



# ASmallWorld

## EIGENKAPITALFORUM 2019

NOVEMBER 2019

# 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 inspires and enables our members to **TRAVEL BETTER, EXPERIENCE MORE AND MAKE NEW CONNECTIONS.**

# THE ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

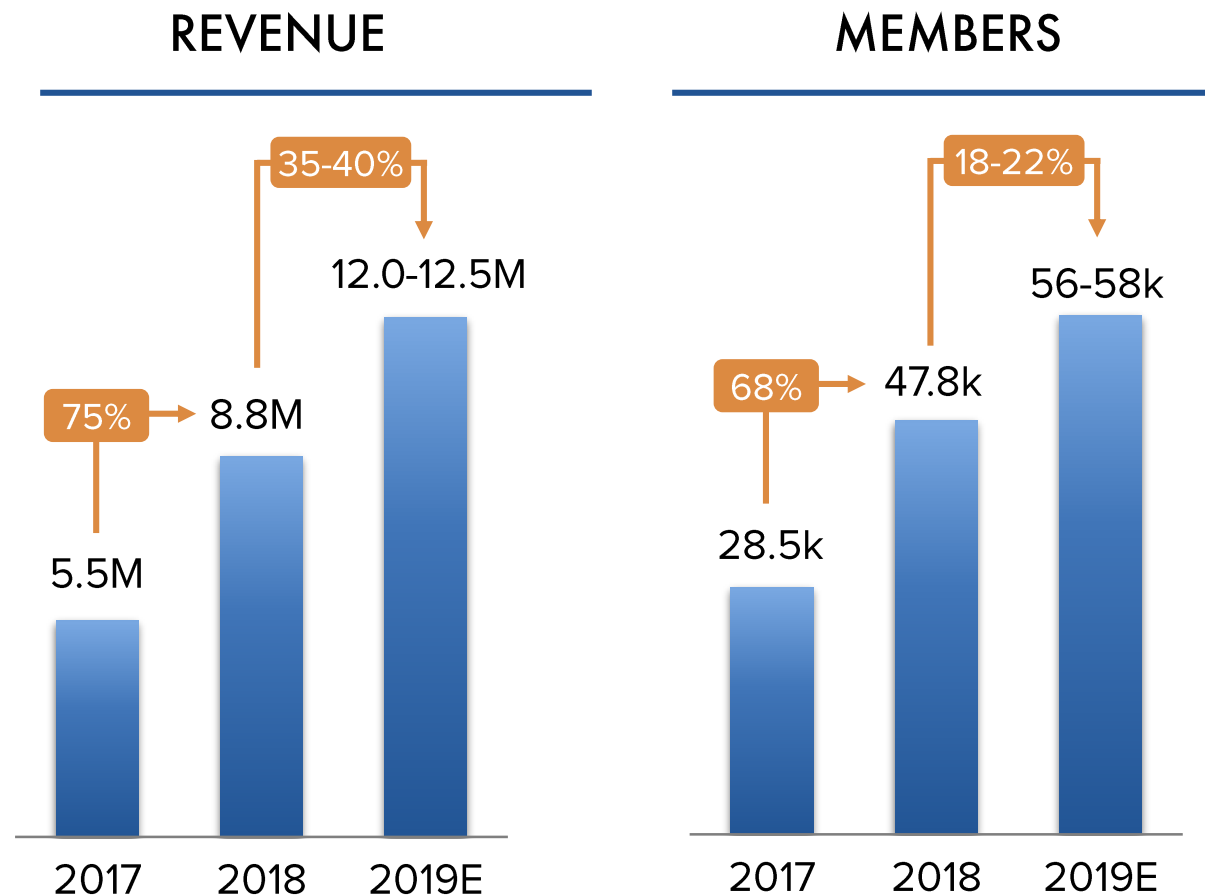
CENTRED AROUND THE ASW SOCIAL NETWORK, OUR GROUP OFFERS A WEALTH OF TRAVEL & LIFESTYLE SERVICES



\*launching early 2020; \*\* launching in December 2019

# STRONG REVENUE AND MEMBER GROWTH

BUSINESS GREW SIGNIFICANTLY OVER LAST YEARS



## 2019 H1 RESULTS

- **REVENUE GROWTH OF 45%**, from CHF 3.9M to CHF 5.7M
- **EBITDA MARGIN POSITIVE:** +9% vs. -36%
- **NET INCOME** also turned positive
- **MEMBER GROWTH** from 47'800 to 54'900 during the first 6 months of the year

