

28 September 2021

## **ASPERMONT APPOINTS IAN HART AS CHIEF CONTENT AND STRATEGY OFFICER (CSO)**

Aspermont (ASX:ASP, FRA:00W), the market leader in B2B media for the global resource industries, has created the new group executive position of Chief Content and Strategy Officer, to manage the expansion of group content on a global basis.

The new CSO will be responsible for all content functions at Aspermont, across all formats; editorial, research, events, agency, and data. This appointment is in line with Aspermont's stated intent to develop new products and services globally across its main B2B sectors.

Ian Hart has an EMBA from London Business School and over 20 years' experience in B2B subscription orientated information and data businesses and was previously Managing Director at IHS Markit responsible for food and agricultural inputs.

### **Managing Director, Alex Kent said:**

"I am delighted to welcome Ian Hart to the Aspermont executive team. This high calibre appointment underscores our ambition to broaden our global content distribution from our current sectors of mining, energy and agriculture.

Over the last 6 years we have consistently expanded our executive team, and with each appointment, a different area of our business has been revolutionised to enable a stream of new products and divisions to be launched.

Ian Hart will bring executive level leadership to our most important division – content – and will focus on widening our coverage and audience reach. His background in data will enable us to launch a series of new high value products that will actively drive our return on investment.

This is an exciting appointment for the company at an important time. Aspermont has never been better positioned; financially, structurally, and strategically; to invest for organic growth. With Ian onboard we look forward to delivering the next phase of high-performance growth."

### **Chief Content & Strategy Officer, Ian Hart said:**

"Aspermont has positioned itself as a global leader in media for the resource industries. The potential for the company, to deliver an ever-increasing amount of high value digital content products and services, is clear and the ambition to deliver quickly, using an entrepreneurial mindset, is high.

Aspermont has all the necessary elements in place to deliver increasing value to customers. This is an exciting time to join Aspermont and I look forward to adding value both for our customers and for company stakeholders."

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This announcement has been authorised by the Board of Directors.

For further information please contact:

**Aspermont Limited**

Alex Kent, Managing Director +44 207 216 6060

Tim Edwards, Company Secretary +61 8 6263 9100

**About Aspermont**

Aspermont is the leading media services provider to the global resource industries. Aspermont has built a commercial XaaS model for B2B media which distributes high value content to a growing global audience. This versatile model can be scaled to serve new business sectors in new countries and languages. Aspermont's increasing size of (paid) audiences has opened a data monetization opportunity that the company is now developing.

Aspermont is listed on the ASX and on the Frankfurt Stock Exchange. It is also quoted on Tradegate and other regional German exchanges. The company has offices in UK, Australia, Brazil, USA, Canada, Singapore and the Philippines.

For more information please see: [www.aspermont.com](http://www.aspermont.com)

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