



Aspermont

Information for Industry

Investor Update

May 2016

www.aspermont.com



Who we are

Digital Media Tech Innovator

Aspermont is an ASX listed digital media provider with offices in Australia, UK, Hong Kong and Brazil

Underpinned, by the provision of premium information services, Aspermont has transformed itself from being solely a print publisher to become established as a technologically led, digital media services provider

The company is focused on completing its current commercial model, for the global resources sector, before scaling that solution to its other industries

Data, Analysis, Optimisation, Automation



Our History Company Timeline

ASX Listing

Aspermont lists on the Australian Stock Exchange and commences a new phase of growth.



2000

2003

Paywall Disruption & Semantic Search

Aspermont disrupt the Australian B2B media market in becoming the first company to launch online paywall and develop vertical search engines for its industries



Global Positioning

Aspermont acquires UK based Mining Communications Limited, the publisher of Mining Journal (first published in 1835) and organiser of the internationally acclaimed Mines and Money Conferences.



2008

2013

Americas Expansion

Aspermont breaks into Brazilian market and launches first B2B paywall news service.

Further north the company builds partnership with Ontario government to launch Mines & Money Americas



2015

Next Generation Platform

Built on its semantic search architecture, ASP begins phased roll out of next generation platform

Omni-channel with deep data driven marketing systems



Today

Knowledge Capital & Content Marketing

Technology advances enable new content marketing solutions for clients and demand new skills base for the business



Capability and positioning Competitive Strength

Aspermont's digital products have established leadership in a highly competitive field over the last decade. Our highly regarded content has supported paywall technology to differentiate a range of products and services

Brand Strength

Our 190 years brand heritage supports successful product and brand extension including the highly successful Mines & Money series

Market Leadership

Leading content provider to global resources sector with direct access to all CEOs within the industry and supply chain

Leadership Team

Executive and management team with skills sets founded in developing technology solution for the media industry

Leading through Innovation

Early adopters in paywall technology; disruptors in semantic search and online portals. Focus on tech enabled automation

Omni Channel Presence

Next generation platform gives all medium interaction points for audiences with increasing behavioral data analysis capabilities

Scalability

Shifts in operating gearing in conjunction with tech driven organic growth model enabling rapid and efficient scalability to new markets

What we do now Automated Marketing System

Aspermont's current focus is on optimisation of its marketing systems to drive growth in subscriptions revenues. Software investment to date provides deeper behavioural analysis of client data enable real time information flow to direct rule based marketing response systems.

The current platform enables the company's 'customer lifecycle journey' (CLJ) where new users are profiled for key conversion attributes; existing users are re-engaged through preferential content placement and super users are positioned for up/cross sell depending on content consumption patterns

