

# FY21 RESULTS

## DECEMBER 2021




**Aspermont**  
*Information for Industry*

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

ASX:ASP | FRA:00W | TDG:00W

# Fast Facts

KEY NUMBERS	AUDIENCE STATISTICS	SUBSCRIPTION METRICS
<b>\$2m</b> EBITDA	<b>Decision Makers</b> Paid subscriptions base	<b>7K</b> Corporate Subscriptions
<b>\$7m</b> Net cash & no debt	<b>290K</b> Monthly Active Users	<b>\$9m</b> Annual Contract Value
<b>\$16m</b> Revenue and growing	 <b>Aspermont</b> Information for Industry	<b>14%</b> 5-year ARPU CAGR
<b>65%</b> Gross Margins and expanding	<b>4m</b> Total Digital Users	<b>33x</b> Unit Economics
<b>250%</b> 1-Year Shareholder Returns	<b>8m</b> Contacts Database	<b>100%</b> Net Retention Rate



## The Aspermont objective

“Enable businesses to dig deeper and make better decisions for a brighter future”

Aspermont is a global leader in business-to-business media providing timely, independent, and high value content

We bring together communities to collaborate, problem solve and find innovative breakthroughs for some of the most pressing challenges in the world today

We are proud, to serve industries which are critical to both sustain and improve our quality of life

**Aspermont:** Information for industry

# The leading media services provider to the global resource industries

**Aspermont** (ASX:ASP, FRA:00W, TDG:00W) 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 is being scaled to serve new business sectors in new countries and languages to create recurring and exceptional long-term revenues.

Aspermont has also established Data monetisation and Client Marketing Services businesses which grow in correlation to the primary XaaS model and have the capacity to multiply current revenue streams.

Aspermont is listed on the ASX, the Frankfurt Stock Exchange and quoted on other European exchanges. Aspermont has offices in the United Kingdom, Australia, Brazil, USA, Canada, the Philippines, and Singapore.

## Brand Leverage

Our 560 years of combined brand heritage has built unequalled audience trust. This trust enables market collaboration to ensure a high success rate in launching new products.

## Operational Agility

Our de-centralized structure and scalable human resources facilitate rapid launch of new products while controlling investment risk.

## Leadership Team

Our Tier 1 executive team has extensive C-suite experience at blue chip companies. Management is tied via LTIPs to success in marketing, technological development and problem solving.

## Intellectual Property

We have adapted to the technological changes over recent decades to develop our unique IP in both commercial models and marketing systems.

## Industry Leadership

Aspermont engages with 8 million board and management executives across key industries. Sentiment and insight analysis enables agenda setting and leadership on macro themes.

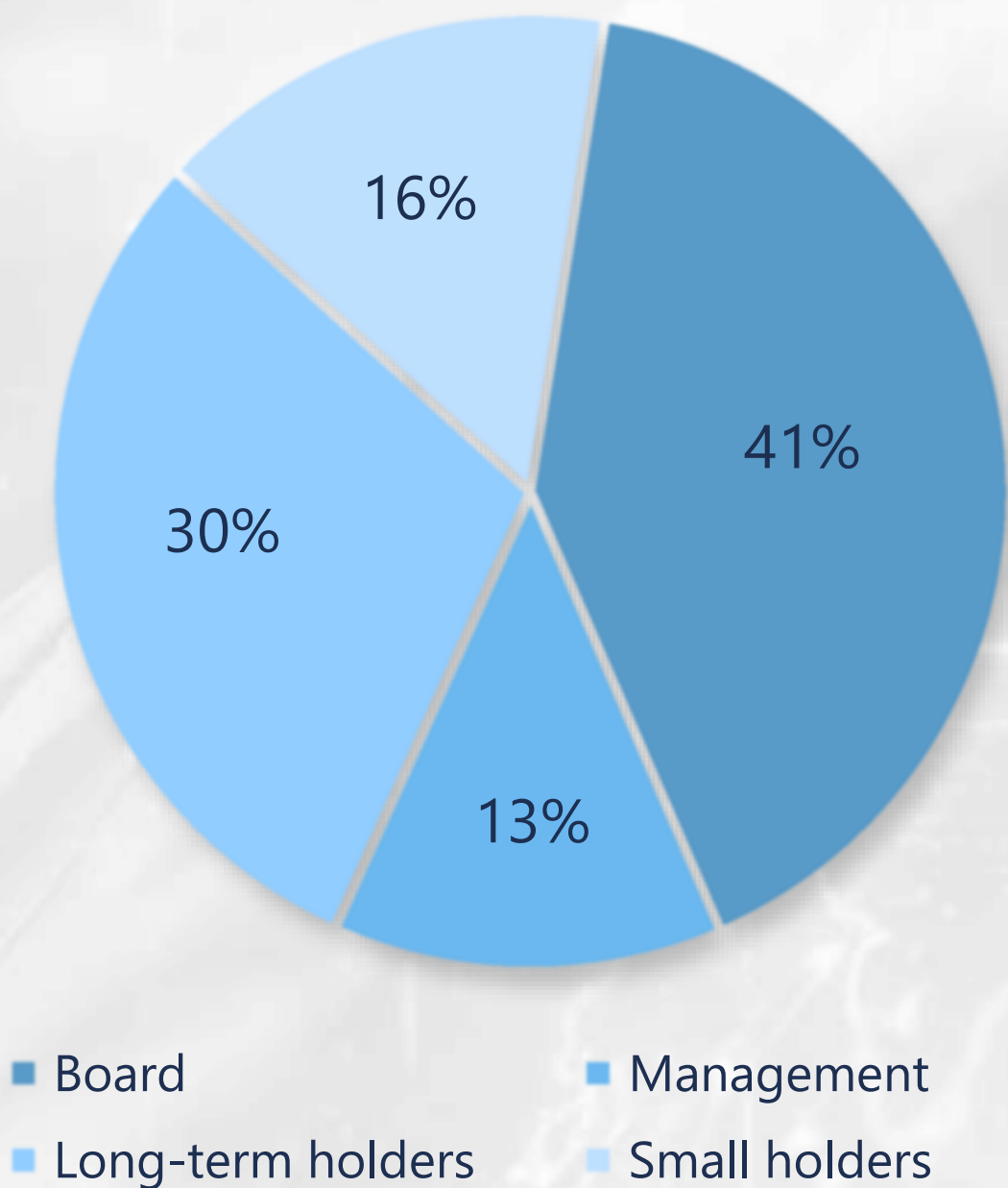
## Scalable Model

Aspermont's XaaS based information and Data models with high unit economics provide operating leverage when rolled across other sectors and markets.

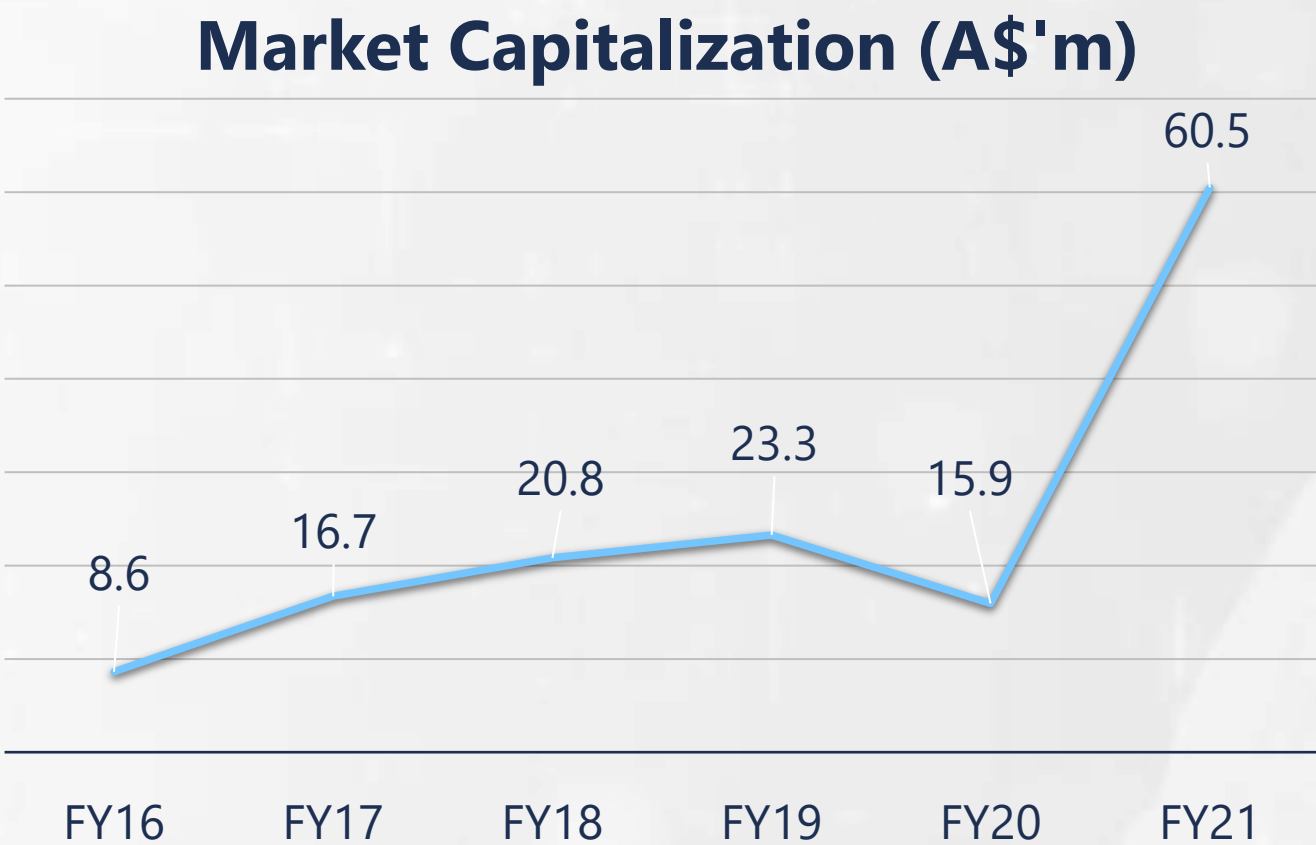
# Capital structure and shareholder returns

