Aspermont

The global print, digital and events solution for the resources industry

Having established position, we intend to remain highly influential within the resources sector

The Aspermont Group - Iconic brands for the mining industry

- Aspermont has a unique position within the Mining Industry, providing informed information, across print, online and events
- Such brands provide continuous profitable outcomes, irrespective of the market conditions
- These brands, and others in the Group, underpin our strategy for ongoing readership build and new revenue streams

Through the use of technology & influential brands, Aspermont can extend it's reach to a larger audience

The mining industry continues to grow throughout cycles, Aspermont provides influence and information across the whole industry

- Mining industry is anticipating CAGR of 7.1% for the five-year period 2012 - 2017, to drive the industry to a value of USD$3,999.5bn by the end of 2017 *(MarketResearch.com 2014)*
- Global demand for mining machinery is forecast to expand 8.6% annually through 2017, rising to USD$135 billion *(Freedonia Group); in Australia the METS sector alone employs over 300,000 (Ausmine)*
- The market capitalisation of the Top 40 mining stocks was USD$958b, this is after a 23% correction in 2013 *(PWC Mining Outlook 2014)*
- $23 billion of mining deals were concluded between Jan and April 2014 *(Bloomberg 2014)*

Aspermont can capitalise on its global position to drive further revenue streams over the next 5 years

Mining Magazine, a global leader - increasing engagement & creating revenue opportunities

Subscriptions
- free distribution
- zero revenue

Advertising
- traditional on page revenue only

Subscriptions
Paid:
- print
- digital

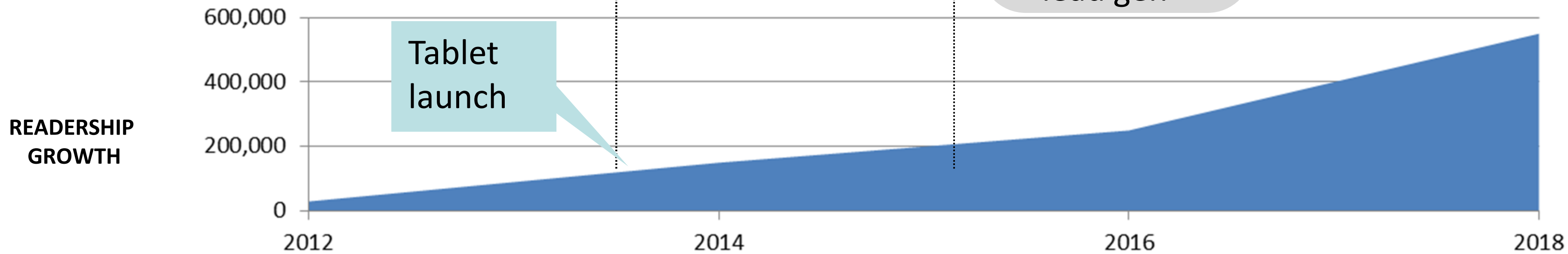
Advertising:
- on page
- interactive
- mobile
- tablet
- webinars

Subscriptions
Paid:
- print
- digital
- mobile
- archives

Advertising:
- on page
- interactive
- mobile
- tablet
- webinars
- research
- lead gen

