

*share the good life*

**DEUTSCHES EIGENKAPITALFORUM**  
NOVEMBER 28<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

# ASMALLWORLD HAS 43'000 MEMBERS

**68%**  
Europe

**32%**  
Outside Europe

## TOP 15 ASW CITIES

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



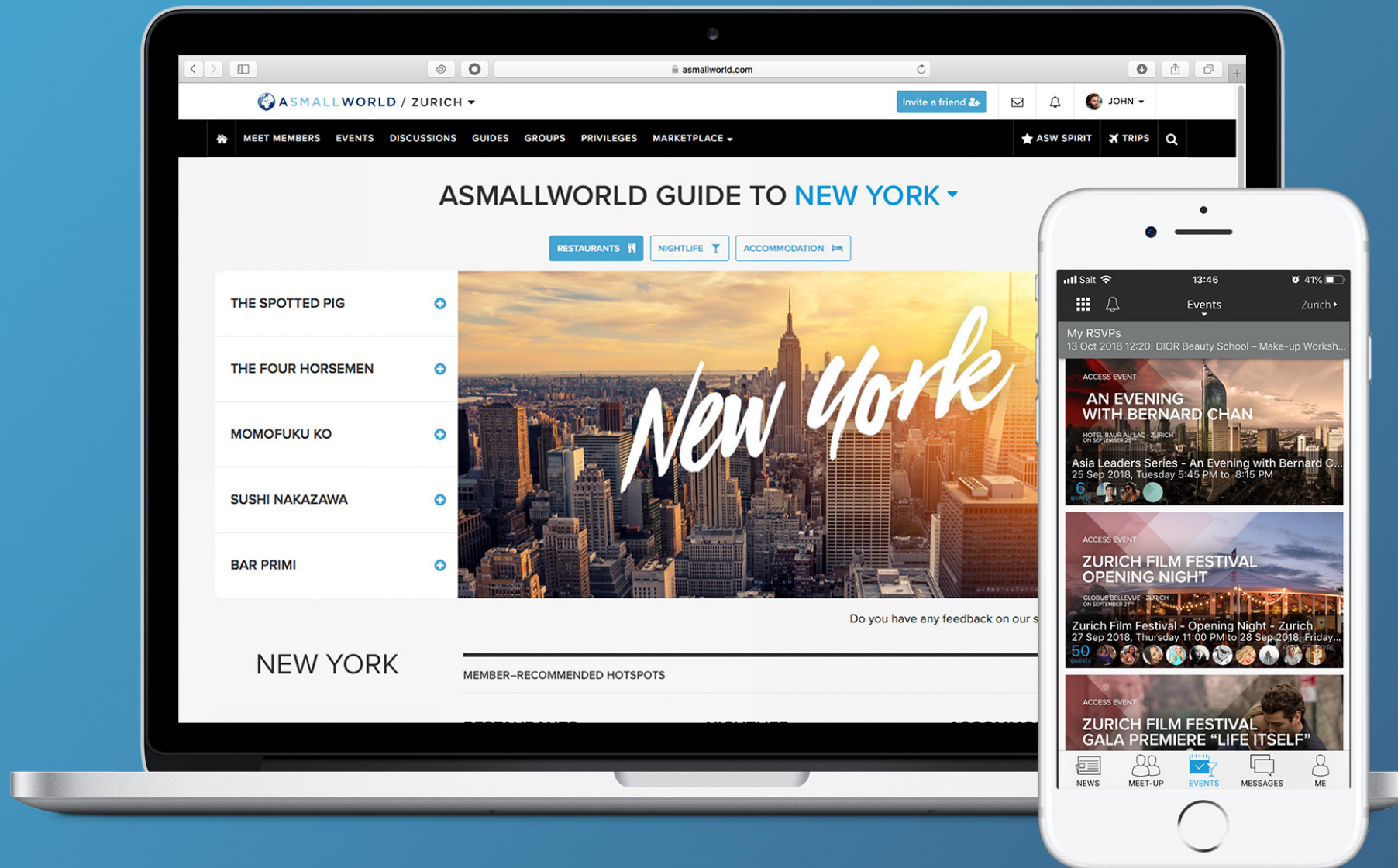
# A COMPELLING VALUE PROPOSITION FOR OUR MEMBERS

