

10 April 2018

Update to Quarterly SaaS metrics for Q2 2018

Aspermont Limited released its quarterly Software as a Service (SaaS) metrics on 9 April 2018.

Aspermont has made two minor corrections to slide 4:

1. **Mar '17** should be **Mar '18**; and
2. **Glossary pg 234** should be **Glossary pg 7**.

The corrected *Q2 – 18 Update* is attached below.

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About Aspermont

Aspermont is the leading media services provider to the global mining and resources industry and delivers high value, premium subscription-based content through digital, print, conferencing and events channels. Aspermont's portfolio includes brands such as Mining Journal, Mining Magazine, Australia's Mining Monthly and MiningNews.net. Aspermont successfully restructured over recent years to transition from print to become the global digital media distributor to the mining and resource industry and is focused on scaling new content solutions to better serve new territories and sectors.

Aspermont is listed on the Australian Stock Exchange (ASX: ASP) with offices in London, Perth, Sydney, Denver and Belo Horizonte.

For more information please see: www.aspermont.com

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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 \(Sydney\)](#)

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

SAAS Metrics

Growing Subs Base with Rising ARPU and Retention

	June'17	Mar '18	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



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)

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 = $1/\text{Churn Rate}$

5.4 years

Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions $\text{Lifetime Year} \times \text{Annual Contract Value}$

\$33.31m

Loyalty Index

Internal metric analysis of subscriber loyalty through their engagement

59%

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