



Aspermont
Information for Industry

Investor Update (H1-19)

June 2019

www.aspermont.com

The leading media services provider to the global resources industry

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Aspermont is ASX listed with offices in Australia, UK, Brazil, North America and the Philippines

The Company's focus is on global media leadership in the Mining, Agriculture, Energy and Technology sectors

The company has invested 20 years in building a commercial model for B2B digital media distribution that is founded on providing high value content to a global subscriber base. The B2B model is scalable as to new countries, new commodity sectors and in new languages

Aspermont is now the dominant player in B2B media for the resources sector



Minjng Journal

Minjng Magazine


Notícias de Mineração Brasil

RESOURCESTOCKS

AMERICAS
MINING AGENDA 

MN
MiningNews.net

AUSTRALIA'S
MINING
MONTHLY


ENB
energynewsbulletin.net

PNG
PNGIndustryNews.net 

KONININ GROUP'S
Farming
Ahead
INDEPENDENT INFORMATION FOR AGRICULTURE

 **Research & Intelligence**

Investment rationale

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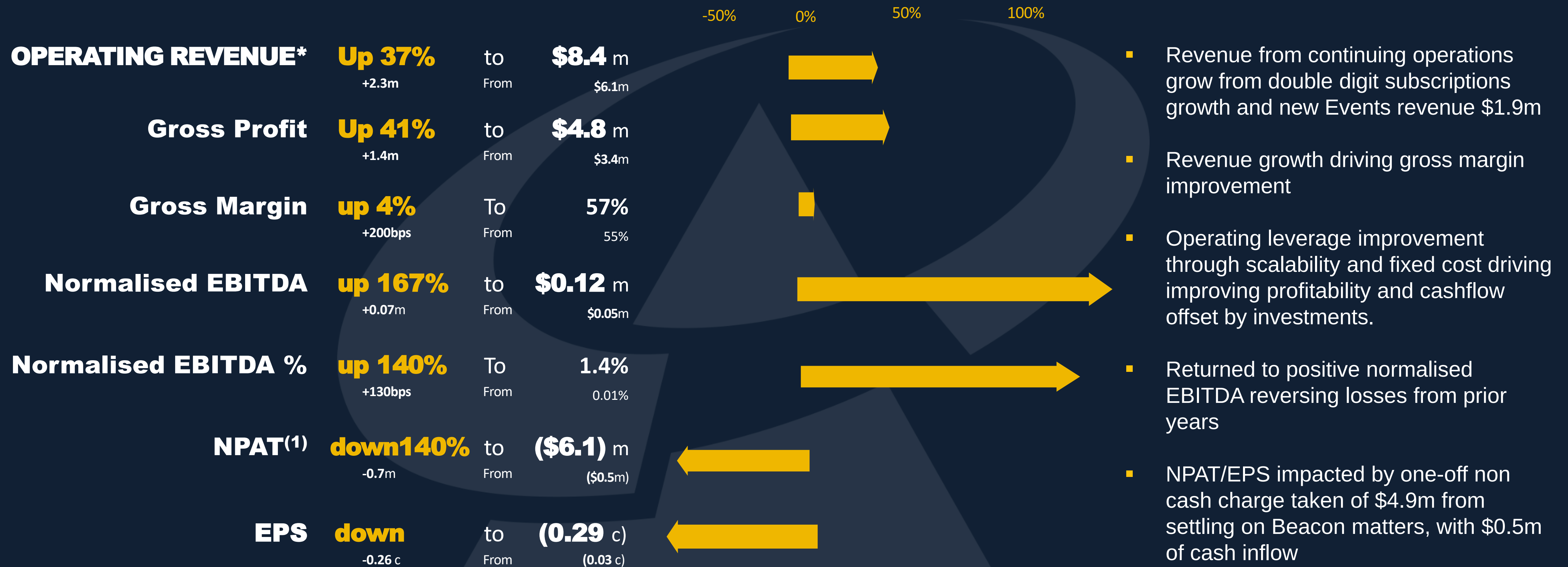
1. Digital media platform can upscale growth by country and by commodity
2. Successful management team is delivering growth against plan
3. Strong and sustainable growth in subscriptions drives growth momentum
4. Elimination of debt and strong balance sheet give clear visibility to forward projections
5. Higher growth and new products are being financed from cash flow

