



ASmallWorld

COMPANY PRESENTATION

16TH MAY 2019

HAUCK & AUFHÄUSER STOCKPICKER SUMMIT

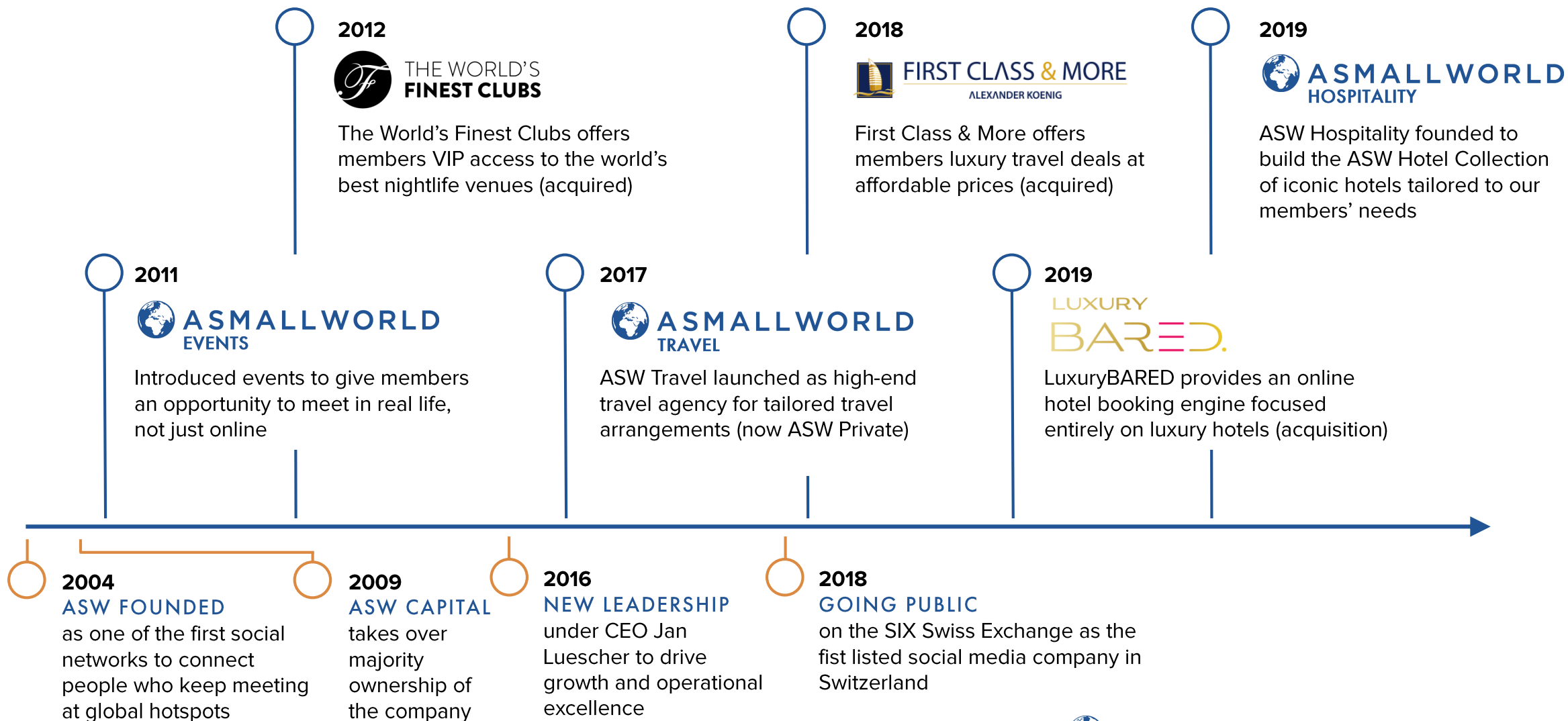
THE ASMALLWORLD GROUP

Our vision is to build the world's leading **TRAVEL & LIFESTYLE COMMUNITY**, focusing on **EXPERIENCES**: the modern-day definition of luxury.

Centred around the ASMALLWORLD social network, we operate a digital **TRAVEL & LIFESTYLE ECOSYSTEM** which enables and inspires our members to **MAKE NEW CONNECTIONS, TRAVEL BETTER, AND EXPERIENCE MORE.**