Market Intelligence
- white papers
- data mining
- bespoke

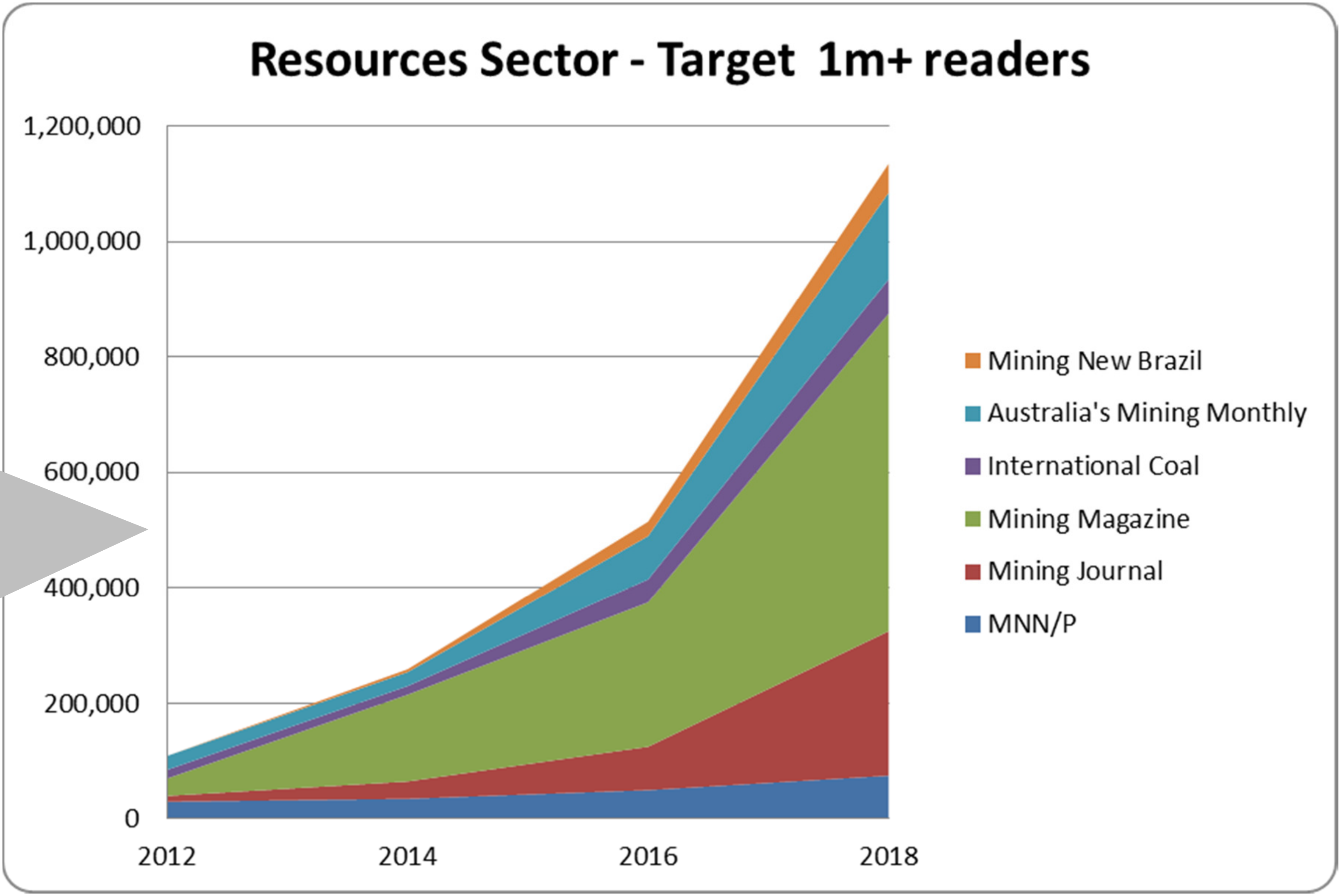
Events
- conferences
- expos
- Seminars
- summits
- training



readers = influence

Investment in technology, content and expertise to target 1m+ readers over the coming 4 years

Every 1% conversion of readers to our entry point subscription (A$300pa) would generate in subscription revenue alone an extra A$3m in high margin revenue



influence = quantum

Aspermont can launch new products to generate new 'slice & dice' revenue streams

MINING AUDIENCE

- Exploration
- Construction
- Production
- Maintenance
- Rehabilitation

CONTENT DRIVEN WORKFLOW

Newsdesk
- Quality journalism
- Global locations
- Breaking news
- Integrated content

Expert Opinions
- Macro opinions
- Specialists

Unique surveys
- Features
- Insights
- Guides

Features driven

Mine Visits
- Business
- Technical

- Predictive Analysis tools
- External service Providers
- Unique Archives
- Auto news feeds

FEEDBACK PROCESS:

- Customer analytics
- Content analytics
- Lead Gen.

