



ASmallWorld

# INVESTOR PRESENTATION

HERBSTKONFERENZ 2020 – 1<sup>ST</sup> SEPTEMBER 2020



# EXECUTIVE SUMMARY

## Digital business model attracting affluent audience

- TRAVEL & LIFESTYLE ECOSYSTEM centred around social network
- Attracts AFFLUENT AUDIENCE with high spend on travel & lifestyle

## Strong operational and financial track-record

- Two years of strong revenue and member GROWTH
- PROFITABILITY ACHIEVED in 2019 for the first time

## Resilient despite adverse market environment

- H1 2020 DIFFICULT ENVIRONMENT for travel & lifestyle services
- CONTINUED TO GROW and profitability maintained despite environment

## Current valuation great entry opportunity

- Company VALUATION LOW despite recent operational progress
- OPPORTUNITY TO BUILD A POSITION before momentum returns

# AGENDA

- BUSINESS MODEL
- PERFORMANCE
- GROUP BUSINESSES
- OUTLOOK
- SHARE INFORMATION





ASMALLWORLD is 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 our members to **TRAVEL BETTER, EXPERIENCE MORE, AND MAKE NEW CONNECTIONS.**

# ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

Centred around the ASMALLWORLD social network, our group offers a wealth of travel & lifestyle services



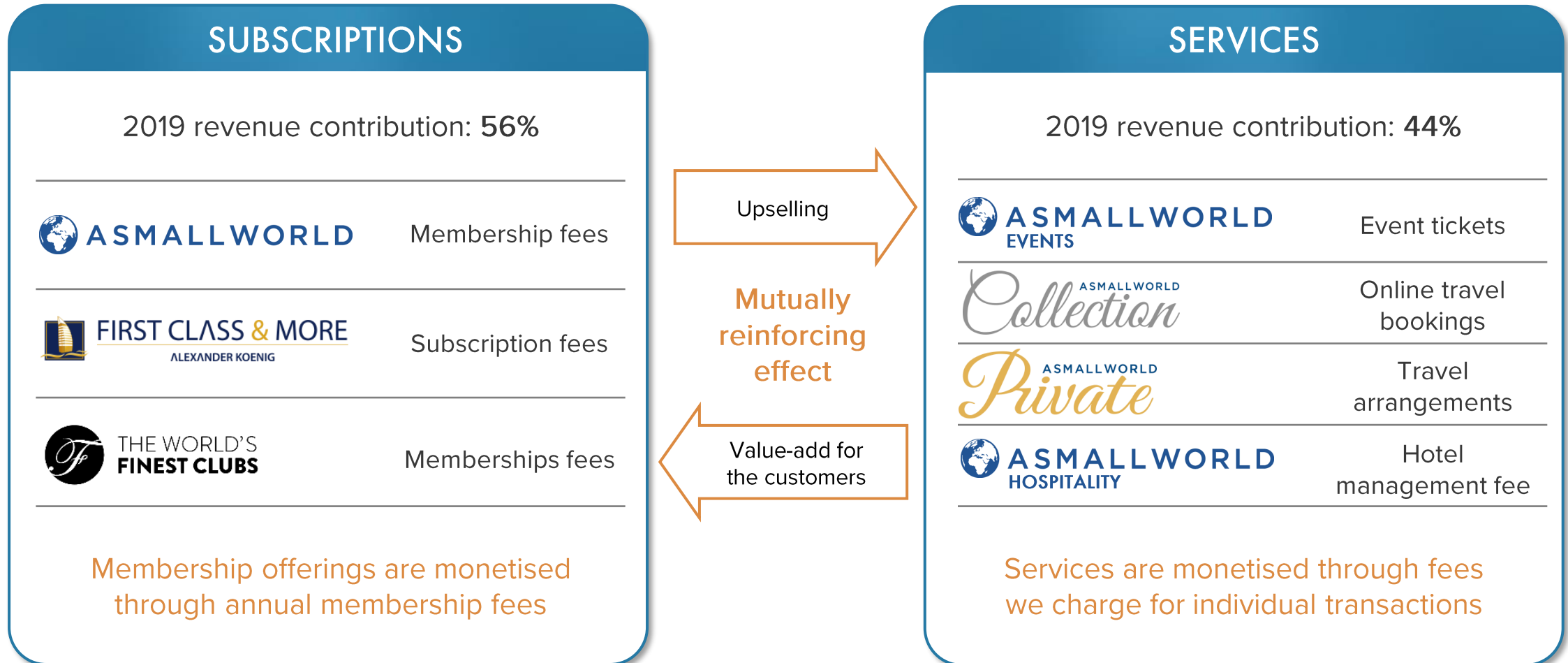
# ASW DRIVES TRAFFIC TO OTHER BUSINESSES

Our business cater to a similar audience, allowing for upselling within our group



# OUR TWO BUSINESS SEGMENTS

We operate and report in two business segments: Subscriptions and Services



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# STRONG OPERATIONAL TRACK-RECORD