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

**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

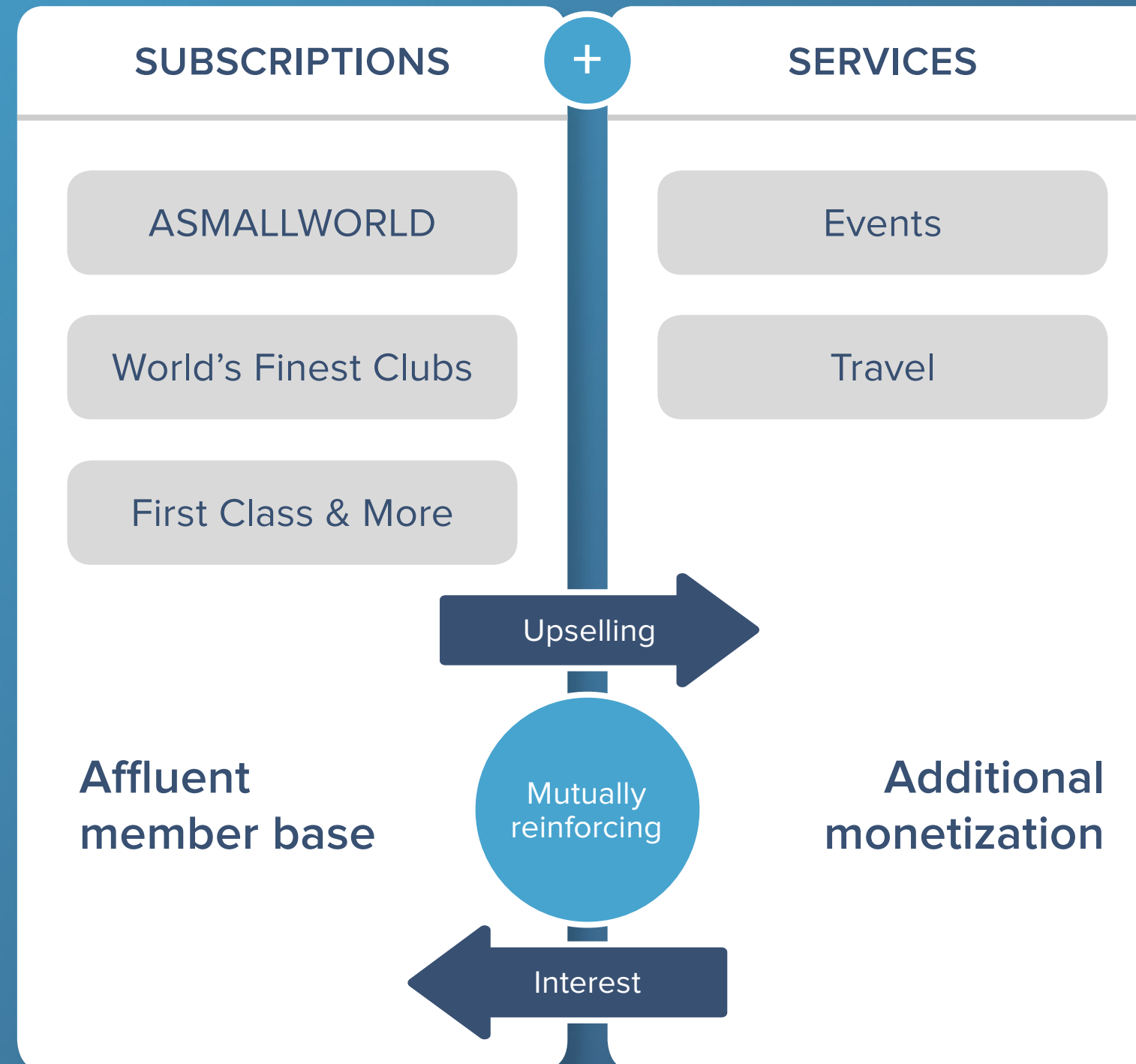
- ASW Access: up to CHF 100
- ASW Premium memberships: up to CHF 25'900
- World's Finest Clubs: up to CHF 2,400
- First Class & More: up to CHF 1'200