Subscriptions	June'16	Mar'19
No. of Subscriptions	7,158	8,215
ARPU	\$623	\$873
Renewal Rate (%)	73%	84%
Annual Contract Value	\$4.5m	\$7.2m
Lifetime Value (LTV)	\$16.5m	\$45.8m

Year End Financials	June'16	HY Mar'19*
Group Revenue	\$12.6m	\$8.4m
GP Margin	48%	57%
EBITDA	(\$1.1m)	\$0.12m
Cash Flow from Ops	(\$0.3m)	\$0.8m
Net Debt	\$8.2m	\$0.0m

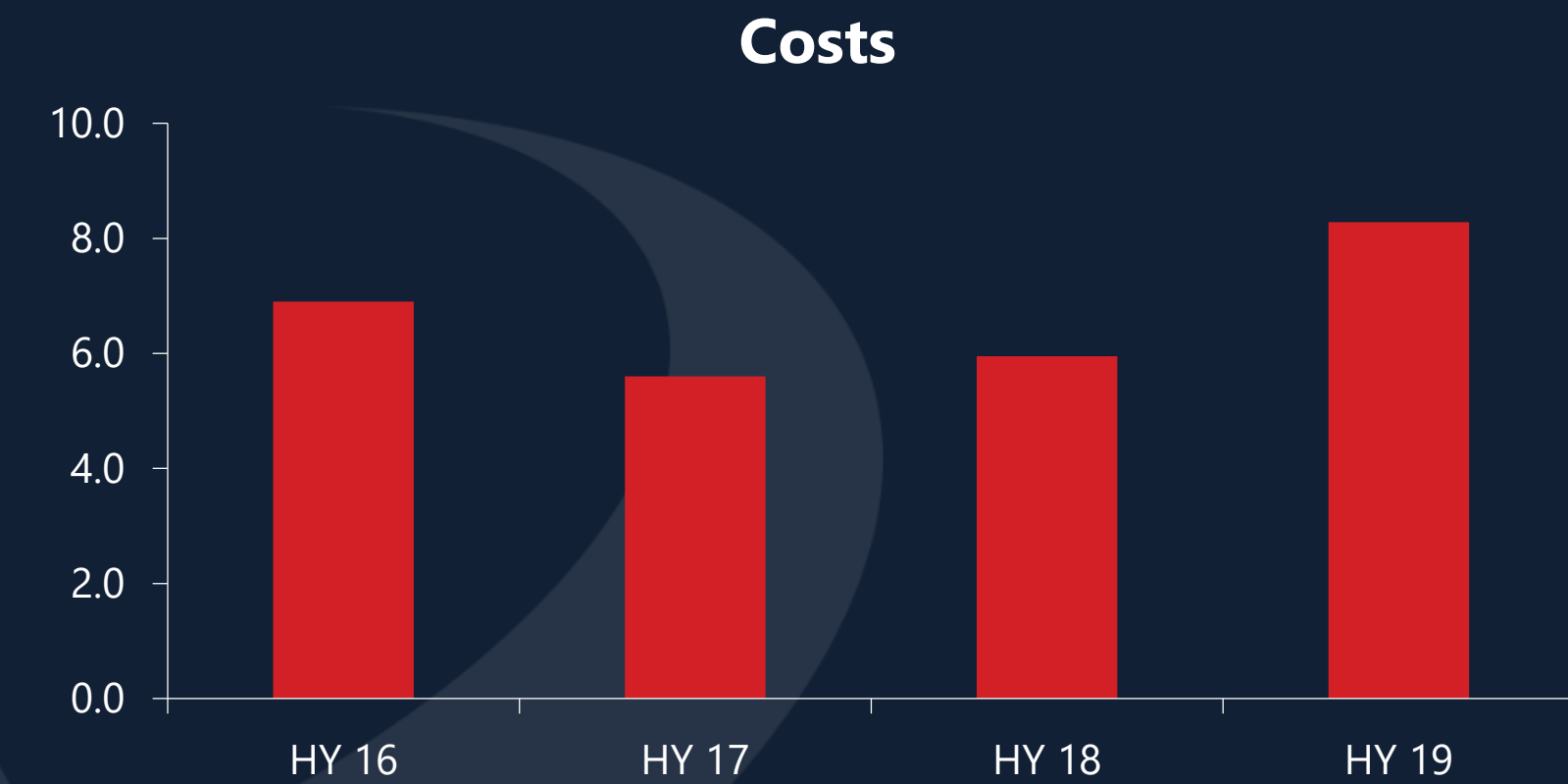
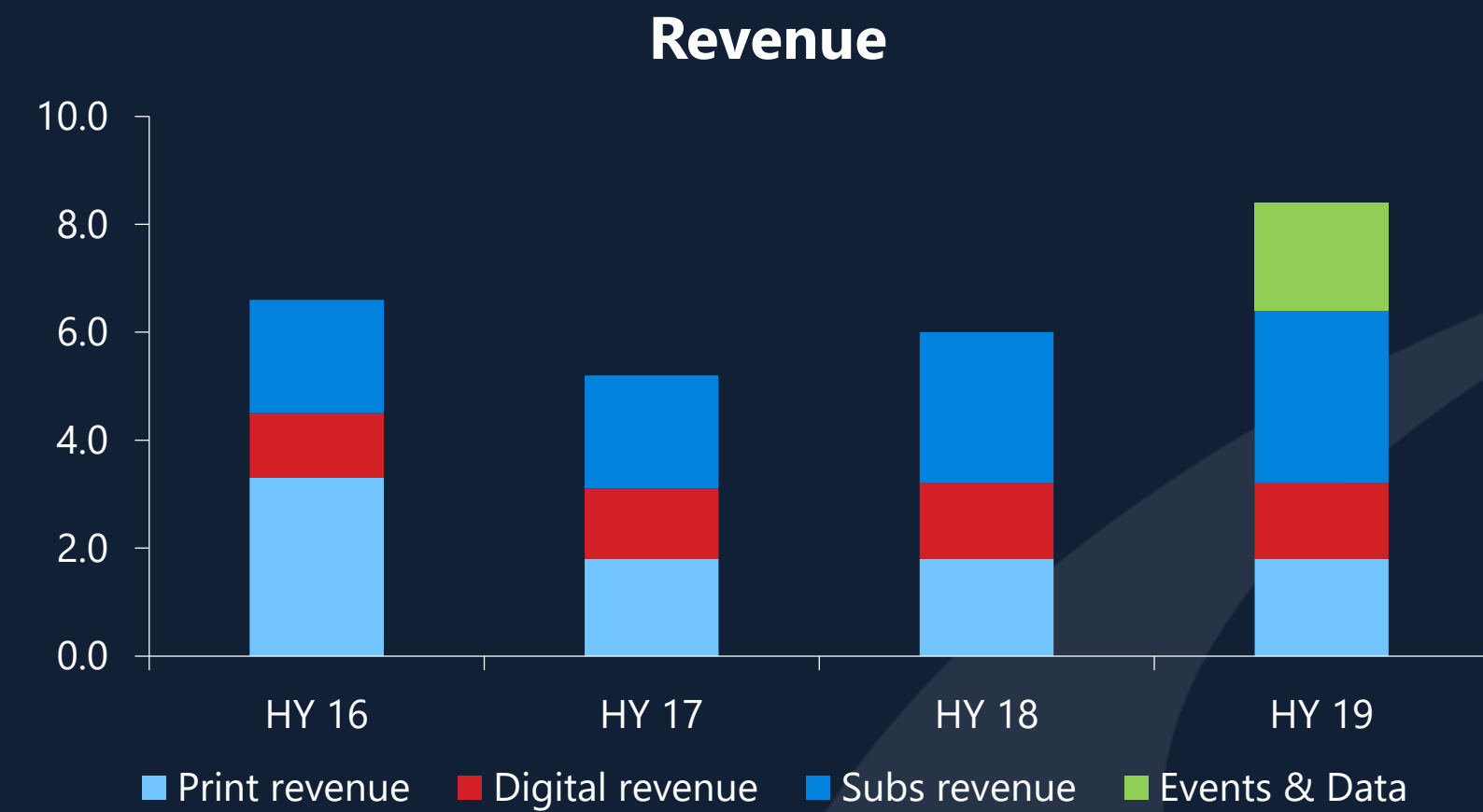
Market Capitalization	\$9.6m	\$23.0m
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Financial Highlights HY19



