



ASMALLWORLD

FULL YEAR RESULTS 2019

19TH MARCH 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 in spring 2020

AGENDA

- OVERVIEW OF 2019 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2020



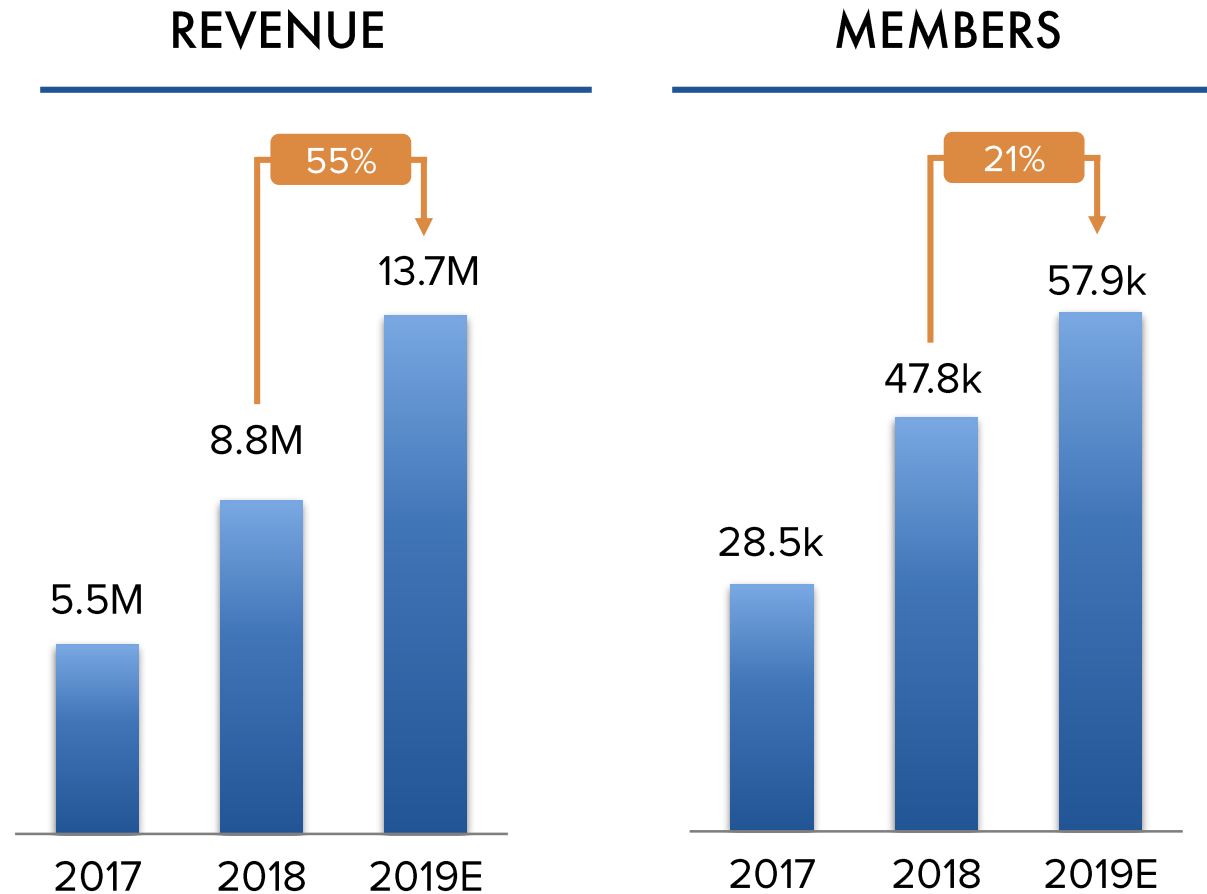
OPERATIONAL HIGHLIGHTS 2019

WE CONTINUED TO REFINE AND EXPAND THE ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

- Introduced brand-new **ASMALLWORLD iOS AND ANDROID APPS** to increase user engagement and member retention
- Launched **ASMALLWORLD EXPLORER**, our digital travel & lifestyle magazine
- Took over the management of the iconic **NORTH ISLAND** resort in the Seychelles with the newly created subsidiary **ASW HOSPITALITY AG**
- Acquired **LUXURYBARED**, a travel agency focused on luxury travel
- Launched **ASMALLWORLD PRIVATE**, our personalised travel curation service
- Launched **FIRST CLASS & MORE INTERNATIONAL** to bring our smart luxury travel service to an English-speaking audience

