



Aspermont

Information for Industry

Aspermont Limited

www.aspermont.com • ABN 66 000 375 048

613-619 Wellington St, Perth, WA 6000

PO Box 78 Leederville, WA 6902

Ph: +61 8 6263 9100 • Fax: +61 8 6263 9148

Website: www.industry-news.net • Email: contact@aspermont.com

14th August 2008

ASX ANNOUNCEMENT

Aspermont targets emerging agribusiness sector with over \$3 million investment in new venture

- **Joint venture with Kondinin Group and the Grain Growers Association**
- **Extends Aspermont information services into agriculture sector**
- **Initiative continues Aspermont's growth strategy through strategic acquisitions and partnerships.**

Aspermont Limited (ASX: ASP) today announced that it has agreed in principle to establishing a joint venture business with leading agriculture specialist information provider Kondinin Group ("Kondinin") and the Grain Growers Association ("GGA").

Aspermont will own 50% of the new entity, Kondinin Information Services Pty Ltd ("Kondinin JV") with Kondinin Group and GGA holding the remaining interest.

The transaction involves the investment of over \$3m of new capital by Aspermont into the new venture, funded predominantly through internal cashflows. The investment will occur over a 3 to 4 year period and is intended to assist in product development across a range of agriculture business services. These will include publishing, training, consultancy and trade and investment conferences, all areas in which Aspermont and Kondinin have a significant level of experience and expertise.

The agriculture sector is viewed by Aspermont as a key area of future growth, particularly in the provision of high quality technical, practical and educational products, and aligns with Aspermont's commitment to grow its current products and services across both existing and new sectors.

Aspermont expects the new venture to provide access to a growing revenue base to be derived from servicing several thousand existing subscribers to Kondinin Group membership with additional editorial, advertising and other information products and services. The immediate opportunities for the new entity lie in leveraging Kondinin's expansive agri-business networks with Aspermont's information technology and information services experience and new product expertise.

Aspermont CEO, Mr Colm O'Brien said: "The Kondinin Information Services Pty Ltd joint venture represents an enormous opportunity for Aspermont to enter a key growth sector with formidable partners. Kondinin bring over 50 years of highly regarded content, brand and domain expertise.



Aspermont

Information for Industry

Aspermont Limited

www.aspermont.com . ABN 66 000 375 048

613-619 Wellington St, Perth, WA 6000

PO Box 78 Leederville, WA 6902

Ph: +61 8 6263 9100 • Fax: +61 8 6263 9148

Website: www.industry-news.net • Email: contact@aspermont.com

“We are delighted to team up with Kondinin and the GGA, and are committed to using our own expertise to provide significant new product development opportunities across all aspects of the agricultural sector,” Mr O’Brien said.

The Kondinin Group was established in 1955 and has remained one of the country’s most respected membership groups producing a diverse range of information products. The Group, through its approximately 7,000 members, voted for the new joint venture initiative at an AGM late last year. This has now been put into effect with the formal formation of the new entity, Kondinin Information Services Pty Ltd.

Grain Growers Association (GGA) is Australia’s single largest grain producer membership organization with over 17,000 members on the Eastern Seaboard. Established in 1958 as the Premium Wheat Growers in NSW, GGA now provides a range of information services to members and the broader grain growing community as well as financial support and strategic investment with participants across the supply chain in the grains industry.

The Kondinin JV will be based in Perth and will be headed-up by recently appointed Managing Director Mr. Richard Price.

Colm O’Brien
Chief Executive Officer

For further information:

Aspermont: Colm O’Brien, CEO
Tel +618 6263 9100

Media: Fortbridge +612 9331 0655
Bill Kemmery 0400 122 449

Aspermont Limited is an Australian Securities Exchange (ASX) listed media company operating in Australia and overseas. Aspermont’s primary business is the production of B2B information services, across the resource and construction sectors, delivered through print, conferencing and online media channels. Over recent years, Aspermont has made several complementary acquisitions to expand its business in domestic and strategic international markets.

Publisher of essential industry print publications including *Australia’s Mining Monthly*,
RESOURCESTOCKS, *Contractor* as well as *Australian* and *American Longwall*.

Provider of extensive online news and information to the major industry sectors including mining, energy, construction and transport.

Visit www.industry-news.net to subscribe and keep in touch with your industry