Shareholder Returns	Aspermont (ASX:ASP)	ASX Media Industry	All ASX Market
1 Year	250%	42%	22%
3 Years	133%	(22%)	26%
5 Years	110%	(21%)	34%

Share Registry Composition



Capital Structure		
Shares on issue	2.4b	
Current share price	0.23c	
52 week range	8c - 5.8c	
Options on issue	333m	3 cent
Unlisted Performance Rights	166m	
Free Float %	27%	
% Shares on non-ASX Exchanges	14%	
Market Capitalisation	58.1m	
Significant Shareholders	13.6%	Drysdale Investments
	12.4%	BNP Paribas
	11.2%	White Rabbit Ventures
	9.9%	Allandale Holdings
	7.1%	Annis Trading



*“Aspermont shareholders have seen superior returns relative to the market over the last 5 years. Yet Aspermont directors believe the company remains significantly undervalued relative to peers.”*



# Experienced leadership team, aligned with shareholder interests



**Ajit Patel**

Chief Operating Officer



**Alex Kent**

Group Managing Director



**Leah Thorne**

Group People Director



**Ian Hart**

Chief Content Officer



**Matt Smith**

Chief Commercial Officer



**Nishil Khimasia**

Chief Financial Officer

**5.6years**  
average  
management  
tenure

Ajit has more than 30 years of experience in technology; working across digital media, events and research.

Ajit was previously CTO at Incisive Media and responsible for infrastructure, software development, online strategy and large-scale systems implementation. Ajit joined Aspermont to develop a technological framework to deliver long-term solutions. He is now responsible for all services departments including marketing.

Alex joined Aspermont in 2007 having spent the early part of his career at Microsoft.

Alex was initially tasked to create a semantic search engine division and has subsequently worked across all divisions of the Aspermont Group. His prime skills sets of technology and marketing saw him hold the role of Group CMO prior to becoming Managing Director. Alex has BSc degrees in Economics, Accounting and Business Law from University of Bristol. He has been a key driver of the overall vision for the company and its deep-seated technological focus.

Leah joined Aspermont in 2018 with 18 years of HR experience. She had previously held HR functions at several technology start ups supporting their establishment as efficient long-term businesses. She was responsible for European Talent development at Activision Blizzard focusing on both leadership development and the digital transition. Leah is responsible for Aspermont's People Strategy across our international network to support a phase of incremental growth. Leah has an advanced CIPD award (level 7) in Learning and Development.

Ian joined Aspermont with 20 years of prior experience in B2B businesses based on subscription information and data analysis. In his previous position, as a Managing Director at IHS Markit he specialized in agricultural industries . Ian has significant product and editorial management roles with experience in leading and upscaling teams to launch new high value products based on a deep understanding of customer needs. Ian has a BSc in Economics from University of Kent and an Executive MBA from London Business School.

Matt has over 20 years of experience in global media sales. His previous role was President at International Data Group (IDG), the world largest technology media organisation, where he directly managed and led the global demand generation business and data strategy. Matt is responsible for management of all Aspermont's commercial activities. Matt focusses on building a solution-sales framework to optimize monetization of the wide range of opportunities through client services.

Nishil has significant and relevant prior experience in financial management and business development working with growth companies in the global B2B sector. Nishil held CFO and General Manager positions at Equifax, one of the largest global information solution providers. Nishil has a BSc degree in Commerce and Accounting. He is a certified chartered accountant and holds a Marketing diploma from Kellogg School of Management.

**13%**  
combined  
management  
share holding

**shared**  
expertise  
marketing  
technology  
subscriptions  
data



# Performance against FY21 guidance

Our guidance for FY21 had been for:

1

**A return to overall** revenue growth

2

**High growth** in our new data products

3

**Further growth in audience** and in all other key XaaS metrics

4

**Subscriptions to regain** pre COVID growth rates

5

**Continuing expansion** in margins and profitability

*"The directors are pleased to announced that despite the impacts of COVID-19, the business has delivered to guidance against all previously stated goals"*