STRONG REVENUE AND MEMBER GROWTH

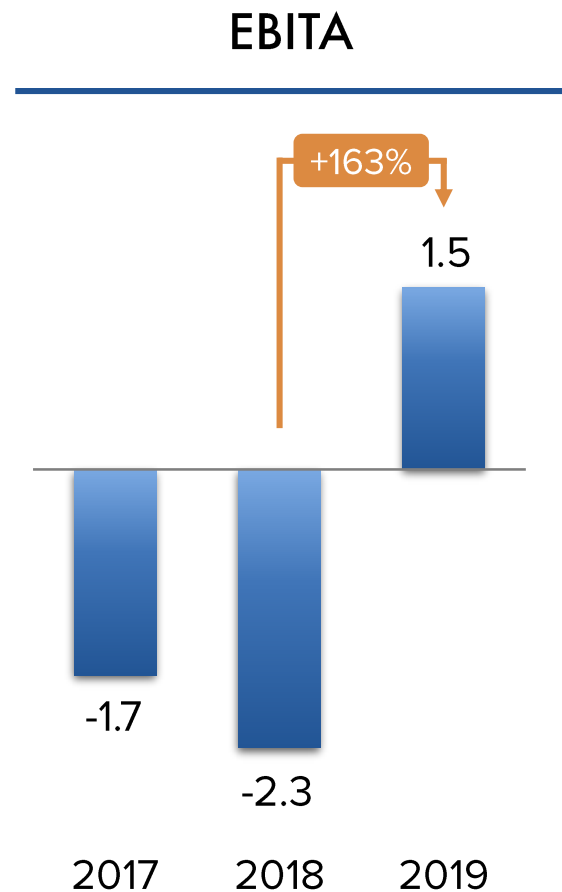
BUSINESS GREW SIGNIFICANTLY LAST YEAR, AHEAD OF GUIDANCE OF



- REVENUE GROWTH OF 55%, from CHF 8.8M to CHF 13.7M
- Significantly **EXCEEDED GUIDANCE** of CHF 12.0 to 12.5M
- **MEMBER GROWTH** from 47'800 to 57'900
- **ARPU INCREASED 12%** from CHF 231 to CHF 257

PROFITABILITY ACHIEVED AHEAD OF SCHEDULE

PROFITABILITY INCREASED SIGNIFICANTLY COMPARED TO LAST YEAR



- Strong **JUMP IN PROFITABILITY** achieved though a combination of factors:
- **STRONG GROWTH** across all businesses
- **REDUCED COST** for consultants and lawyers (2018 going public, acquisition of FCAM)
- Full consolidation of **FIRST CLASS & MORE**
- Result achieved **DESPITE ACQUISITION OF LUXURY BARED** and ongoing investment in ramp-up of travel

AGENDA

- OVERVIEW OF 2019 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2020



SUBSCRIPTIONS BUSINESS

STRONG GROWTH DUE TO MEMBER GROWTH, PREMIUM MEMBERSHIPS AND FIRST CLASS & MORE

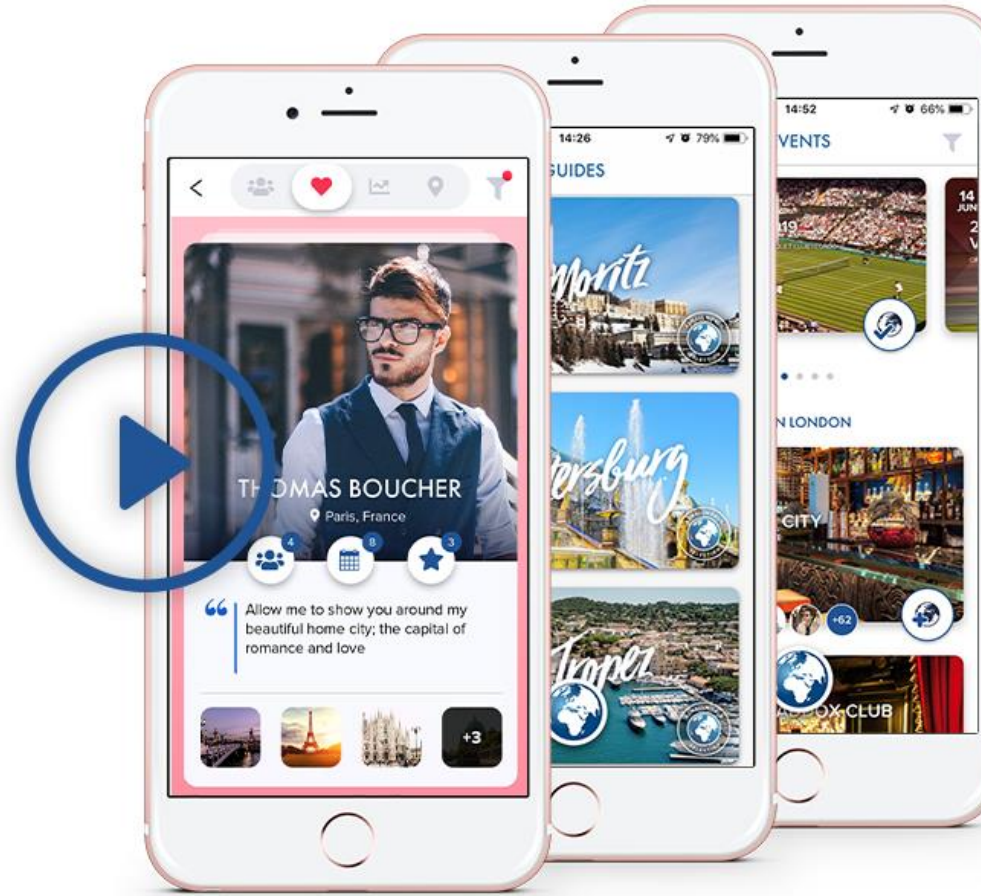
In CHF	2019	2018	CHANGE
REVENUE	7.3M	5.1M	+43%
EBITDA	1.4M	-2.0M	+166%
EBITDA MARGIN	19%	-41%	+60%-pt.