OUR HISTORY

WE HAVE BEEN BUILDING A STRONG ECOSYSTEM OF TRAVEL & LIFESTYLE BUSINESSES



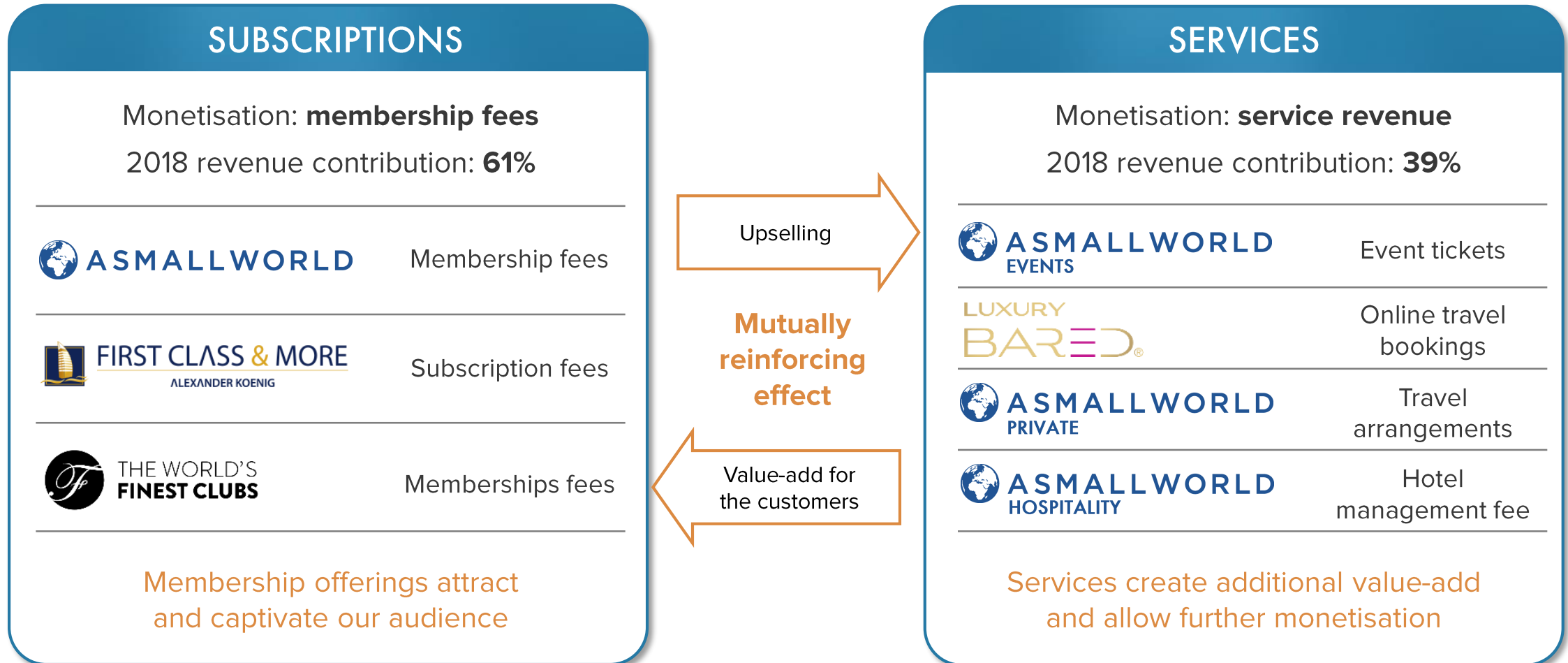
THE ASW TRAVEL & LIFESTYLE ECOSYSTEM

CENTRED AROUND THE ASW SOCIAL NETWORK, OUR GROUP OFFERS A WEALTH OF TRAVEL & LIFESTYLE SERVICES



OUR BUSINESS MODEL

WE MONETISE OUR CUSTOMERS THROUGH A COMBINATION OF SUBSCRIPTIONS AND SERVICES



ASW - THE SOCIAL NETWORK FOR TRAVEL & LIFESTYLE

WE CONNECT PEOPLE INTERESTED IN TRAVEL & LIFESTYLE ACROSS THE WORLD, ONLINE AND IN REAL LIFE



UNIQUE VALUE PROPOSITION

- **INTEREST-BASED** social network, uniting people with a shared passion for travel & lifestyle across the world
- Curated and **QUALITY-CONTROLLED COMMUNITY**, requiring an invitation or application
- No targeted advertising so **NO ABUSE OF PERSONAL DATA**

WHAT WE OFFER OUR MEMBERS

- **ACCESS** to an exclusive, and trusted, members-only community
- Opportunity to **MEET LIKE-MINDED MEMBERS** from across the world
- +1000 **EXCLUSIVE EVENTS** every year
- **INSIDER ADVICE** for travel and lifestyle
- **PRIVILEGES** from partner brands