**+6%**

Revenue  
increase  
over FY20



**+200%**

Data  
over FY20



**65%**

Gross margin



**+14%**

XaaS  
over FY20



**+71%**

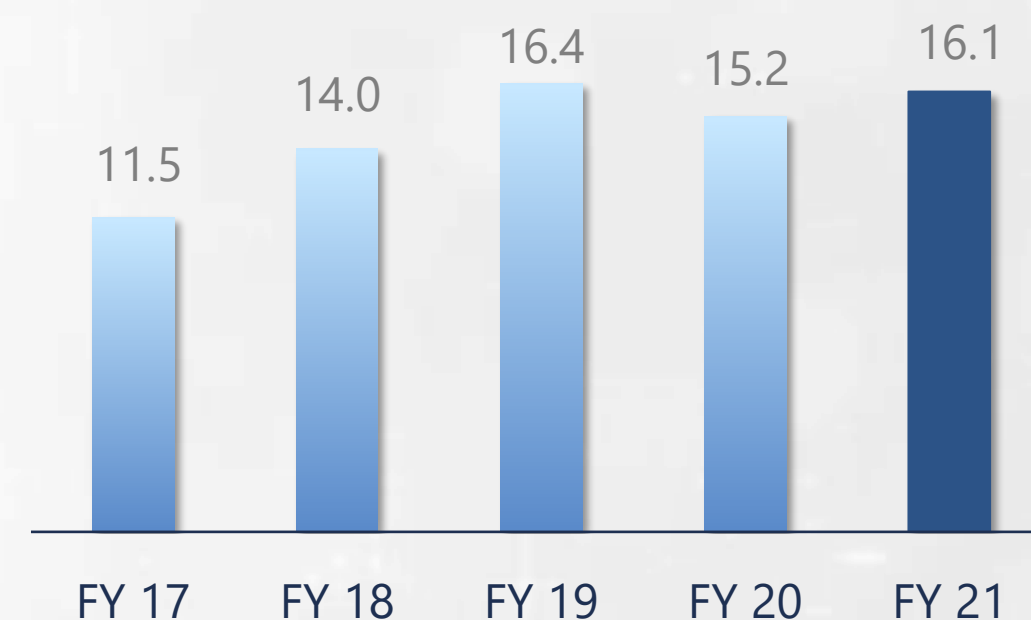
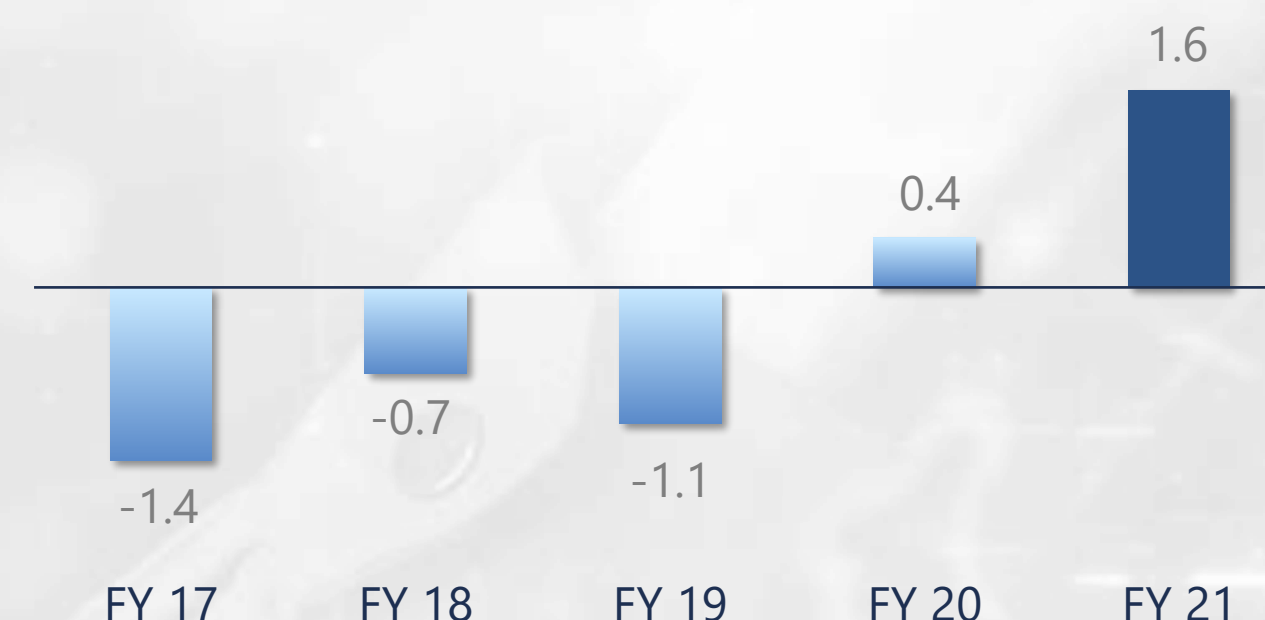
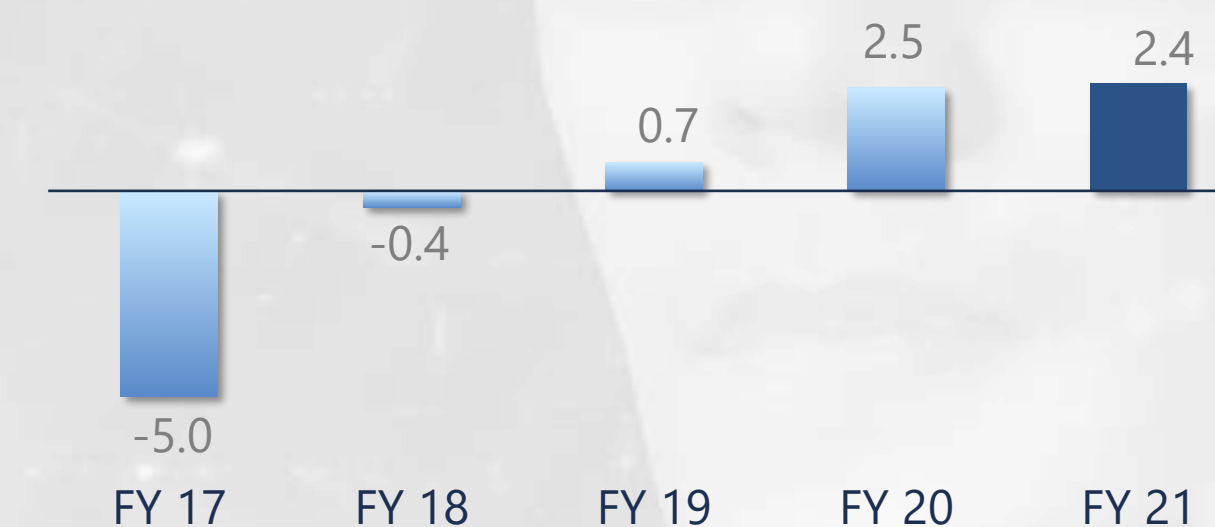
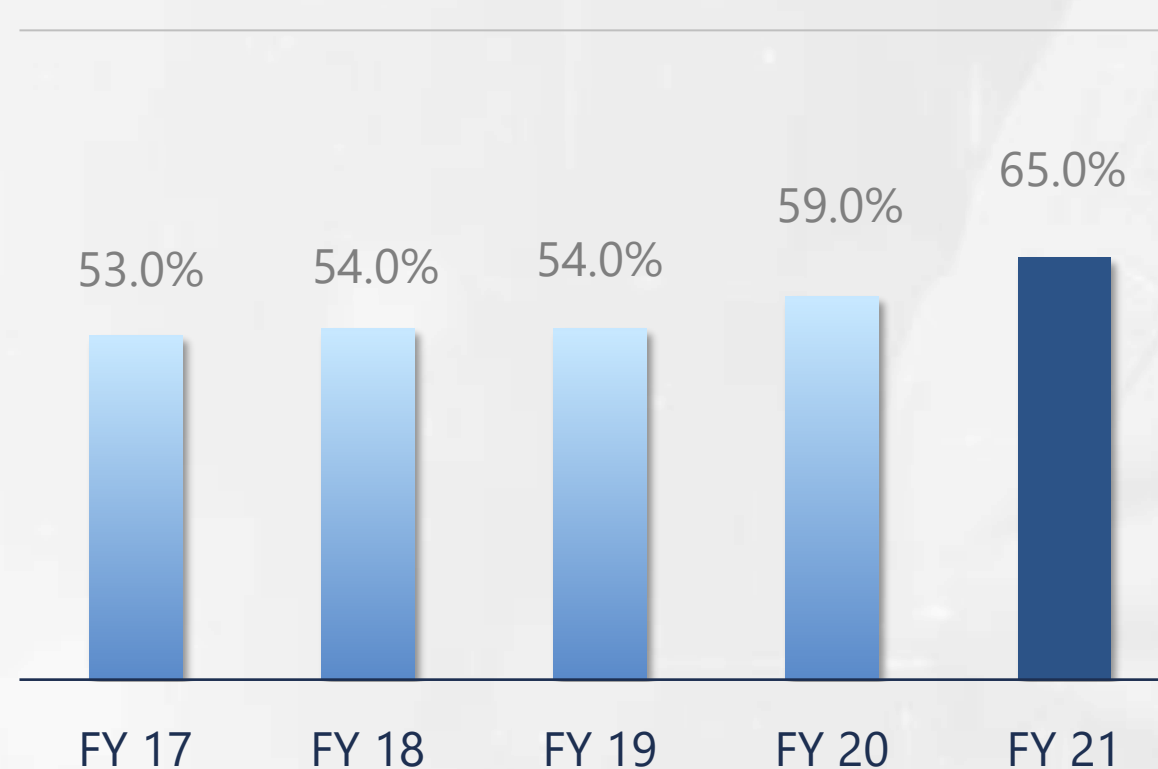
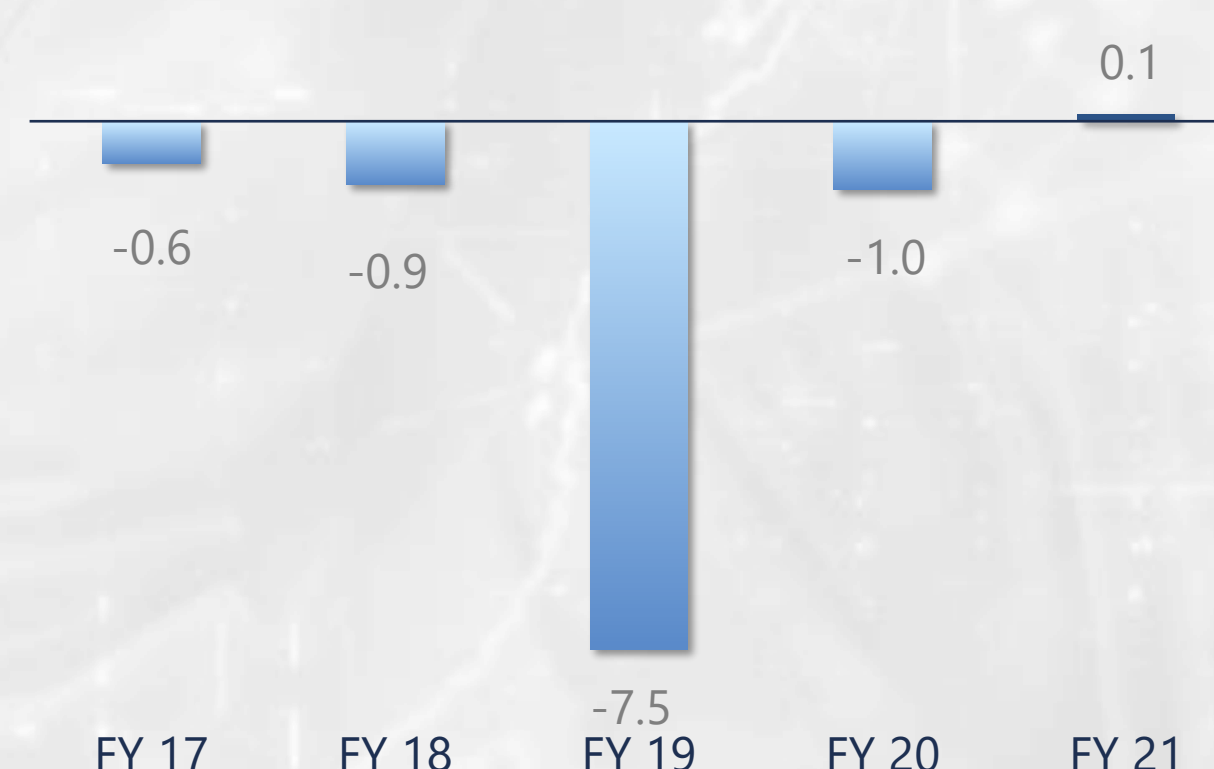
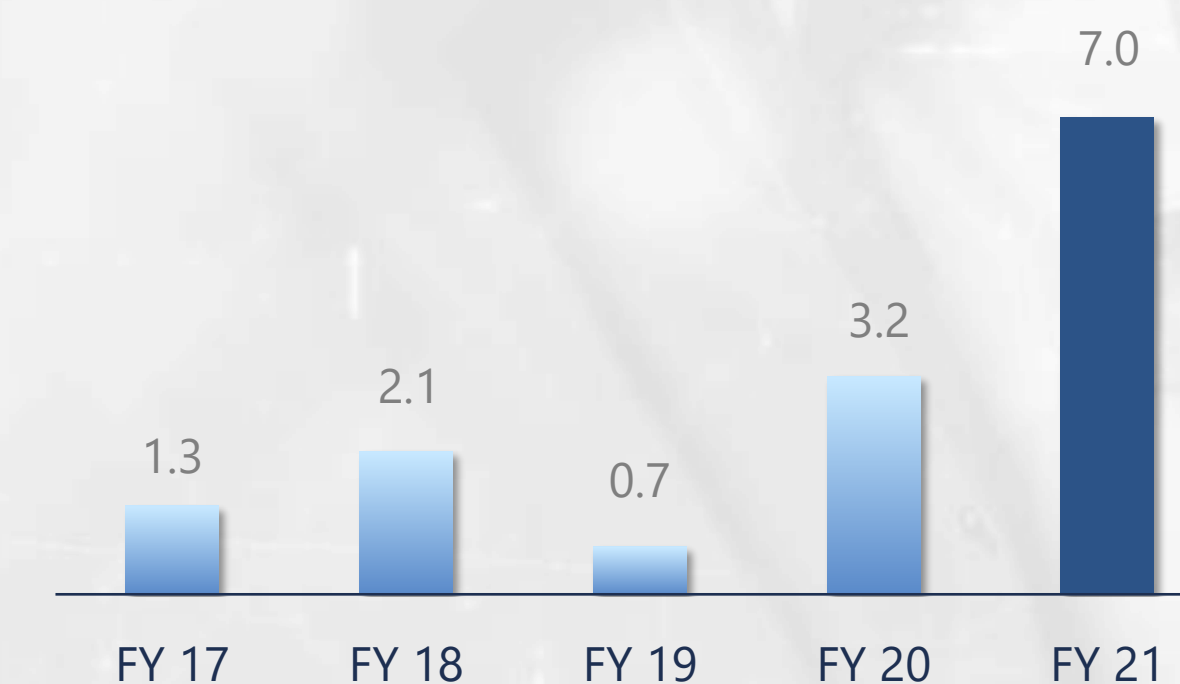
EBITDA growth  
over FY20

