

share the good life

COMPANY PRESENTATION
MARCH 2018

CONFIDENTIAL

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AGENDA

OUR VALUE PROPOSITION

Experiences & like-minded people

OUR BUSINESS

Differentiated and scalable





WE ARE THE GLOBAL COMMUNITY WITH A SHARED PASSION FOR THE GOOD LIFE

We combine the traditions of a country club with the power of a digital platform to **connect our members**, both online, and more importantly, **in real life**



OUR MEMBERS ARE PART OF AN EXCLUSIVE COMMUNITY OF GLOBAL CITIZENS

For a small fee of CHF 100 per year our members can:

- Access a **private community** of like-minded members
- Attend more than 1000 **exclusive events** every year
- Get **trusted insider advice** and engage in discussions
- Enjoy **first-class privileges** from our partners

OUR CURATED COMMUNITY REPRESENTS AN ATTRACTIVE TARGET DEMOGRAPHIC

ACCOMPLISHED

Dynamic, ambitious individuals

SOCIABLE

Seeking new experiences and connections

WORLDLY

Global and mobile community

ACCESS TO THE COMMUNITY

Membership requires an invitation from an existing member or approval by our International Membership Committee



OUR COMMUNITY HAS 28'000 MEMBERS

55%
Europe

22%
U.S.A. and Canada

23%
Others

TOP 15 ASW CITIES

- London
- New York
- Zurich
- Dubai
- Paris
- Los Angeles
- Milan
- Miami
- Geneva
- Munich
- San Francisco
- Istanbul
- Rome
- Sydney
- Singapore