Prospect

Conversion



Upsell

Retention

Prospect

Digital marketing systems driving HQ leads and low CPA

Retention

Usage pattern analysis alerts churn reengagement system

Conversion

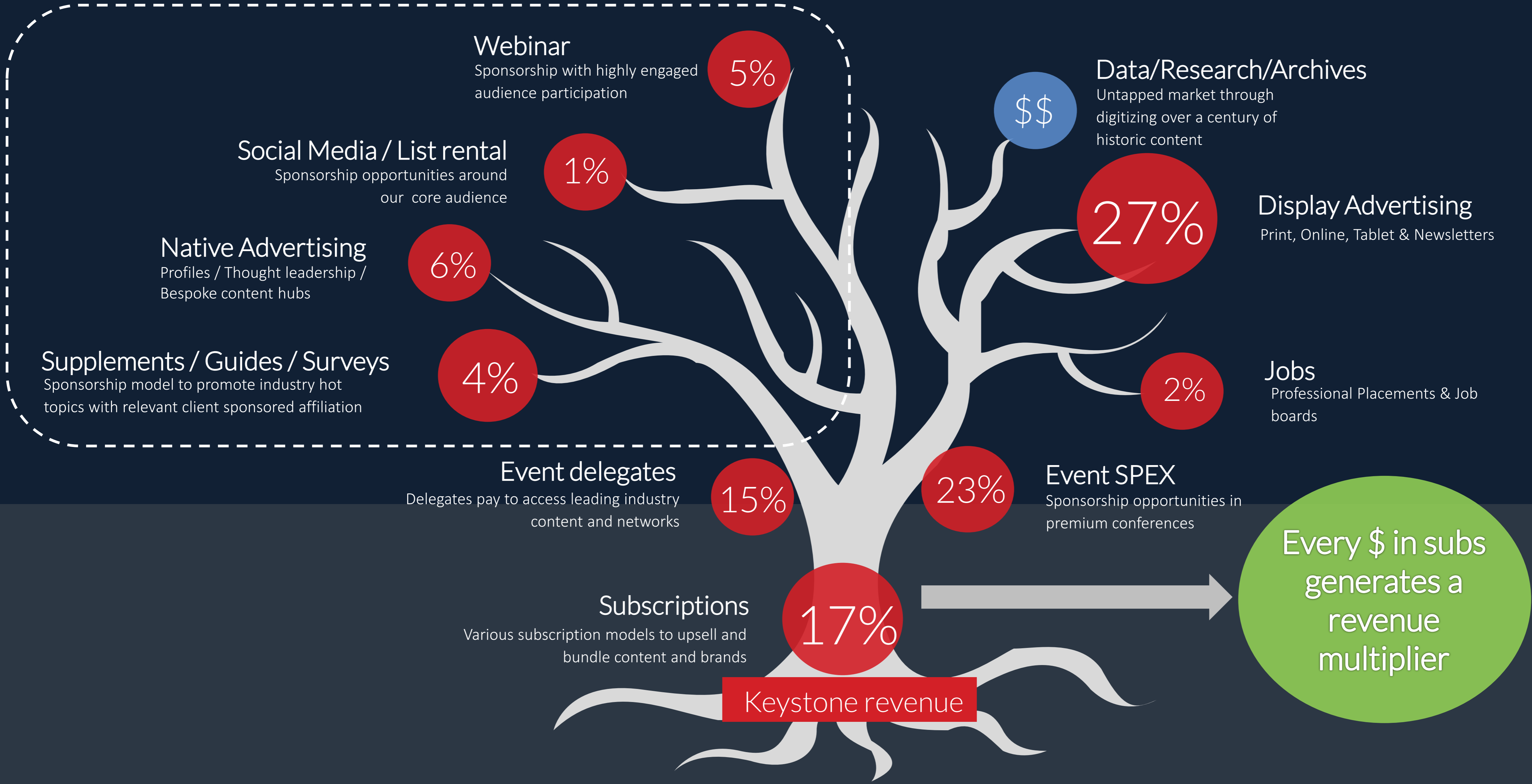
Key attribute profiling during to lead nurturing phase

Upsell

High usage patterns trigger client upsell positioning system

How we monetise now Diversified Revenue Model

Content Marketing



Where we can monetise next Brand Extension



International Expansion with Global Reach



- 1 North America**
Springboard off launch of Mines & Money Toronto
Strong existing client base in North America
leveraged for more regionalized offerings
- 2 Spanish/LATAM**
Launch of Spanish translated content encompassing
all global mining news and additional focus LATAM
region with slim Santiago base
- 3 Chinese/China**
From existing HK office launch of Chinese translated
content encompassing all global mining news with
additional focus on China mining market
- 4 Africa**
Regional Africa mining focused product launched
out of UK office with easy time zone services
centralization

Why can we win Highly Experienced Leadership Team



Ajit Patel
Chief Operating Officer

Ajit has more than 30 years of experience in technology; working across digital media, events and research. Previously Ajit was the CTO for Incisive Media, where he was responsible for infrastructure, software development, online strategy and large scale systems implementation.
Ajit came to Aspermont to help deliver the technological base to enable the company to deliver on its long-term solution. He is now responsible for all services departments including marketing.



Nishil Khimasia
Chief Financial Officer

Nishil has significant and relevant experience in financial management, business development and transformation in entrepreneurial growing companies in the global B2B sector. Over the past 8 years Nishil held CFO and General Management positions at Equifax UK & Ireland, part of Equifax Inc., one of the world's largest information solutions providers, with responsibility for developing UK & Ireland business.



Alex Kent
Group Managing Director/ CEO Events

Alex joined Aspermont in 2007 having spent the early part of his career at Microsoft. Starting with the creation of a semantic search division for the company he has since worked in all areas 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. He has been a key driver of the overall vision for the company and its deep-seated technological focus.



Robin Booth
Group General Manager

Since joining in April 2014 as UK General Manager, Robin has already seen a major turnaround in the UK brands. He is now the Group General Manager. Previously, Robin was Group Publishing Director at Incisive Media, where he transformed both the Business Finance Group and Institutional Investment Groups, led the company's digital transition for several of its established brands and managed a largescale events portfolio. Robin brings specialist skills change management, digital transformation and technology