## 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 THIS YEAR

- **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: PRESTIGE WITH MILES & MORE

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

# 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
- Deals communicated to members via newsletters and other channels
- 60,000 customers, 10,000 paying
- Expected to generate CHF +2.5M in free cash-flow in 2018

FIRST CLASS & MORE  
ALEXANDER KOENIG

FCAM BLOG – Business und First Class bis zu 70% günstiger

UNSERE PRODUKTE | TOP ANGEBOTE (BLOG) | DUBAI | SHOP | HOTELS | SEMINARE | KONTAKT

Star Alliance

Lufthansa Business Class Flüge an die US-Ostküste ab 1.311 Euro oder an die US-Westküste ab 1.410 Euro buchen

© 25. Januar 2018 / A2 PLATINLEVEL

AIRLINE- UND HOTEL-HIGHLIGHTS

PLATIN HIGHLIGHTS

Australien Business 1.471 Euro, Lufthansa

PREMIUM LOGIN

E-Mail oder Benutzername

Passwort

Passwort vergessen?

EINLOGGEN

# 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

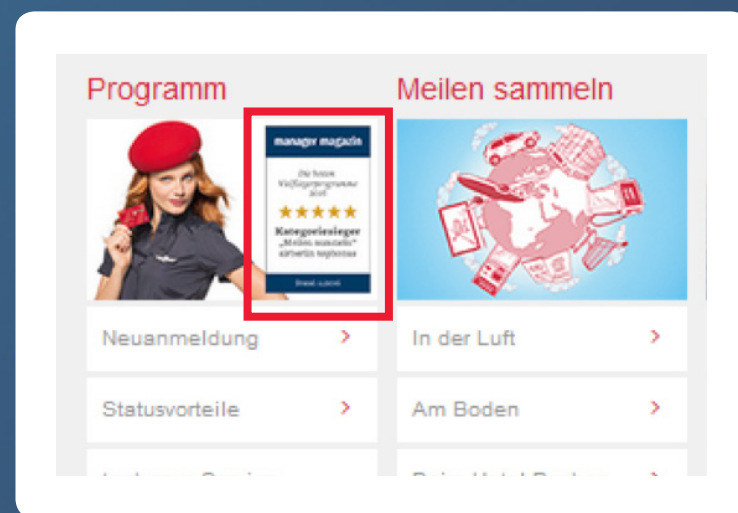
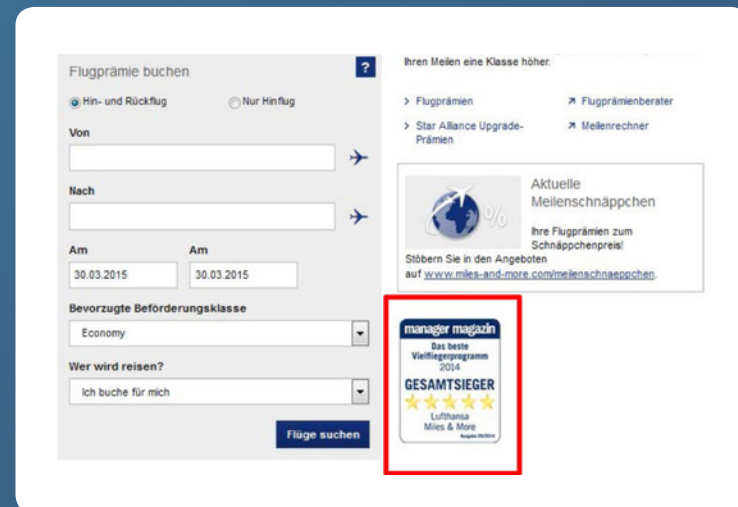
Wirtschafts  
Woche

REISE & PREISE

Süddeutsche Zeitung



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



# 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
- Alexander Koenig joined 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

MEMBER  
HOUSE

FINANCIAL  
SERVICES

MARKETPLACE

EXPERIENCES

WELLBEING

CONFERENCES /  
EDUCATION

PRIVATE  
AVIATION

TEMPORARY  
WORKSPACE

SHORT-TERM  
ACCOMMODATION

JOB  
SEARCH

*share the good life*