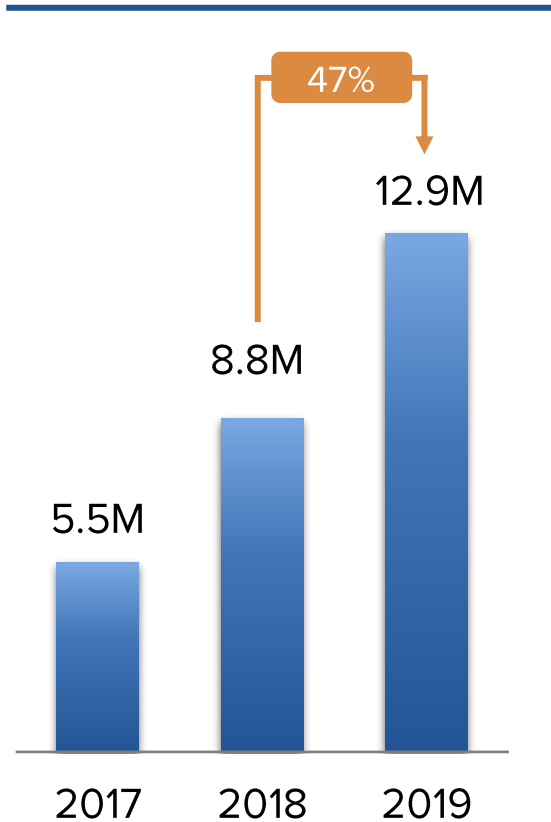
Since its listing in 2018, ASMALWORLD has continuously delivered significant operational milestones

- 
- |      |           |   |
|------|-----------|---|
| 2018 | May       | • Launch of new <b>ASMALLWORLD PRESTIGE AND SIGNATURE</b> memberships with Miles & More, Etihad |
|      | May       | • <b>CAPITAL INCREASE</b> of CHF 8.3M with new investors  |
|      | September | • Acquisition of <b>FIRST CLASS &amp; MORE</b> with smart luxury travel subscription business   |
- 
- |      |           |  |
|------|-----------|--|
| 2019 | February  | • Acquisition of boutique travel agency <b>LUXURYBARED</b>                       |
|      | February  | • Assuming management of world-renowned <b>NORTH ISLAND</b> resort in Seychelles |
|      | June      | • Release of completely <b>NEW AMALLWORLD APP</b>                                |
|      | September | • First Class & More launches <b>NEW APP</b>                                     |
|      | November  | • Launch of digital magazine <b>ASMALLWORLD EXPLORER</b>                         |
|      | December  | • Launch of <b>ASMALLWORLD PRIVATE</b> to offer bespoke travel arrangements      |
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- |      |      |   |
|------|------|---|
| 2020 | July | • Launch of online hotel booking engine <b>ASMALLWORLD COLLECTION</b> |
|------|------|---|

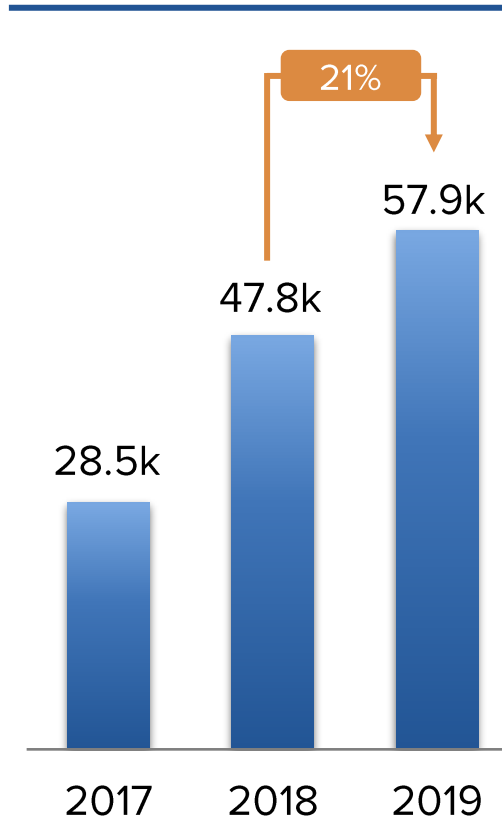
# TRACK-RECORD OF PROFITABLE GROWTH

ASMALLWORLD grew its revenues significantly over the last years; achieving profitability for first time in 2019

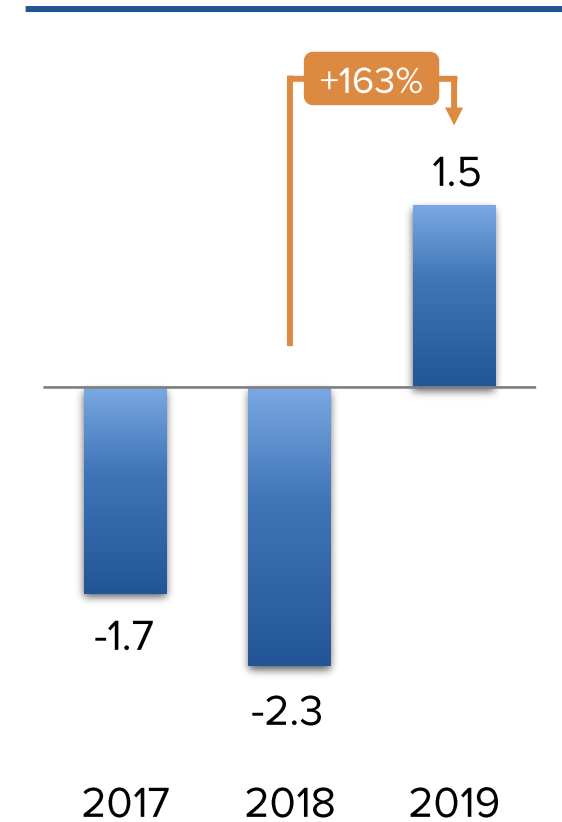
## REVENUE



## MEMBERS



## EBITA



# H1 2020 PERFORMANCE STRONG DESPITE ENVIRONMENT

Continued profitable grow despite difficult market environment and investment into ASMALLWORLD Collection

