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## **ASPERMONT APPOINTS AJIT PATEL AS EXECUTIVE DIRECTOR**

Aspermont (ASX: ASP, FRA:00W) is pleased to announce the appointment of Ajit Patel as an Executive Director.

Ajit, with 35 years' experience in B2B media, has been a driving force behind Aspermont's technological and operational evolution over the past decade, holding leadership roles as Chief Technology Officer, Chief Information Officer, and Chief Operating Officer.

Before joining Aspermont in 2013, Ajit was Group Chief Technology Officer at Incisive Media, responsible for global infrastructure, software development, online strategy, vendor management, and large-scale systems implementation. He also served as Chief Technical Officer at VNU (now Nielsen), overseeing critical technological advancements across the business.

Alex Kent, Managing Director of Aspermont, commented:

"Ajit was instrumental for Aspermont's transformation, from traditional print publisher into a leading mediatech XaaS business. Ajit was the architect of our Horizon and Skywave platforms, and his appointment to the Board is a natural progression given his intrinsic knowledge of all facets of our business. We look forward to his continued leadership as we enter our next phase of growth, focused on data.

Ajit Patel, Executive Director of Aspermont, said:

"I am honoured to be appointed an Executive Director of Aspermont. At Aspermont, we have all the elements in place to deliver growth with momentum as we upscale our models and I look forward to working with the board on delivering shareholder value."

For further information, please contact:

Alex Kent, Managing Director +44 207 216 6060

### About Aspermont

Aspermont is the leading media services provider to the global resource industries. Aspermont has built a commercial XaaS model for B2B media which distributes high-value content to a growing global audience. This versatile model can be scaled to serve new business sectors in new countries and languages. Aspermont's increase size of (paid) audiences has opened a data monetization opportunity that the company is now developing.



**Aspermont**  
*Information for Industry*

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Aspermont is listed on the ASX and on the Frankfurt Stock Exchange. It is also quoted on Tradegate and other regional German exchanges. The company has offices in UK, Australia, Brazil, USA, Canada, Singapore, and the Philippines.

For more information, please see: [www.aspermont.com](http://www.aspermont.com)

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