover the company and initially provide a baseline in terms of valuation and outlook; there will also be regular updates during the year. This analyst report is expected in the next two weeks.

I look forward to also engaging with our shareholders through one-on-one meetings and more formal presentations.

We have paid down a further \$0.75m in primary debt, during this financial year; this is in line with our debt reduction planning from 2009.

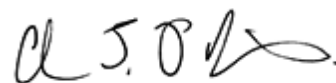
Within the Aspermont corporate activity we have always undertaken prudent investment in non-publishing assets, traditional with minimum cash invested, more a fee-for-service approach. This corporate portfolio has been of tremendous assistance in acquisition phases during 2007-08 and more recently in principal debt reduction. During the first quarter we undertook planned sales in a number of listed investments.

Going forward we anticipate continuing this program and also utilising these funds for possible part acquisition of new target companies. Corporate costs have remained consistent year on year.

Our strong year on year figures from operations represent real growth, whilst also reflect somewhat on the market weakness in 2009/10.

In closing, I look forward to updating you in the next newsletter and hopefully our first quarter momentum will have continued to exceed our expectations.

Kind regards,



Colm O'Brien, Group CEO, Aspermont Limited

Shareholder update

Australian Operations Quarter 1:

- **Publishing revenue up 39% year on year**
- **4 times increase in year on year EBITA**

With Q1 completed, it is pleasing to see we have had a very strong start to the year.

In Australia, Quarter 1 is traditionally strong, based on successful editions of the *Australia's Mining Monthly* and *RESOURCESTOCKS* magazines, which have driven the very high EBITA margins. It also reflects the increased value of every incremental dollar to our bottom line, with the majority of increased revenue returned as profit. Online revenues have continued to grow, particularly in relation to the junior exploration companies and associated services. We anticipate this continuing for the remainder of the year.

Quarter 2, at this stage will remain ahead of budgeted target. Traditionally Quarters 2 and 3 are more subdued in Australian operations (seasonal), but this is balanced with the strong receipts from the UK operations, in particular with Mines & Money London and then Hong Kong.

Resourceful Events (our Australian Events business), has benefited greatly from our partnership with Beacon Events. The business is in the process of planning a new suite of products to align to our sectors, while still producing the two flagship events with the Excellence Series for Mining and Oil & Gas. We expect to launch up to seven new events during the next 12 months.

*UK Operations:

- **Q1 revenue year on year is 18% up**
- **Strong forward bookings for all publishing products and events to the financial year-end**

First quarter of this new financial year has been all about mining. *Mining Journal*, *Mining Magazine* and mining supplements have all over-achieved.

Supplement revenue has been regular and consistent. This year we have garnished supplement revenue through company profiles rather than through government or agency-related money.

With the latter, funding has been more difficult and therefore we have sourced directly from the mining and exploration companies. In addition this allows for better budget planning as there is invariably less bureaucracy and greater control. Forward bookings for publishing are 6% ahead of the previous year.

Mines & Money London occurs in Quarter 2 and we have already recorded significant growth with 20 more exhibitors than last year.

Quarter 3 has already established a strong lead with Mine & Money Hong Kong showing high levels of forward bookings.

Overall, as demonstrated below, we achieved real gains over 2009 with series and packaged sales showing good growth. This formula will be replicated throughout the year.

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The inaugural Mining Investment Insight/Mongolian Investment Seminar, held in October in Hong Kong, was very successful yielding a contribution in excess of \$US100k.

Coupled with the Excellence in Mining event in Sydney, our events products have had a very strong start to the year.

**Group figures are in AUD, therefore year-on-year gains in the UK are offset by currency fluctuations*

Spotlight on....



Trish Seeney
General Manager,
Aspermont Australia.
Appointed July 2010

Background:

Ms Seeney has more than 18 years experience as a senior executive within ASX-listed media organisations. She worked with Rural Press Ltd for 14 years as General Manager of their agricultural publishing interests in Western Australia before transferring to the position of General Manager Rural Press New Zealand. Prior to joining Aspermont, Trish spent seven years with West Australian Newspapers Ltd as General Manager Regional and General Publications, responsible for their extensive network of regional and specialist newspapers, magazines and an emerging online presence.

First Impressions:

We have a talented and enthusiastic team and a gradually improving economic climate. Our steps toward growth and expansion will be well planned and closely monitored so that the best possible outcome for the company and its shareholders can be achieved.

Being in a position to ask “how we do things” and “why we do things” has also enabled us to look at better use of existing resources such as our survey and research team and to push ahead IT projects that have a direct link to sales team productivity and lead generation.

With the support of the management team we have reviewed projects “parked” during the GFC and have developed strategies to bring these to market. These projects have little variable cost and therefore will retain healthy margins to the bottom line.

We are reviewing the next generation of our websites and expect to progressively upgrade these towards the end of the financial year. This will improve the online marketing of our sites, general traffic, content inventory and enable us to offer used equipment, employment, user-generated content and significantly improve our overall content management across products.

Having worked within media for more than 20 years, it has been very pleasing to see a model such as Aspermont’s, with integrated offering across channels, high-quality content, and endless opportunity for growth. The maturity of the business systems and processes will readily serve Aspermont’s growth plans.

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Agriculture Sector - Kondinin Group:

Aspermont has a close to 30% interest in specialist agriculture information group Kondinin Group. To add further experience to the team we have seconded Chris Bond to the role of COO. Chris is working closely with the team to assist in managing the growth of this business, in particular leveraging his extensive publishing management experience.

Kondinin held their inaugural Farmer of the Year Awards and Conference recently in Sydney. The event was the first conference undertaken by the Kondinin Group and was a financial success and also incredibly well received by the industry.

This investment in Agriculture is part of our growth strategy in areas outside of Resources; we anticipate further expansion in this area as opportunities arise.

Upcoming Aspermont Conferences in Quarter 2:

- Mining Congress, Perth, November 9-11
- Resource Stocks Best of the Best Awards, Perth, November 18
- Resources Workforce Strategies, Perth, November 22-24
- Mines & Money London, November 30 – December 1

Updates on these and other items will be provided in the next shareholder newsletter.

 ASX Code:	ASP
 Shares on Issue:	236,710,493
 Share Price:	10c
 Market Cap.:	\$A23.6m



***Your global print, online
and conferencing solution***

As with most industries, Media is driven by the underlying confidence in the markets. The resources sector is far ahead of many other B2B sectors, in terms of funds being raised and invested. Mining production appears to be returning to near record levels. Aspermont is well positioned to continue to service this sector through its extensive products offering.

For further information please contact:

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