# THE WORLD'S LEADING TRAVEL & LIFESTYLE COMMUNITY

WE CONNECT PEOPLE WITH A TRAVEL & LIFESTYLE INTEREST ACROSS THE WORLD



**ASMALLWORLD**

- **INTEREST-BASED** community, centred around travel & lifestyle
- **QUALITY-CONTROLLED**, requiring an invitation or application
- Fully fledged **SOCIAL NETWORKING** functionality
- +1000 exclusive **EVENTS** every year
- **MEMBER PRIVILEGES** from travel & lifestyle partner brands
- No targeted advertising and **NO ABUSE OF PERSONAL DATA**

# ASW IS A FULLY FLEDGED SOCIAL NETWORK

APPS AND WEBSITE OFFER MEMBERS A WEALTH OF FEATURES TO INTERACT WITH OTHER MEMBERS

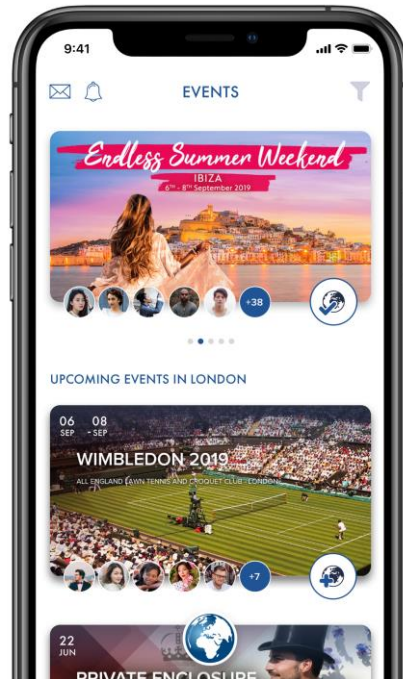
## MEET MEMBERS FROM AROUND THE WORLD

Make new connections for social, romantic or business purposes



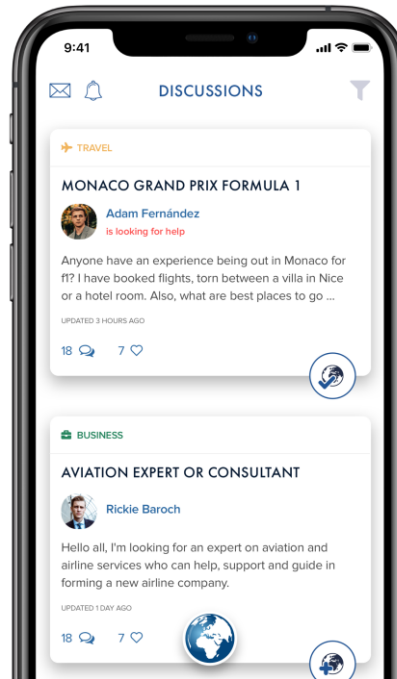
## GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



## ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

Get insider advice from a discerning global community



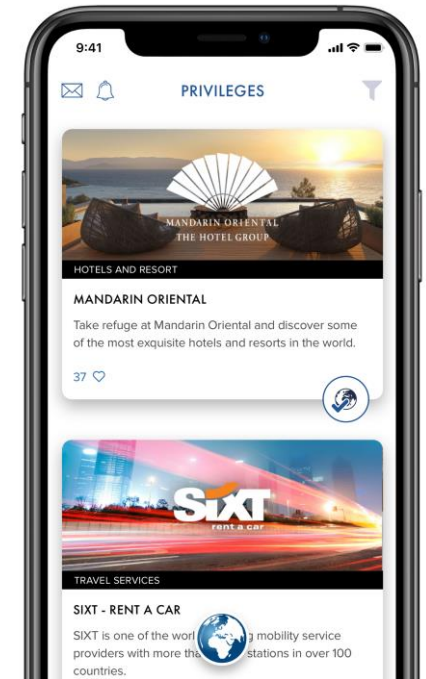
## TRAVEL BETTER WITH ASW CITY GUIDES

Get recommendations for the world's top destinations



## ENJOY TRAVEL & LIFESTYLE PRIVILEGES

Enjoy upgrades, discounts and more from international partners



# ASW HAS A HIGHLY ATTRACTIVE AUDIENCE

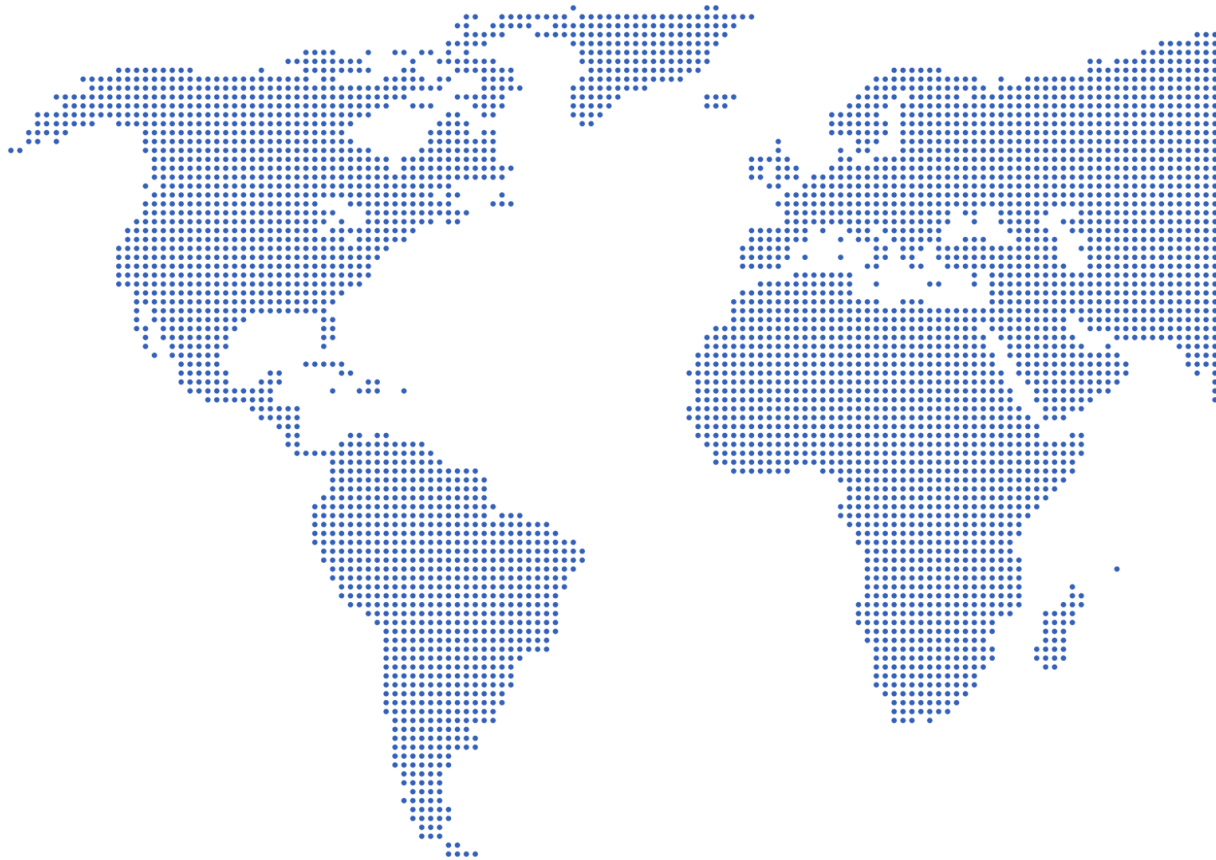
ASW MEMBERS ARE A DEMOGRAPHIC WITH HIGH INCOME AND HIGH SPEND



- **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

# 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 NOW WITH ORIGINAL CONTENT

IN NOVEMBER WE LAUNCHED OUR DIGITAL TRAVEL & LIFESTYLE MAGAZINE 'AS SMALL WORLD EXPLORER'

## AS SMALL WORLD EXPLORER

FILTERED BY ▾ PUBLISHED ▾ BOOKMARKS ▾ 

### FEATURED ARTICLE



EMILY BECKER

#### THE BEST LUXURY CRUISES FOR CELEBRATING CHRISTMAS

8 trips to help you cruise through the holidays in luxury.



### LATEST ARTICLES



BEENA NADEEM

#### DIGITAL DETOXING IN SWITZERLAND

How to properly switch-off with a full digital detox to reboot everything back into balance.



JENNA MAXWELL

#### A FESTIVE WEEKEND IN EDINBURGH

The most beautiful places to stay, sumptuous places to eat and all the festive fun you can handle.



HELEN ALEXANDER

#### SKY-HIGH DINING DESTINATIONS IN LONDON

5 restaurants that stand head and shoulders above the rest.

## AS SMALL WORLD EXPLORER

- Started publishing **ORIGINAL CONTENT**, written by expert travel writers
- Content initially **FOCUSED ON TRAVEL**, inspiring people to discover the world and travel better
- Available to non-members as well, **SUPPORTING MEMBER ACQUISITION**
- Offers content **PARTNERSHIP OPPORTUNITIES** with third parties

