

share the good life

**INVESTORA**  
**INVESTOR CONFERENCE ZURICH**  
SEPTEMBER 26<sup>TH</sup> 2018

ASW Summer Week

SAINT-TROPEZ  
25<sup>th</sup> - 27<sup>th</sup> May 2018

*The global community with a  
shared passion for the good life*

ASMALLWORLD is the world's leading lifestyle community  
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 CURATED COMMUNITY REPRESENTS AN ATTRACTIVE TARGET DEMOGRAPHIC

## SOCIABLE

Seeking new experiences and connections

## INTERNATIONAL-MINDED

Valuing different cultures and global mobility

## ACCOMPLISHED

Dynamic, ambitious individuals

## KEY STATISTICS

Average age: 37 years

55% male, 45% female

30% business owners or C-level position

Average of 17 trips p.a.

## ACCESS TO THE COMMUNITY

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

# OUR COMMUNITY HAS 33'000 MEMBERS

**57%**  
Europe

**19%**  
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



# A COMPELLING VALUE PROPOSITION FOR OUR MEMBERS

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

- Access a curated, **private community** with global reach
- Meet **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 VIRTUAL CLUBHOUSE

Members can access the community via our **mobile apps and our website**

A wealth of **functions** including:

- Member directory and profiles
- 1-on-1 chat
- Event calendar
- Discussion boards
- Market place

**Proprietary platform**, developed and maintained in-house



# WE OFFER A VARIETY OF EXPERIENCES

## FLAGSHIP EVENTS



## ASW ESCAPES



## ACCESS EVENTS



## GLOBAL EVENT SERIES



## SOCIAL EVENTS



## CHARITY EVENTS



# MEMBERS HAVE ACCESS TO ASW-EXCLUSIVE PRIVILEGES FROM STRONG BRANDS

The image shows a laptop displaying the ASmallWorld website. The main page features a grid of 'Hotels & Resorts' and 'Travel Services'. A zoomed-in view of the 'MANDARIN ORIENTAL' privilege page is shown on the right. The page title is 'MANDARIN ORIENTAL' with the subtitle 'COMPLIMENTARY ROOM UPGRADE AND VIP TREATMENT'. The main image shows a sunset over a lake with a fan-shaped structure. Below the image, there is a section 'ABOUT MANDARIN ORIENTAL' and 'ASW MEMBER PRIVILEGES'.

**MANDARIN ORIENTAL**  
COMPLIMENTARY ROOM UPGRADE AND VIP TREATMENT

**REDEEM THIS PRIVILEGE**

To take advantage of this privilege, please click on 'Redeem Now'.

Note: The link below will take you to a Mandarin Oriental branded page but you can book the Ritz from there.

Please show your digital ASW Membership Card (in the ASW app) and your photo ID at check-in.

[Redeem now](#)

**556 members like this**

[Redeem now](#)

**556 members like this**

[Share privilege](#)

[Help](#)

**ABOUT MANDARIN ORIENTAL**

Take refuge at Mandarin Oriental and discover some of the most exquisite hotels and resorts in the world.

Each property combines a unique sense of place with luxurious surroundings and excellent leisure facilities. These include serene and holistic spas and exciting, award-winning dining experiences, all delivered with Mandarin Oriental's impeccable legendary service and style. Everything, in fact, to ensure a memorable and relaxing stay.

Mandarin Oriental has iconic locations in London, Paris, Hong Kong, Shanghai, Barcelona, Munich, New York, Miami, Las Vegas, and across the world.

**ASW MEMBER PRIVILEGES**

Members receive best available rates plus:

- VIP status
- Upgrade upon availability (room to room, suite to suite)
- Welcome amenity
- Continental breakfast for two
- Complimentary internet access
- USD 50 credit for Suite bookings (per stay)

Prior bookings or bookings made via other sites / agencies may not be combined with this privilege, including but not limited to corporate rates and/ or other seasonal hotel promotions.