BRAND DELIVERY

- Digital
- Print
- Tablet
- Events
- Research Tools
- Webinars

Business transformation - industry leaders

Group CEO – Colm O'Brien:

- Led growth of company for 8 years
- Specialised in business transformation
- Senior positions at Accenture & Barclays Bank London

GM AUS Publishing – Trish Seeney:

- Reorganised ASP Australia, positively impacting both margin mgt & revenue growth,
- Over 25 years in senior positions with Fairfax and Seven Media

Group CIO – Ajit Patel:

- Previously CTO of Incisive Media with a turnover of over A$130m;
- Digital revenue grew from fromA$23m to A$73m,
- Instrumental in Group strategic implementation

GM UK Publishing – Robin Booth:

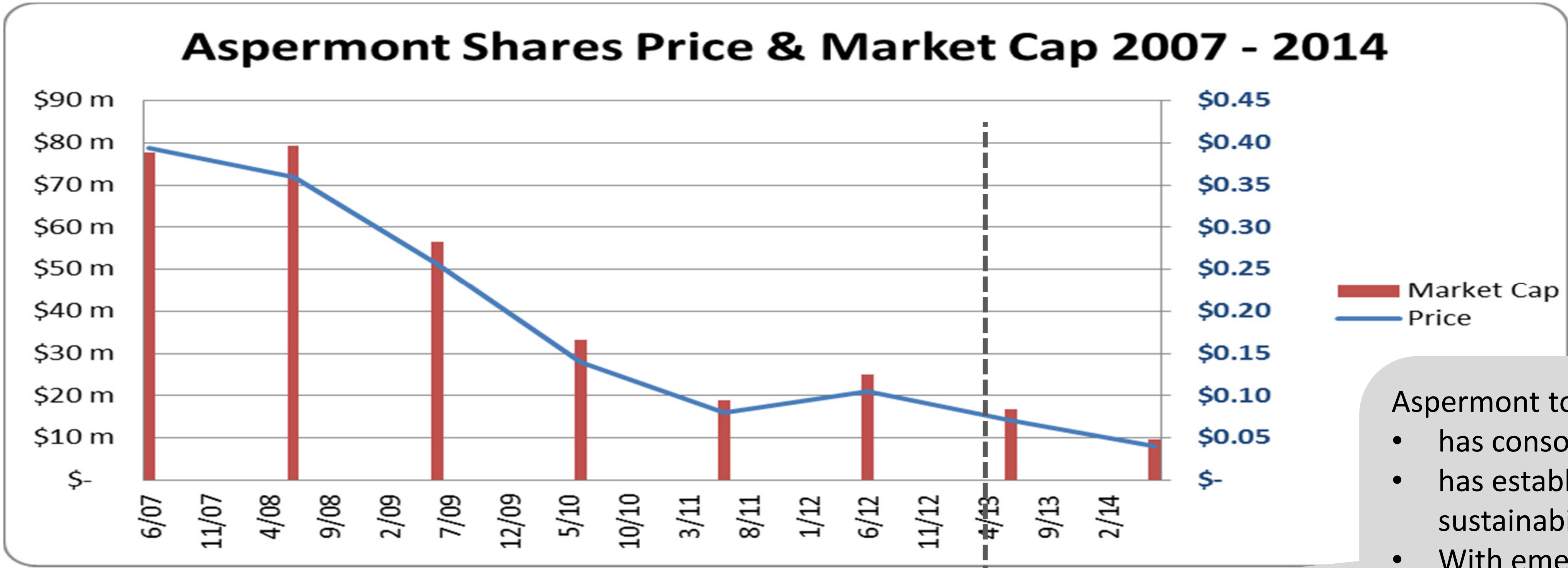
- Previously Group Publishing Director at Incisive Media,
- Transforming UK business into a global digitally led publishing presence