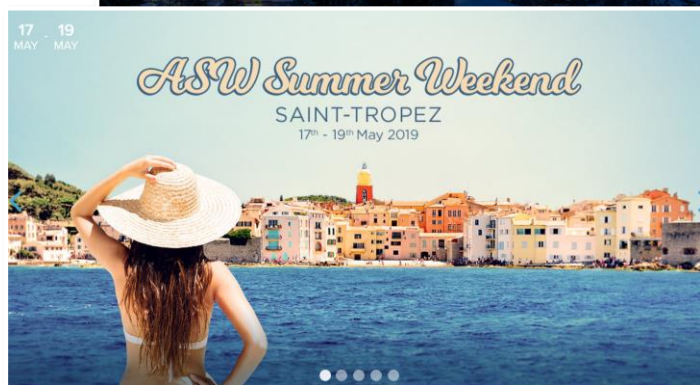
# ASW NETWORK DRIVES TRAFFIC TO OTHER BUSINESSES

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



# ASW HOSTS OVER 1'000 EVENTS PER YEAR

UNIQUE EXPERIENCES AND OPPORTUNITIES TO MEET OTHER MEMBERS

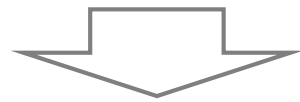


- **IN-HOUSE EVENTS TEAM** for the AS SMALL WORLD community
- Offering **UNIQUE EXPERIENCES** and an opportunity to meet other members from around the world
- More than **1'000 EVENTS** each year
- Organised either through ASW directly or with help of **MORE THAN 100 ASW AMBASSADORS**, volunteers who organise events for the community
- Monetised through **TICKETING FEE**, which varies from CHF 5 for a simple event to CHF 3'000 and more for flagship weekend events

# WE ARE LAUNCHING OWN HOTEL BOOKING PLATFORM

ASW'S ONLINE HOTEL BOOKING PLATFORM TO LAUNCH IN EARLY 2020

LUXURY  
BARED®



AS SMALL WORLD  
*Collection*

- In February we acquired LuxuryBARED, a UK-based TRAVEL AGENCY
- LuxuryBARED built its own ONLINE HOTEL BOOKING PLATFORM, specialising in the world's best luxury hotels
- ASW is INTEGRATING THIS PLATFORM into the ASW app and website, currently investing heavily into technology and team
- Members will have the ability to BOOK LUXURY HOTELS directly from ASW, starting early 2020
- This further increases service revenue potential and COMPLEMENTS ASW PRIVATE with its travel curation service

# A WORLD-CLASS HOTEL BOOKING ENGINE

A HOTEL BOOKING PLATFORM SPECIFICALLY DESIGNED FOR OUR MEMBERS



## DELUXE ROOM



31 m2 / 334 ft2 1 King bed View: Hyde Park

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Show more

### LOWEST RATE

Total 3 nights  
Price per night \$378

# \$ 2,470

FREE cancellation before 11 Sep 2019.  
See full conditions

Book now

### ASW BENEFITS RATE

To see the price you need to be a member.  
Please Log in or Create free account.

- ✓ Daily breakfast for two
- ✓ Upgrade on arrival
- ✓ USD 100 food & beverage credit
- ✓ Early check in/ late check out
- ✓ Complimentary Wi-Fi

FREE cancellation before 11 Sep 2019.  
See full conditions

Log in

Not yet a member? [Create Free Account](#)

- Our offer will be **TAILORED TO ASW MEMBERS**, catering to the upper end of the market
- At launch, The AS SMALL WORLD Collection will consist of **720 HAND-PICKED LUXURY HOTELS**
- We guarantee that all our hotels are excellent and people can book without hesitation – **WE DON'T FEATURE HOTELS WE DON'T LIKE**
- We offer two rates: the lowest price and the **ASW BENEFITS RATE**, which includes many benefits to customers (e.g. room upgrades)
- We are **PREFERRED TRAVEL AGENT** of Hilton Impresario, Hyatt Privé and Virtuoso member



