



AS SMALL WORLD

# BAADER INVESTMENT CONFERENCE

25<sup>TH</sup> SEPTEMBER 2020 – JAN V. LUESCHER, CEO







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.**

# EXECUTIVE SUMMARY

## DIGITAL BUSINESS MODEL AND AFFLUENT AUDIENCE

- **TRAVEL & LIFESTYLE ECOSYSTEM** centred around social network ASW
- Affluent audience with high **SPEND ON TRAVEL & LIFESTYLE**

## OPERATIONAL MILESTONES DELIVERED

- Online hotel booking engine **ASW COLLECTION** launched in July
- All ecosystem businesses now in place and **FULLY OPERATING**

## PROFITABLE GROWTH

- Two years of strong revenue and member **GROWTH**
- **PROFITABILITY ACHIEVED** in 2019, ahead of schedule

## RESILIENT DESPITE ENVIRONMENT

- 2020 **DIFFICULT ENVIRONMENT** for any travel & lifestyle services
- Continued to grow and **PROFITABILITY MAINTAINED** with H1 results

# AGENDA

- BUSINESS MODEL
- OPERATIONAL MILESTONES
- PROFITABLE GROWTH
- OUTLOOK



# ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

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





# 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
- **CURATED COMMUNITY** requiring an invitation or application
- Digital social **NETWORKING FUNCTIONALITY** (app and web)
- **1'000+ EVENTS** in 2019
- **MEMBER PRIVILEGES** from international travel & lifestyle partner brands
- No targeted advertising and **NO SALE OF PERSONAL DATA**

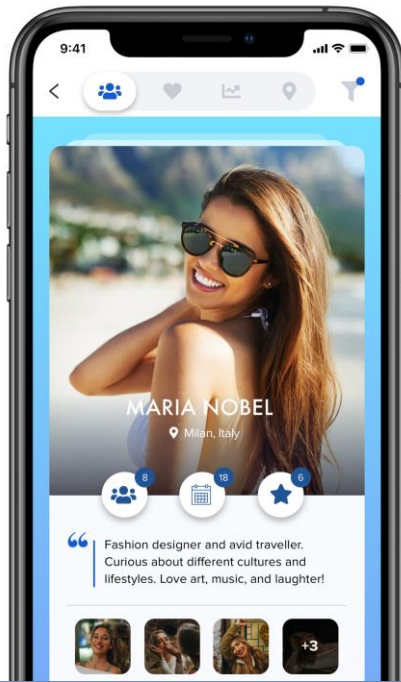
# THE ASMALLWORLD APP

Our apps connect members from around the world and offer a wealth of functionality



## MEET MEMBERS FROM AROUND THE WORLD

Make new connections for social, romantic or business purposes



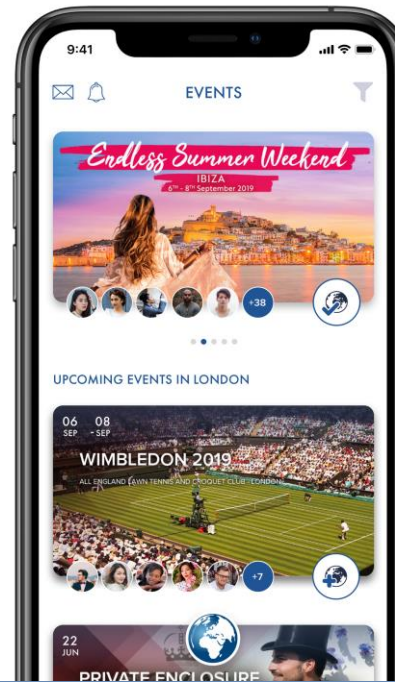
## HOTELS WE LOVE WITH EXTRAORDINARY BENEFITS

Book your next stay with us and enjoy exclusive booking privileges



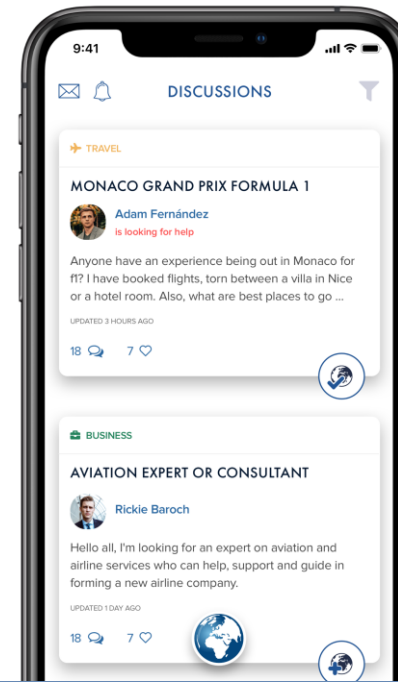
## GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



