

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

# Key Financial Highlights

## H1 Vs H2

- Revenues returned to growth
- Business returned to profitability
- Cash reserves balanced with inward investment

## Q4

- 33<sup>rd</sup> consecutive quarter of growth in subscriptions
- Subscriptions Revenue \$2.4m, up 4% year on year
- Annual Recurring Revenue \$11.3, up 7% year on year
- Average Revenue Per Unit \$2.2k, up 17% year on year
- EBITDA \$0k, flat growth year on year
- Net cash \$1.4m

# FY24 Preliminary Financial Highlights

	H1 24	H2 24 f	Change
<b>Total Revenue from continuing operations</b>	<b>\$8.0m</b>	<b>\$9.5m</b>	<b>+18%</b>
Annual Recurring Revenue - Subscriptions	\$10.7m	\$11.3m	+6%
Normalised EBITDA	(\$0.6m)	(\$0.2m) to \$0.0m	
Cash & Cash Equivalents	\$1.4m	\$1.4m	

	FY23	FY24 f	Change
<b>Total Revenue from continuing operations</b>	<b>\$18.0</b>	<b>\$17.5m</b>	<b>-3%</b>
Annual Recurring Revenue - Subscriptions	\$10.6m	\$11.3m	+7%
Normalised EBITDA	\$1.7m	(\$0.8m) to (\$0.6m)	
Cash & Cash Equivalents	\$4.0m	\$1.4m	

\*financial results for H2-24 and are subject to the completion of audited financial reporting

# Q4 Preliminary Financial Highlights

	Q3 24f	Q4 24 f	Change
<b>Total Revenue from continuing operations</b>	\$4.9m	\$4.4m	-10%
Annual Recurring Revenue - Subscriptions	\$11.1	\$11.3m	+2%
Normalised EBITDA	c.\$0.1m	(\$0.1m) to (\$0.2m)	
Cash & Cash Equivalents	\$1.4m	\$1.4m	

	Q4 23	Q4 24 f	Change
<b>Total Revenue from continuing operations</b>	\$5.2m	\$4.4m	-8%
Annual Recurring Revenue - Subscriptions	\$10.6m	\$11.3m	+7%
Normalised EBITDA	\$0.6m	(\$0.1m) to (\$0.2m)	
Cash & Cash Equivalents	\$4.0m	\$1.4m	

\*financial results for H2-24 and are subject to the completion of audited financial reporting

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



## INDUSTRY INFORMATION PAINS

Information overload. exists

Industry needs  
Reliable & accurate information.

Timely information.

Access to Intelligent Information.