# Renewed growth despite the continuing impacts of Covid-19

Period Ended 31 <sup>st</sup> September	FY21	FY20	Improvement
XaaS Revenue	\$7.5m	\$6.7m	+14%
Data Revenue	\$1.5m	\$0.5m	+200%
Services Revenue	\$7.1m	\$8.0m	-10%
<b>Total Revenue</b>	<b>\$16.1m</b>	<b>\$15.2m</b>	<b>+6%</b>
<b>Gross Margins</b>	<b>65%</b>	<b>59%</b>	<b>+10%</b>
<b>Reported EBITDA</b>	<b>\$1.6m</b>	<b>\$0.4m</b>	<b>+288%</b>
<b>Cashflow from Operations</b>	<b>\$2.6m</b>	<b>\$2.5m</b>	<b>+6%</b>
<b>NPAT</b>	<b>\$0.1m</b>	<b>(\$1.0m)</b>	<b>+112%</b>
Normalised EBITDA	\$2.0m	\$1.2m	+71%
Normalised Cashflow from Ops	\$2.9m	\$2.3m	+26%
Cash & Cash Equivalents	\$7.0m	\$3.2m	+121%



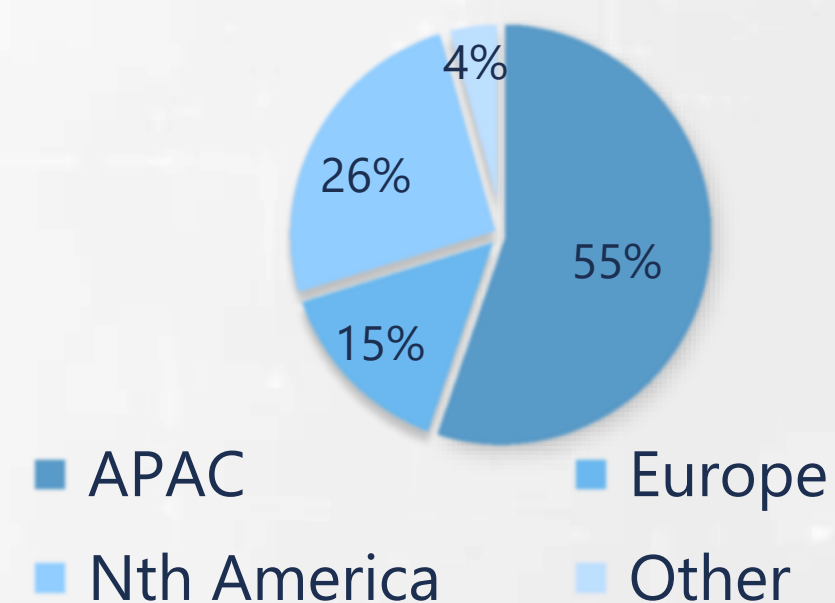
# Self-funded and able to generate long term organic growth

**Revenues (A\$'m)**

**EBITDA (A\$'m)**

**Operating Cashflow (A\$'m)**

**Gross Margin (%)**

**NPAT (A\$'m)**

**Cash & Cash Equivalents (A\$'m)**


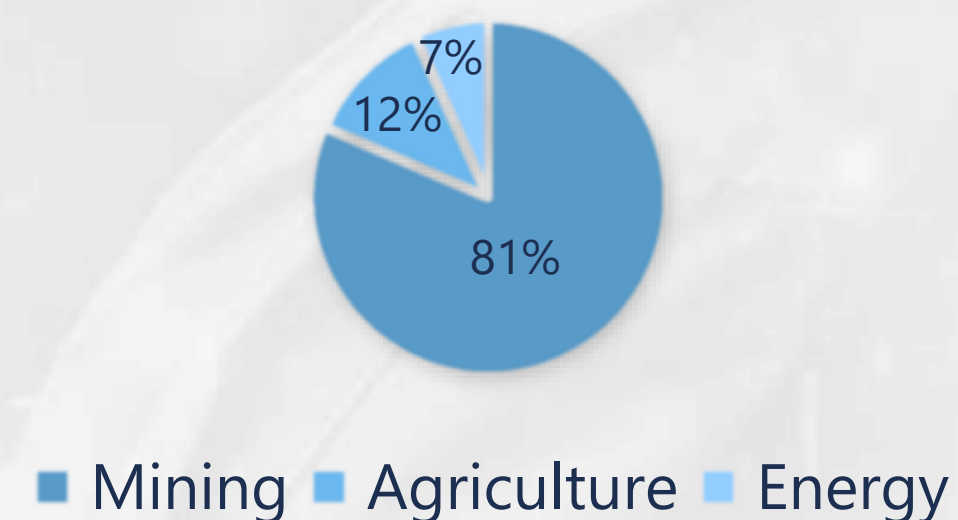
# Greater diversification generates recurring revenues

- H1 recovery restored growth continuing in H2
- All revenue streams except Live Events back to Pre -Covid levels by Q4
- Guidance of growth with momentum building over FY 22