Note: Screens from designs in development

# ONLINE HOTEL BOOKING IN STYLE

## A COMPLETELY NEW USER INTERFACE IN A MODERN AND LUXURIOUS DESIGN

AS SMALL WORLD  
*Collection*

SEARCH

EUR Euro (€) ▾ View on map

London, UK


Mon, Sep 23 — Fri, Oct 2

2 adult, 0 children

Search

395 results found Sort by: Most commented ▾

LONDON MARRIOTT HOTEL PARK LANE




4.6 Guest rating

Vakkaru Island, Maldives

Save hotel

Night from \$457

LONDON MARRIOTT HOTEL PARK LANE




4.6 Guest rating

Vakkaru Island, Maldives

Save hotel

Night from \$457

LONDON MARRIOTT HOTEL PARK LANE



4.6 Guest rating

Vakkaru Island, Maldives

Save hotel

FILTER

PRICE RANGE ▾  
\$800 - \$1400 per night

GUEST RATING ▾  
Very good 8+

HOTEL STYLE ▾  
Classic

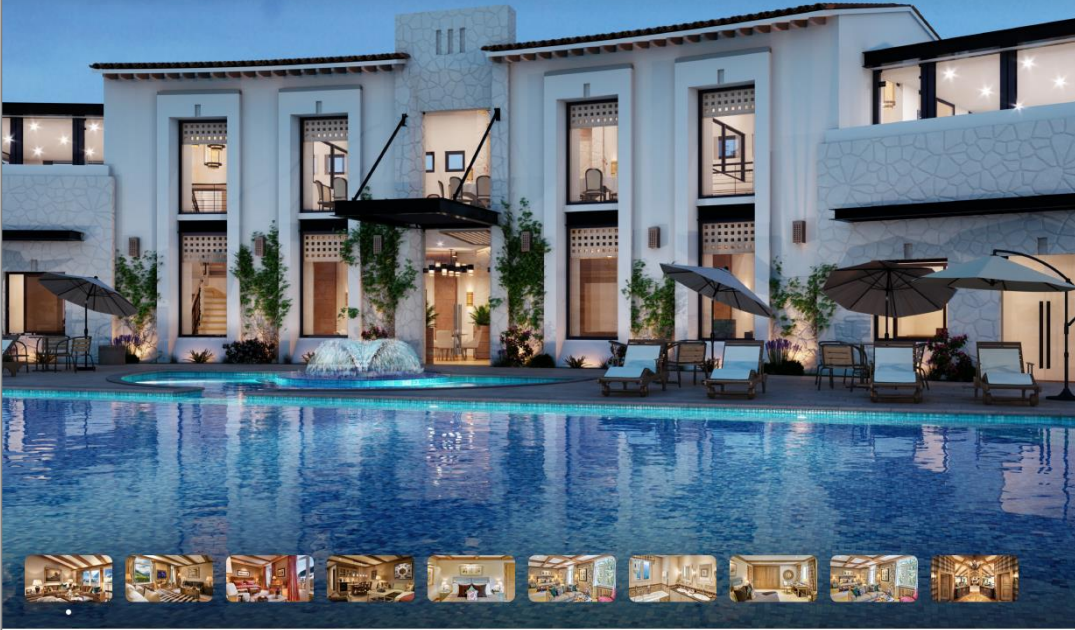
HOTEL TYPE ▾  
Family friendly

AMENITIES ▾  
Internet access, mini bar +3 more

Apply

← Back

### ROYAL SERVICE & FAMILY CONCIERGE AT PARADISUS VARAD VEROS RESORT & SPA



ABOUT THE HOTEL

Guest rating  
4.5

Style  
Classic

*Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.*

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Note: Screens from designs in development