- **COVID-19** with significant negative impact on all businesses, limiting growth potential for the period, due to travel restrictions and social distancing rules
- **ASMALLWORLD COLLECTION** launch investments additional burden on finances
- However, business demonstrated **RESILIENCE DESPITE CHALLENGES** and investments and continues to grow while staying profitable
  - **REVENUE GROWTH OF 4.4%** to CHF 5.9M, from CHF 5.7M in H1 2019,
  - **EBITDA** CHF 0.4M vs. CHF 0.5M in H1 2019; maintaining profitability

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# THE WORLD'S LEADING TRAVEL & LIFESTYLE COMMUNITY

ASMALLWORLD connects people with a travel & lifestyle interest across the world



- **INTEREST-BASED** community, centred around travel & lifestyle
- **QUALITY-CONTROLLED**, requiring an invitation or application
- Fully fledged **SOCIAL NETWORKING** functionality (app and web)
- **1'000+ EVENTS** every year
- **MEMBER PRIVILEGES** from international travel & lifestyle partner brands
- No targeted advertising or **SALE OF PERSONAL DATA**

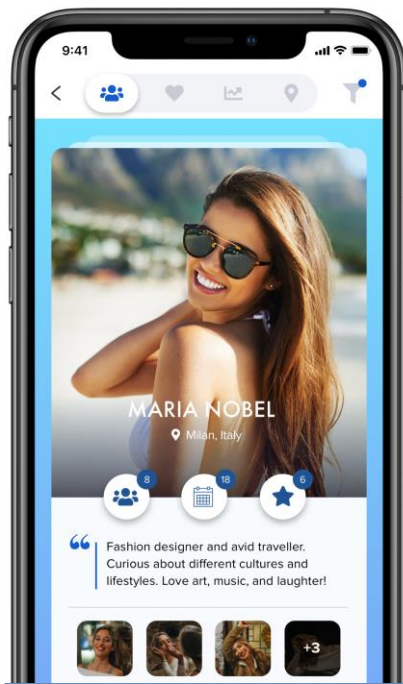
# THE ASMALLWORLD APP



Members connect through our app and website, where they can meet other members, engage in online discussions, receive travel and lifestyle inspiration, and enjoy a wealth of travel & lifestyle privileges.

## MEET MEMBERS FROM AROUND THE WORLD

Make new connections for social, romantic or business purposes



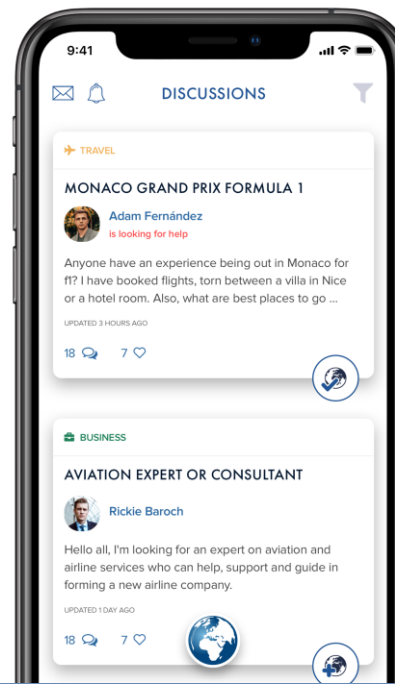
## GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



## ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

Get insider advice from a discerning global community



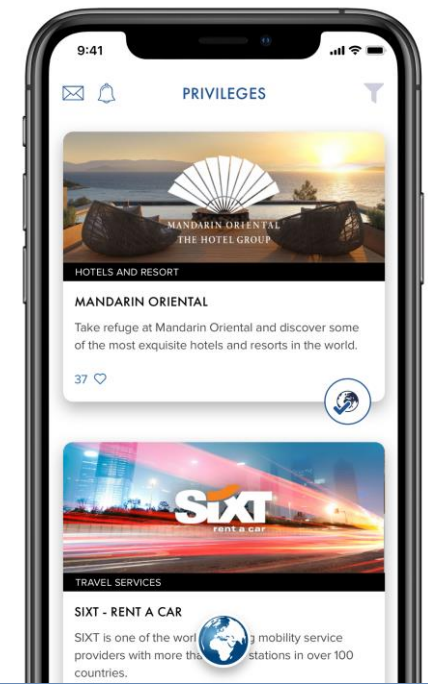
## TRAVEL BETTER WITH ASW CITY GUIDES

Get recommendations for the world's top destinations



## ENJOY TRAVEL & LIFESTYLE PRIVILEGES

Enjoy upgrades, discounts and more from international partners



# ASW HOSTS OVER 1'000 EVENTS PER YEAR

Unique experiences and opportunity 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

# ASMALLWORLD EXPLORER: OWN DIGITAL CONTENT

In November 2019 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 **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


[www.asmallworld.com/explorer](http://www.asmallworld.com/explorer)



# ASMALLWORLD MEMBERSHIP OVERVIEW

We currently offer 4 ASMALLWORLD memberships to our customers


**ACCESS**  
80 EUR



Belong to the world's leading lifestyle community

SELECT


**LIFETIME**  
390 EUR



Make ASMALLWORLD your home

SELECT


**PRESTIGE**  
5,200 EUR



Travel the world in style

SELECT

**SIGNATURE**  
21,950 EUR ⓘ



The ultimate travel membership  
BY INVITATION ONLY

SELECT

← Basic access to social network →

← Additional travel & lifestyle benefits, including award miles from Miles & More or Etihad →