WE OFFER A VARIETY OF EXPERIENCES

FLAGSHIP EVENTS



ASW ESCAPES



ACCESS EVENTS



GLOBAL EVENT SERIES



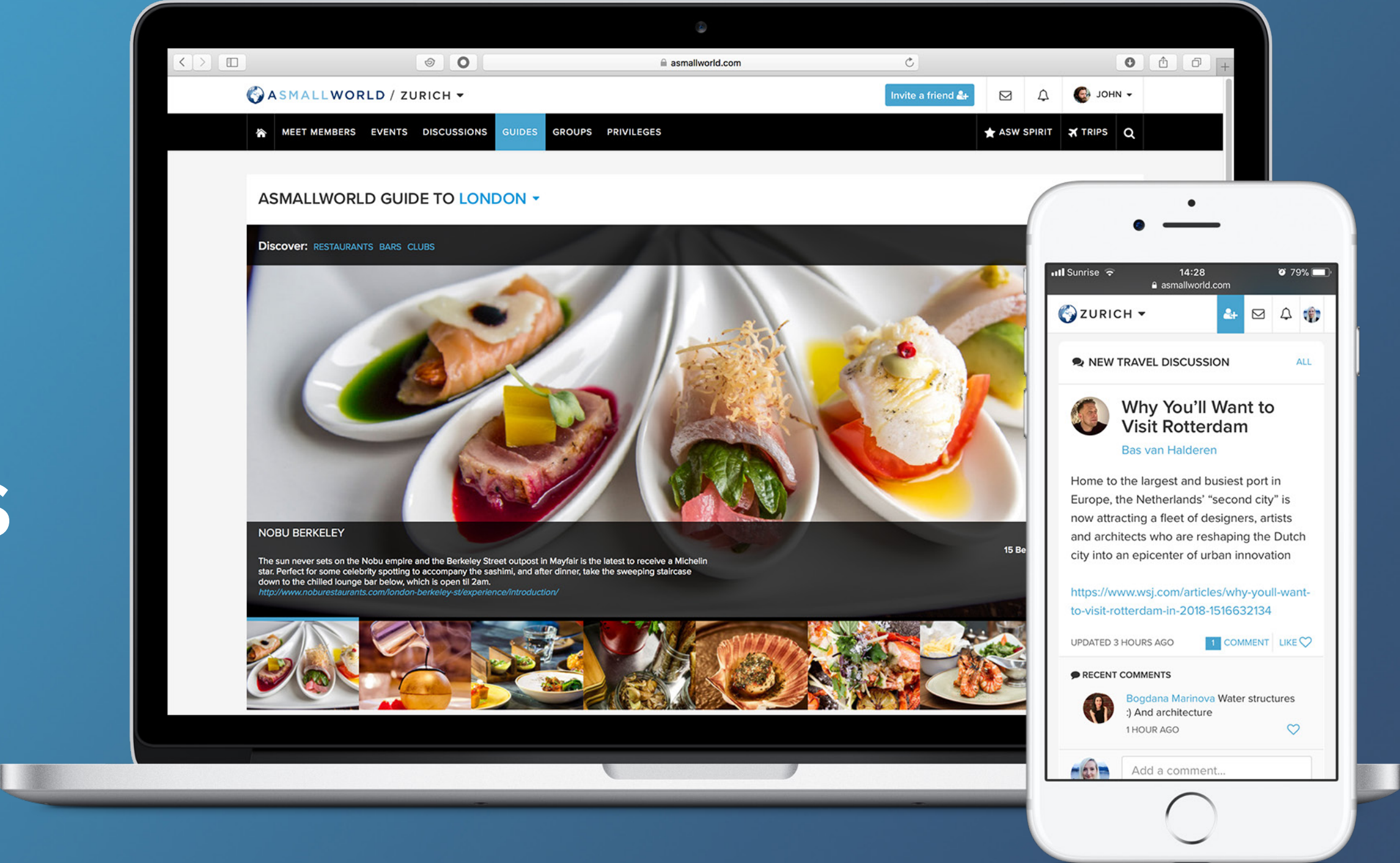
SOCIAL EVENTS



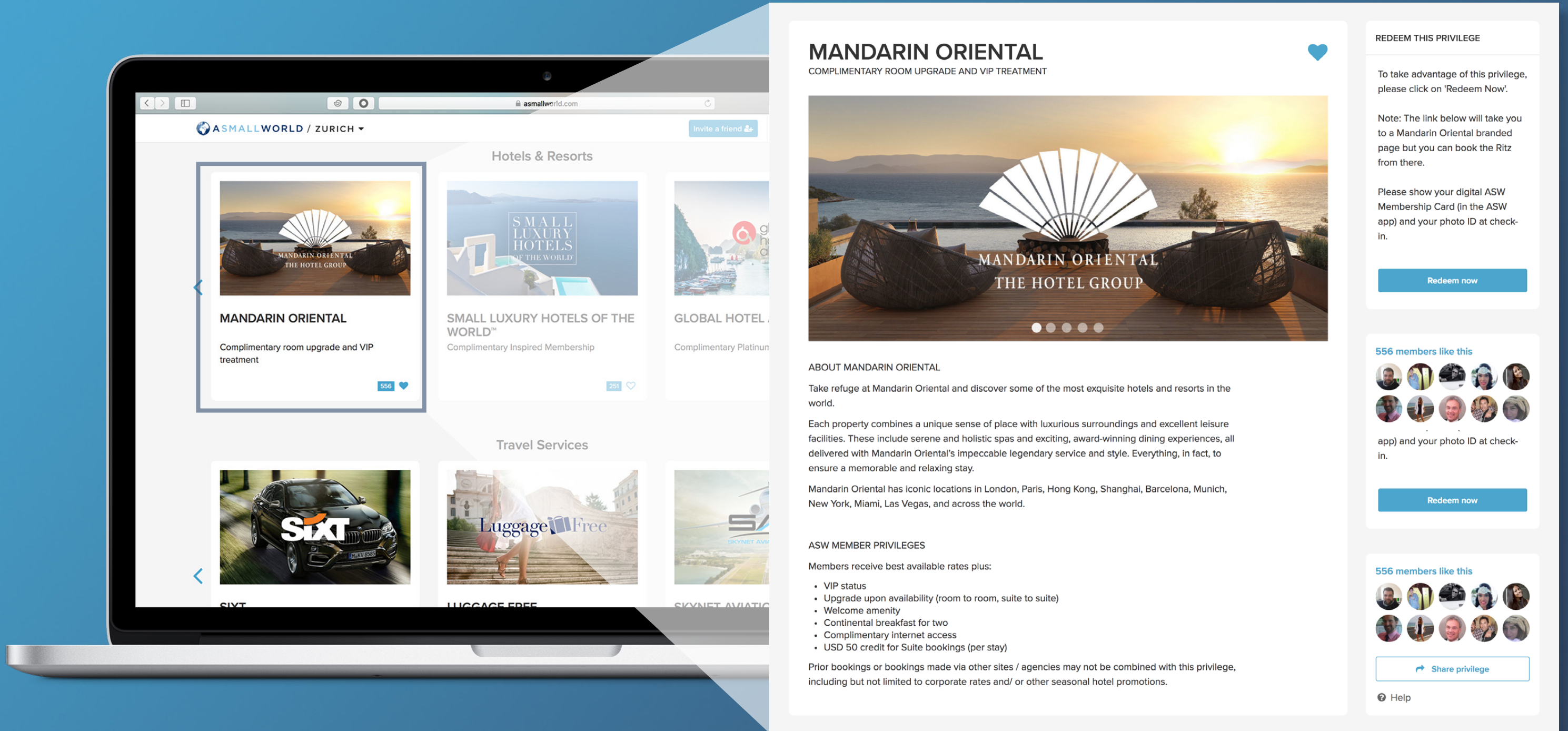
CHARITY EVENTS



MEMBERS
EXCHANGE
ADVICE AND
ENGAGE IN
DISCUSSIONS
ONLINE



MEMBERS HAVE ACCESS TO ASW-EXCLUSIVE PRIVILEGES FROM STRONG BRANDS



WE WORK WITH MANY STRONG PARTNERS








MEMBER PRIVILEGES



EVENT PARTNERSHIPS



OUR VALUE PROPOSITION SETS US APART FROM OTHER SOCIAL MEDIA SERVICES

ASW	 Private, quality-controlled	 Shared lifestyle interest	 Real-life experiences enabled by an online platform	 Privileges (no advertising)	 Membership fee
OTHER SOCIAL MEDIA	 Public, everyone can access	 Diverse interest groups	 Online	 Intrusive advertising	 Free access

THE WORLD'S FINEST CLUBS IS THE GLOBAL LEADING NIGHTLIFE AUTHORITY



THE WORLD'S
FINEST CLUBS

- World's Finest Clubs is the **leading authority** on the best and most luxurious nightlife venues around the world
- We have a network of **200 of the most exclusive, most elegant, trend-setting clubs worldwide**
- Our clients enjoy **VIP access** to all 200 member clubs and a **concierge service** for table booking



ASMALLWORLD TRAVEL OFFERS BESPOKE TRAVEL ARRANGEMENTS



- Wherever our clients want to go, we are their **personal concierge** and organise their bespoke travel arrangements
- With a strong network of world-wide partners we deliver **memorable trips** and experiences for our members
- Our service starts for arrangements above CHF 10,000