# PERSONALISED TRAVEL CURATION SERVICE

OUR HIGH-END TRAVEL AGENCY WILL LAUNCH BEFORE THE END OF THE YEAR

AS SMALL WORLD  
*Private*

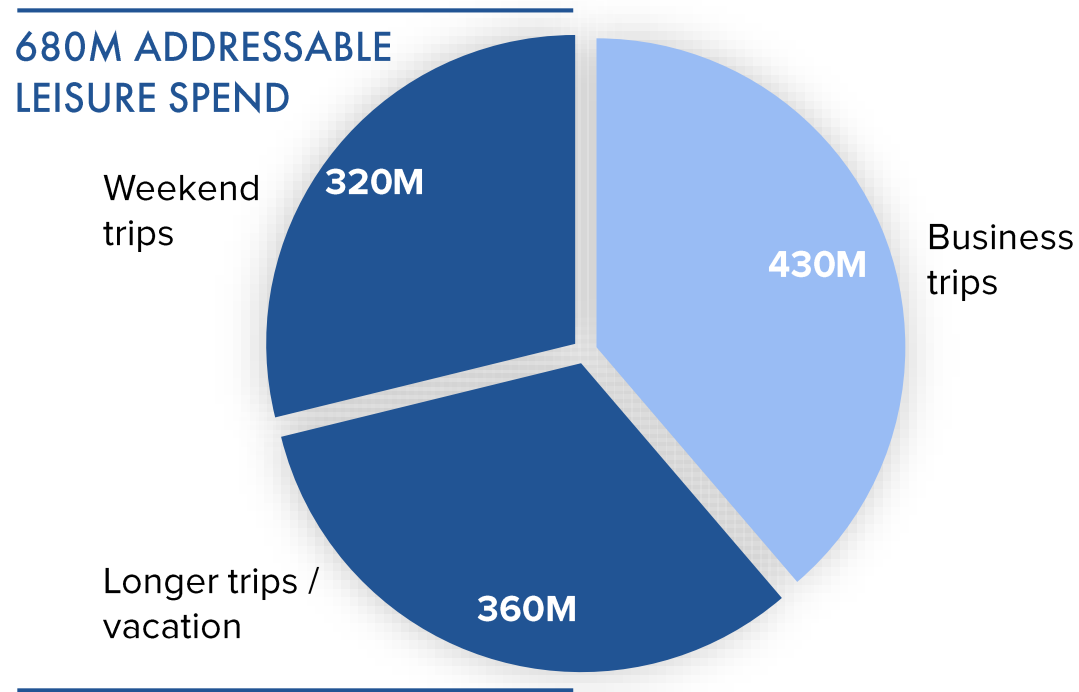


- Wherever our customers want to travel, we organise their trips for them with our **PERSONALISED TRAVEL CURATION** service
- **COMPLEMENTS AS SMALL WORLD COLLECTION** for more complicated bookings like cruises, safari, honeymoons, etc.
- Revenue is generated through **COMMISSION ON HOTEL BOOKINGS**
- Available for travel arrangements **STARTING AT EUR 5,000**, even to non-members
- Service to launch in **DECEMBER 2019**