- Continued **MEMBER GROWTH** for ASMALLWORLD (+21%)
- Consolidation of **FIRST CLASS & MORE** for first full year
- **FIRST CLASS & MORE INTERNATIONAL** launched to bring our smart luxury travel service to an English-speaking audience
- Segment now **PROFITABLE**

NEW ASW APP DRIVE ENGAGEMENT

AFTER 12 MONTHS OF DEVELOPMENT, WE INTRODUCED iOS APP IN JUNE AND ANDROID IN DECEMBER

A BRAND NEW
iOS APP!

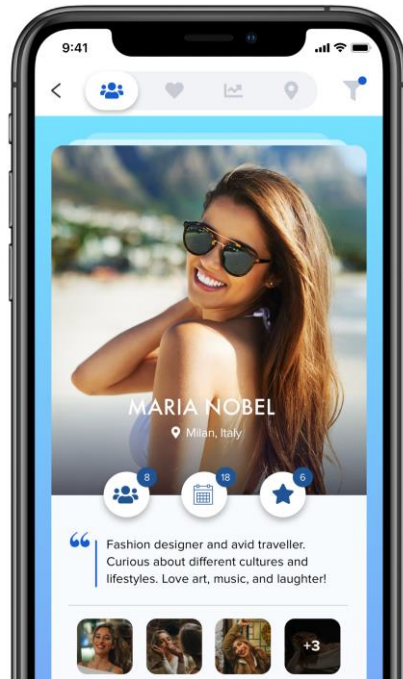


MODERN DESIGN AND EXTENSIVE FUNCTIONALITY

WE COMPLETELY REDESIGNED THE LOOK AND FEEL OF THE APP AND EXPANDED ITS FUNCTIONALITY

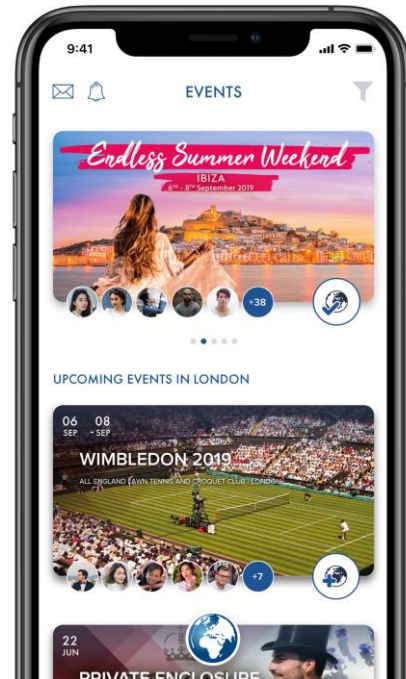
MEET MEMBERS FROM AROUND THE WORLD

Make new connections for social, romantic or business purposes



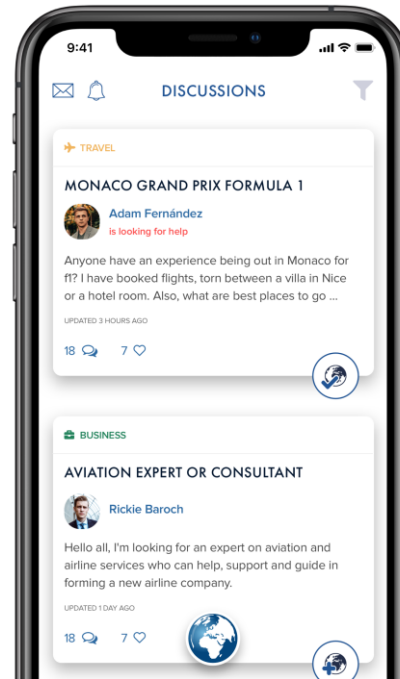
GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