TRAVEL EXPERIENCES



VILLA RENTALS



FLIGHT BOOKING



PRIVATE YACHT CHARTERS



AGENDA

OUR VALUE PROPOSITION

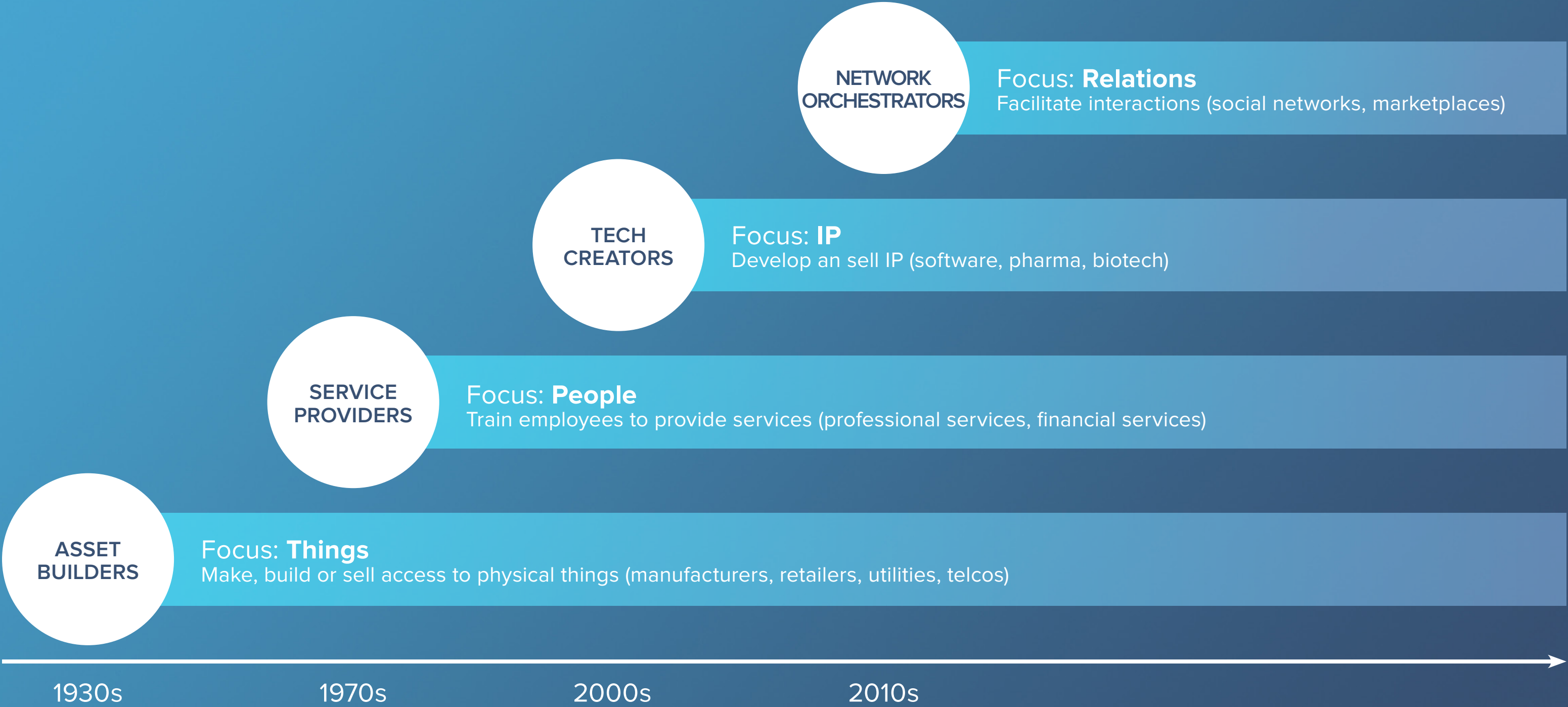
Experiences & like-minded people

OUR BUSINESS

Differentiated and scalable



ASmallworld IS A TYPICAL NETWORK ORCHESTRATOR



Source: Wharton School, University of Pennsylvania

ASMALLWORLD GENERATES REVENUES FROM SUBSCRIPTIONS AND SERVICES

ANNUAL SUBSCRIPTIONS

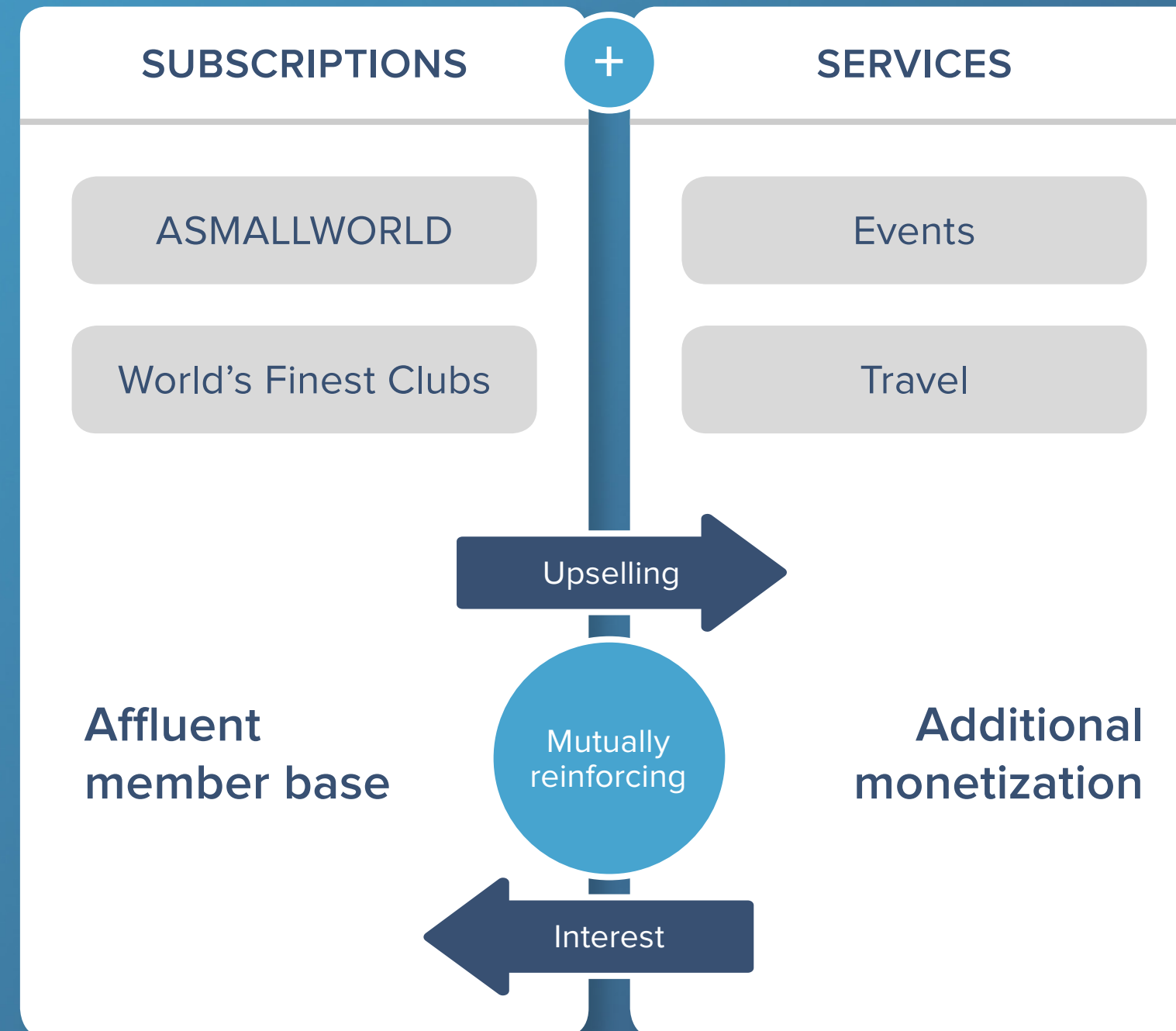
- ASMALLWORLD: CHF 100
- Finest Clubs: CHF2'400