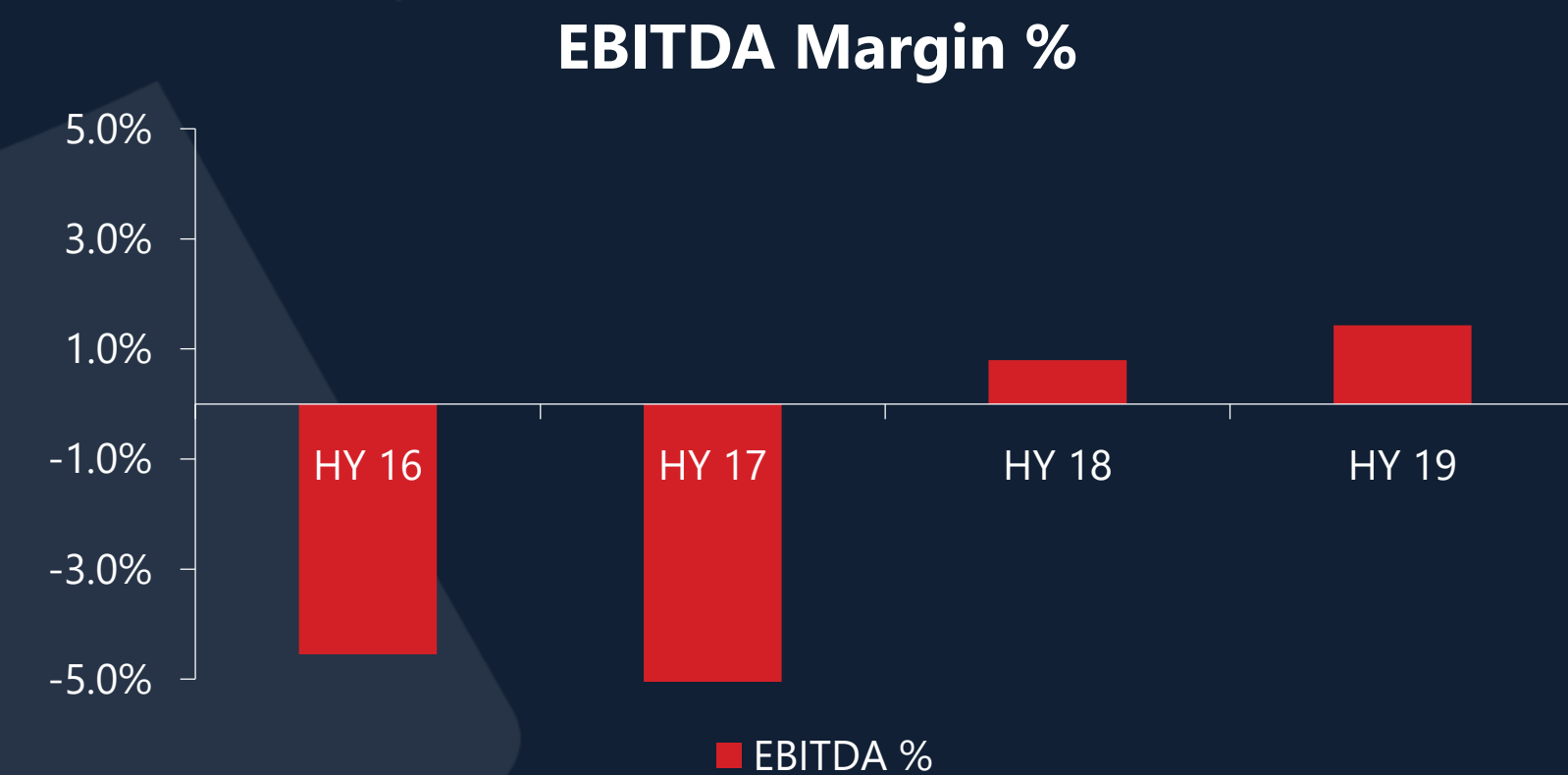
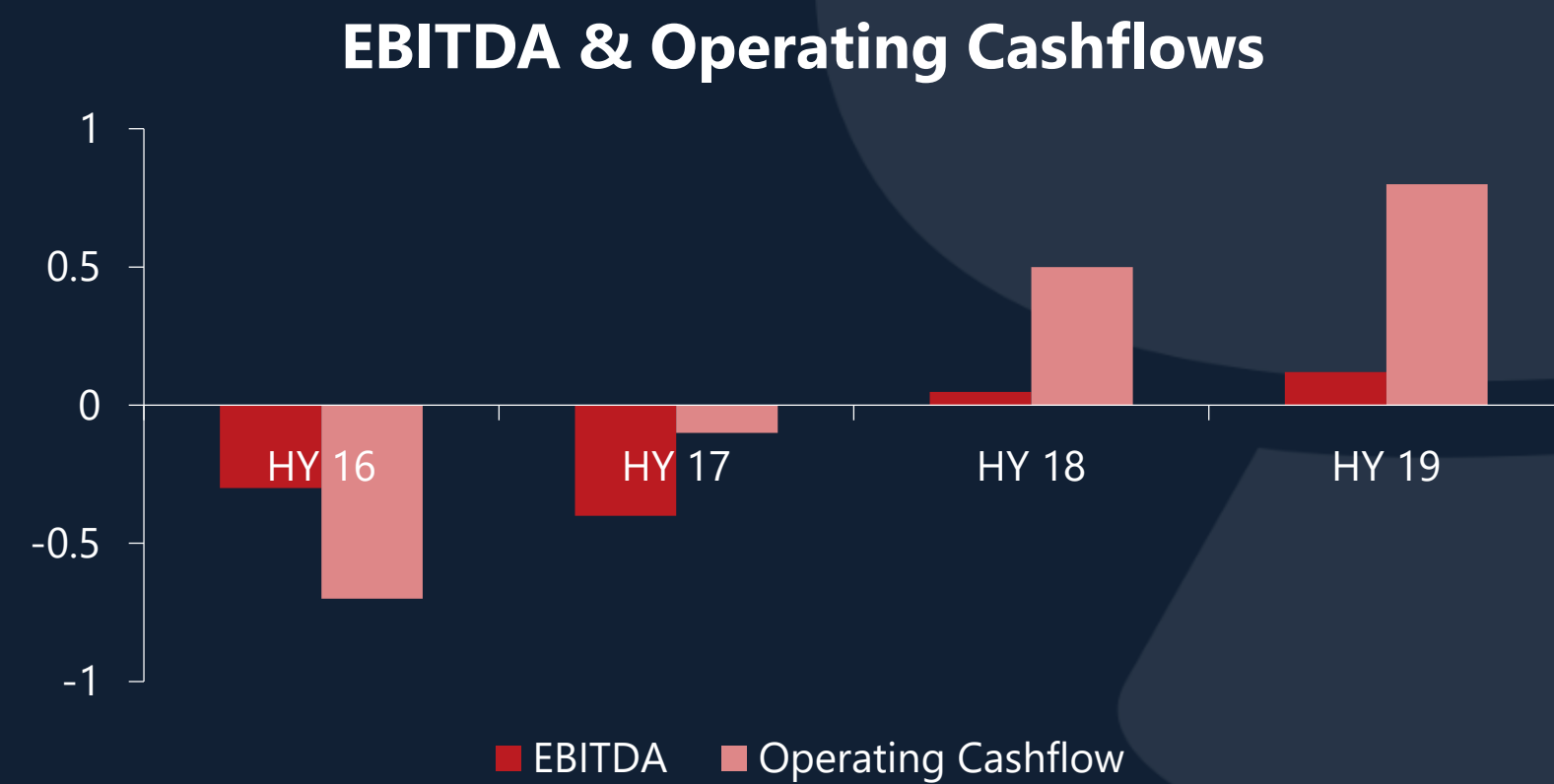
Upward revenue momentum and margin developing

