

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.

For further information, please contact:

Enquiries

Aspermont Limited

Alex Kent, Managing Director+44 207 216 6060David Straface, Company Secretary+61 8 6263 9100

Pegasus Corporate Advisory

Michael Brown

+61 400 248 080

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: <u>www.aspermont.com</u>

Your global print, online and conferencing solution



Asperment for Industry

Minjng Magazine

April 2018

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Q2-FY18 Highlights

Subscriptions	D
Revenue	F
+31%	

Revenue

- \bullet
- \bullet
- Print advertising flat for first time in 5 years \bullet
- YTD revenue growth 13% and accelerating ullet

2nd product from new Research business launched

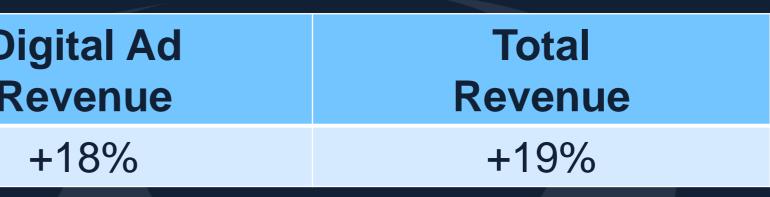
• Mining Journal Intelligence - Global Finance Report 2018

- Future of Mining (Sydney)
- Resource Stocks (Svdnev)

*all figures growth against PCP unless stated otherwise







High subscriptions revenue growth continues for 5th consecutive quarter Digital advertising resumes double digit growth after average first quarter

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

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Why invest **Investment Summary**

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





SAAS Metrics Growing Subs Base with Rising ARPU and Retention

	June'17	Mar '18	9 month Growth	
(15) Orders	7,379	7,860	7%	La K
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%	

* Refer to Glossary pg 7 for full definitions of all metrics



Large lifts in all Key metrics: ACV & LTV





- ulletprovider to global resources industry
- 2 year transformation complete
- ulletsectors
- •
- ullet
 - Growing profitability;
 - High quality revenues and
 - World leading customer endorsements \bullet



Conclusion

Aspermont is now the worlds leading media services

Company has clear and substantial growth strategies to leverage its content platform and digital expertise; to aggressively expand the business across geographies and

Relentless focus on executing growth opportunities with highly capable and aligned board and management team

High performance SAAS based subscription model with



For further information

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Address

Aspermont Media 4th floor, WeWork Aldgate Tower London, E1 8FA



Contact Info

Telephone

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Email: info@aspermontmedia.com

Office Phone: +44 (0) 207 216 6060



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Orders

Number of live subscriptions at end of period

Renewal Rate Volume Volume of subscriptions renewed over trailing twelve month basis w

Annual Contract Value (ACV) Aggregate contract cash value of all live subscriptions at the end of

Average Revenue Per Unit (ARPU) Annual Contract Value / Orders

Sessions Total number of web sessions over a trailing twelve month basis

Users

Total number of users who initiated at least one web session over a

Lifetime Years (LY) Average lifetime of a subscription = 1/Churn Rate

Lifetime Value (LTV) Aggregate of present and future value of all subscriptions Lifetime

Loyalty Index Internal metric analysis of subscriber loyalty through their engagem



Glossary (SaaS Metrics)

	7,860
which is the inverse of Churn Rate	81%
a period	\$6.22m
	\$791
	4.49m
a trailing twelve month basis	1.72m
	5.4 years
Year x Annual Contract Value	\$33.31m
nent	59%



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