ASW TARGETS A HIGHLY ATTRACTIVE AUDIENCE

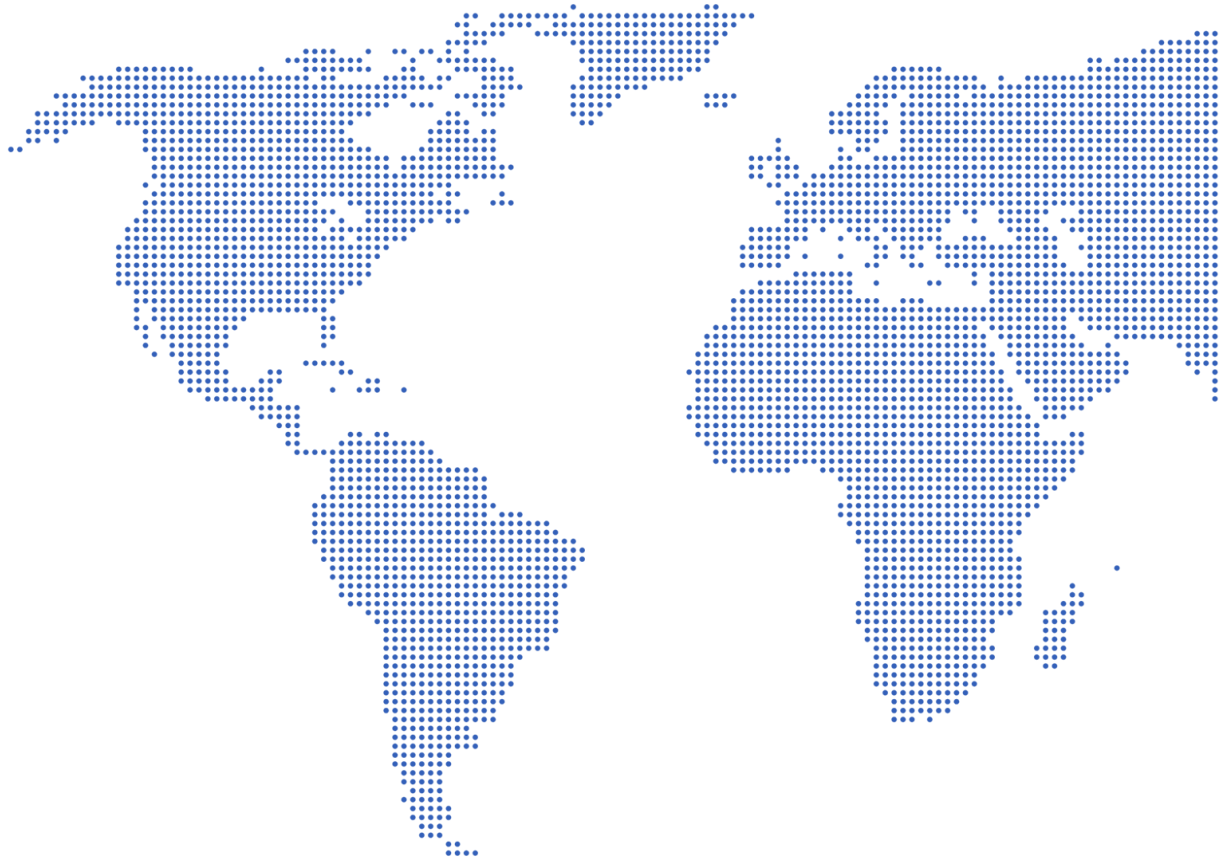
ASW MEMBERS ARE A DEMOGRAPHIC WITH HIGH INCOME AND HIGH SPEND



- **MATURE AUDIENCE:** average age 37 years
- **BALANCED GENDER MIX:** 53% male and 47% female
- **SUCCESSFUL:** 38% own their own business and 19% hold executive-level positions
- **HIGH INCOME:** average annual income above CHF 220,000; 59% earn more than CHF 150k and 9% more than CHF 500k
- **FREQUENT TRAVELLERS:** 21 leisure and 16 business trips per year
- **HIGH TRAVEL SPEND:** total of CHF ~1.1 billion annual hotel spend (CHF ~680M on leisure and CHF ~430M on business)

ASW'S REACH IS GLOBAL

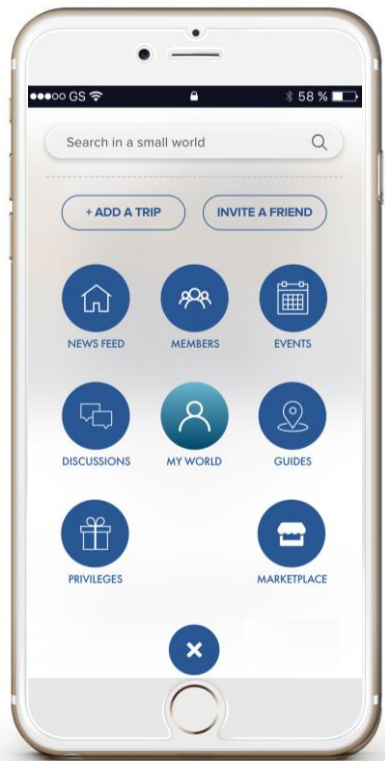
ASW'S FOOTPRINT IS GLOBAL, WITH A FOCUS ON LARGE, WESTERN CITIES



- Our current focus is on **EUROPEAN AND NORTH-AMERICAN CITIES**
- We have members **FROM ALL AROUND THE WORLD**
- Our **TOP 15 CITIES** include:
 - London
 - New York
 - Zurich
 - Dubai
 - Paris
 - LA
 - Milan
 - Miami
 - Geneva
 - Munich
 - San Francisco
 - Istanbul
 - Rome
 - Sydney
 - Singapore