ATTRACTIVE TARGET SEGMENT

- 25-45 years old
- Global citizens
- Frequent travelers

EXTENSIVE CONTACT LIST

- +700,000 contacts interested in ASW / WFC



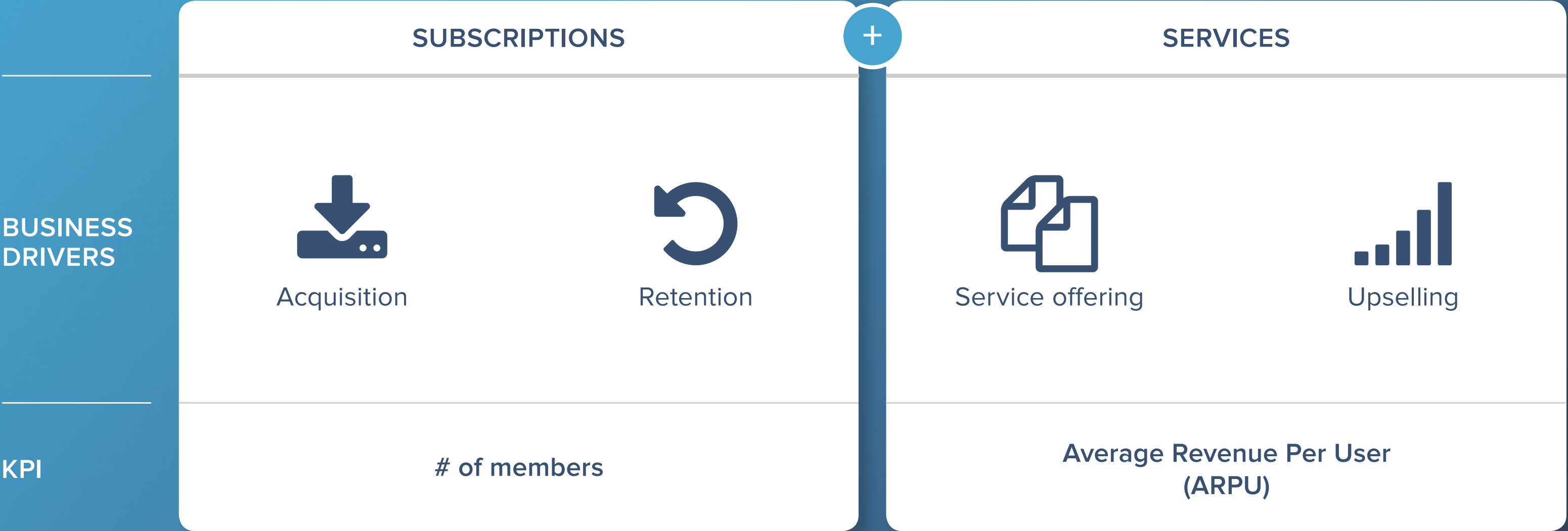
EVENTS REVENUE

- ~1'000 events / year
- Basic social gatherings free for members
- Larger events like Flagships with prices up to CHF 10'000 per event