Objectivity without 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

**55%**

Subscriptions Revenue

**250,000**

Monthly Active Users

**12%**

Subscriptions Revenue  
CAGR

**~100%**

Net Retention Rate

**3M+**

Digital Users

**17%**

CAGR in ARPU

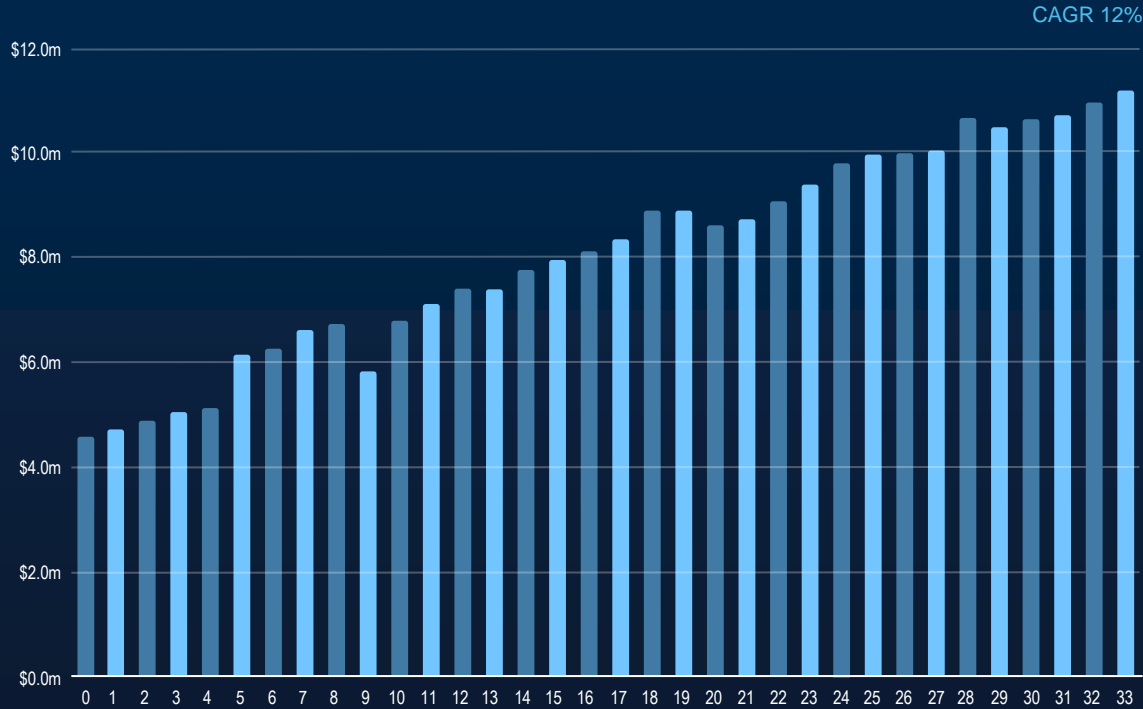
**\$60M+**

Lifetime Value

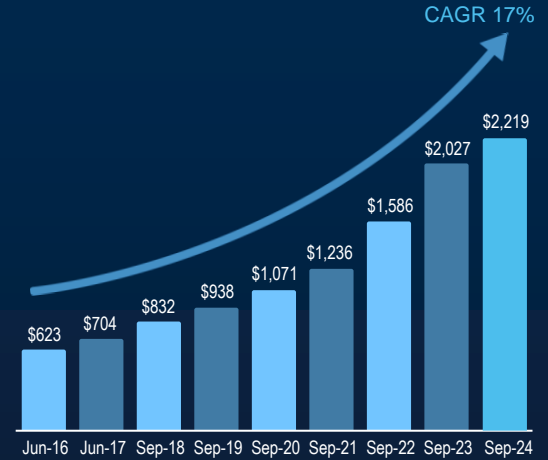
High performance subscriptions business with 8-year track record of success.

# 33 Consecutive Quarters of Scalable Subscriptions 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**

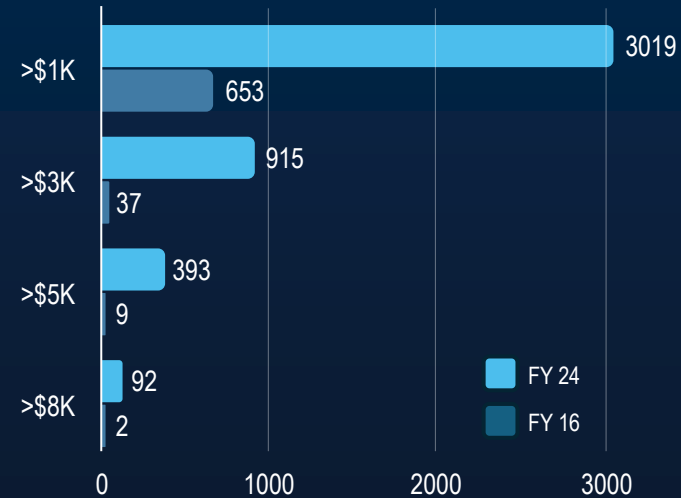
~6% TAM

**\$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 – Q1 FY25

New marketing agency appointed, initial Data products set to launch, initiation of North American customer acquisition trail initiated



## New Marketing Agency

- Increased operational capacity
- New expertise
- Increased Outbound Marketing activity and efficacy



## New Data and Intelligence Products

- Mining Journal: Project Pipeline Index
- Mining Journal: ESG Index



## New Marketing Trial

- Mobile geofencing marketing solution
- Nth Am Trial Target

# Aspermont Inflection Point

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

- 01** A 8-year-old mediatech company with a 189-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 17% CAGR.
- 07** Executing new ways to monetise industry leading content.
- 08** Self-funding growth investments maintain stable cash balances.

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



## UNITED KINGDOM

Aspermont Media No.1 Poultry  
London United Kingdom,  
EC2R 8EJ

Email: [corporate@aspermont.com](mailto:corporate@aspermont.com)

Office Phone: +44 207 216 6060



## SINGAPORE

182 Cecil Street,  
#23-02, Frasers Tower,  
Singapore 069547

Email: [corporate@aspermont.com](mailto:corporate@aspermont.com)



## AUSTRALIA

Aspermont Limited  
613-619 Wellington Street  
Perth, Western Australia, 6000

Email: [corporate@aspermont.com](mailto:corporate@aspermont.com)

Office Phone: +61 8 6263 9100



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

# 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**

# 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



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FY refers to the full year to 30 September

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