Sean McKeown
General Manager; Australia

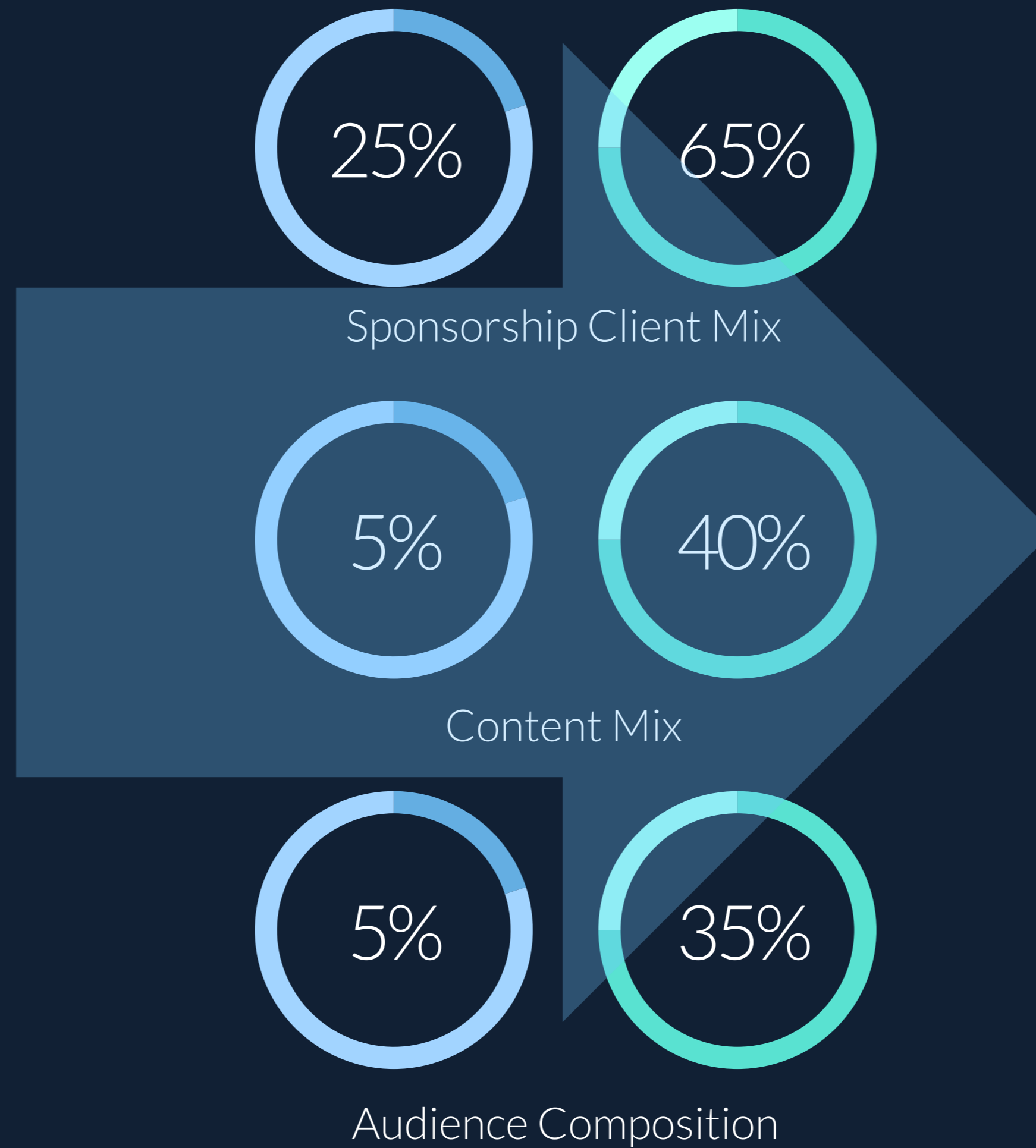
Sean has more than 20 years' experience in digital media industry and the events industry . Before joining Aspermont in 2015 Sean was the founding commercial director of the successful digital media start-up Mumbrella Australia, and launched its sister company in Singapore. He specialises in business development and commercial management with emphasis on developing and implementing new revenue models led through content marketing. At Aspermont Sean is General Manager of the Australia

Addressable market shift in last 5 years
Revenue Diversification to Tech Sector

Manufacturing, Equipment & Consumables



Technology & consultancy



Short Term:

Aim to drive the business into profitability next Half
Balance sheet debt reduction to < \$1.5m pending EGM
Poised for growth with positive exposure in the event of cyclical uplift

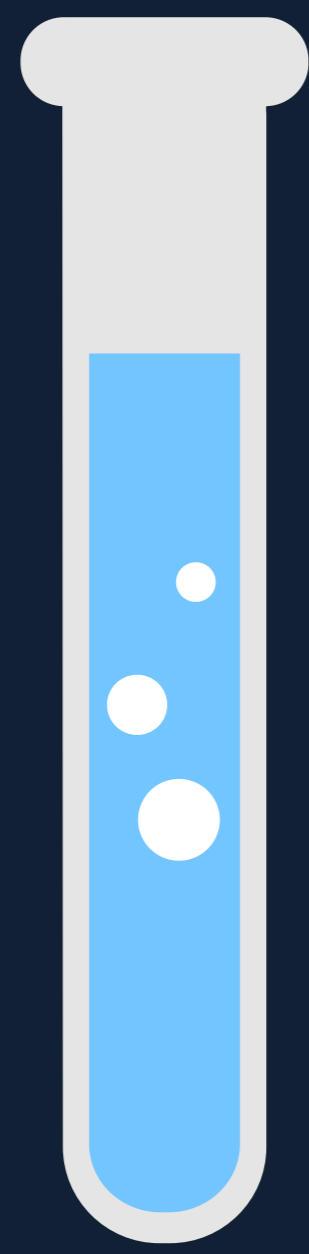
3 key income streams generating over \$20m (historical revenues):