# ASW MEMBERS' TRAVEL SPEND IS SUBSTANTIAL

WE WANT TO CAPTURE A PORTION OF OUR MEMBERS' CHF 680M ANNUAL LEISURE SPEND

## ANNUAL HOTEL SPEND OF CHF 1.1B

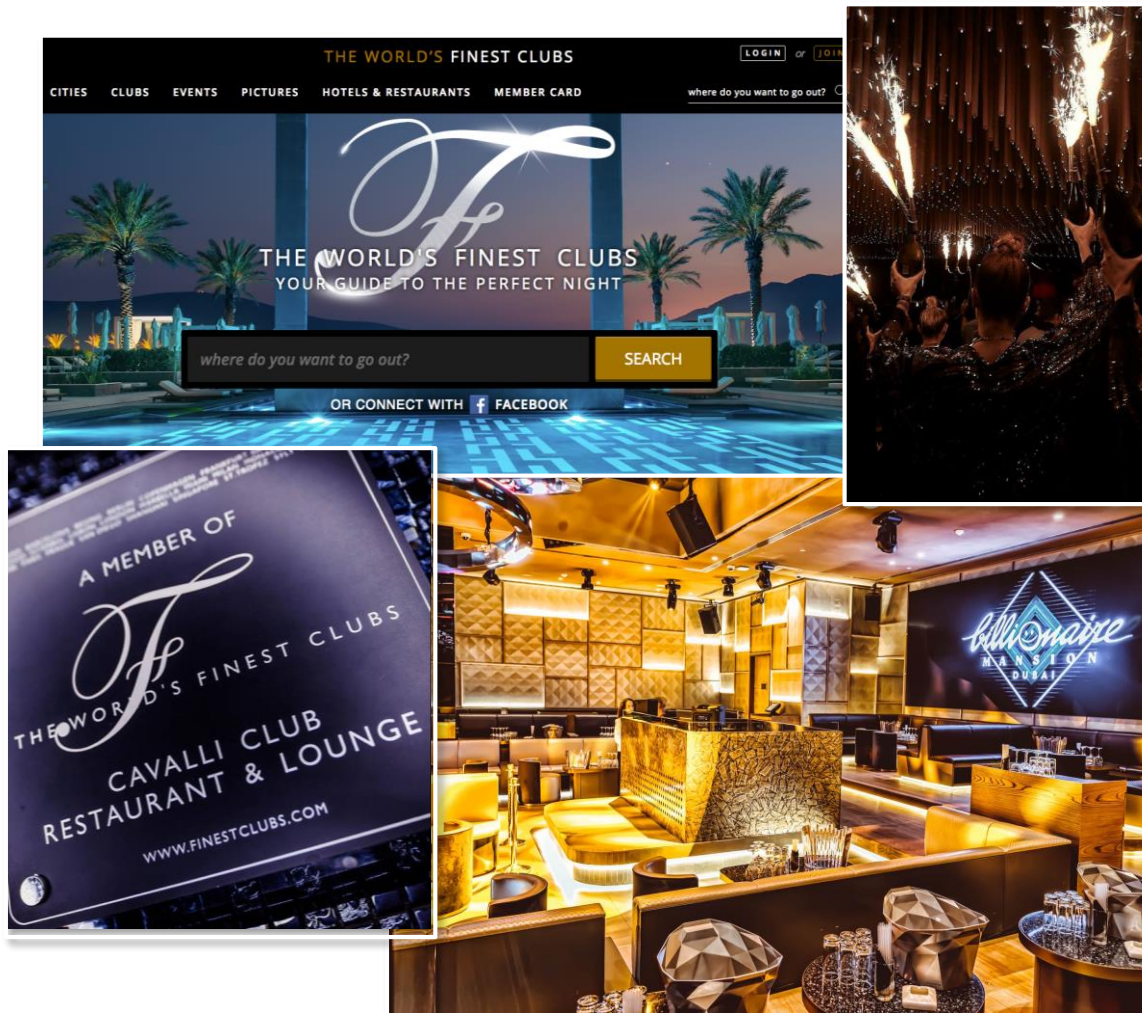


- ASW community with a **LEISURE HOTEL SPEND OF CHF ~680M** per year
- ASW to **CAPTURE A MEANINGFUL PORTION** of its members leisure hotel spend:
  - Launch of **ASMALLWORLD COLLECTION** in early 2020 so members can book hotels directly from the ASW app and website
  - Launch of **ASMALLWORLD PRIVATE** in December 2019 as high-end travel agency for bespoke luxury travel
  - **ASMALLWORLD EXPLORER** to feature hotels from ASMALLWORLD Collection to create demand from community



# THE WORLD'S FINEST CLUBS

## THE WORLD'S LEADING NIGHTLIFE CONCIERGE



- First and only **NETWORK OF THE WORLD'S MOST EXCITING NIGHTLIFE VENUES**, synonymous with world-class entertainment
- Members get **VIP ACCESS** to all +200 venues, allowing them to skip the queue and get in for free, including access to the VIP section
- **WORLD'S LEADING NIGHTLIFE CONCIERGE** ensures members have a point of contact for all their nightlife requests
- **ANNUAL MEMBERSHIP** priced at EUR 2'000

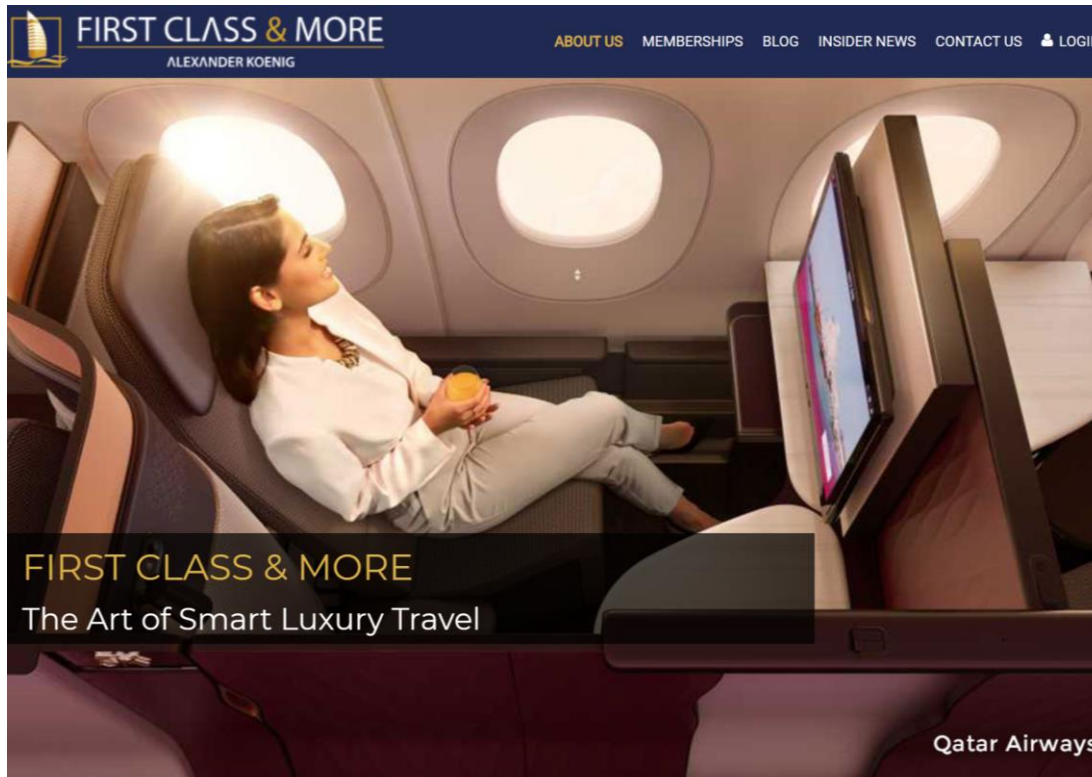
# FIRST CLASS & MORE

ACCESS TO THE WORLD OF SMART LUXURY TRAVEL



FIRST CLASS & MORE

ALEXANDER KOENIG



SAVE UP TO 70% ON FLIGHTS, 5-STAR HOTELS AND STATUS

- The **BEST FLIGHT AND HOTEL DEALS** in a compact newsletter and a comprehensive online blog
- Strategies for the use of **AIRLINE AND HOTEL LOYALTY PROGRAMS** and status levels
- Three **MEMBERSHIPS** which provide access to travel deals, insider knowledge and advisory services:
  - Gold: EUR 59/year
  - Platinum: EUR 199/year
  - Diamond: EUR 999/year
- **INTERNATIONAL SITE** with English language content just launched, **BROADENING THE TARGET AUDIENCE** significantly