Get insider advice from a discerning global community



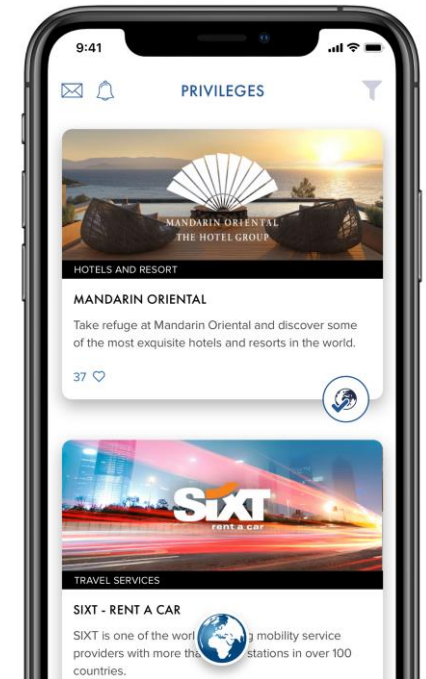
TRAVEL BETTER WITH ASW CITY GUIDES

Get recommendations for the world's top destinations



ENJOY TRAVEL & LIFESTYLE PRIVILEGES

Enjoy upgrades, discounts and more from international partners



ASW NOW WITH ORIGINAL CONTENT

IN NOVEMBER WE LAUNCHED OUR DIGITAL TRAVEL & LIFESTYLE MAGAZINE 'ASMALLWORLD EXPLORER'

ASMALLWORLD
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

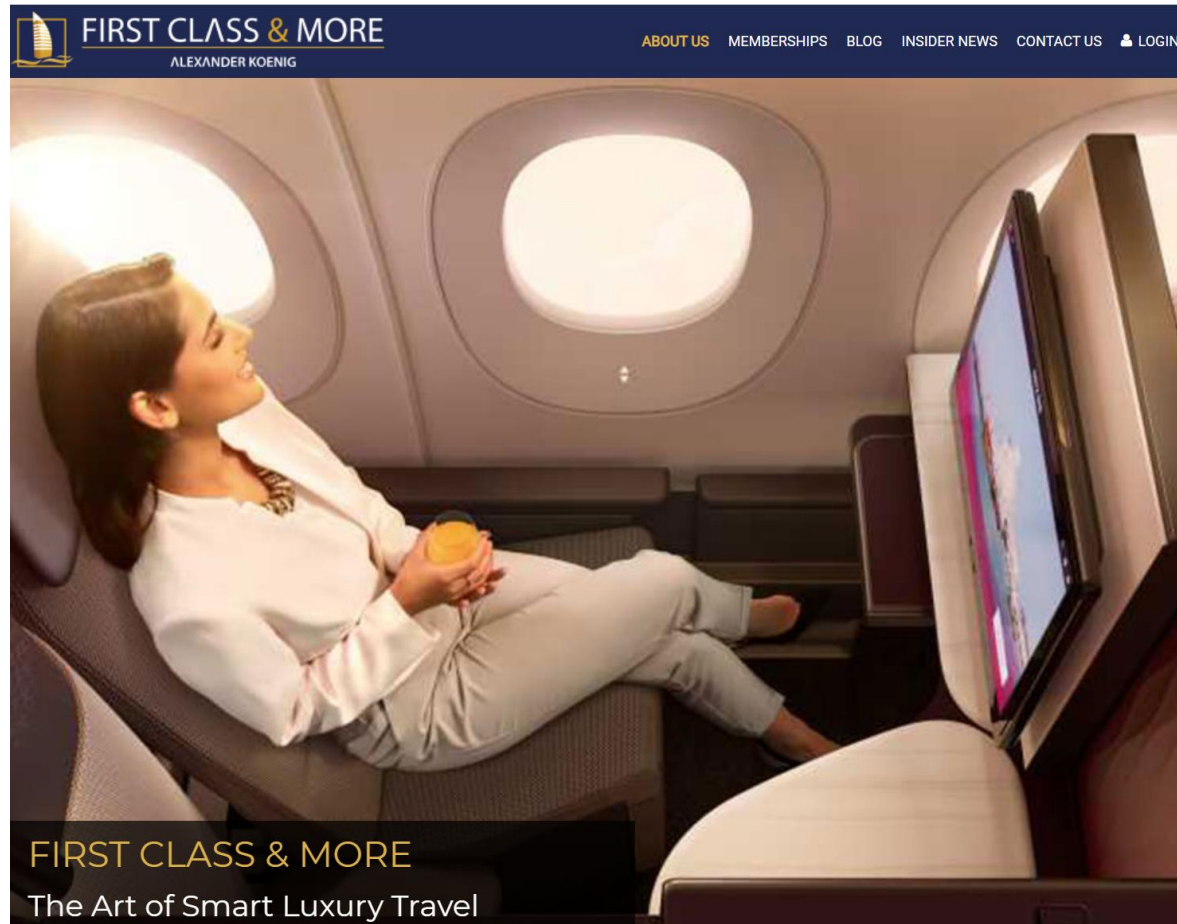
5 restaurants that stand head and shoulders above the rest.

