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Aspermont
Information for Industry

Q2 – 18 Update

April 2018

www.aspermont.com



Q2-FY18 Highlights

Subscriptions Revenue	Digital Ad Revenue	Total Revenue
+31%	+18%	+19%

Revenue

- High subscriptions revenue growth continues for 5th consecutive quarter
- Digital advertising resumes double digit growth after average first quarter
- Print advertising flat for first time in 5 years
- YTD revenue growth 13% and accelerating

2nd product from new Research business launched

- [Mining Journal Intelligence - Global Finance Report 2018](#)

2 new event launches in May building well from activity this quarter

- [Future of Mining \(Sydney\)](#)
- [Resource Stocks \(Sydney\)](#)

*all figures growth against PCP unless stated otherwise

Why invest Investment Summary

- Globally dominant in resurgent resources industry
- Digital media platform that scales both geographically and by sector
- Strong revenue growth, quality and forward visibility
- New management team & board now in place
- 2 Year restructuring & turnaround complete
- Profitability returned in FY17
- Strong balance sheet
- 3 new business lines launched in last 6 months
- Upward momentum & poised for rapid growth
- Asset value over 3x larger than current Market Cap

Growing Subs Base with Rising ARPU and Retention

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	June'17	Mar '17	9 month Growth
Orders	7,379	7,860	7%
Renewal Rate (Volume)	78%	81%	4%
Annual Contract Value (ACV)	\$5.19m	\$6.22m	20%
Average Revenue Per Unit (ARPU)	\$704	\$791	12%
Sessions	3.99m	4.49m	13%
Users	1.40m	1.72m	23%
Lifetime Years (LY)	4.5	5.4	18%
Lifetime Value (LTV)	\$23.61m	\$33.31m	41%
Loyalty Index	52%	59%	13%

Large lifts in all Key metrics: ACV & LTV



* Refer to Glossary pg 234 for full definitions of all metrics

Conclusion

- Aspermont is now the worlds leading media services provider to global resources industry
- 2 year transformation complete
- Company has clear and substantial growth strategies to leverage its content platform and digital expertise; to aggressively expand the business across geographies and sectors
- Relentless focus on executing growth opportunities with highly capable and aligned board and management team
- High performance SAAS based subscription model with
 - Growing profitability;
 - High quality revenues and
 - World leading customer endorsements

For further information



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Glossary (SaaS Metrics)

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Orders

Number of live subscriptions at end of period

7,860

Renewal Rate Volume

Volume of subscriptions renewed over trailing twelve month basis which is the inverse of Churn Rate

81%

Annual Contract Value (ACV)

Aggregate contract cash value of all live subscriptions at the end of a period

\$6.22m

Average Revenue Per Unit (ARPU)

Annual Contract Value / Orders

\$791

Sessions

Total number of web sessions over a trailing twelve month basis

4.49m

Users

Total number of users who initiated at least one web session over a trailing twelve month basis

1.72m

Lifetime Years (LY)

Average lifetime of a subscription = 1/Churn Rate

5.4 years

Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions Lifetime Year x Annual Contract Value

\$33.31m

Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement

59%

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