# WE WORK WITH MANY STRONG PARTNERS

## MEMBER PRIVILEGES

Partner of  
**Miles & More**

**ETIHAD**  
GUEST

**Jumeirah**<sup>™</sup>  
HOTELS & RESORTS

**SIXT**  
rent a car

*Fairmont*

 global  
hotel  
alliance<sup>™</sup>

**The Standard**

**secret escapes**

  
**SAATCHI ART**

**THE PENINSULA**  
HOTELS

## EVENT PARTNERSHIPS



JIMMY CHOO

  
**GREY GOOSE**<sup>®</sup>  
WORLD'S BEST TASTING VODKA

  
**BELUGA**  
NOBLE RUSSIAN VODKA


**PARMIGIANI**  
FLEURIER

  
ARTON CAPITAL

  
**LA MARTINA**



  
**HUBLOT**

  
DIPLOMÁTICO

**WESTIN**<sup>®</sup>  
HOTELS & RESORTS

Note: Only a representative selection of partners, not a complete list

# BUSINESS MODEL: REVENUES ARE GENERATED FROM SUBSCRIPTIONS AND SERVICES

## ANNUAL SUBSCRIPTIONS

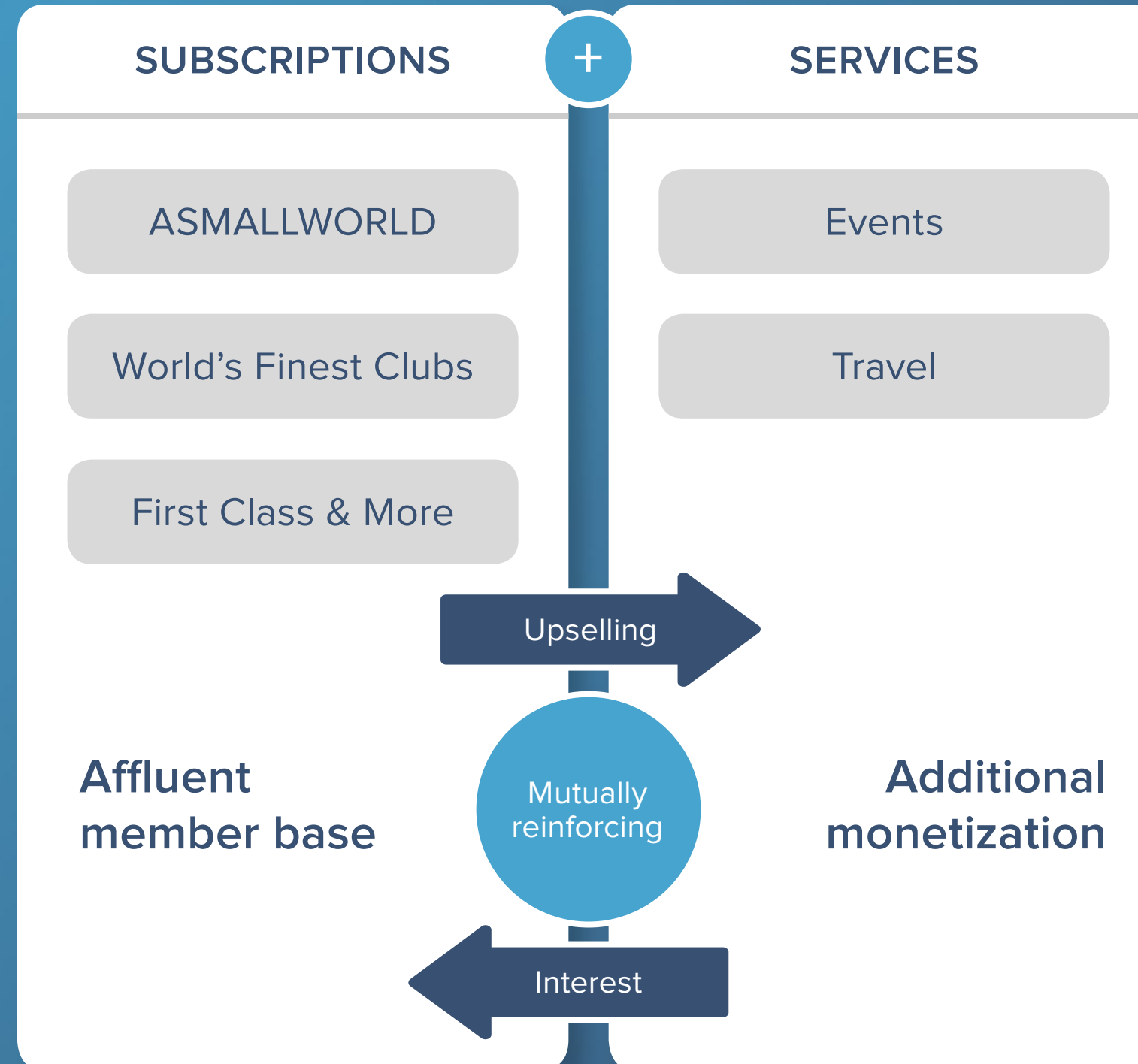
- ASW Access: CHF 100
- ASW Premium memberships: up to CHF 25'900
- World's Finest Clubs: CHF 2,400
- First Class & More: CHF 1'200