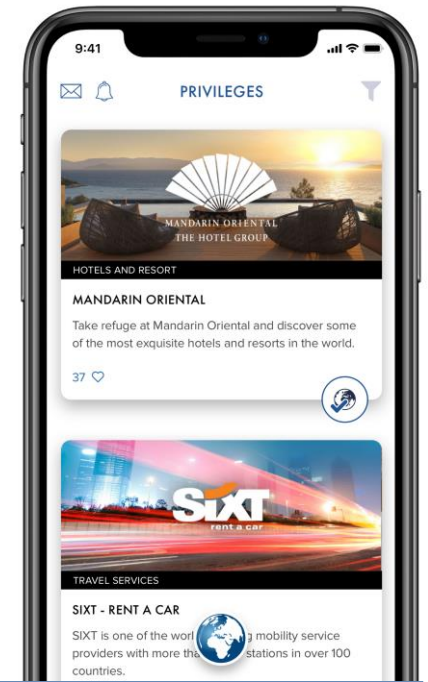
## ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

Get insider advice from a discerning global community



## ENJOY TRAVEL & LIFESTYLE PRIVILEGES

Enjoy upgrades, discounts and more from international partners





# 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



# ASMALLWORLD'S REACH IS GLOBAL

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



## TOP 15 CITIES:

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

# SOCIAL NETWORK DRIVES TRAFFIC TO OTHER BUSINESSES

We offer ASmallWorld Members many additional services to increase the share of wallet per customer





# AGENDA

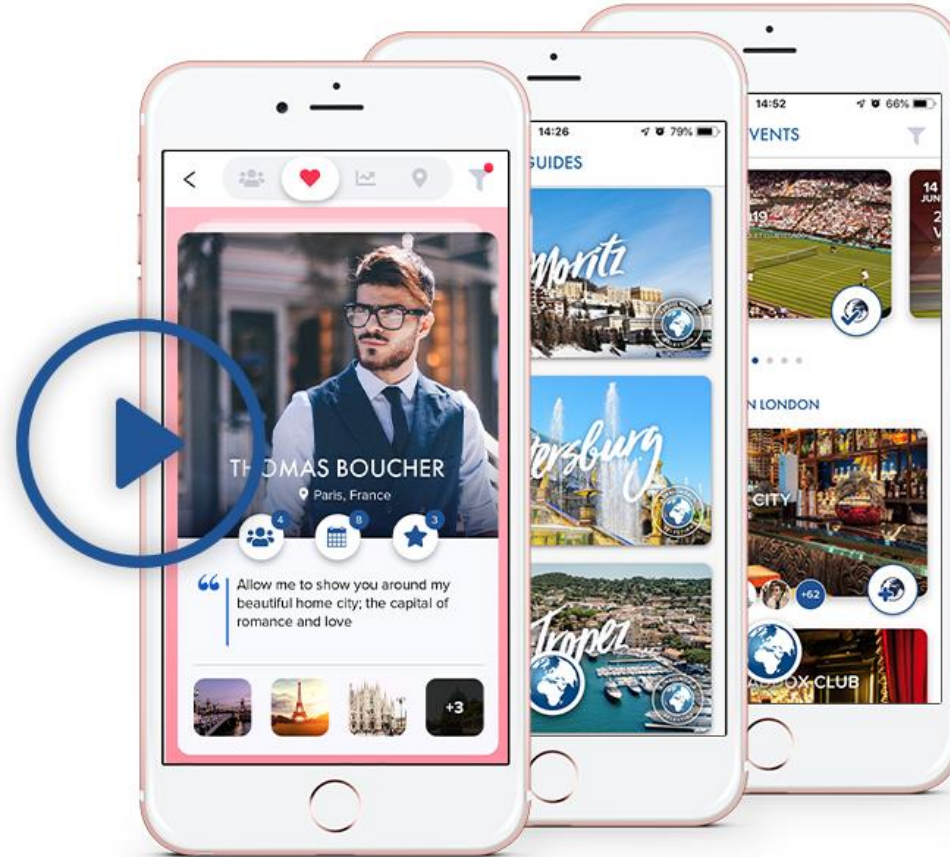
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# COMPLETE OVERHAUL OF THE ASMALLWORLD APP

In 2019, we introduced completely new mobile apps for iOS and Android to increase user engagement

A BRAND NEW  
iOS APP!





# ORIGINAL CONTENT FOR OUR SOCIAL NETWORK

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.