# ASMALLWORLD'S REACH IS GLOBAL

Our footprint is global, with a focus on large, western cities



## OUR TOP 15 CITIES INCLUDE:

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

# ASMALLWORLD HAS A HIGHLY ATTRACTIVE AUDIENCE

Our members are a demographic with high income and high spend

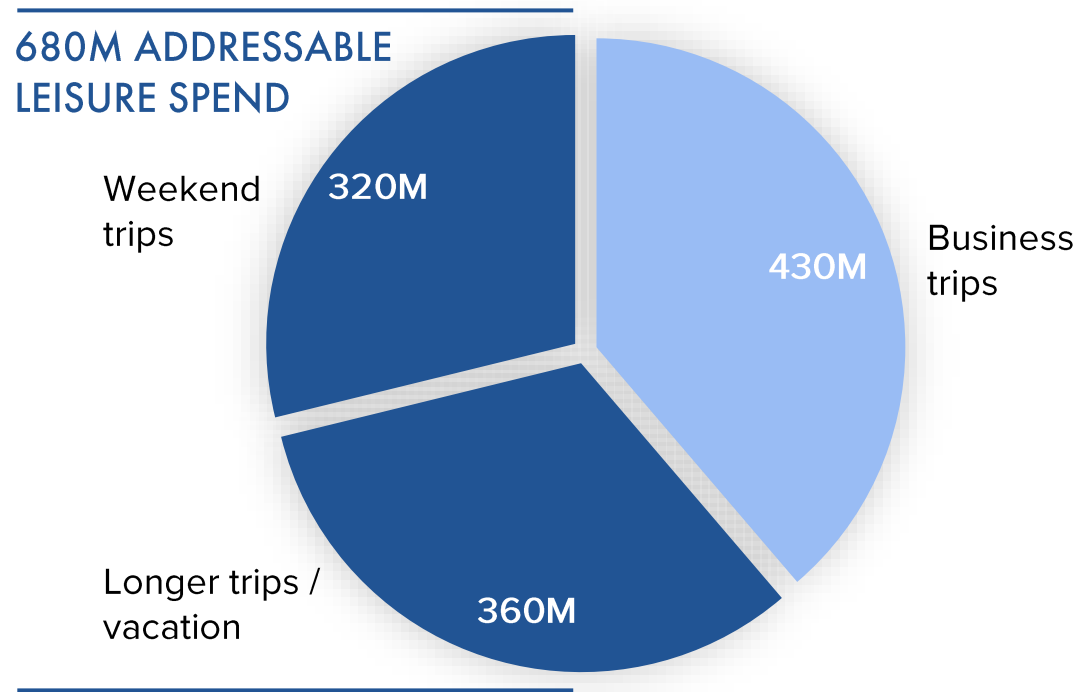


- **MATURE AUDIENCE:** average age 37 years
- **BALANCED GENDER MIX:** 53% male and 47% female
- **SUCCESSFUL:** 38% own their own business and 19% hold executive-level positions
- **HIGH INCOME:** average annual income above CHF 220,000; 59% earn more than CHF 150k and 9% more than CHF 500k
- **FREQUENT TRAVELLERS:** 21 leisure and 16 business trips per year

# ASW 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 July 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 ASMALLWORLD COLLECTION LAUNCHED IN JULY

Our hotel booking platform is specifically tailored to the needs of a discerning audience



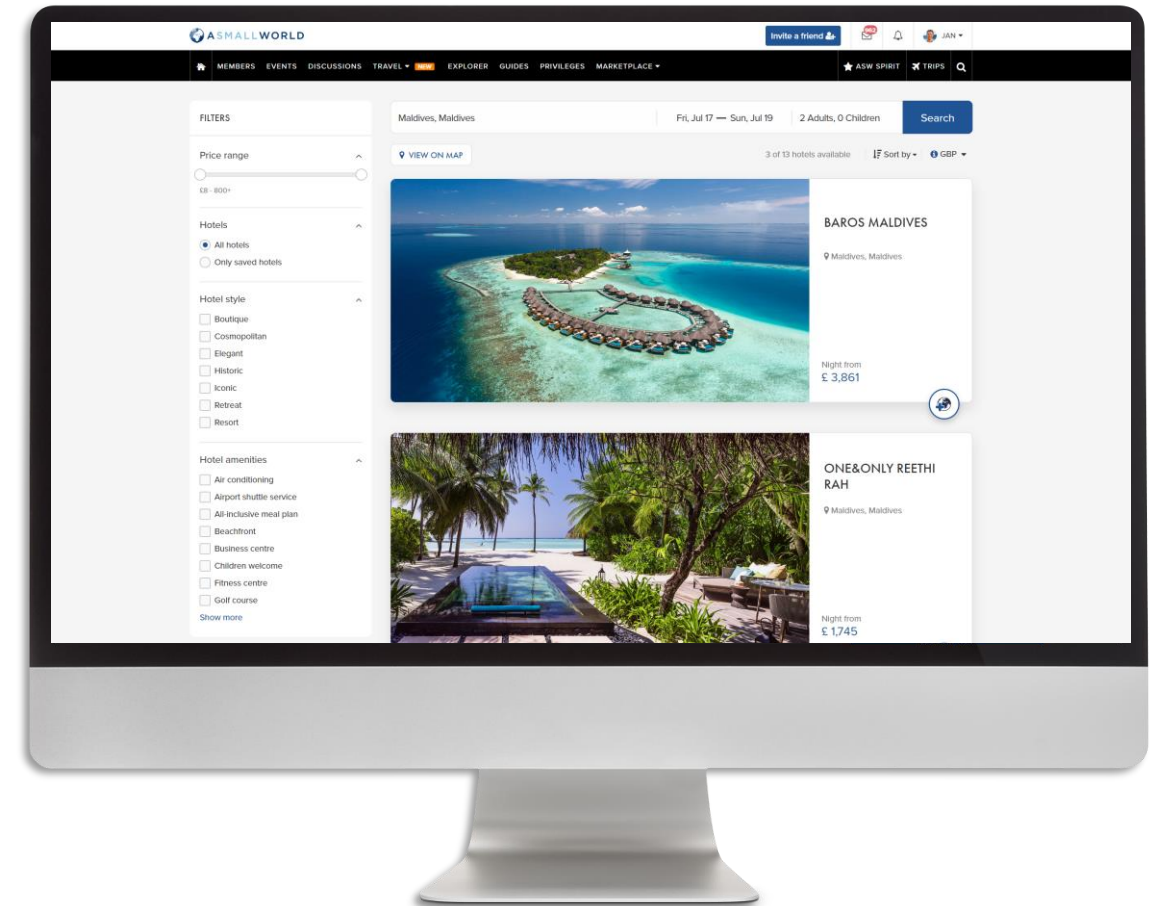
[www.asmallworldcollection.com](http://www.asmallworldcollection.com)