ASMALLWORLD
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

LAUNCHED FIRST CLASS & MORE INTERNATIONAL

BRINING A GREAT SERVICE TO A MUCH LARGER AUDIENCE



- Launched **ENGLISH LANGUAGE** website in June
- Introduced **PAID MEMBERSHIPS** in September
- Access to a **LARGER AUDIENCE** leading to member growth
- Allows for **INTEGRATION AND CROSS-SELLING** with ASW

<https://www.first-class-and-more.com/>

AGENDA

- OVERVIEW OF 2019 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2020



SERVICES BUSINESS

STRONG SALES GROWTH DUE TO INCREASE IN SERVICES AND EVENTS

In CHF	2019	2018	CHANGE
REVENUE	5.7M	3.7M	+51%
EBITDA	0.0M	-0.2M	+139%
EBITDA MARGIN	1%	-6%	+7%-pt.

- **# OF EVENTS INCREASED** by 14% and RSVPS by 15%
- Increased **EVENT SPONSORING**
- **FIRST CLASS & MORE** revenue from travel consulting services
- Launched **ASMALLWORLD PRIVATE**
- Travel bookings from **LUXURYBARED**
- Segment now **PROFITABLE** but..
- **...INVESTMENT IN NEW TRAVEL SETUP** temporarily affected margins negatively

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

TARGETING ASW MEMBERS' TRAVEL SPEND

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

ANNUAL HOTEL SPEND OF CHF 1.1B

680M ADDRESSABLE
LEISURE SPEND

Weekend
trips

320M

430M

Business
trips

Longer trips /
vacation

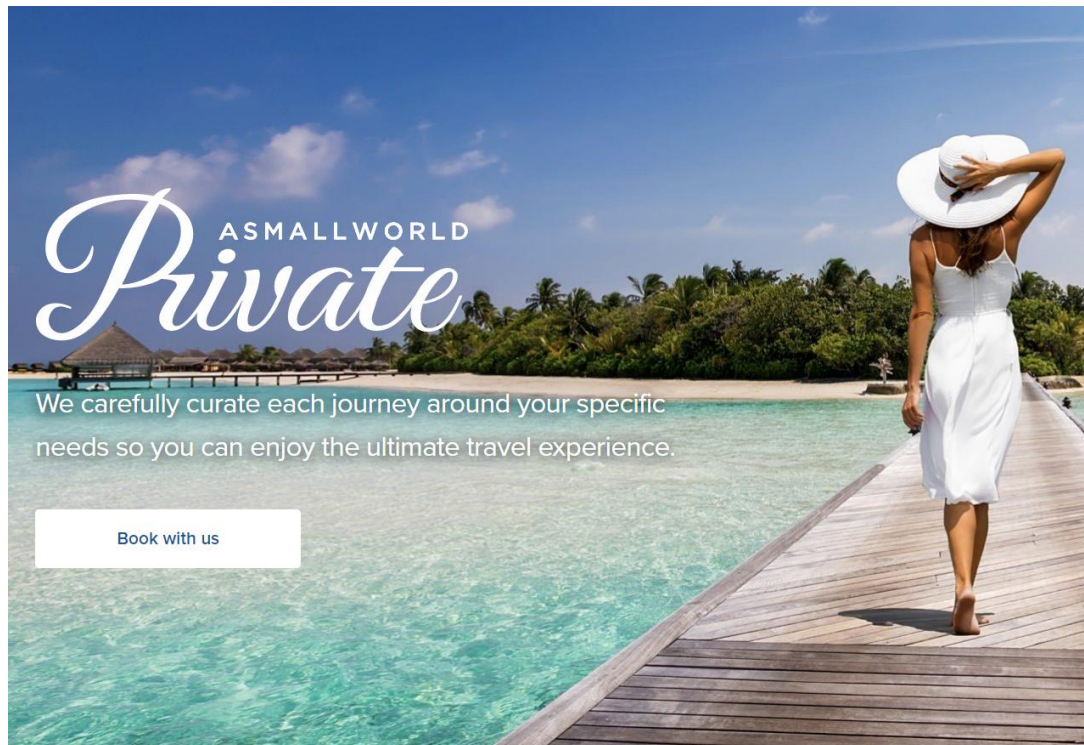
360M

- ASW community with a **LEISURE HOTEL SPEND OF CHF ~680M** per year
- ASW to **CAPTURE A MEANINGFUL PORTION** of its members leisure hotel spend:
 - **INTEGRATION OF LUXURYBARED BOOKING PLATFORM** into ASW app and website for convenient, end-to-end hotel booking with tailored privileges (upgrade, late check-out, etc.)
 - Positioning of **ASW PRIVATE** as high-end travel agency for bespoke luxury travel
 - **ASW EDITORIALS AND EVENTS** to feature hotels to create travel demand within ASW