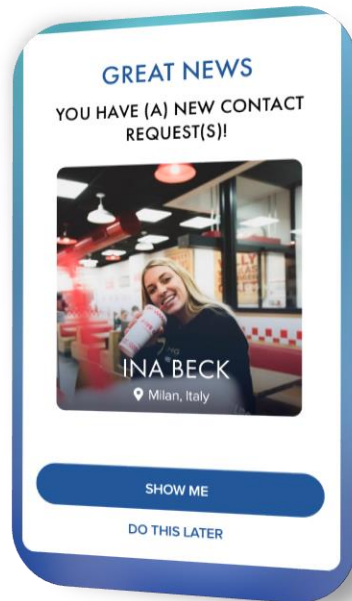
ASW IS POWERED BY A DIGITAL PLATFORM

OUR APPS AND WEBSITE OFFER MEMBERS A WEALTH OF FEATURES TO CONNECT, MEET AND TRAVEL IN STYLE



SOCIAL DISCOVERY

Meet like-minded people



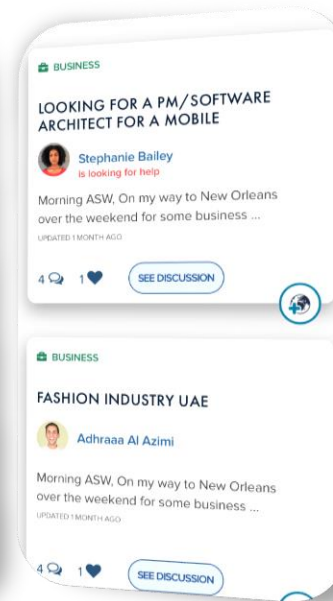
EVENTS & EXPERIENCES

Attend more +1000 events



DISCUSSIONS

Exchange travel & lifestyle advice



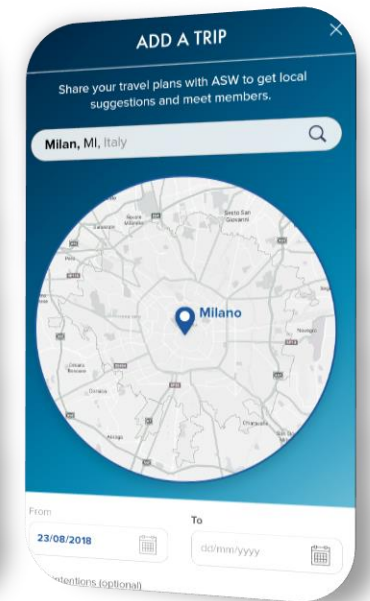
CITY GUIDES

Find ASW hotspots



TRIPS

Know who's travelling when



ASW MONETISED THROUGH MEMBERSHIP FEES

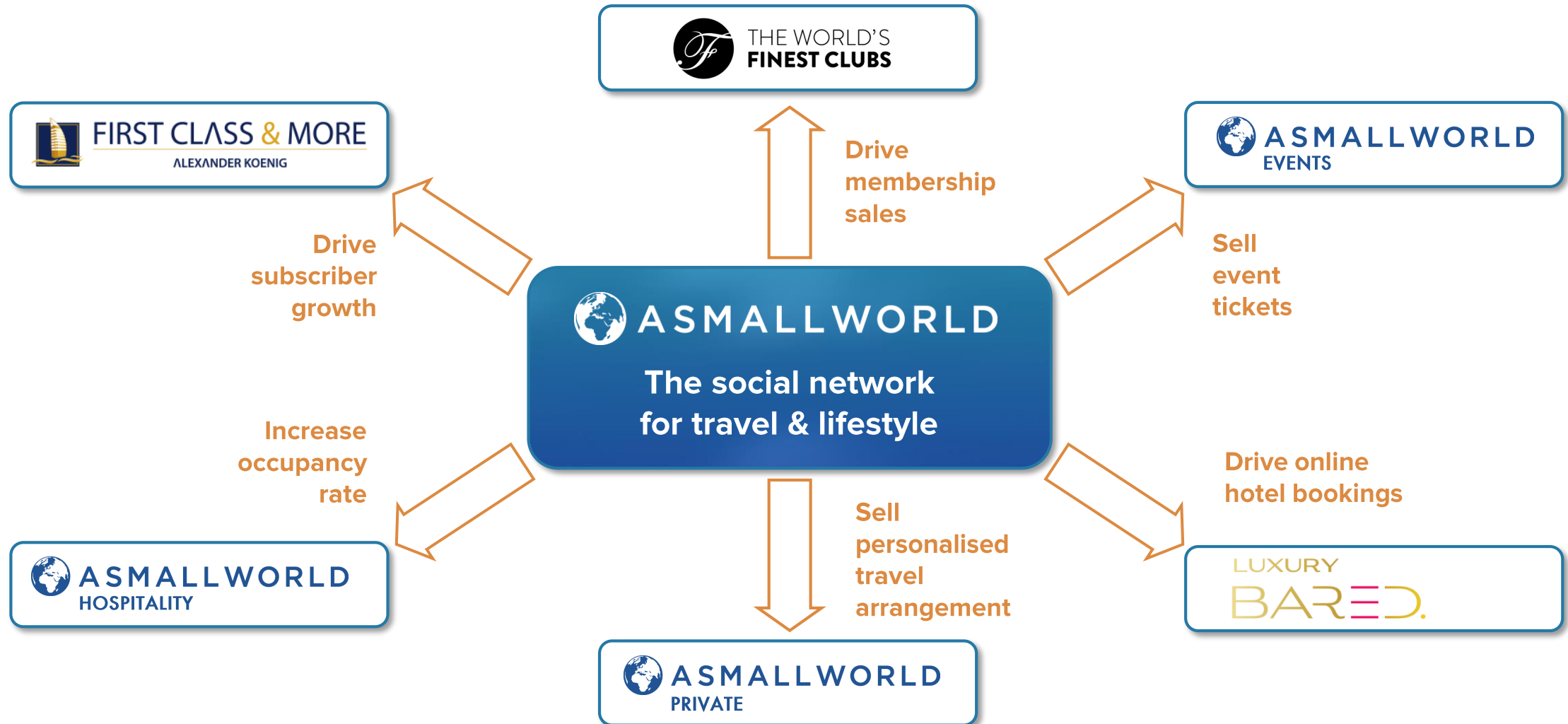
WE OFFER OUR MEMBERS MULTIPLE MEMBERSHIP LEVELS TO GET ACCESS TO OUR COMMUNITY



- Our members pay an **ANNUAL FEE** to get access to the ASW community
- The **ENTRY TICKET IS THE “ACCESS” MEMBERSHIP**, priced at CHF 100, which is what 99% of members choose
- In addition, we also offer the **TRAVEL-FOCUSSED PRESTIGE AND SIGNATURE** memberships with a significant amount of **TRAVEL PRIVILEGES**
 - 250,000 miles from Miles & More or Etihad Guest
 - World’s Finest Clubs membership
 - DragonPass airport lounge access
 - Hotel programme status with Global Hotel Alliance, Mr & Mrs Smith and Jumeirah Sirius
 - Sixt ‘Platinum’ status