- Our booking engine caters to the **HIGH EXPECTATIONS** of ASMALLWORLD members
- “HOTELS YOU WILL LOVE” – we guarantee that all our hotels are excellent
- We offer two rates, the 'Lowest Rate' and our exclusive '**ASW PREFERRED RATE**'
- Our booking experience is **HIGHLY VISUAL AND STREAMLINED**
- Bookings can be made via **WEB** and via the **ASMALLWORLD APP**

# ALL OUR HOTELS ARE HAND-PICKED

We only features hotels of the highest standard to guarantee a great customer experience


- “HOTELS YOU WILL LOVE” – we guarantee that all our hotels are excellent
- Our customers will be able to **BOOK** each hotel **WITHOUT HESITATION**
- At launch we had **600 HOTELS** listed
- We **PLAN TO EXPAND** the selection but will maintain our high quality standards



# ALWAYS TWO RATES TO CHOOSE FROM

Our customers will always be able to choose between the 'Lowest Rate' and our exclusive 'ASW Preferred Rate'

## LUXURY ROOM DOUBLE



25 m<sup>2</sup> / 269 ft<sup>2</sup> Double/full bed Various views

- Sofitel MyBed double size bed
- Tea and coffee making facilities with kettle and espresso machine
- LED TV
- Safe
- Complimentary Wi-Fi
- Bathroom with Hermès bath amenities

Show more

LOWEST RATE	ASW PREFERRED RATE
<b>\$ 682</b>	<b>\$ 682</b>
Total 1 night Price per night \$ 682	Total 1 night Price per night \$ 682
<ul style="list-style-type: none"><li>✓ Our lowest rate</li><li>✓ Breakfast not included</li></ul>	<ul style="list-style-type: none"><li>✓ Daily breakfast for two</li><li>✓ Room upgrade upon arrival</li><li>✓ Food &amp; Beverage credit</li><li>✓ Early check-in</li><li>✓ Late check-out</li><li>✓ Complimentary Wi-Fi</li></ul>
Free cancellation Pay later See full conditions	Free cancellation Pay later See full conditions
<a href="#">Book now</a>	<a href="#">Book now</a>

- We offer our customers the choice of **TWO RATES** for each hotel and room:
- **LOWEST RATE:** the lowest rate available to us, for price-sensitive customers
- **ASW PREFERRED RATE:** our exclusive rate that includes many benefits like hotel credit, room upgrades, complimentary breakfast, etc.

# HIGHLY VISUAL AND STREAMLINED EXPERIENCE

Our design focuses on visuals and text is reduced to the essence to create a high-end booking experience

**AS SMALL WORLD**

MEMBERS EVENTS DISCUSSIONS TRAVEL **NEW** EXPLORER GUIDES PRIVILEGES MARKETPLACE

ASW SPIRIT TRIPS

## NORTH ISLAND, A LUXURY COLLECTION RESORT, SEYCHELLES

Seychelles, Seychelles

### BEACHFRONT VILLA

450 m<sup>2</sup> / 4844 ft<sup>2</sup> King bed Beach view

North Island features ten elegant yet relaxed Beachfront villas, set along East Beach and with direct access to the beach and ocean. Each villa is completely screened from view by careful siting in harmony with the natural vegetation, ensuring total privacy as well as ocean views. The open-plan flow of the villas invites exploration; the mixture of textures encourages touch and the organic shapes of the artisan-made...

Show more

LOWEST RATE	ASW PREFERRED RATE
£ 12,012 Total 2 nights Price per night £ 6,006	£ 12,012 Total 2 nights Price per night £ 6,006
<ul style="list-style-type: none"><li>✓ Our lowest rate</li><li>✓ Breakfast not included</li></ul>	<ul style="list-style-type: none"><li>✓ Complimentary Wi-Fi</li><li>✓ Daily breakfast for two</li><li>✓ Early check-in / Late check-out</li><li>✓ Room upgrade upon arrival</li><li>✓ Spa Treatment</li><li>✓ VIP welcome</li></ul>
<a href="#">See full conditions</a>	<a href="#">See full conditions</a>
<a href="#">Book now</a>	<a href="#">Book now</a>

### VILLA NORTH ISLAND

750 m<sup>2</sup> / 8073 ft<sup>2</sup> King bed Beach view

Also known as Villa 11, Villa North Island is perched on the granite boulders at the far end of East Beach and is the quintessence of privacy and seclusion. The sheer volume, scale and luxury of this villa are unimaginably decadent as it spreads out across multi-tiered levels, cascading down through a coconut grove, with direct beach access to the ocean below.