PERSONALISED TRAVEL CURATION SERVICE

HIGH-END TRAVEL AGENCY LAUNCHED IN DECEMBER

AS SMALL WORLD
Private



- Wherever our customers want to travel, we organise their trips for them with our **PERSONALISED TRAVEL CURATION** service
- Available for travel arrangements **STARTING AT EUR 5,000**, even to non-members
- Revenue is generated through **COMMISSION ON HOTEL BOOKINGS**
- New offering **LAUNCHED IN DECEMBER** as first part of our new travel offering
- Based on new **TEAM FROM LUXURYBARED** acquisition

OWN HOTEL BOOKING PLATFORM TO LAUNCH IN SPRING

ASW'S ONLINE HOTEL BOOKING PLATFORM AVAILABLE IN APP OR ON WEBSITE FOR EVERYONE

Collection AS SMALL WORLD



HYATT
PRIVÉ

- 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 spring 2020
- This further increases service revenue potential and **COMPLEMENTS ASW PRIVATE** with its travel curation service

ONLINE HOTEL BOOKING IN STYLE

A COMPLETELY NEW USER INTERFACE IN A MODERN AND LUXURIOUS DESIGN

ASmallWorld
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](#)
[Rooms](#)
[Dining](#)
[Spa](#)
[Events](#)

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.

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Note: Screens from designs in development

AS SMALL WORLD PREFERRED RATE

CUSTOMERS CAN BOOK HOTELS WITH FANTASTIC BENEFITS OR AT LOWEST RATE



DELUXE JUNIOR SUITE



62 m² / 667 ft² King bed Courtyard view

Furnished with luxurious super king size beds, the Deluxe Junior Suites are meticulously designed to provide the extra space and luxury that can turn a great holiday into a perfect one. 62m² / 667ft² (average size) Super king size bed Walk-in wardrobe Connecting bedrooms available on request (subject to availability) Twin beds available on requests (subject to availability) US, European and UK...

Show more

LOWEST RATE

Total 1 night **CHF 254**
Price per night CHF 254

- ✓ Deluxe Junior Suite
- ✓ Breakfast included
- ✓ Includes taxes and fees

✓ FREE cancellation before 18 Mar 2020

See full conditions

Book now

ASW PREFERRED RATE

Total 1 night **CHF 496**
Price per night CHF 635

- ✓ Daily breakfast for two
- ✓ Room upgrade upon arrival
- ✓ Hotel credit
- ✓ Early check-in / Late check-out
- ✓ Complimentary Wi-Fi

✓ FREE cancellation before 18 Mar 2020

See full conditions

Book now

Note: Screens from designs in development

ASMALLWORLD HOSPITALITY AND NORTH ISLAND

ASW HOSPITALITY TOOK OVER MANAGEMENT OF ICONIC NORTH ISLAND RESORT



- Founded **ASW HOSPITALITY** in February as hotel management company, running the hotel operations for the owner
- Iconic **NORTH ISLAND** resort in the Seychelles (www.north-island.com) became first hotel **UNDER ASW MANAGEMENT**
- North Island joined Marriott's '**THE LUXURY COLLECTION**' portfolio in Oct 2019
- Resort can now be booked with **BONVOY** – 365'000 points per night (own category)
- Goal to **EXPAND THE COLLECTION** by adding other extraordinary hotels in the future

AGENDA

- OVERVIEW OF 2019 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2020



INCOME STATEMENT

STRONG GROWTH AND CONTAINED COSTS RESULTED IN SIGNIFICANT PROFITABILITY INCREASE

In CHF '000	2019	2018	CHANGE
NET SALES	12,939	8,824	47%
OTHER OPERATING INCOME	730	0	100%
TOTAL SALES	13'669	8'824	55%
DIRECT EXPENSES	-5,008	-4,642	8%
PERSONNEL EXPENSES	-3,432	-2,819	22%
R&D EXPENSES	-310	-405	-24%
OTHER OPERATING EXPENSES	-3,468	-3,258	6%
EBITDA	1,452	-2,300	163%
EBITDA MARGIN	11%	-26%	
DEPRECIATION	-41	-31	35%
AMORTIZATION	-716	-757	-5%
OPERATING RESULT	694	-3,087	122%
FINANCIAL INCOME	439	179	164%
FINANCIAL EXPENSES	-164	-266	-39%
ORDINARY RESULT	969	-3,175	131%
INCOME TAXES	320	-62	616%
NET RESULT	1,289	-3,237	140%
EARNINGS PER SHARE (IN CHF)	0.11	-0.36	

- **TOTAL SALES INCREASED BY 55%** due to robust growth in both business units
- **EXPENSES** increased well below revenue growth
- **R&D EXPENSES** reduced as more of development cost activated due to new apps and hotel booking platform
- **EBITDA MARGIN** improved by 37%-pt.
- **FINANCIAL INCOME** due to FX changes on EUR liabilities
- **INCOME TAXES** one-off effect from IP transfer (German to Swiss FCAM entity for start of FCAM International)