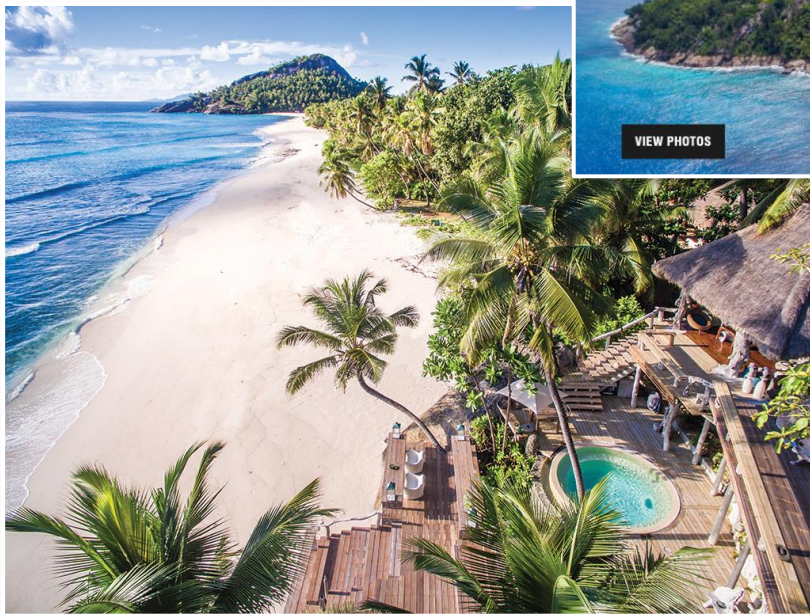
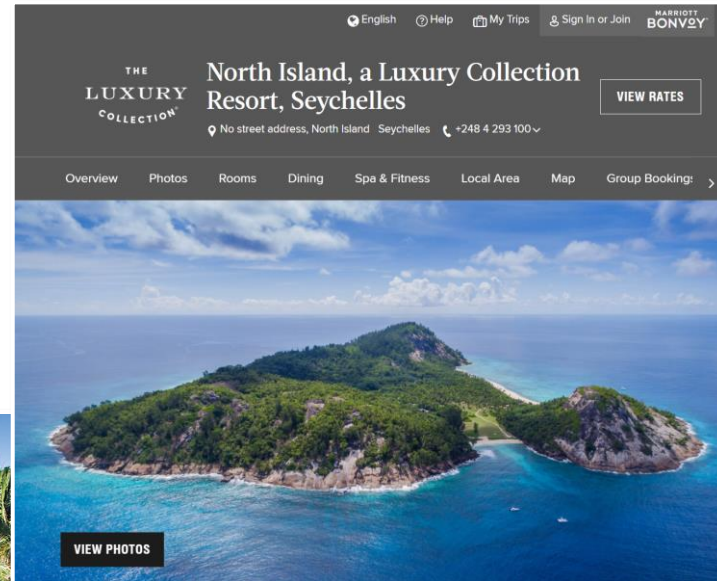
ASMALLWORLD  
EXPLORER

- 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 HOSPITALITY

In February 2019, we took over the management of North Island



- ASW's own **HOTEL MANAGEMENT AND CONSULTING** company, working with hotel owners to make properties more valuable
- In February 2019, Iconic **NORTH ISLAND** resort in the Seychelles became first hotel **UNDER ASW MANAGEMENT**
- Joined Marriott's '**THE LUXURY COLLECTION**'; hotel now bookable with Bonvoy points
- Also involved in **TWO DUBAI HOSPITALITY PROPERTIES** in development as advisor

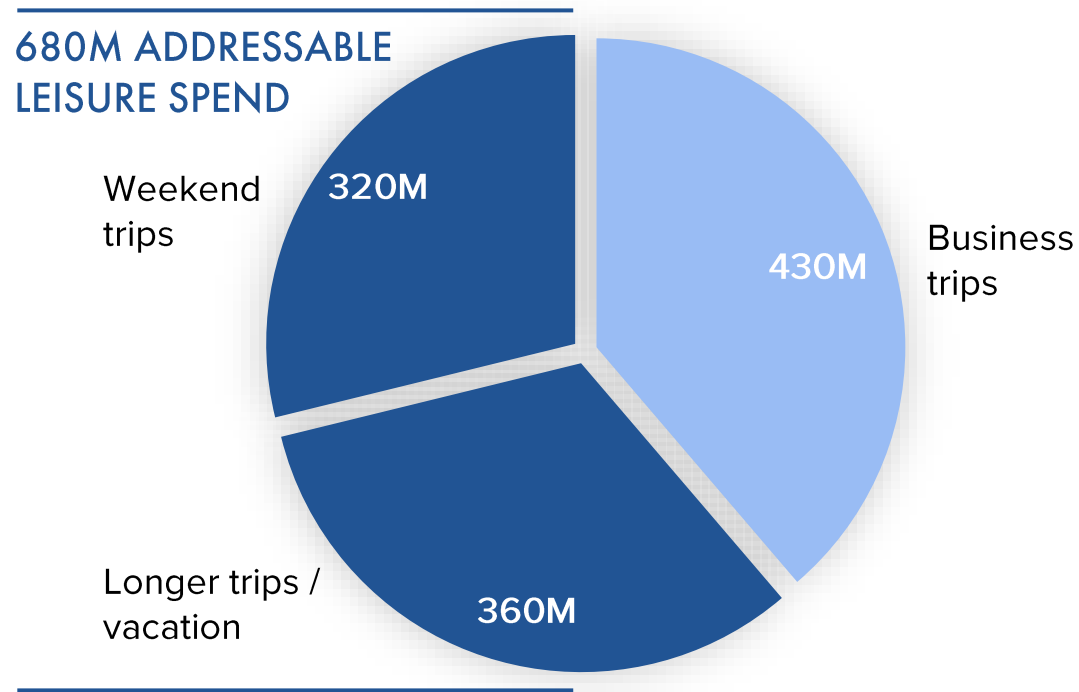
[www.north-island.com](http://www.north-island.com)



