

13 August 2018

## ASPERMONT APPOINTS MATT SMITH AS CHIEF COMMERCIAL OFFICER

Aspermont is pleased to announce the key appointment of Matt Smith as Chief Commercial Officer (CCO) responsible for all of Aspermont's commercial activities. Matt has over twenty years of experience in global media sales having worked across both the technology and financial sectors. For the past 10 years he was President at International Data Group (IDG) where he directly managed both the US and UK businesses.

Aspermont Limited (ASX: ASP) is the leading media services provider to the global resources industry. The Company has completed a three year business turnaround and technological transformation and is currently investing in human capital to drive the new phase of growth and scalability.

[Aspermont's Q3-18 presentation](#) shows the performance of the business in subscriptions services where it has generated 36 months of high growth.

The creation of the CCO role and appointment of Matt Smith should extend that superior performance into all parts of Aspermont's client sponsorship services. The new role of Chief commercial officer will effectively leverage our existing high quality audience and brands.

Managing Director Alex Kent said:

"Aspermont has built global leadership in the mining sector with a commercial, digital first, media offering. Over the last 5 years the platform built by our COO Ajit Patel has delivered superior returns in our subscriptions business and has also laid the technological foundations for rapid development of our client sponsorship solutions.

Matt Smith will transform the Company's solution sales capabilities. He has vast experience, in delivering the current Aspermont products and the vision needed to build a far greater product range.

We have spent a long time looking for the right person to fill this new role.

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**Aspermont**

Information for Industry

The entire board and executive team are confident that this appointment that will help take us to the next and higher levels”

Chief Commercial Officer Matt Smith said:

“Aspermont’s market leading brands and high value audiences in Mining, Agriculture and Energy provide a significant opportunity to engage and consult with the highest profile of global companies. The potential for Aspermont to maximise its leverage in that position provides substantial growth opportunities.

Technologically the company has both a superior platform and product design to its competitors. Much has been achieved already and I look forward to an exciting future with a wide array of new multi-media opportunities.”

For further information contact:

**Aspermont Limited**

Alex Kent, Managing Director +44 207 216 6060

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

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