CEO Events – Ruth Carter:

- Ex-UBM Conference CEO, over 400 events globally, revenue grew from A$36M to c.A$200M
- Established EMAP's Events business
- Driving new strategy

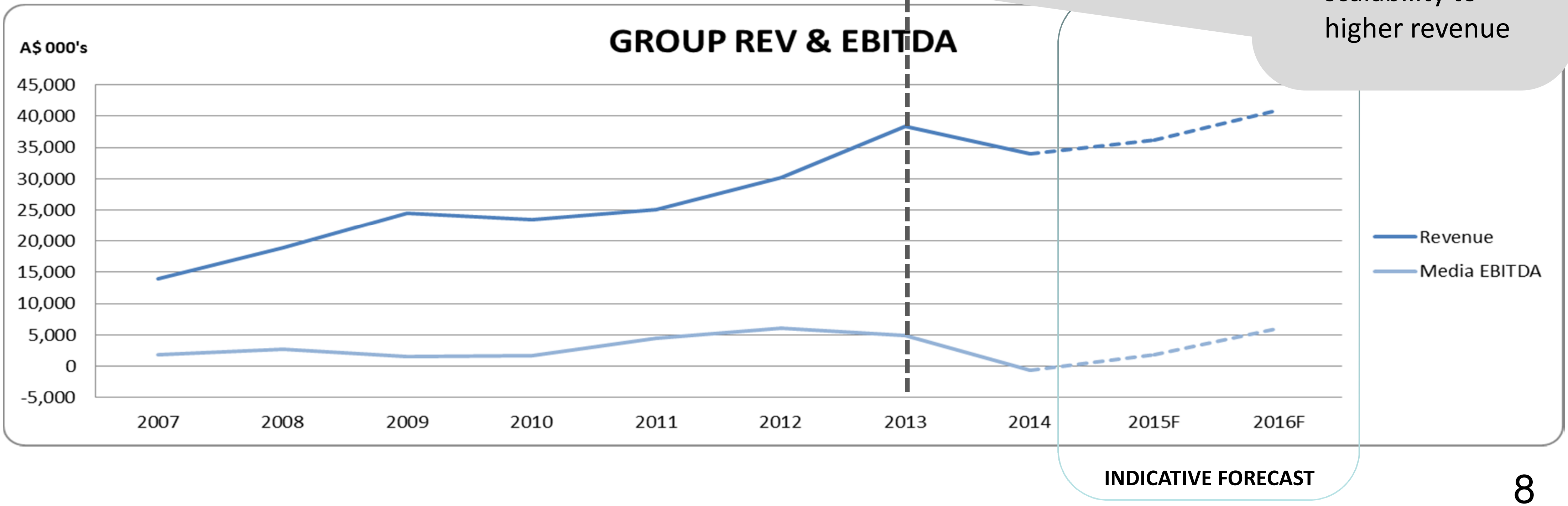
Group CMO – Alex Kent:

- Undertaken numerous roles within ASP over 8 years,
- Ex Microsoft, specialised in digital marketing & emerging revenue streams



Aspermont today

- has consolidated;
- has established sustainability
- With emerging scalability to higher revenue



Participation in both entitlement and rights trading will provide investment opportunities

	Shares on Issue	Mkt Cap	Debt	EV
Current	238m	$9.5m	$7.3m	$16.8m
***Post RI**	476m	$11.8m	$5.0m	$16.8m

** Pro forma*

Lodgement

- Lodgement of prospectus
- Notice to shareholders
- Ex Date

7 Aug

Trading

- Right trading starts
- Record date for entitlement
- Rights trading closes

14 Aug

Settlement

- Closing date
- Issue of stock

22 Aug

5 Sept.