ASW NETWORK DRIVES TRAFFIC TO OTHER BUSINESSES

WE DRIVE TRAFFIC TO OTHER BUSINESSES IN OUR ECOSYSTEM TO ACCELERATE GROWTH AND REVENUE



FIRST CLASS & MORE

ACCESS TO THE WORLD OF SMART LUXURY TRAVEL



FIRST CLASS & MORE
ALEXANDER KOENIG

FIRST CLASS & MORE
ALEXANDER KOENIG

TOP DEALS PUBLIKATIONEN ÜBER UNS SHOP HOTELS DESTINATIONEN SEMINARE KONTAKT LOGIN

Unser Blog - Ihr erster Anlaufpunkt für Luxusreisen zu günstigen Preisen

In Business, First Class und Luxushotels bis zu 70% sparen - Wir machen Luxusreisen dank Insider-Wissen erschwinglich

Mit über 400.000 Facebook Fans ist First Class & More das führende deutschsprachige Infoportal für Luxusreisen zu Insider-Preisen und die optimale Ausnutzung von Meilen- und Hotelprogrammen.

Sie möchten Business und First Class fliegen, einen hohen Vielflieger- oder Hotelstatus haben und in Suiten der schönsten Hotels weltweit mit VIP-Behandlung übernachten - und das zu Preisen, die bis zu 70% niedriger liegen? Dann lesen Sie hier mehr über das First Class & More Prinzip oder sehen Sie sich hier die aktuellen Deal-Highlights an.

Alexander Koenig, Ex BCG- und McKinsey-Berater sowie Gründer von First Class & More, ist in der Presse auch als „Meilenkönig“ bekannt (hier ansehen) und schreibt regelmäßig für das manager magazin, focus.de, bild.de, aerotelegraph und clever reisen.

Im Folgenden lesen Sie mehr zu unseren Leistungen. Wenn Sie direkt die besten Reisedeals sehen möchten, dann klicken Sie hier. Sollten

BLOG HIGHLIGHTS

- FLUGSUCHE AB D, AT, CH
- FLUGDistanzRECHNER

TOP DEALS

- TÄGLICHE DEAL HIGHLIGHTS
- PLATIN/DIAMANT DEAL ARCHIV
- GOLD DEAL ARCHIV

MEILEN

- TOP-MEILENKREDITKARTEN
- MEILENKAUF UND -EINLÖSUNG

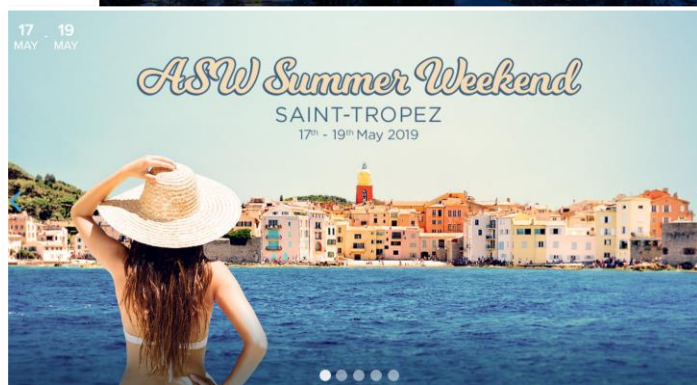
VIELFLIEGERSTATUS

- LUFTHANSA STATUS ARCHIV
- HON CIRCLE STATUS ARCHIV
- BRITISH AIRWAYS

- Leading German-speaking **INSIDER PORTAL FOR LUXURY TRAVEL** and the use of airline and hotel loyalty programs
- Offers three **ANNUAL MEMBERSHIPS** which provide access to travel deals, insider knowledge and advisory services:
 - Gold: EUR 59/year
 - Platinum: EUR 199/year
 - Diamond: EUR 999/year
- Over **10'000 PAID ANNUAL SUBSCRIPTIONS** and over 60'000 newsletter subscribers
- Generated more than **CHF 2.5M IN CASH FLOW** in 2018
- Launch of **INTERNATIONAL SITE** planned for May 2019
- New site bringing the services to an English-speaking audience, **BROADENING THE TARGET AUDIENCE** significantly