## ATTRACTIVE TARGET SEGMENT

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

## EXTENSIVE CONTACT LIST

- +700,000 contacts interested in ASW / WFC
- 60,000 contacts from First Class & More



## 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

## TRAVEL ARRANGEMENTS

- Travel packages for affluent customer segment
- Around the world trips

# 'STRATEGY 2022' – OUR 5-YEAR PLAN

**GOALS BY 2022:  
100'000 MEMBERS  
CHF 20M REVENUE**

## KEY GROWTH INITIATIVES

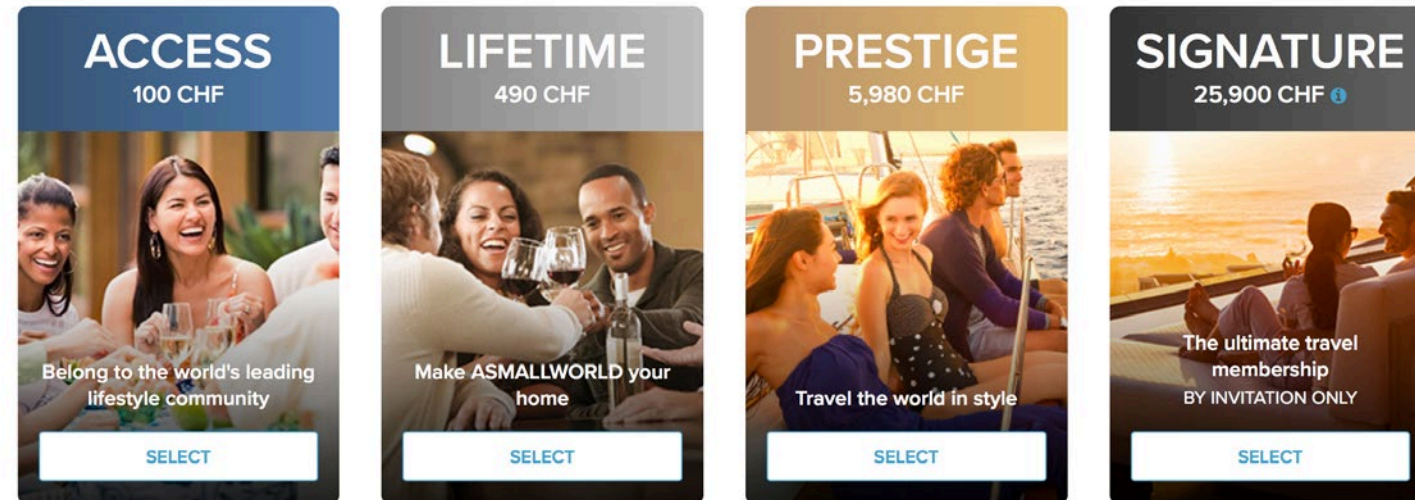
- 1 Increase penetration in core markets
- 2 Expand geographic reach
- 3 Introduce premium membership tiers
- 4 Expand service offering

