

06<sup>th</sup> February 2023

## Aspermont confirms partnership with Saudi Arabia to support Vision 2030

Aspermont (ASX:ASP, FRA:00W), the market leader in B2B media for the global resource sectors is pleased to announce that The Saudi Arabian Ministry of Industry and Mineral Resources and Mining Journal will work together to create and market content to support the mining and green energy objectives of Saudi Arabia's Vision 2030. The Kingdom of Saudi Arabia launched Vision 2030 in 2016, the objective being to diversify the world's richest petroleum-based economy and to ultimately establish a world-leading 'Net-Zero industry'.

Aspermont digital platforms will enable the Kingdom to communicate and interact with the global mining community and natural resources investors under a broad mandate covering expert content creation, marketing solutions, event participation and global distribution using Aspermont's multimedia capabilities. Aspermont also provides content support around key events, including Mining Journal Select in London and the burgeoning Future Minerals Forum in Riyadh. Aspermont will access global audiences through its world-leading mining titles such as Mining Journal, Mining Magazine, MiningNews.net, Australia's Mining Monthly, and Mining News Brazil.

### Aspermont Managing Director Alex Kent said:

*"This agreement with Saudi Arabia acknowledges Aspermont's value as the leading media services provider to the global resource industries. No other group can offer an integrated and global service which incorporates content creation, data services, creative support, marketing solutions and events to engage the relevant audiences across the global natural resource markets. The [Content Works](#) division of Aspermont, our fast-growing marketing agency, is **on track for record growth this year** and a high proportion should become recurring revenues."*

### Chief commercial officer Matt Smith said:

*"Aspermont will be the Kingdom's trusted channel to access the world's natural resources communities and the initial 12-month campaign should develop into a long-term partnership. Our history of both high-level editorial excellence and content provision, goes back to 1835 when Mining Journal was first produced. We are building on this foundation today to create a range of agency-style solutions and commercial content-creation to extend our range of services. This arrangement with the Kingdom is a milestone for Aspermont and a demonstration of the huge potential for both in this space".*

This announcement has been authorised by the Board of Directors.

For further information please contact:

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## 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 Australian Stock Exchange and quoted 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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