ASMALLWORLD EVENTS

UNIQUE EXPERIENCES AND OPPORTUNITIES TO MEET OTHER MEMBERS

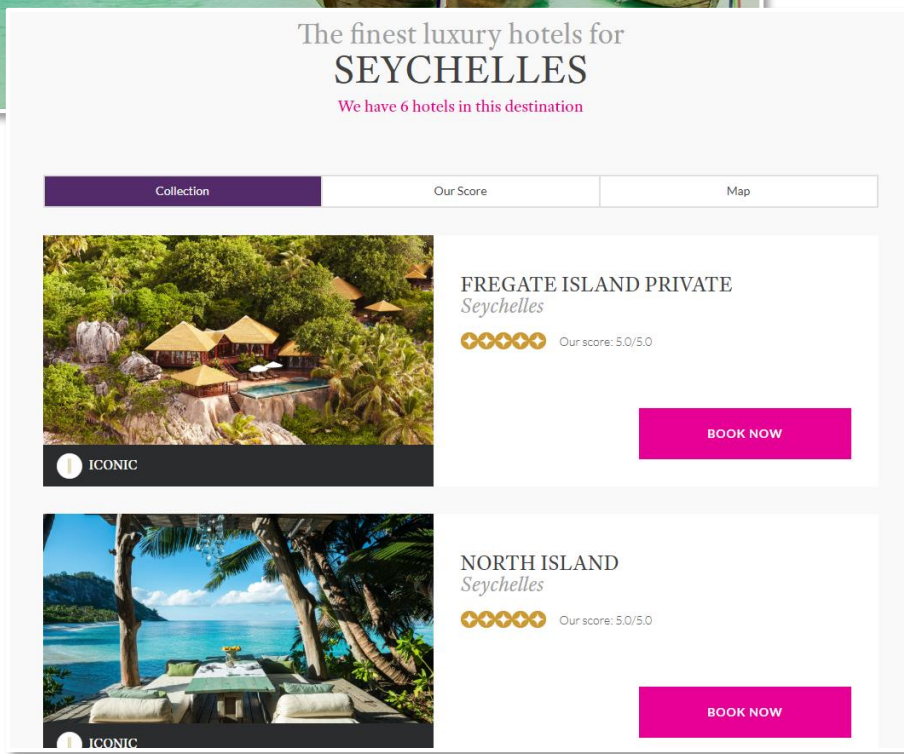


- **IN-HOUSE EVENTS TEAM** for the ASMALLWORLD community
- Offering **UNIQUE EXPERIENCES** and an opportunity to meet other members from around the world
- More than **1'000 EVENTS** each year
- Organised either through ASW directly or with help of **MORE THAN 100 ASW AMBASSADORS**, volunteers who organise events for the community
- Monetised through **TICKETING FEE**, which varies from CHF 5 for a simple event to CHF 3000 and more for weekend events
- Focus on **BROADENING RANGE AND QUANTITY** of events

LUXURYBARED

ONLINE TRAVEL BOOKING FOCUSED ON LUXURY HOTELS ONLY

LUXURY
BARED®



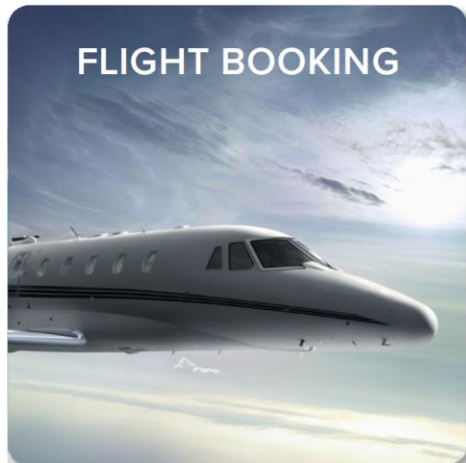
- **LUXURY-HOTEL FOCUSED** online hotel booking platform
- One of few sites offering customers **VIRTUOSO BENEFITS ONLINE** (upgrades, early check-in, late check-out, etc.)
- Revenue generated through **COMMISSION ON HOTEL BOOKINGS**
- Company acquired in **FEBRUARY 2019**
- Will give members ability to **BOOK LUXURY HOTELS** directly from ASW in the future (planned for late 2019)



