

10<sup>th</sup> May 2018

### Aspermont Events Division Update

- Events business launched and commercially successful within 6 months
- Over \$1m revenue booked in this financial year to date
- Positive GP contribution in first year, with scope for significant profit growth
- All new events are set to scale geographically

Aspermont MD Alex Kent said:

“We are delighted to launch our first Events in Sydney next week; exactly one year after the sale of our old Mines and Money series. This milestone will be followed by our Mining Journal London Event in 7 weeks’ time and before a second iteration of our ‘Future of Mining’ series takes place in America in the Fall.

We purposefully set out to build a market leading and innovative events solution for our subscribers, sponsors and attendees. Our careful and detailed planning to launch these new products should also see them thrive on a global scale”.

### Overview

Aspermont, the market leader in B2B media for the global resources sector, is pleased to update the ASX on the positive progress of our new 100% owned Events division (Aspermont Events).

In September 2017 ([Aspermont launches new Aspermont Events](#)) we announced the launch of four new event series for this calendar year:

- [Future of Mining](#) Sydney 14-15<sup>th</sup> May
- [METS Stocks](#) Sydney 14- 15<sup>th</sup> May
- [Resource Stocks](#) Sydney 16<sup>th</sup>-17<sup>th</sup> May
- [Mining Journal Select](#) London 26-27<sup>th</sup> June

In the six months since the official launch of our new products we have already attracted:-

- 5 industry association partners
- 19 media organisation partners
- 25 key sponsors, including 10 blue-chip organisations
- 36 mining companies booked for presentations
- over 175 highly regarded industry speakers confirmed
- 350+ registered sophisticated and institutional investors
- 700+ total attendees
- \$1m plus of new revenue

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## Context

In April [we announced that Future of Mining \(FOM\) in Sydney](#) this year would be the largest event series launch in Aspermont's 20 years events history.

Aspermont is now able to announce that [Resource Stocks](#) in Sydney will be the largest mining finance series launch the company has ever done in terms of investors attending, mining companies presenting, and revenues generated.

Aspermont's previous series in mining finance, 'Mines and Money', which was sold one year ago, quickly built over \$10m of turnover in just a few years. The company sees similar high growth opportunities in both its mining finance and mining operations events.

## Strategy

All our new events cover either the financial or operational aspects of the mining industry and will align with the existing coverage and audiences of our key publishing brands: Mining Journal; MiningNews.net; Mining Magazine; Australia's Mining Monthly.

Our new event products are designed in the expectation that they will become a global series of events with 3 to 4 iterations per year once established.

Aspermont looks to cross monetise its paid subscription audiences across several mediums: display advertising, content marketing solutions, research and data.

Events are a highly leveraged opportunity to service that audience base and looking ahead will be one of our key growth drivers.

We look forward in the future to building new event series in energy and agriculture to complement our long-established brand leadership on the media side.

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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](http://www.aspermont.com)

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