**IN ADDITION TO ORGANIC GROWTH INITIATIVES:  
ACQUISITIONS THAT STRENGTHEN THE COMMUNITY BUSINESS  
AND/OR EXPAND SERVICE OFFERING**

# WE MADE SIGNIFICANT PROGRESS TOWARDS ACHIEVING OUR GOALS

- **Went public** on SIX Swiss Exchange as first listed social media company in Switzerland
- Launched **premium membership** tiers to broaden service offering in May
- Expanded service business with **more events and travel services**
- Delivered robust **business growth** during H1 2018; **grew revenue by 112%**
- **Raised CHF 8.3M** of equity capital with institutional investors on May 30<sup>th</sup> earmarked for M&A
- Closed **acquisition of First Class & More**, a luxury travel community to accelerate growth and bring the break-even forward

# NEW MEMBERSHIP TIERS



## SELECTION OF PRIVILEGE PARTNERS

Partner of  
**Miles & More**

**ETIHAD**  
GUEST

**THE WORLD'S**  
FINEST CLUBS

**DRAGONPASS**

**SIXT**  
rent a car

global  
hotel  
alliance

**Smith**  
Mr & Mrs Smith

**Jumeirah**  
HOTELS & RESORTS

- Introduced **four membership tiers** on May 3<sup>rd</sup>
  - **Access:** Basic membership for the ASW community
  - **Lifetime:** 'Access' for a lifetime with one-off payment
  - **Prestige:** Exclusive travel privileges and 250,000 airmiles
  - **Signature:** Ultimate travel privileges and 1M Etihad Guest airmiles
- **Strong partners** for Signature and Prestige memberships:
  - **Airlines:** Miles & More and Etihad Guest
  - **Hotels:** Global Hotel Alliance, Mr. & Mrs. Smith and Jumeirah Hotels & Resorts
  - **Mobility:** Sixt
  - **Airport lounges:** DragonPass
- **On track** to reach sales target of 0.5% of member base for 2018 with premium memberships

# PRESTIGE WITH MILES & MORE OPTION

THE EXCLUSIVE ASMALLWORLD

## PRESTIGE MEMBERSHIP

- 250,000 Miles & More Award Miles
- World's Finest Clubs 'Premium' membership
- DragonPass airport lounge access - 'Prestige' membership
- Global Hotel Alliance 'Discovery Black' status
- Mr & Mrs Smith 'SilverSmith' status
- Jumeirah 'Silver' status
- SIXT 'Platinum' status
- ASMALLWORLD membership

TRAVEL THE WORLD IN STYLE

- Prestige membership with 250,000 Miles & More Award Miles **best-performing premium membership**
- ASW only M&M partner to ever offer such a **large amount of M&M Award Miles** to members
- ASW is directly **connected to M&M system** with instant crediting ability
- Price for annual membership CHF 5,980

# ASW SUMMER WEEKEND IN SAINT-TROPEZ FIRMLY ESTABLISHED AS 2<sup>ND</sup> FLAGSHIP EVENT



- Event took place for **second time** this May
- **Over 150 guests** participated, an **increase of almost 50%** from last year
- **Great member feedback**
- Event firmly **established as 2<sup>nd</sup> Flagship** event besides ASW Winter Weekend in Gstaad
- 2019 event in planning

# FIRST ACQUISITION SIX MONTHS AFTER LISTING



**cash** Informieren ▾ Investieren ▾ Diskutieren ▾ cash Trade

Startseite > Informieren > News > Asmallworld kauft Luxusreise-Community – Aktie gesucht

Soziales Netzwerk

## Asmallworld kauft Luxusreise-Community – Aktie gesucht

Asmallworld übernimmt die Luxusreise-Community First Class & More mit Sitz in Deutschland. Die Aktien reagieren mit einem



■ **ACQUISITION** 25 Septembre 2018

## Asmallworld rachète le portail de voyages de luxe First Class & More

**PAR AWP** Le réseau social Asmallworld, coté à la Bourse suisse, espère "nettement" accélérer sa croissance avec cette opération et bénéficier d'importantes synergies.