VIRTUOSO MEMBER.
SPECIALISTS IN THE ART OF TRAVEL

ASW PRIVATE

THE HIGH-END TRAVEL AGENCY WITH PERSONALISED SERVICE



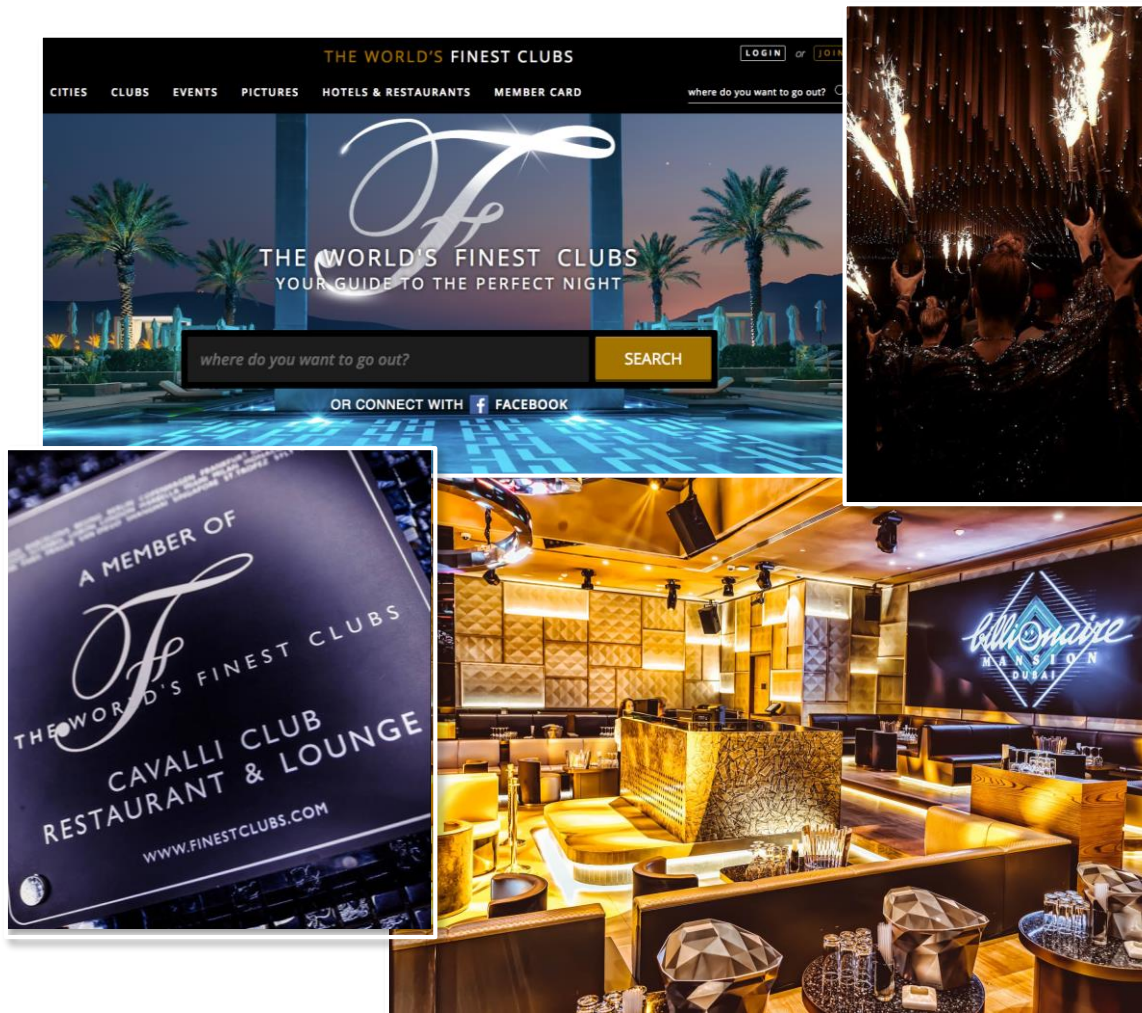
- Wherever our members want travel to, we can organise their **BESPOKE TRAVEL ARRANGEMENTS** for them, with a personalised service
- Personalised travel service is available for arrangements **STARTING AT CHF 10,000**
- Revenue generated through **COMMISSION ON HOTEL BOOKINGS**
- Goal is to **INCREASE THE SHARE** of ASW members who use the ASW travel service
- We are also **GROWING THE TEAM** of travel designers to increase the capacity



VIRTUOSO MEMBER
SPECIALISTS IN THE ART OF TRAVEL

THE WORLD'S FINEST CLUBS

VIP ACCESS TO THE WORLD'S BEST NIGHTLIFE VENUES



- First and only **CURATED NETWORK OF THE WORLD'S MOST EXCITING NIGHTLIFE VENUES**, synonymous with world-class entertainment and thrilling experiences
- Members get **VIP ACCESS** to all venues, allowing them to skip the queue and get in for free, including access to the VIP section
- **IN-HOUSE CONCIERGE SERVICE** ensures members have a point of contact for all their nightlife requests
- **ANNUAL MEMBERSHIP** priced at EUR 2'000

ASW HOSPITALITY







WE ARE DEVELOPING A PORTFOLIO OF INSPIRING HOTELS



- ASW Hospitality tasked with building the **ASW SMALLWORLD HOTEL COLLECTION**
- **MANAGEMENT COMPANY** business model profitable from the start and offers additional upside from increased sales and profitability
- **DARIO BERTUCCI**, seasoned hospitality expert, hired as Managing Director
- Iconic **NORTH ISLAND** resort in the Seychelles (www.north-island.com) became first hotel of the collection and first hotel **UNDER ASW MANAGEMENT**
- North Island expected to join Marriott's '**THE LUXURY COLLECTION**' portfolio in Dec 2019
- Goal to **EXPAND THE COLLECTION** by adding other extraordinary hotels in the future

ALL OUR BUSINESSES OFFER SIGNIFICANT POTENTIAL

AN ESTIMATION OF THE 5-YEAR FULL POTENTIAL OF OUR BUSINESS OFFERS UPSIDE OF 7.9X 2018 REVENUE

COMPANY	CALCULATION OF FULL POTENTIAL*	FULL POTENTIAL*
 AS SMALL WORLD	<ul style="list-style-type: none"> • Basic membership : potential of 200'000 members; CHF 100 annual fee • Premium memberships: 1'000 members with CHF 6'000 annual fee 	CHF 26.0M
 AS SMALL WORLD EVENTS	<ul style="list-style-type: none"> • Smaller events: average member attends 2 events with CHF 20 price tag p.a. • Larger events: 2% of members attend 1 event with CHF 2500 price tag p.a. 	CHF 18.0M
 FIRST CLASS & MORE <small>ALEXANDER KOENIG</small>	<ul style="list-style-type: none"> • DACH region: 20'000 members with average membership of CHF 150 • International: 60,000 members with average membership of CHF 150 	CHF 12.0M
 THE WORLD'S FINEST CLUBS	<ul style="list-style-type: none"> • 1% of members become customers (2'000 members) • Membership fee of CHF 2'000 per membership p.a. 	CHF 4.0M
LUXURY BARED®	<ul style="list-style-type: none"> • 20% of members book with us (40'000 members) • Average of 2 bookings per year with CHF 800 value per booking • 10% average commission for ASW 	CHF 8.0M
 AS SMALL WORLD PRIVATE	<ul style="list-style-type: none"> • 2% of members book with us (4'000 members) • Average of 2 bookings per year with CHF 10'000 value per booking • 10% average commission 	CHF 8.0M
 AS SMALL WORLD HOSPITALITY	<ul style="list-style-type: none"> • Mid-term potential of 5 hotels under ASW management • CHF 0.5M potential per hotel 	CHF 2.5M
		Total: CHF 78.5M Upside of 7.9x 2018 revenue