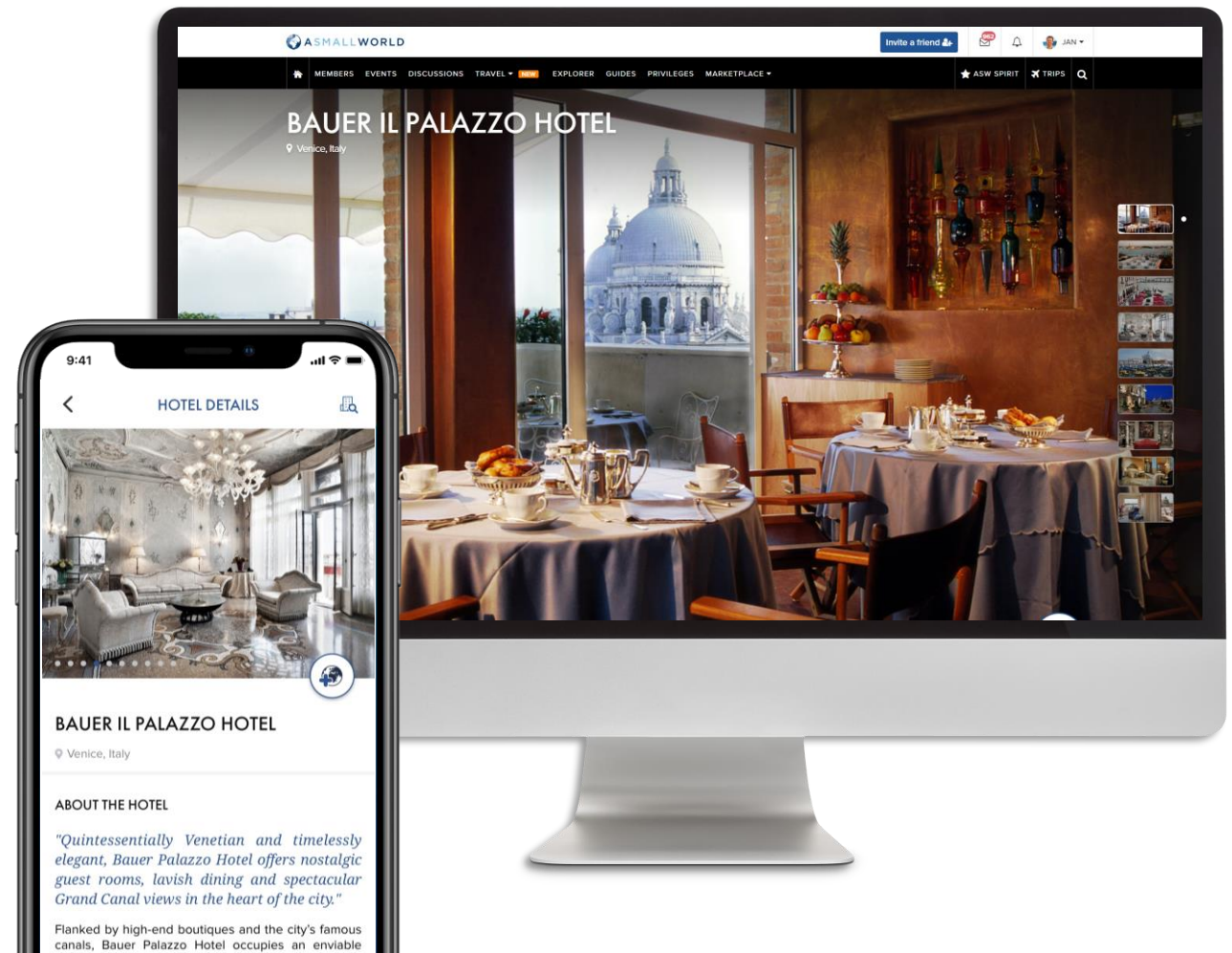
LOWEST RATE	ASW PREFERRED RATE
Room is not available	Room is not available
<ul style="list-style-type: none"><li>✓ Our lowest rate</li><li>✓ Breakfast not included</li></ul>	<ul style="list-style-type: none"><li>✓ Our lowest rate</li><li>✓ Breakfast not included</li></ul>



# SEAMLESS EXPERIENCE ACROSS WEB AND APP

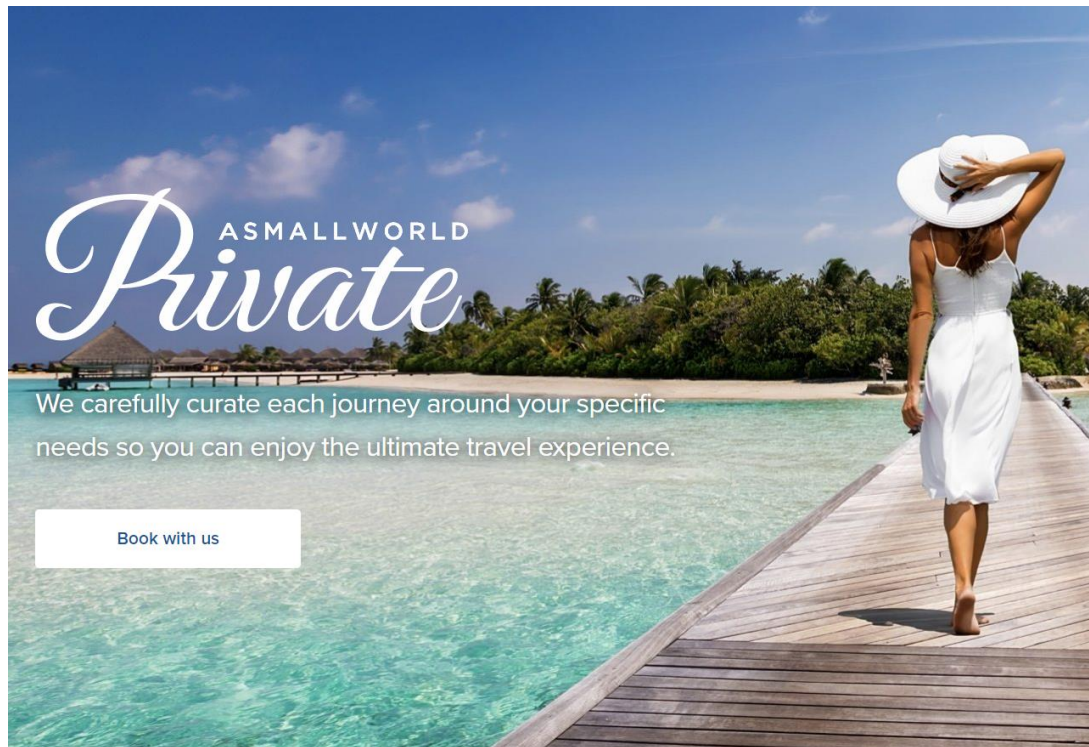
The booking experience works seamlessly between web and app