BALANCE SHEET – PART 1

BALANCE SHEET EXPANDED SLIGHTLY WITH LARGER BUSINESS SIZE

In CHF '000	2019	2018
CASH	6,889	6,056
RECEIVABLES FROM SERVICES	651	707
OTHER SHORT-TERM RECEIVABLES	881	92
PREPAYMENTS AND ACCRUED INCOME	669	95
TOTAL CURRENT ASSETS	9,091	6,950
TANGIBLE FIXED ASSETS	80	79
FINANCIAL ASSETS	514	93
INTANGIBLE ASSETS	1,925	2,105
TOTAL NON-CURRENT ASSETS	2,519	2,277
TOTAL ASSETS	11,609	9,227

- **CASH POSITION** increased due to positive net result, standing at CHF 6.9M by the end of 2019
- **PREPAYMENTS AND ACCRUED INCOME** increased due to higher prepayments for travel arrangements, member privileges, events & sponsoring
- **OTHER SHORT-TERM RECEIVABLES** increased due to sale of IP to a third party
- **FINANCIAL ASSETS** increased due to IP transfer which resulted in a deferred tax asset

BALANCE SHEET – PART 2

BALANCE SHEET EXPANDED SLIGHTLY

In CHF '000	2019	2018
SHORT-TERM FINANCIAL LIABILITIES	13	55
PAYABLES FROM GOODS AND SERVICES	1,059	725
OTHER SHORT-TERM LIABILITIES	4,589	4,275
SHORT-TERM PROVISIONS	2'128	42
ACCRUED LIABILITIES AND DEFERRED INCOME	3,155	3,605
TOTAL CURRENT LIABILITIES	10,944	8,702
LONG-TERM FINANCIAL LIABILITIES	2,769	1,181
LONG-TERM PROVISIONS	5,612	7,888
TOTAL NON-CURRENT LIABILITIES	8,381	9,070
TOTAL LIABILITIES	19,325	17,772
SHARE CAPITAL	11,367	11,367
CAPITAL RESERVES	16,785	16,785
RETAINED EARNINGS	-35,867	-36,697
NET ASSETS	-	-
TOTAL EQUITY	-7,715	-8,545
TOTAL LIABILITIES AND EQUITY	11,609	9,227

- **SHORT-TERM PROVISIONS INCREASED** due to timing of performance-related payments as part of earn-out from Frist Class & More acquisition
- **LONG-TERM PROVISIONS** reduced by equal amount (moved to short term)
- **LONG TERM FINANCIAL LIABILITIES** increased due to financing provided by ASW Capital
- **NEGATIVE EQUITY** reduced due to positive result; if goodwill from acquisitions would have been capitalised, equity would be at CHF 13M

CASH FLOW STATEMENT – PART 1

IMPROVED OPERATING CASH FLOW

In CHF '000	2019	2018
NET RESULT	1,289	-3,237
DEPRECIATION OF TANGIBLE FIXED ASSETS	41	31
AMORTIZATION OF INTANGIBLE ASSETS	716	757
DECREASE/INCREASE OF PROVISIONS THAT DO NOT AFFECT THE FUND	-190	7
OTHER EXPENSE/INCOME THAT DO NOT AFFECT THE FUND	135	914
PROFIT FROM THE DISPOSAL OF INTANGIBLE ASSETS	-727	0
DECREASE/INCREASE OF RECEIVABLES FROM SERVICES	-56	-56
INCREASE/DECREASE OF OTHER RECEIVABLES AND PREPAYMENTS AND ACCRUED INCOME	-622	469
INCREASE PAYABLES FROM GOODS AND SERVICES	169	507
DECREASE OF OTHER SHORT-TERM LIABILITIES AND ACCRUED LIABILITIES AND DEFERRED INCOME	-502	-512
OPERATIONAL CASH FLOW	366	-1,120
OUTFLOWS FOR INVESTMENT (PURCHASE) OF TANGIBLE FIXED ASSETS	-13	0
ACQUISITION OF SUBSIDIARIES	76	-7,956
OUTFLOWS FOR INVESTMENT (PURCHASE) OF INTANGIBLE ASSETS	-559	-509
OUTFLOWS FOR INVESTMENT (PURCHASE) OF FINANCIAL ASSETS	-3	0
CASH DRAIN FROM INVESTING ACTIVITIES	-499.2	-8,465

- **OPERATING CASH FLOW** improved to CHF 0.4M, vs. CHF -1.1M in previous year due to positive net result in 2019
- **ACQUISITION OF SUBSIDIARIES** reflects LuxuryBARED acquisition with a positive net cash impact