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All revenue streams in growth

Costs stable



Profitability and cash flow emerging

Significant margin improvements

Key SaaS metrics and audience development over time

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	As at June'16	As at Mar'19	Compound Annual Growth Rate (CAGR)
Number of Subscriptions	7,158	8,215	5%
Average Revenue Per Unit (ARPU)	\$623	\$873	13%
Annual Contract Value (ACV)	\$4.5m	\$7.2m	19%
Web Traffic (Sessions)	3.8m	5.1m	11%
Web Traffic (Users)	1.1m	2.2m	29%
Loyalty Index	41%	60%	15%
Renewal Rate	73%	84%	5%
Lifetime Years	3.7	6.4	22%
Lifetime Value	\$16.5m	\$45.8m	45%

**Rapid growth of
all metrics drives
ACV & LTV**



- Aspermont built 1 million new digital users in the last 30 months
- Aspermont market capitalisation is less than half the current LTV of subscriptions alone

Blue chip sponsorship client base with large spend capacity

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COMPANIES

MINING



ENERGY



STEEL



SUPPLY CHAIN

MACHINERY / EQUIPMENT



ENGINEERING



TECHNOLOGY



FINANCIAL SERVICE

BANKING



INVESTMENT SERVICES



INSURANCE



SERVICES

ACCOUNTING



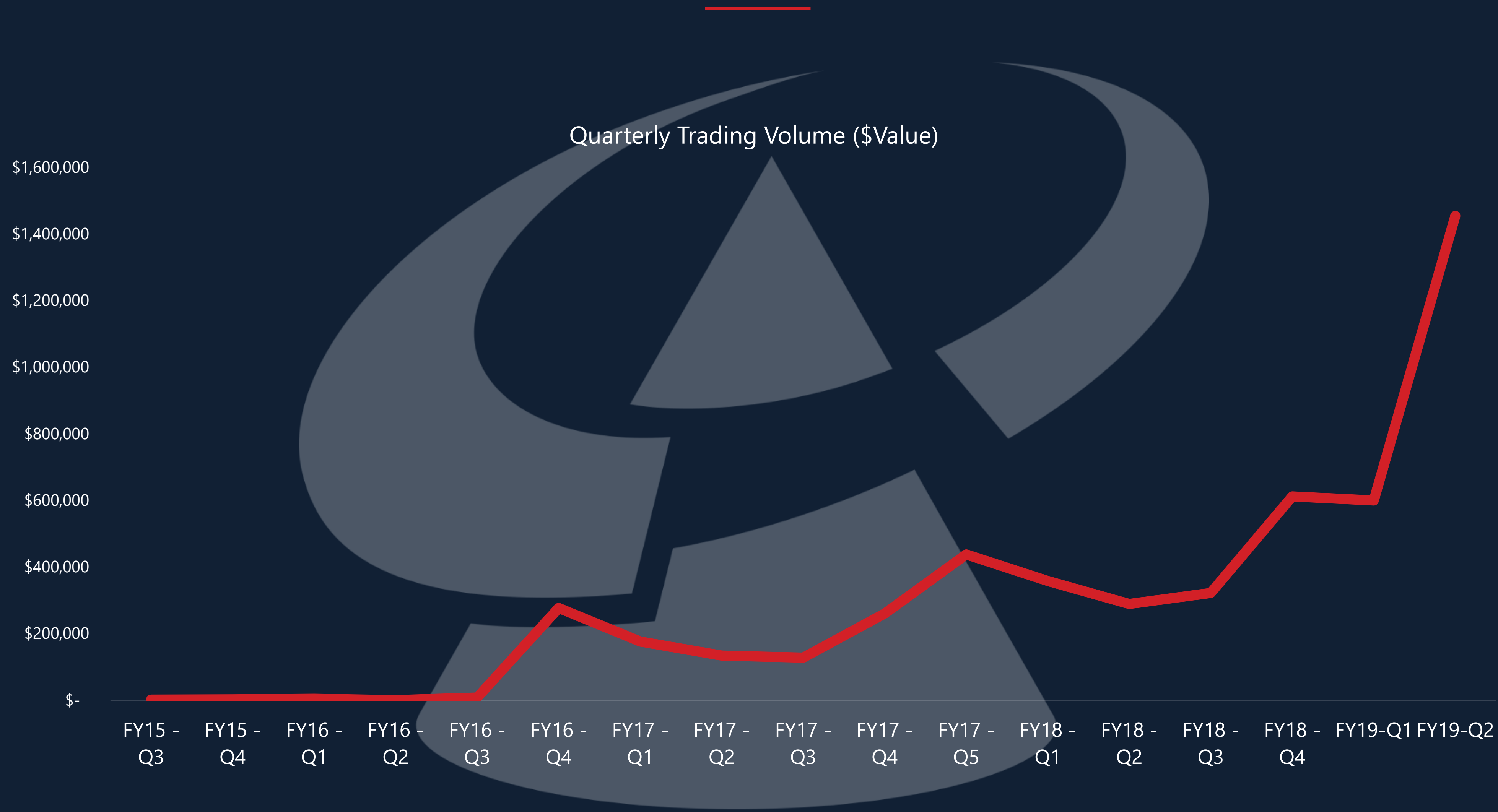
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MANAGEMENT CONSULTANT



Share liquidity consistently improving over time



Expectations for FY19

Outlook is for high growth

- High growth to continue across all SAAS metrics
- Double digit growth in all areas (except print advertising with SD growth)
- New portfolio sales strategy to optimize sales potential
- Cash flow and capital is reinvested in People ,technology and new product launches
- North American market penetration in Aspermont key sectors
- Further improvement in margins at GP, OP and EBITDA levels