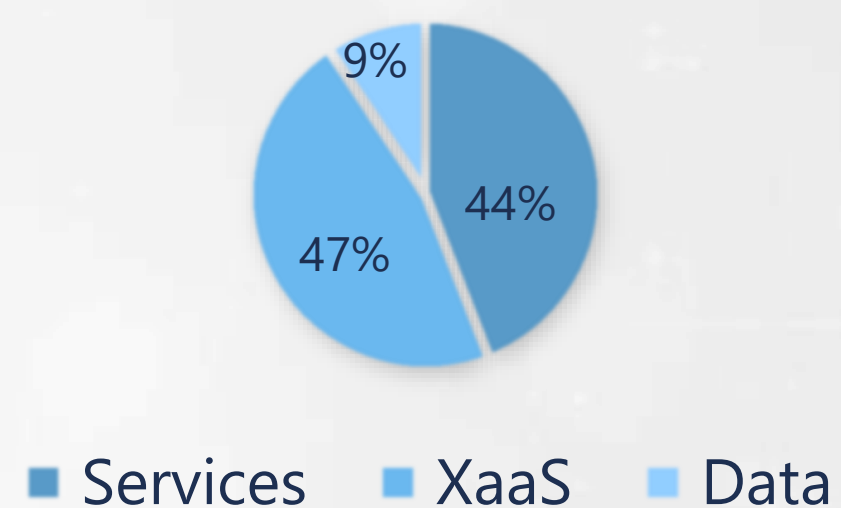
Revenue by Geography



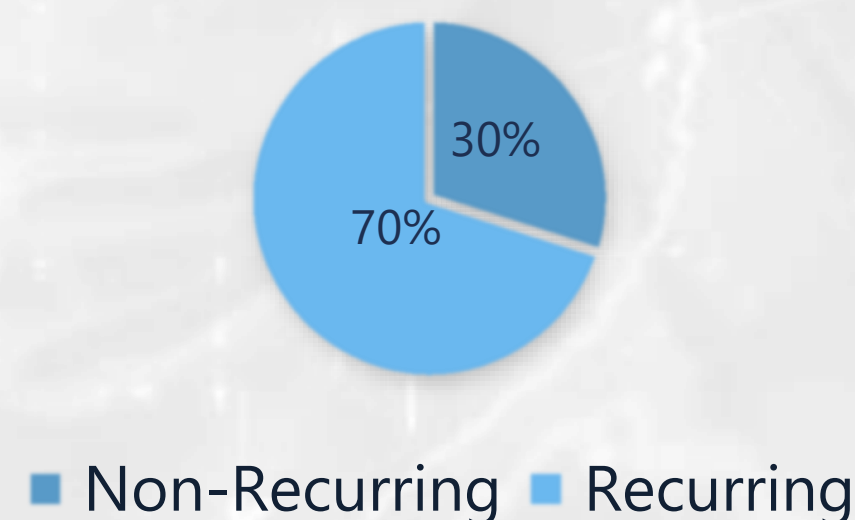
Revenue by Sector



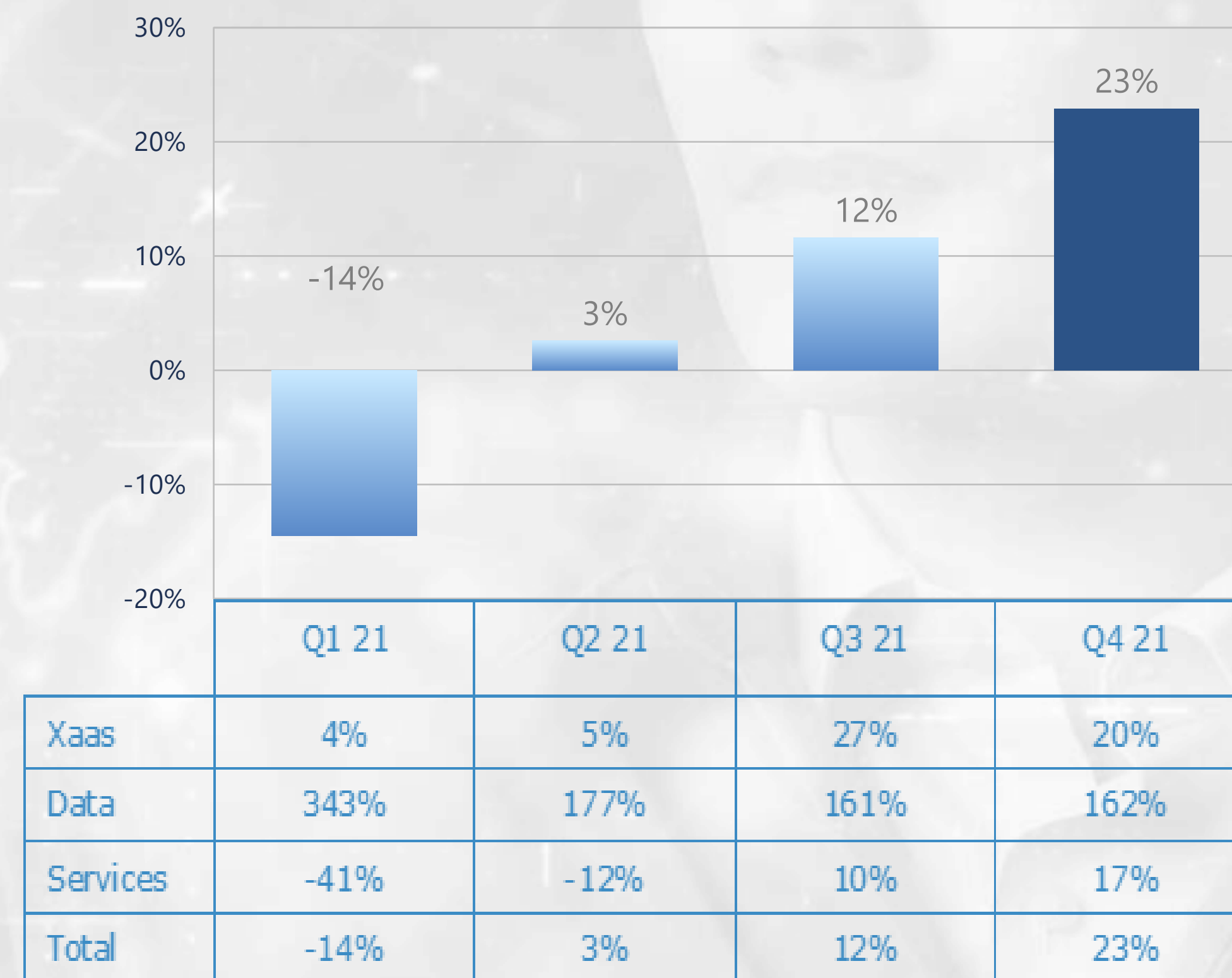
Revenue by Service



Recurring revenue



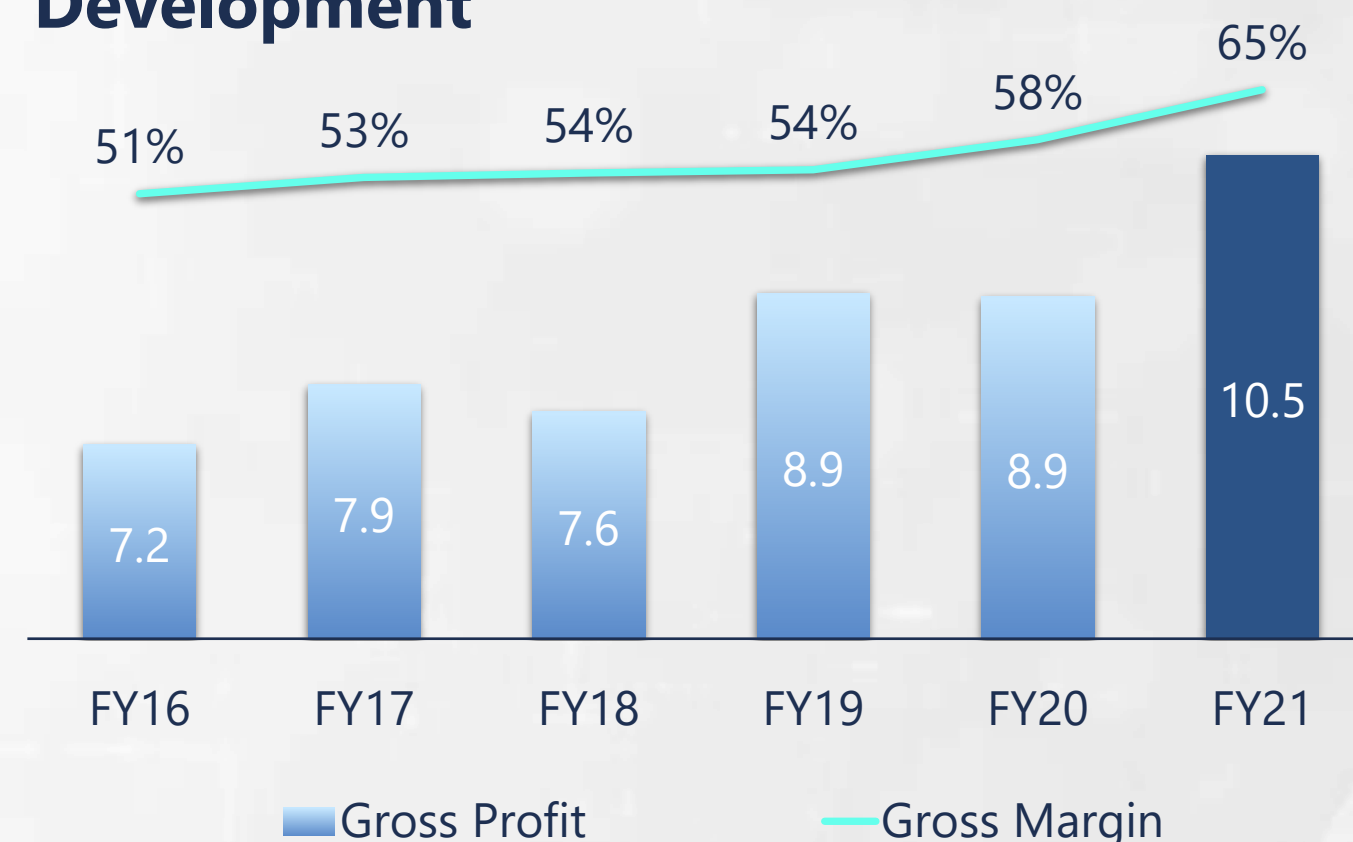
Revenue growth vs prior corresponding period