*Calculations based on 5-year potential

MOST IMPORTANT PRIORITIES FOR 2019

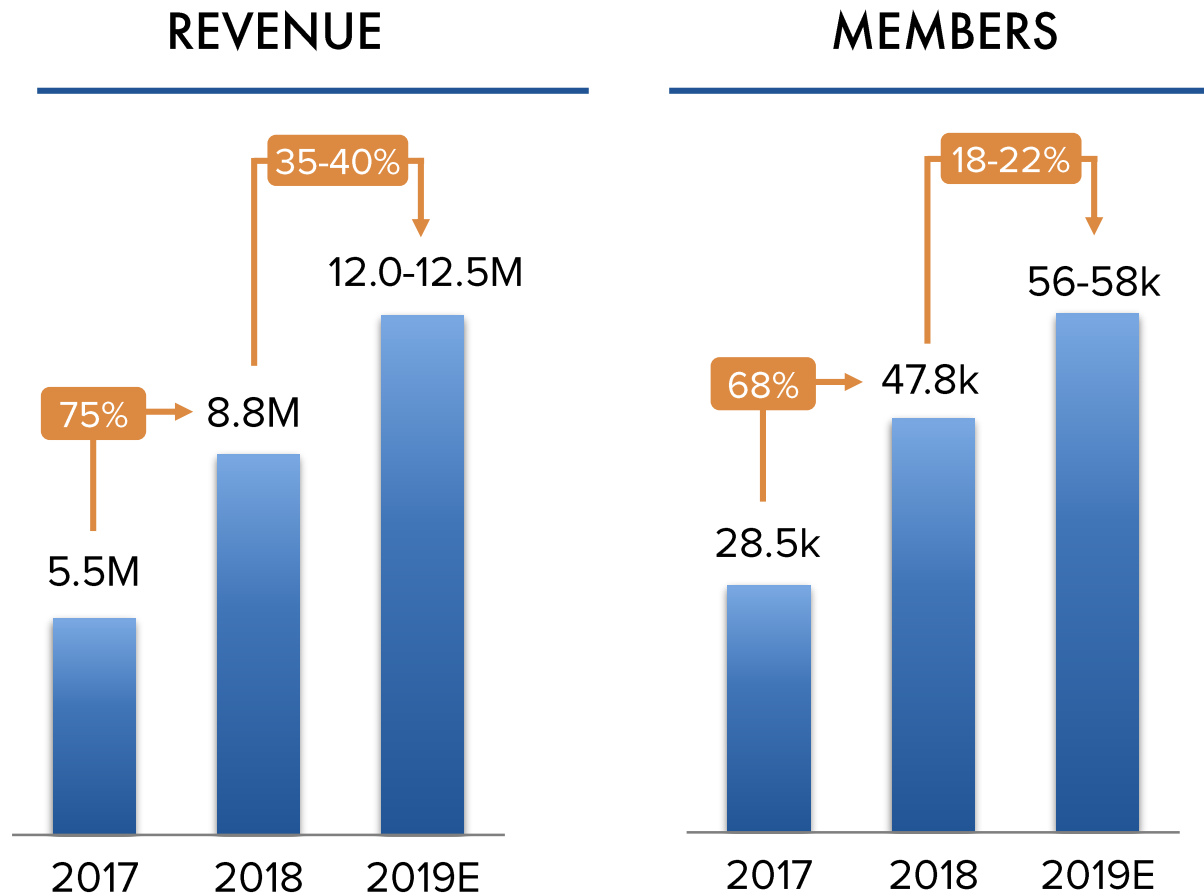
WE WILL CONTINUE TO GROW OUR TRAVEL & LIFESTYLE ECOSYSTEM



- Launch a **BRAND-NEW IOS APP** in May, improving the user experience and driving user engagement and growth
- Launch of **FIRST CLASS & MORE INTERNATIONAL**, the English-speaking site of our luxury travel service, in Q2
- Further develop the **LUXURYBARED** online booking platform and offer members the opportunity to book hotels directly with ASW
- Develop the **ASW HOTEL COLLECTION** further and add more hotels under ASW management
- Invest into **INVESTOR RELATIONS** to create a broader and more diversified shareholder base

2019 GUIDANCE

CONTINUED REVENUE AND MEMBER GROWTH EXPECTED



- Continued growth expected with **REVENUE GUIDANCE OF CHF 12.0 TO 12.5M**
- Growth driven by a continued focus on expanding the **ASW TRAVEL & LIFESTYLE ECOSYSTEM**:
 - Continued improvements to **ASMALLWORLD APP AND WEBSITE** (focus on iOS app upgrade)
 - Integration of **LUXURYBARED** into ASW (hotel booking)
 - Launch of **FIRST CLASS & MORE INTERNATIONAL**
 - Positive contribution from **ASW HOSPITALITY** business



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