1. Subscriptions
2. Advertising
3. Events

Other attributes:

Centralised cost base with capacity to run a business with many times current revenue
Over 40% of revenue is booked 12 months in advance

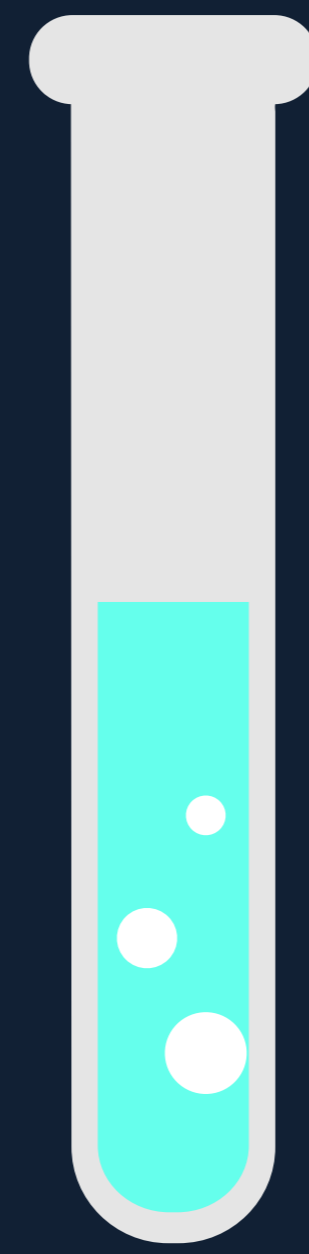
Use of cash proceeds Key Investment Areas



Project Horizon

Continued roll out of next generation platform

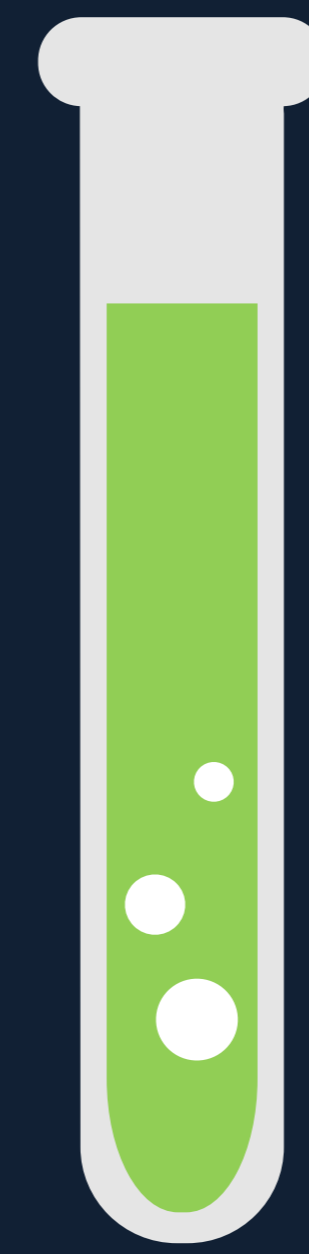
\$0.3 - 0.5m



Knowledge Capital

Further investment in people and skills

\$0.5- 0.7m



New Products

New brand and channel extension

\$1.1 - 1.4m



Debt Restructure

Debt restructuring and working capital

\$1.8 - 2.4m

Pro-forma view
Capital Structure

Pro Forma Share Capital	Shares
Shares Outstanding – 30/4/16	725m
Rights Issue	302m
Related Party Debt currently outstanding	474m
Independent Convertible Note Holders (current)	33m
Accelerated interest on convertible notes – related parties	82m
Accelerated interest on convertible notes – independent parties	17m
Private Placement	200m
Full Dilution	1,833m

Raising Info:

Price	1 cent
Key stakeholders	
Current equity	66%
Investing	\$2m
Converting	all debt

Post raise:

Key stakeholders equity	64%
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Forward Looking Statements

This document comprises the written materials/slides for a presentation of Aspermont Limited ('Aspermont' or 'the Company'). The information contained herein is for discussion purposes only and does not purport to contain all the information that may be required to evaluate the Company or its financial position.

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