# We are upscaling Technology enabled business models

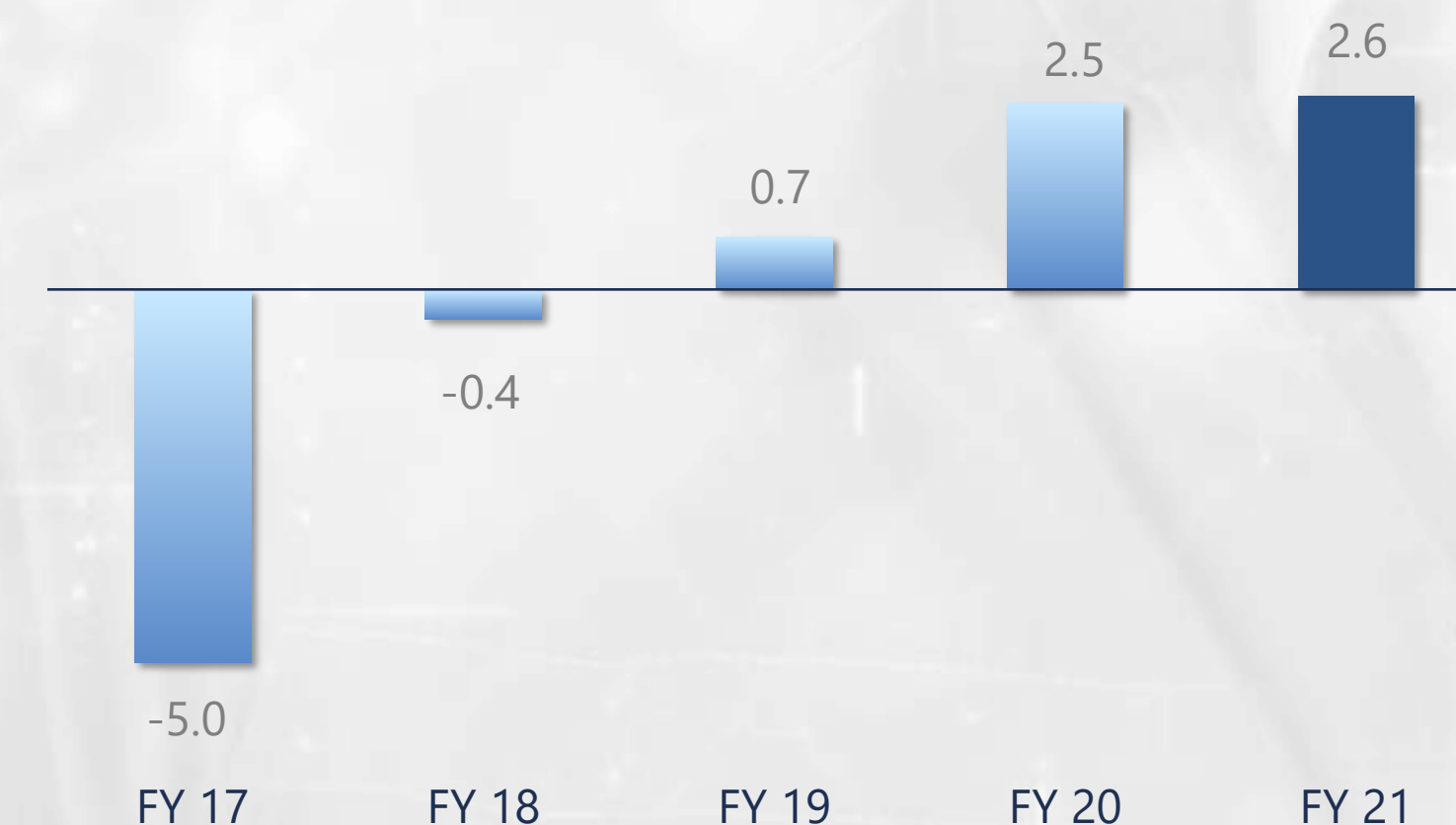
## Gross Profit (A\$m) & Margin Development



- Our Project Horizon platform and new technological innovation provide a flexible structure with scalability.
- Our focus on "Revenue quality" is delivering sustainable and higher margin new income streams
- Gross margins and profitability improve with operational innovation and the launch of new digital products and services
- FY21 saw consistent free cash flow despite the constraints of Covid 19

*"Unusually for a technology-based company, Aspermont is self-funded and able to generate organic growth for many future years."*

## Operational Cashflow (A\$m)



# Audience Metrics

## 21 Consecutive Growth Quarters

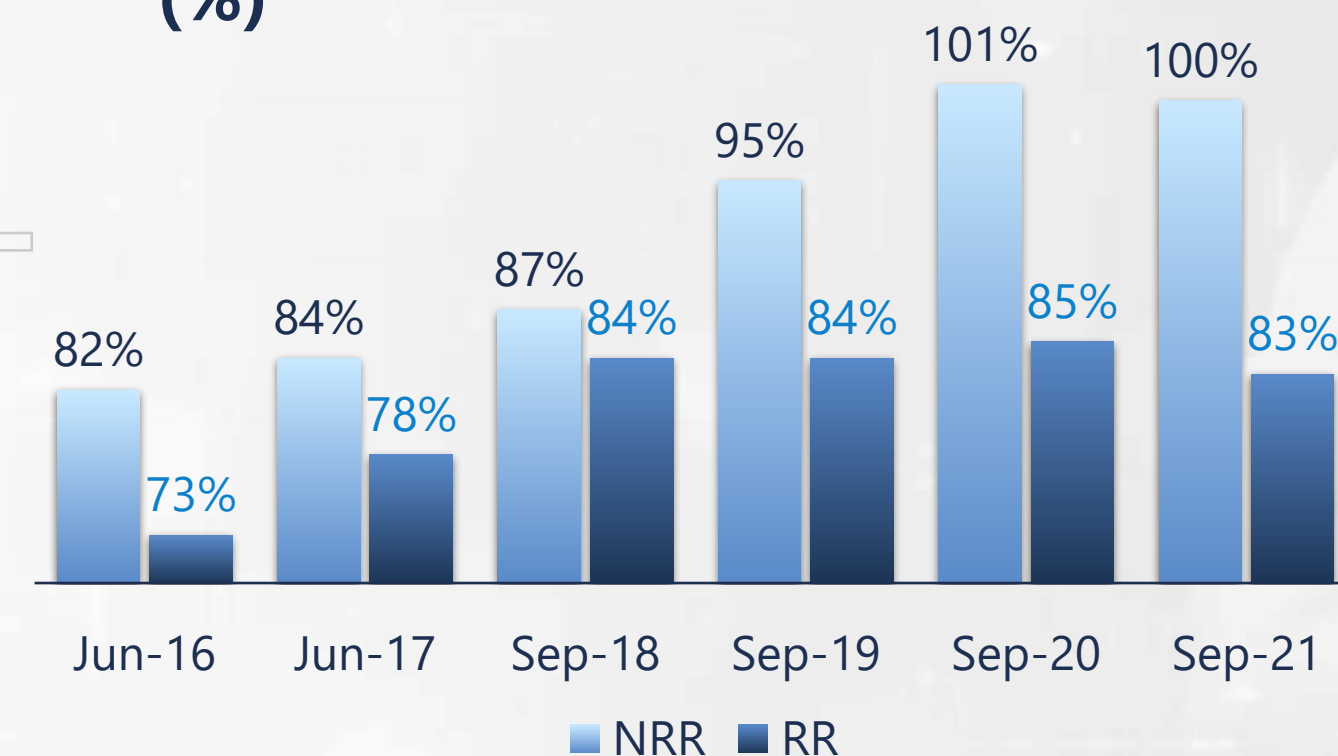
**Annual Contract Value (ACV) & XaaS revenue (A\$m)**



Since FY16 Aspermont has delivered back-to-back growth in all key metrics and audience based (XaaS) revenues