## ASMALLWORLD AG (SWX:ASWN) announces the acquisition of First Class & More

ASMALLWORLD AG / Key word(s): Takeover/Mergers & Acquisitions

25-Sep-2018 / 07:20 CET/CEST  
Release of an ad hoc announcement pursuant to Art. 53 KR  
The issuer is solely responsible for the content of this announcement



FINANZ und WIRTSCHAFT MEISTGELESEN

25.09.2018 – 08:07 UNTERNEHMEN / SCHWEIZ

## Asmallworld übernimmt deutsche Luxusreise-Community

Das soziale Netzwerk verspricht sich von der Übernahme von First Class & More ein erhebliches Umsatzwachstum.



# FIRST CLASS & MORE IS A SUBSCRIPTION-BASED LUXURY TRAVEL COMMUNITY



- Leading German insider portal for luxury travel and the best usage of loyalty programs
- Dals communicated to members via newsletters and other channels
- 60,000 customers, 10,000 paying
- Currently only operates in German-speaking world

The screenshot shows the website's header with the logo and navigation menu. The main content area features a large image of a Lufthansa Business Class cabin with the text: "Lufthansa Business Class Flüge an die US-Ostküste ab 1.311 Euro oder an die US-Westküste ab 1.410 Euro buchen". Below this, there are sections for "AIRLINE- UND HOTEL-HIGHLIGHTS" with logos for Lufthansa, Star Alliance, escapes, and global hotel alliance. A "PLATIN HIGHLIGHTS" section lists "Australien Business 1.471 Euro, Lufthansa". On the right, there is a "PREMIUM LOGIN" form with fields for "E-Mail oder Benutzername" and "Passwort", and a "EINLOGGEN" button.

# FC&M STUDIES ARE FEATURED IN MANY MAJOR GERMAN JOURNALS AND NEWSPAPERS

manager magazin online

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

COSMOPOLITAN

DIE WELT

Men'sHealth

connoisseur *circle*  
DIE HOHE KUNST DES REISENS

Clever reisen!

aktuell ASIA

myself

numero

Bild.de

abenteuer  
und reisen

WELT am SONNTAG

20  
minuten  
ONLINE

GQ

FOCUS MONEY

ONLINE  
FOCUS

Discover ME

Wirtschafts  
Woche

REISE & PREISE

Süddeutsche Zeitung

# EXAMPLE: MANAGER MAGAZIN AWARD AIRLINE AND HOTEL RANKINGS BASED ON FC&M STUDIES

WIRTSCHAFT AUS ERSTER HAND 5/2014 DE 8,50 EUR

# manager

**Berenberg**  
Privatbank außer Rand und Band

**Silicon Valley**  
Die unerträgliche Arroganz von Google & Co.

**LUFTHANSA**  
Operation Kunde – der Angriffsplan des neuen Chefs

**+EXKLUSIVSTUDIE**  
Wer die besten Vielflieger-Programme hat

## DER GROSSE KEHRAUS

Führungschaos, Managementfehler, Preiskrieg – verliert der Discounter den Zweikampf mit Aldi?

## Schlafen Sie sich reich!

**BONUSPROGRAMME** Was bei Airlines die Meilen, sind bei Hotelketten die Punkte. Eine Exklusivstudie zeigt, wo sich Treue am meisten auszahlt.