For more information on our recent performance, FY19 strategies and goals please visit [Investor FAQs](#)

Conclusion

- Aspermont is the worlds leading media services provider to global resources industry
- The Company's 3 year transformation is complete
- Aspermont has clear and substantial growth strategies to leverage its content platform and digital expertise; to aggressively expand the business across geographies and sectors
- The Company's culture is relentlessly focused on executing growth opportunities with a highly capable and aligned board and management team
- Aspermont's high performance SAAS based subscription model is ideally placed for the future with:
 - growing profitability
 - high quality revenues
 - world leading customer endorsements

For further information



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Glossary (SaaS Metrics)

Number of Subscriptions Number of live subscriptions at end of period	8,215
Average Revenue Per Unit (ARPU) Annual Contract Value / Number of Subscriptions	\$873
Annual Contract Value (ACV) Aggregate contract cash value of all live subscriptions at the end of a period	\$7.2m
Sessions Total number of web sessions over a trailing twelve month basis	5.1m
Users Total number of users who initiated at least one web session over a trailing twelve month basis	2.2m
Loyalty Index Internal metric analysis of subscriber loyalty through their engagement	60%
Renewal Rate Volume of subscriptions renewed over trailing twelve month basis (i.e. the inverse of Churn Rate)	84%
Lifetime Years (LY) Average lifetime of a subscription = 1/Churn Rate	6.4 years
Lifetime Value (LTV) Aggregate of present and future value of all subscriptions = (Lifetime Year x Annual Contract Value)	\$45.8m

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