# ASMALLWORLD HOSPITALITY

ASW'S HOTEL MANAGEMENT COMPANY



◉ north island

SEYCHELLES










ASMALLWORLD  
HOSPITALITY

- **ASMALLWORLD HOSPITALITY** is ASW's own hotel management company, taking care of the hotel operations for hotel owners
- Iconic **NORTH ISLAND** resort in the Seychelles ([www.north-island.com](http://www.north-island.com)) became first hotel **UNDER ASW MANAGEMENT**
- North Island expected to join Marriott's '**THE LUXURY COLLECTION**' in November 2019
- Goal to **EXPAND HOTELS UNDER MANAGEMENT** by adding other extraordinary hotels in the future

# ALL OUR BUSINESSES OFFER SIGNIFICANT POTENTIAL

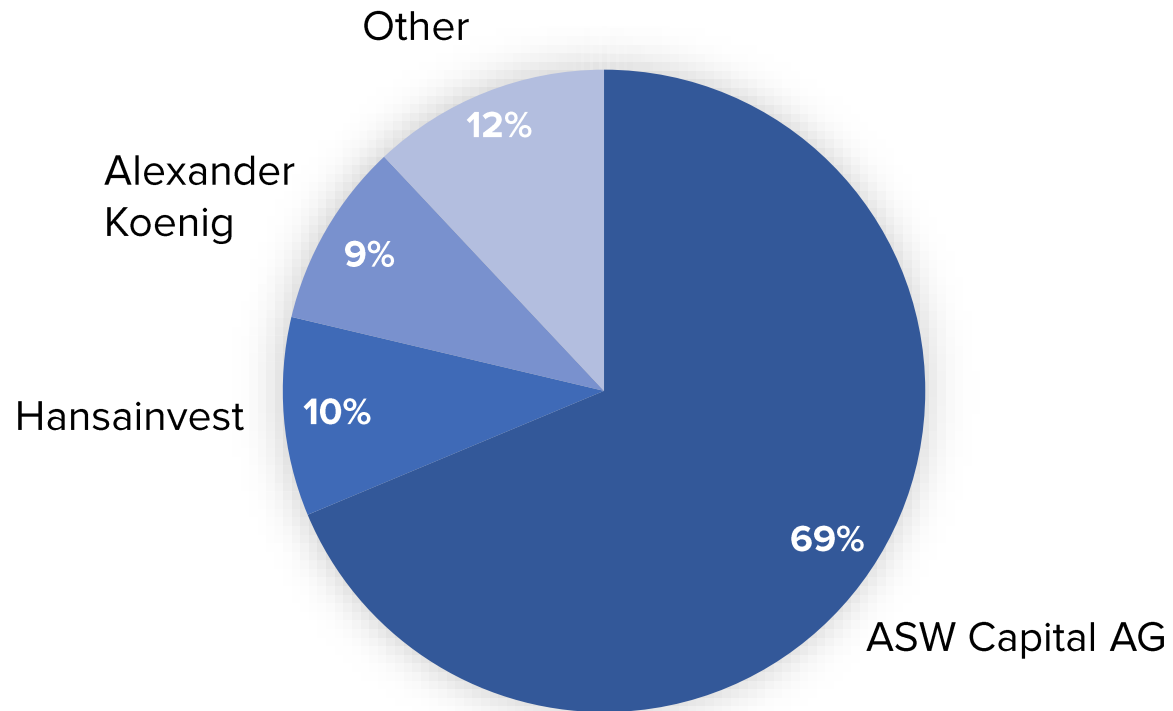
AN ESTIMATION OF THE 5-YEAR FULL POTENTIAL OF OUR BUSINESS OFFERS UPSIDE OF 7.9X 2018 REVENUE

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

\*Calculations based on 5-year potential

# SHAREHOLDERS AND SHARE INFORMATION

## SHAREHOLDER STRUCTURE



## RESEARCH COVERAGE

- Hauck & Aufhäuser: BUY, target: CHF 15.00
- Baader Europe: BUY, target: CHF 7.15

## SHARE INFORMATION

- Primary market: SIX Swiss Exchange
- Ticker: ASWN
- ISIN: CH0404880129

## CAPITAL STRUCTURE

- Outstanding shares: 11'367'153 shares
- Conditional capital: 995'000 shares
- Authorised capital: 1'000'000 shares

## FINANCIAL REPORTING

- FY 2019 results: 19 Mar 2020



# ASmallWorld

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