CASH FLOW STATEMENT – PART 2

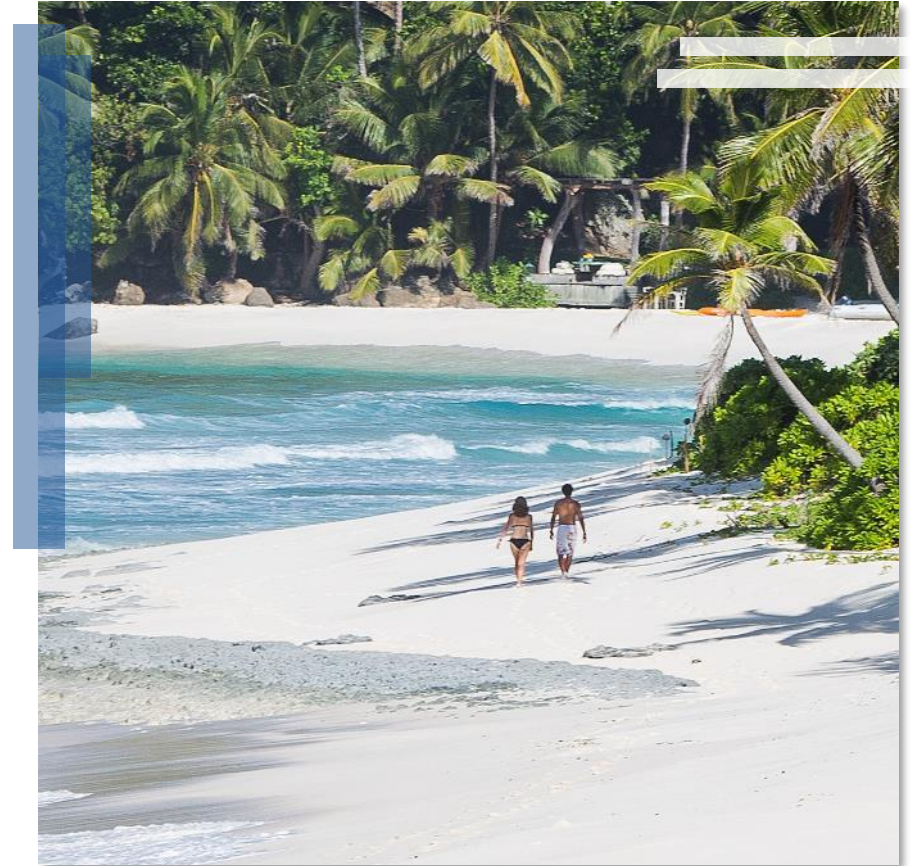
LESS FINANCING ACTIVITIES IN 2019

In CHF '000	2019	2018
INFLOWS FROM CAPITAL INCREASE (INCLUDING AGIO, DEDUCTING CAPITAL TRANSACTION COST)	0	14,010
REPAYMENT OF SHORT-TERM FINANCIAL LIABILITIES	-48	-1,104
ISSUANCE OF LONG-TERM FINANCIAL LIABILITIES	1,212	1,150
CASH INFLOW FROM FINANCING ACTIV.	1,164	14,056
CURRENCY TRANSLATION EFFECTS	-203	-28
NET CHANGE IN NET CASH	828	4,443
OPENING BALANCE OF NET CASH 1 JANUARY	6,049	1,606
CLOSING BALANCE OF NET CASH AS OF 31 DECEMBER	6,877	6,049
NET CHANGE IN NET CASH	828	4,443

- **FINANCING ACTIVITIES** low during 2019
- **LONG-TERM FINANCIAL LIABILITIES** loan-based financing from anchor investor
- **NET CASH** increased by CHF 0.8M due to positive net result

AGENDA

- OVERVIEW OF 2019 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2020



IMPACT OF CORONAVIRUS ON BUSINESS

THE NEGATIVE IMPACT OF THE VIRUS IS REAL BUT HOPEFULLY SHORT-LIVED

- The **RESTRICTIONS** placed on social gatherings and travel will have a negative impact on our events and travel business in the short-term
 - **EVENTS** have temporarily been suspended until end of April
 - Our **TRAVEL SERVICES** see fewer requests and transactions
- We have taken steps to **ADAPT OUR COST POSITION** to current circumstances
 - **HIRING FREEZE** for the entire business
 - **TRAVEL AND DEVELOPMENT TEAM** reduced in size
 - **GOVERNMENT SUPPORT** requested
- Due to the uncertainty around the impact of the virus, we will **NOT PROVIDE ANY GUIDANCE FOR 2020** at this point

PRIORITIES FOR 2020

WE WILL EXPAND OUR OFFERING WITH ASW COLLECTION AND CAPITALISE ON CROSS-SELLING

- Finish development of online hotel booking platform **ASMALLWORLD COLLECTION**; expected launch in spring 2020 to offer online hotel booking directly from app and website to members and non-members
- Continue to expand **FIRST CLASS & MORE INTERNATIONAL** to capitalise on new English language website
- With the travel & lifestyle ecosystem fully built for now, we can focus on **DRIVING CROSS-SELLING** between the businesses to leverage the full strength of the group



ASmallWorld

ASmallWorld AG

Bellerivestrasse 241

8008 Zürich, Switzerland

info@asmallworldag.com

www.asmallworldag.com | www.asw.com