- Our booking engine is accessible from **ALL MAJOR PLATFORMS**
  - Web / desktop
  - Mobile internet (phone)
  - iOS
  - Android
- All platforms offer the same **FULL BOOKING FUNCTIONALITY**
- Customers can **SEE AND MODIFY RESERVATIONS** wherever they want
- The user experience features the same characteristic **VISUAL DESIGN**



# ASMALLWORLD PRIVATE

High-end travel agency offering bespoke travel arrangements was launched in December 2019



[www.asmallworldprivate.com](http://www.asmallworldprivate.com)

- 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 AND SERVICE FEES**
- New offering **LAUNCHED IN DECEMBER 2019** as first part of our new travel offering
- Complements **ONLINE HOTEL BOOKING** from ASmallWorld Collection

# 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 joined Marriott's '**THE LUXURY COLLECTION**' in February 2020 and is now bookable with Bonvoy points
- Goal to **EXPAND HOTELS UNDER MANAGEMENT** by adding other extraordinary hotels in the future

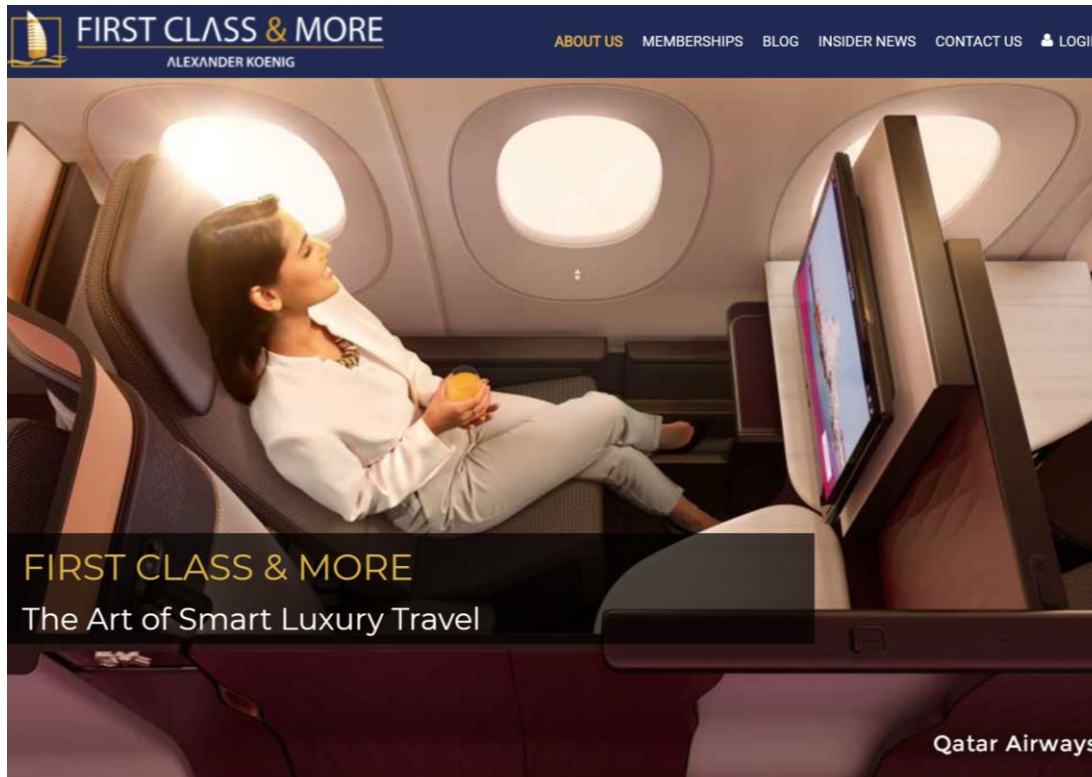
# FIRST CLASS & MORE

Access to the world of smart luxury travel



FIRST CLASS & MORE

ALEXANDER KOENIG

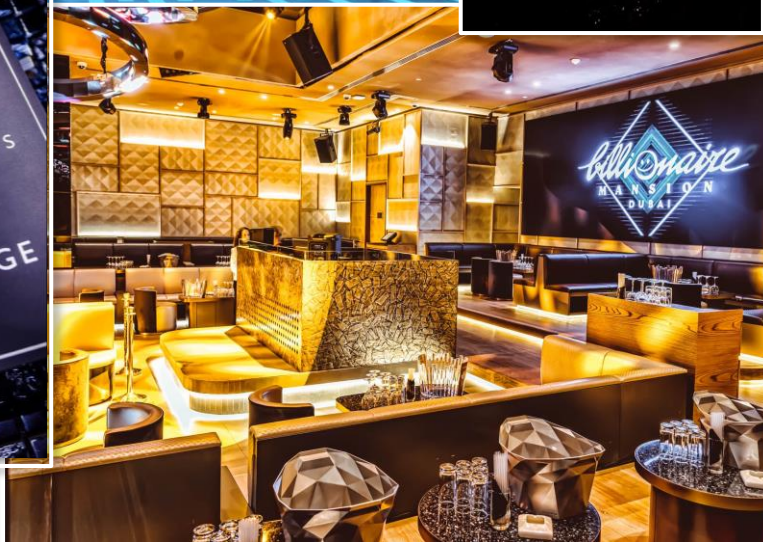
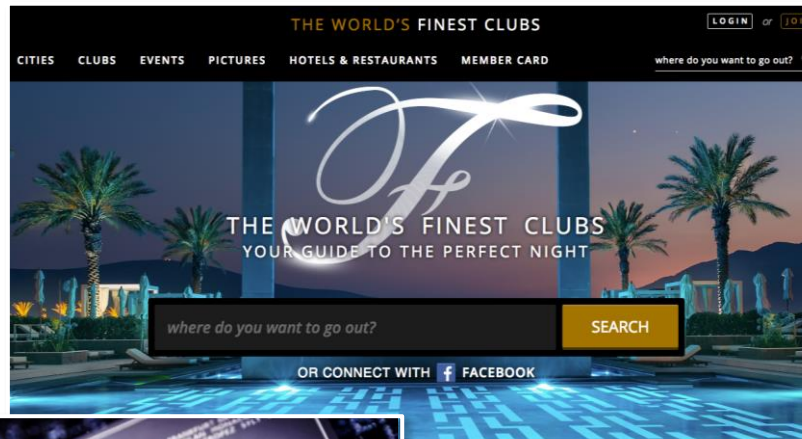


SAVE UP TO 70% ON FLIGHTS, 5-STAR HOTELS AND STATUS