BESPOKE TRAVEL ARRANGEMENTS

- Travel packages for affluent customer segment
- Arrangements start at CHF 10'000

OUR BUSINESS DRIVERS ARE CLEARLY IDENTIFIED: GROW THE MEMBER BASE AND THE ARPU



OUR MARKET POTENTIAL IS 20M MEMBERS IN THE WORLD’S TOP 100 CITIES

TARGET DEMOGRAPHIC

Filter criteria

Population

GEOGRAPHY

100 largest cities

800M

AGE GROUP

25 - 45 years

200M

INCOME

Top 10%

20M market potential

SUBSCRIPTIONS

CHANGING CONSUMER BEHAVIOUR IS WORKING IN OUR FAVOUR

URBAN CENTRES
GROWING



*World's
population
increasingly
urban with
more than half
living in urban
areas*

TRAVEL
INCREASING
IN IMPORTANCE



*Young people
aren't buying
homes because
they'd rather
travel the
world*

SPENDING ON
EXPERIENCES ON
THE RISE

Forbes

*The Secret to
Happiness?
Spend
Money on
Experiences,
Not Things*

FATIGUE WITH
CURRENT SOCIAL
MEDIA

The Telegraph

*People are
getting bored
of Facebook
and Instagram*

SERVICES

OUR TARGET SEGMENT HAS MANY MORE NEEDS WE CAN TAP INTO IN THE FUTURE



DATING

YACHT
CHARTER

FINANCIAL
SERVICES

MARKETPLACE

WELLBEING

CONFERENCES /
EDUCATION

PRIVATE
AVIATION

SHORT-TERM
ACCOMMODATION

TEMPORARY
WORKSPACE

JOB
SEARCH

EXPERIENCES

MEMBER
HOUSE

TRAVEL
INFORMATION
SERVICES

THE BOARD OF DIRECTORS CONSISTS OF EXPERTS IN THEIR FIELD



Patrick Liotard-Vogt
Chairman

Strategy /
Digital Business Models

- Entrepreneur and investor in Private Equity and Real Estate
- Co-founded and chairs REP Real Estate Projects AG
- Served on the board of Amiado AG (students.ch) and Avivum AG (usgang.ch), both sold to Axel Springer
- Served on the board of Sallfort Privatbank AG and Diners Club Schweiz AG



Michael Manz
Member of the Board

Tourism /
Hospitality

- Entrepreneur and investor in hospitality
- Founding partner of Swiss Hospitality Partners
- Board member of Swiss Hospitality Collection and Oro Verde Hotels
- Brought Ritz Carlton brand to Switzerland by opening the Ritz Carlton Hotel de la Paix
- MBA from Bocconi University, Milan and Master's from the Zürich Conservatory



Dr. Luca Schenk
Member of the Board

Capital markets /
Investor Relations

- Recognised financial markets expert
- CEO of BX Swiss Stock Exchange
- Member of the Board of Fontavis
- Serves on several committees for financial markets regulation
- 15 years of experience in managing and consulting SMEs
- PhD in Corporate Finance from Bocconi University, Milan

THE MANAGEMENT TEAM CAPABLE OF EXECUTING OUR GROWTH ASPIRATIONS



Jan Luescher
CEO, Member of the Board

Strategy Execution

- 10 years' experience as strategy consultant at Bain & Company
- MBA Nanyang Bus. School and Master's in Strategy & Int'l Mgmt, St. Gallen HSG
- Focus on growth strategy, operations and strategic third-party relationships



Tino Köhler
Chief Revenue Officer

Digital Marketing and Product

- 10 years' experience in development of VC-backed, fast-growing start-ups
- Master's in Management and Engineering, University of Applied Science, Leipzig
- Focus on Marketing, CRM, BI and Product development



Guido Benedini
CEO World's Finest Clubs

World's Finest Clubs Growth Strategy

- Extensive experience in the luxury industry
- Previously, CEO of Alpina and Marketing Director of Swatch, Tissot, Blancpain and Rado
- MBA from Bocconi University, Milano
- Focus exclusively on WFC



Stefan Keller
Head of Finance & Controlling

Finance and HR

- Prior to ASW, auditor at BDO AG for 8 years with focus on SMEs
- Swiss Certified Public Accountant and Master's in Bus. Admin, University of Zurich
- Focus on internal and external reporting and HR

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