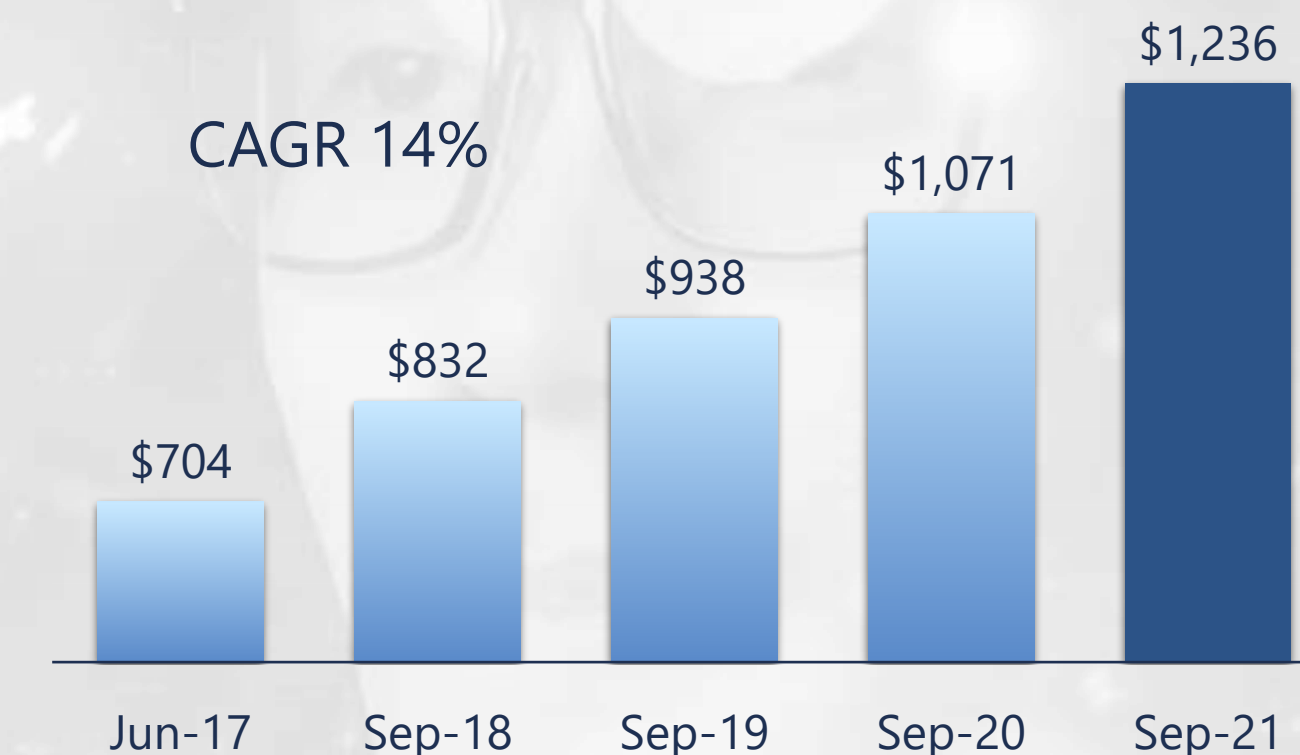
Total annual content cost has been stable, despite prior investment constraints but now higher subscriptions and increased marketing efficiency are delivering recurring revenues with improving gross margins.

**Net retention rate & renewal rate (%)**

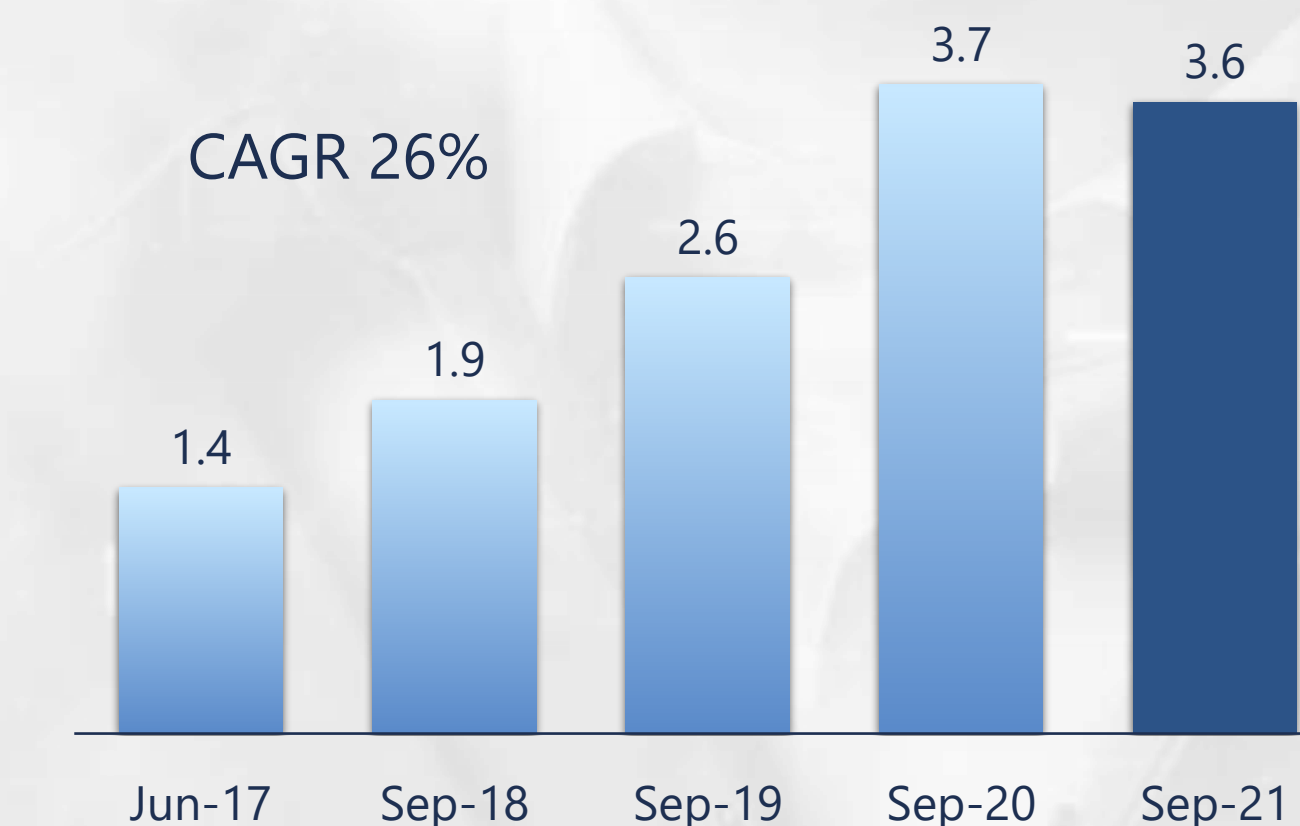


All key metrics (ACV, ARPU, Digital Users) are rising in correlation with revenues. Despite COVID constraints, Aspermont has made steady progress as measured by Renewal rates and Net Retention rates.

**Average Revenue Per Unit (ARPU)**



**Digital users ('m)**



*Typically, revenue operates on a 12-month lagged effect due to cash received upfront, but revenue recognised out in arrears. Therefore, ACV moves in advance of revenue*



# Technological developments accelerate Growth Momentum

Aspermont is **#mediatech** being both a media and technology company

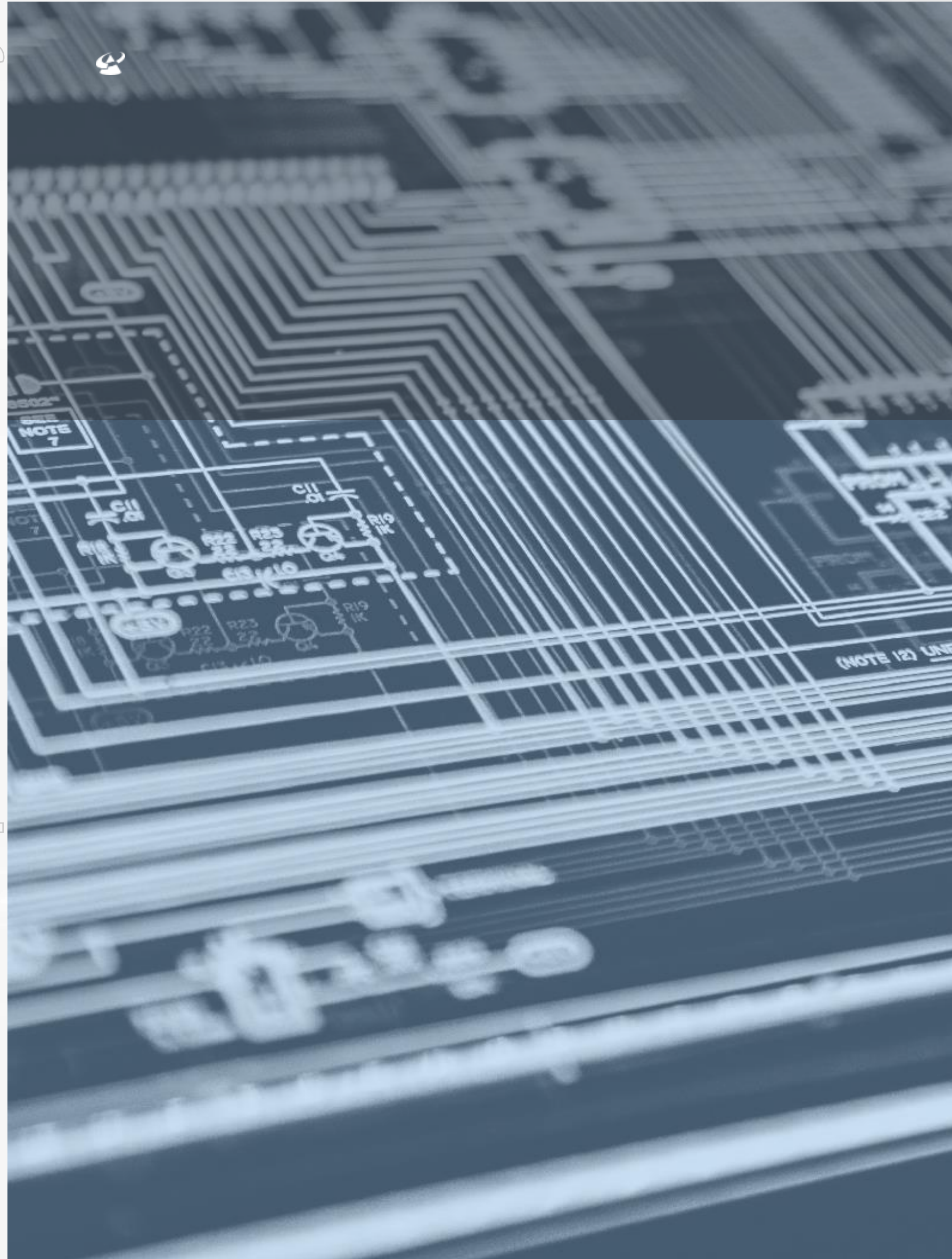
Over the last 6 years, Aspermont has transformed from a 185-year-old print publisher to become a digital leader in B2B media.

