

# FACT SHEET

As of: March 20, 2018

## COMPANY PROFILE

ASSmallWorld is a private social network that connects people with a shared passion for the good life.

Each year, ASSmallWorld organizes more than 1000 events around the world, where members can expand their private and professional network. Furthermore, the ASSmallWorld website and mobile apps offer members the opportunity to engage in discussions, get travel advice from the Travel Guides or other members, or meet other members while travelling the

world. Members also enjoy exclusive privileges from international partners such as status upgrades, discounts and additional services.

Besides the global ASSmallWorld community, Zurich-based ASSmallWorld AG operates ASW Travel AG, which provides bespoke travel arrangements for its customers, as well as The World's Finest Clubs AG, which offers its members access to the most exclusive nightlife venues around the world.

## WORLDWIDE PRESENCE

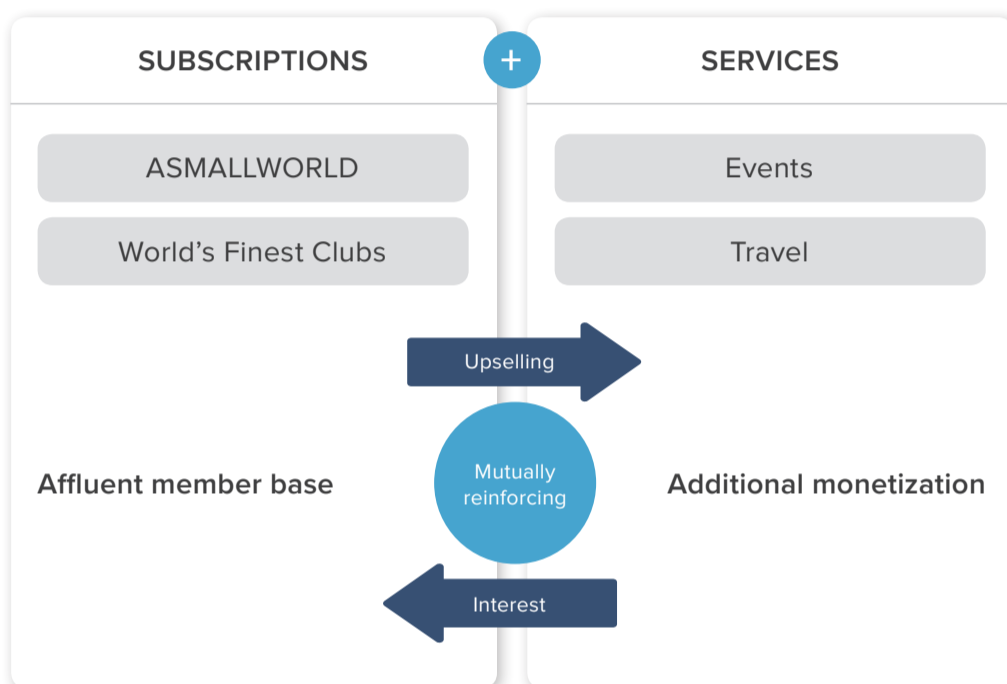
Our community has 28,000 members



### Top 15 ASW Cities

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

## BUSINESS MODEL



## KEY FIGURES

In CHF ,000

Result	2017	2016	2015
Net sales from services	5,041.5	4,172.7	4,031.3
Operating result	- 2,406.5	- 1,324.2	286.8
Net result	- 2,664.5	- 1,267.4	139.4

## BALANCE SHEET

In CHF ,000

Assets	31.12.2017	31.12.2016	31.12.2015
Total assets	5,164.0	3,003.4	2,621.8
Total equity (net assets)	1,186.2	- 666.1	- 483.7

## MANAGEMENT



**Jan Luescher**  
CEO  
Strategy Execution



**Tino Köhler**  
Chief Revenue Officer  
Digital Marketing and Product



**Guido Benedini**  
CEO World's Finest Clubs  
World's Finest Clubs  
Growth Strategy



**Stefan Keller**  
Head of Finance  
& Controlling  
Finance and HR

## BOARD OF DIRECTORS



**Patrick Liotard-Vogt**  
Chairman  
Strategy /  
Digital Business Models



**Michael Manz**  
Member of the Board  
Tourism / Hospitality

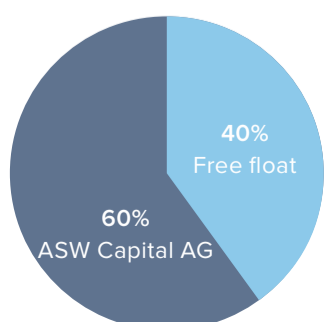


**Dr. Luca Schenk**  
Member of the Board  
Capital markets /  
Investor Relations



**Jan Luescher**  
CEO  
Strategy Execution

## SHAREHOLDER STRUCTURE



- ASW Capital AG anchor investor since 2012
- Credit line agreement from anchor investor of up to CHF 5M in place until 2025 to cover future financing needs
- ASW Capital has a lock-up commitment to hold >50% until March 2020

## STOCK FUNDAMENTALS

ISIN	CH0404880129
Swiss Security Nr.	40488012
Ticker	ASWN
Industry	Social Media
No. of shares	8'137'153
Stock exchange	SIX Swiss Exchange