- 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

# 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 990

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# OUTLOOK FOR H2

Expand and promote ASW Collection and start refining individual businesses where needed

- Continue to drive awareness for **ASMALLWORLD COLLECTION** and increase hotels offering so it is well positioned for when travel bookings resume
- Now that ASMALLWORLD travel & lifestyle ecosystem is completely built, focus can shift to **REFINING INDIVIDUAL BUSINESS**
- Initial focus on **ASWORLD NEWS FEED** and social networking functionality to increase service attractiveness and stickiness of users
- In terms of **GUIDANCE**, we anticipate H2 to result in sales comparable to H1 and to remain profitable for the full year

# AGENDA

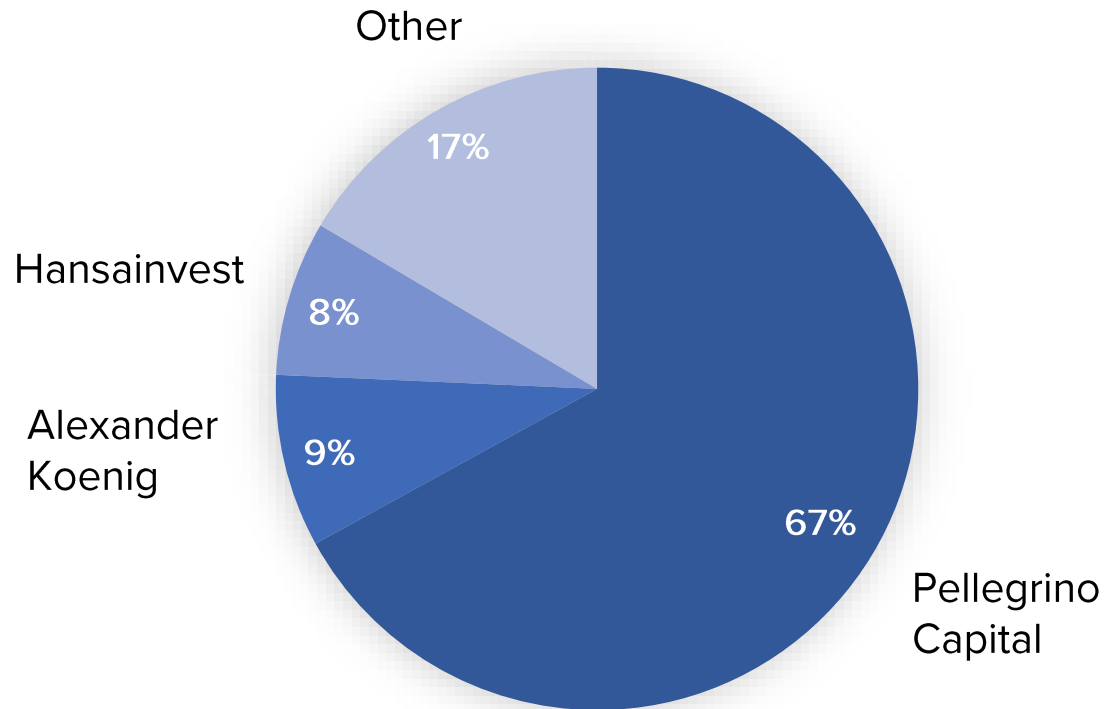
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# SHAREHOLDERS AND SHARE INFORMATION

## SHAREHOLDER STRUCTURE



## RESEARCH COVERAGE

- Hauck & Aufhäuser: BUY, target: CHF 14.50
- Baader Europe: BUY, target: CHF 6.76

## 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 2020 results: 18 Mar 2021



# ASMALLWORLD

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