In 2015 new management came together to deliver the Project Horizon platform which:

- provided the technological structure to deliver 21 consecutive quarters of audience size and revenue growth
- delivered greater business efficiencies to increase gross margins and launch new businesses

*"These symbiotic developments have provided the catalysts for Aspermont to transform from high debt loss maker to a profitable and debt free growth stock"*

New technological developments to leverage Project Horizon and release from financial constraints should accelerate growth over FY 22 and FY23





# In FY22 we anticipate

## Guidance:

1

**High growth** in total revenue

2

**High growth in XaaS** and new product revenues

3

**Relaunch of** live events

4

**Significant investment** in new technologies

5

**Continuing expansion** in free cashflow and profitability



## Summary

**Aspermont** has a proven business model and an innovative management team which has demonstrated resilience in abnormal market conditions and delivered a full-scale business turnaround despite COVID-19. The XaaS, Services and Data business models are established, robust and scalable. The Project Horizon platform's technological versatility and our fluid organizational structure both encourage agility and rapid response to changing market conditions.

Subscriptions have been the bedrock of Aspermont's business from 2015, delivering growth over 21 consecutive quarters. Data and Services businesses, which leverage off our premium audiences, have both now entered a high growth phase. Our unit economics improve gross margins as our fixed cost base is stable, we are debt free, and our cash position is steadily increasing.

We are financially in a strong position, despite Covid, and are re-investing cash flow to build new and often disruptive long term growth businesses



*"Aspermont has the people, the brands, the audiences and the technology to deliver strong growth over the next few years regardless of the operating environment."*

# The Aspermont Value Proposition

1. A 6-year-old **#mediatech** company with a 185-year mining legacy
2. The leading media services provider to the global resource industries
3. Experienced Tier 1 management team executing with success
4. Comprehensive business turnaround achieved through FY15 - FY18
5. Project Horizon platform rolled out, between FY16 - FY19, to drive:
  - a) long-term organic growth models
  - b) operational restructuring for productivity, efficiency, and scalability
6. XaaS model has delivered twenty-one consecutive quarters of growth
7. Data model is building momentum in a rapid growth phase
8. Legacy services model has pivoted to a 'marketing solutions' business
9. Pre covid-19 growth levels regained with new product launches.
10. Aspermont generates positive cashflow with momentum building

## Key XaaS Metrics

**Sept'21**

Digital Users	4m
ACV (& ARR)	\$9m
ARPU	\$1.2k
NRR	100%
Unit Economics	33:1

## Key Financials

**Sept'21**

Revenue	\$16m
Recurring Revenue	70%
Gross Profit Margin	65%
EBITDA	\$1.6m
Debt	None
Net Cash	\$7.0m
Market Capitalization	\$60m

## Valuation Metrics

**Sept'21**

Price to Sales	3.9x
Subs Revenue multiple	6.9x
EV/ARR multiple	6.2x



# Aspermont is debt free and balance sheet is strengthening

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Total Assets	30 June '16	30 Sept '20	30 Sept '21	Total Liabilities	30 June '16	30 Sept '20	30 Sept '21	Shareholders Equity	30 June '16	30 Sept '20	30 Sept '21
Cash and cash equivalent	1,795	3,182	7,028	Trade and other payables	7,235	4,081	5,098	Issued capital	56,443	8,540	11,178
Trade/other receivables	3,734	1,306	1,386	Income in advance	5,788	5,457	5,440	Retained losses	(43,905)	(3,902)	(3,787)
<b>Total Current Assets</b>	<b>5,529</b>	<b>4,488</b>	<b>8,414</b>	<b>Borrowings</b>	<b>5,141</b>	-	-	Other reserves	(11,353)	(1,385)	(866)
Property and equipment	155	980	485	Other liabilities	373	651	677	<b>Total Shareholders Equity</b>	<b>1,175</b>	<b>3,253</b>	<b>6,525</b>
Intangible assets	17,729	8,400	8,514	<b>Total Current Liabilities</b>	<b>18,537</b>	10,189	11,215				
Deferred tax & other assets	3,292	1,494	1,839	<b>Borrowings</b>	<b>3,120</b>	-	-				
Other Receivables	-	-	-	Deferred Tax liabilities	3,129	1,423	1,424				
<b>Total Non Current Assets</b>	<b>21,089</b>	10,874	10,838	Provisions/other Liabilities	657	497	88				
				<b>Total Non Current Liabilities</b>	<b>6,906</b>	1,920	1,512				
<b>Total Assets</b>	<b>26,618</b>	15,362	19,252	<b>Total Liabilities</b>	<b>25,443</b>	<b>12,109</b>	<b>12,727</b>				
				<b>Net Assets</b>	<b>1,175</b>	3,253	6,525				

- The strong cash position and Balance Sheet underpins the expectation for further growth and the ability to take advantage of future opportunities as they are presented.
  - Borrowings reduced by \$8.2m from 2016 to almost nil
  - Intangible assets impacted by write-off of goodwill on disposal of events business and further prudent impairment of historical acquired goodwill
  - Income in advance associated with pre-paid subscriptions and events that will be recognized in the next FY
  - Other Liabilities relates to lease liability for remaining term of leases
- A. Increase in share capital through funds raised in placement
  - B. Tax losses available future profits profit expansion and taxes payable
  - C. In FY 19, The Company applied provisions of s258f of the Corporations act. The adjustment resulted in reduction in share capital account and accumulated losses. This is a technical adjustment which does not impact the net assets, financial results, cashflow or funding of the Company and Group. The number of shares in issue will not change as a result of the capital reduction.



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# Appendix

## Normalized EBITDA

The reconciliation of statutory earnings to EBITDA is as follows:

Year Ended	30 Sept 2021 \$000	30 Sept 2020 \$000
<b>Reported income/(loss) from continuing operations before income tax expense</b>	<b>115</b>	<b>(873)</b>
<b>Net interest</b>	<b>114</b>	<b>82</b>
<b>Depreciation and amortisation</b>	<b>1,119</b>	<b>1,437</b>
<b>Other (share-based payments &amp; provisions, foreign exchange, other income)</b>	<b>298</b>	<b>(222)</b>
<b>Reported EBITDA</b>	<b>1,646</b>	<b>424</b>
<b>Exceptional one-off charges/(income) <sup>(2)</sup></b>	<b>(135)</b>	<b>38</b>
<b>New business establishment costs <sup>(3)</sup></b>	<b>499</b>	<b>716</b>
<b>Normalised EBITDA <sup>(1)</sup></b>	<b>2,010</b>	<b>1,178</b>

## Normalized Cashflow from Operations reconciliation

Year Ended	30 Sept 2021 \$000	30 Sept 2020 \$000
<b>Cash flows from operating activities</b>		
Cash receipts from customers	16,346	16,758
Cash outflows to suppliers and employees	(13,635)	(14,254)
Interest received / (paid)	(79)	(23)
<b>Cash inflow/(outflow) from Operating activities</b>	<b>2,632</b>	<b>2,481</b>
Exceptional cash outflows <sup>(2), (3)</sup>	648	776
Exceptional other income	(382)	(966)
<b>Normalised Cash inflow/(outflow) from operating activities <sup>(1)</sup></b>	<b>2,898</b>	<b>2,291</b>

Notes for Normalised EBITDA and Normalised Cash Flow from Operations reconciliations:

<sup>(1)</sup> Based on unaudited management accounts

<sup>(2)</sup> One-off expenses relating business restructuring

<sup>(3)</sup> Expenditure in relation to the establishment of new products and business divisions. In FY21 this related to our new VEE division whose products were launched over the first half of the year and whose progress we [updated shareholders in March'21](#)

# Glossary: Audience & XaaS Metrics

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## Monthly Active Users

Total numbers of users who initiated at least one digital session over a 30-day basis

## Users

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

## Number of Subscriptions

Number of live subscriptions at end of period

## Average Revenue Per Unit (ARPU)

Annual Contract Value / Number of Subscriptions

## Annual Contract Value (ACV)

Aggregate contract cash value of all live subscriptions at the end of a period

## Net Retention Rate

Net dollar retention expresses growth from existing subscriber base (before new business) over a TTM basis

## Renewal Rate

Volume of subscriptions renewed over TTM basis (i.e., the inverse of Churn Rate)

## Unit Economics

LTV of a new subscriptions divided by new customer acquisition cost (CAC)

## Lifetime Value (LTV)

Aggregate of present and future value of all subscriptions = (Lifetime Year x Annual Contract Value)

## Contacts

Total number of active contacts in database on a point in time basis