**WILD GEWORBEN 200**  
Das von Frank Gehry entworfene Luxushotel „Marques de Vassal“ der Kette Starwood liegt rund 30 Kilometer von Madrid entfernt zwischen Weinbergen

**DIE EINZELWERTUNG**  
Das Ranking setzt sich aus vier Kategorien zusammen, die höchst unterschiedlich bewertet werden

Travelprogramm	Wohn	Wohn	Wohn	Wohn	Wohn
Hyatt Gold Passport	8,5	4,5	10,0	7,5	8,5
Walden Hiltons	8,2	7,5	9,0	7,8	7,8
Marriott Rewards	7,8	6,7	8,8	7,0	7,7
Starwood	6,7	5,7	3,7	7,9	5,6
Club Carlson	6,6	4,7	7,9	7,3	6,1
IHG Rewards Club	6,5	6,5	8,2	7,3	5,7
Ritz-Carlton Rewards	5,8	6,0	7,3	6,0	5,9
Le Club AccorHotels	5,4	6,5	3,9	6,0	6,3
Shangri-La Gold, Circle	5,4	4,5	3,7	5,6	7,8
Club de Privilèges	4,6	4,8	6,0	5,8	5,3
Jameson Whisky	4,5	4,7	2,9	5,0	7,1
Best Western Rewards	3,4	5,5	4,8	3,3	1,8

**FEIERFREUDIG**  
Benötigte Ausgaben für einen Freizeiter im besten Haus einer Hotelkette zur besten Reisezeit, 10 Euro?

**Ben Warten** 2600  
**Club Carlson** 2790  
**Manduca** 2976  
**Wald** 3276  
**Club** 3377  
**Hyatt** 3321  
**Walden** 3320  
**Walden** 3424  
**Accor Hotels** 10 400  
**Shangri-La** 10 790  
**Starwood** 14 750  
**Jameson** 18 275

**Walden** 10 400  
**Shangri-La** 10 790  
**Starwood** 14 750  
**Jameson** 18 275

**Walden** 10 400  
**Shangri-La** 10 790  
**Starwood** 14 750  
**Jameson** 18 275

Flugprämie buchen

Hin- und Rückflug  Nur Hinflug

Von:

Nach:

Am: 30.03.2015

Am: 30.03.2015

Bevorzugte Beförderungsklasse: Economy

Wer wird reisen?: Ich buche für mich

Flüge suchen

Ihren Meilen eine Klasse höher:

- Flugprämien
- Star Alliance Upgrade-Prämien
- Meilenrechner
- Flugprämienberater
- Mielenrechner

Aktuelle Meilenschnäppchen

Ihre Flugprämien zum Schnäppchenpreis!

Stöbern Sie in den Angeboten auf [www.miles-and-more.com/meilenschnaepchen](http://www.miles-and-more.com/meilenschnaepchen)

**manager magazin**  
Das beste Vielfliegerprogramm 2014  
**GESAMTSIEGER**  
Lufthansa Miles & More

Programm

Meilen sammeln

Neuanmeldung

In der Luft

Statusvorteile

Am Boden

**manager magazin**  
Das beste Vielfliegerprogramm 2014  
**GESAMTSIEGER**  
Lufthansa Miles & More

# ACQUISITION OF FIRST CLASS & MORE WILL LEAD TO SIGNIFICANT REVENUE SYNERGIES

## ASMALLWORLD AG

- Increases revenue profile substantially
- Accelerates path to profitability
- FC&M additional marketing channel for ASW to drive member and services growth
- Additional know-how: Alexander Koenig to join management team

## First Class & More

- ASW strong partner to launch new international business
- Expand marketing reach beyond German-speaking world
- Alexander Koenig to focus on international expansion; team for core FC&M business in place

## ASMALLWORLD community

- Additional content from FC&M for travel-oriented ASW community
- Preferential access to FC&M deals and subscriptions
- Expand travel offering for ASW community

# OUR TARGET SEGMENT HAS MANY MORE NEEDS; WE CONTINUOUSLY ASSESS ADDITIONAL GROWTH OPPORTUNITIES



DATING

YACHT  
CHARTER

TRAVEL  
INFORMATION  
SERVICES

FINANCIAL  
SERVICES

MARKETPLACE

MEMBER  
HOUSE

EXPERIENCES

WELLBEING

CONFERENCES /  
EDUCATION

PRIVATE  
AVIATION

SHORT-TERM  
ACCOMMODATION

TEMPORARY  
WORKSPACE

JOB  
SEARCH

*share the good life*