

Aspermont launches SCOUT, an innovative Intent Data Service

Singapore, 11 September 2023 - Aspermont Limited (ASX:ASP, FRA:00W), the global leader in B2B media services for the resource industries, introduces SCOUT, its latest and most innovative Intent Data service.

Aspermont successfully established its Data Division in 2019 with Demand Generation (DG) and Account Based Marketing (ABM) services, which now account for over \$1million (5% and growing) of group revenue.

SCOUT, after a highly successful pre-sales phase from August 2023, launches our intent data services. We use behavioural data analysis to identify new customer purchasing intentions from our industry leading data base, to help clients establish a pre-sales order pipeline. SCOUT is now being integrated into, and will supplement, Aspermont's comprehensive suite of client Data services.

Managing Director Alex Kent said:

"Our rapidly growing Data division has a pivotal role in expanding our client marketing solutions to diversify group revenue and identify new, long-term, growth opportunities. SCOUT's short launch time points to the significant market potential for new Data services. Aspermont intends to prioritise the Data business, in anticipation of substantial revenue growth and high returns from re-investment of our positive cash flow."

To set a context for better investor understanding, we plan additional announcements to explain the significant progress Aspermont's Skywave platform is making to unlock the full potential for data monetization across multiple areas of our customer base.

This announcement has been endorsed by the Board.

For additional information, please contact:

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About Aspermont

Aspermont is the world's foremost media services provider for the global resource sectors, operating on a commercial XaaS (Everything-as-a-Service) model that delivers high-value content to a rapidly expanding global audience. This adaptable model allows Aspermont to extend its services to new business sectors in diverse countries and languages. As our paid global audiences continue to grow, we are capitalizing on new opportunities to monetize our vast database, which is continuously enriched through new hires that enhance our knowledge capital and capabilities.

Aspermont is publicly listed on the Australian Stock Exchange and quoted on the Frankfurt Stock Exchange, Tradegate, and other regional German exchanges. The company maintains a global presence, with offices in the UK, Australia, Brazil, USA, Canada, Singapore, and the Philippines.

For more information, please visit: www.aspermont.com

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