# ASW MEMBERS' TRAVEL SPEND IS SUBSTANTIAL

We want to capture a portion of our members' CHF 680M annual leisure spend (pre-Corona)

## ANNUAL HOTEL SPEND OF CHF 1.1B

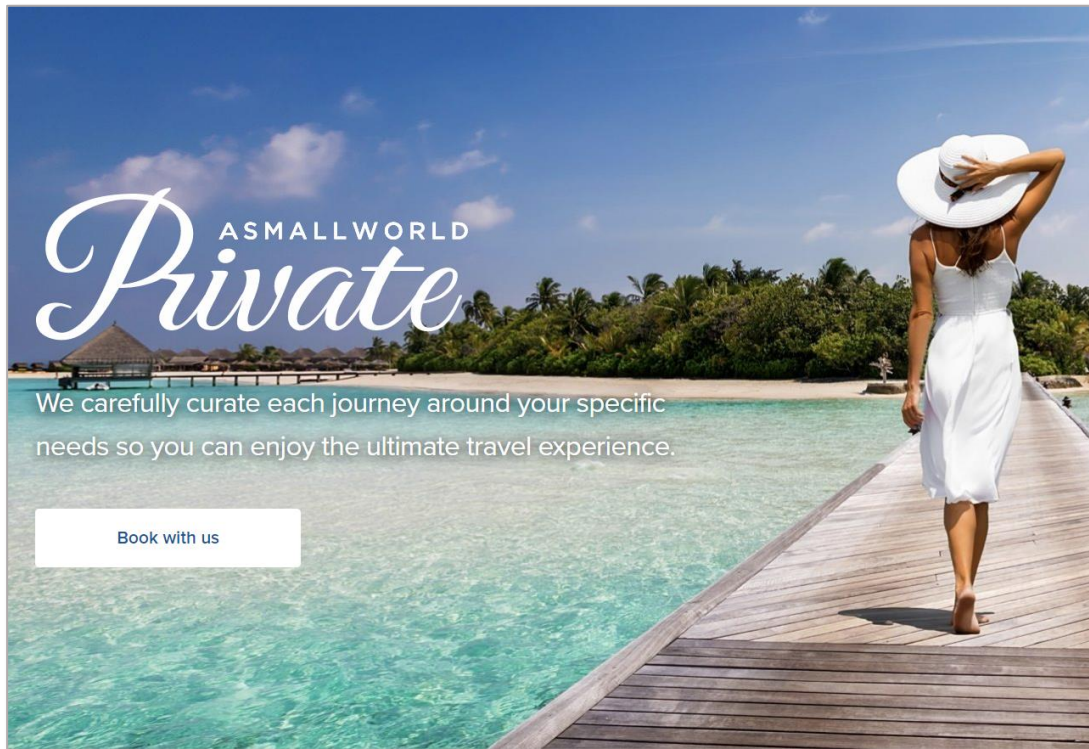


- ASW community with a **LEISURE HOTEL SPEND OF CHF ~680M** per year
- ASW wants to **CAPTURE A MEANINGFUL PORTION** of its members hotel spend:
  - Launch of **ASMALLWORLD PRIVATE** as high-end travel agency for bespoke luxury travel
  - Launch of **ASMALLWORLD COLLECTION** as curated online hotel booking engine
  - Launch of **ASMALLWORLD EXPLORER** to inspire travel and create demand for travel services

# ASMALLWORLD PRIVATE

In December 2019, we launched ASMALLWORLD Private, our luxury travel agency

ASMALLWORLD  
*Private*



[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 a service fee



# ASMALLWORLD COLLECTION

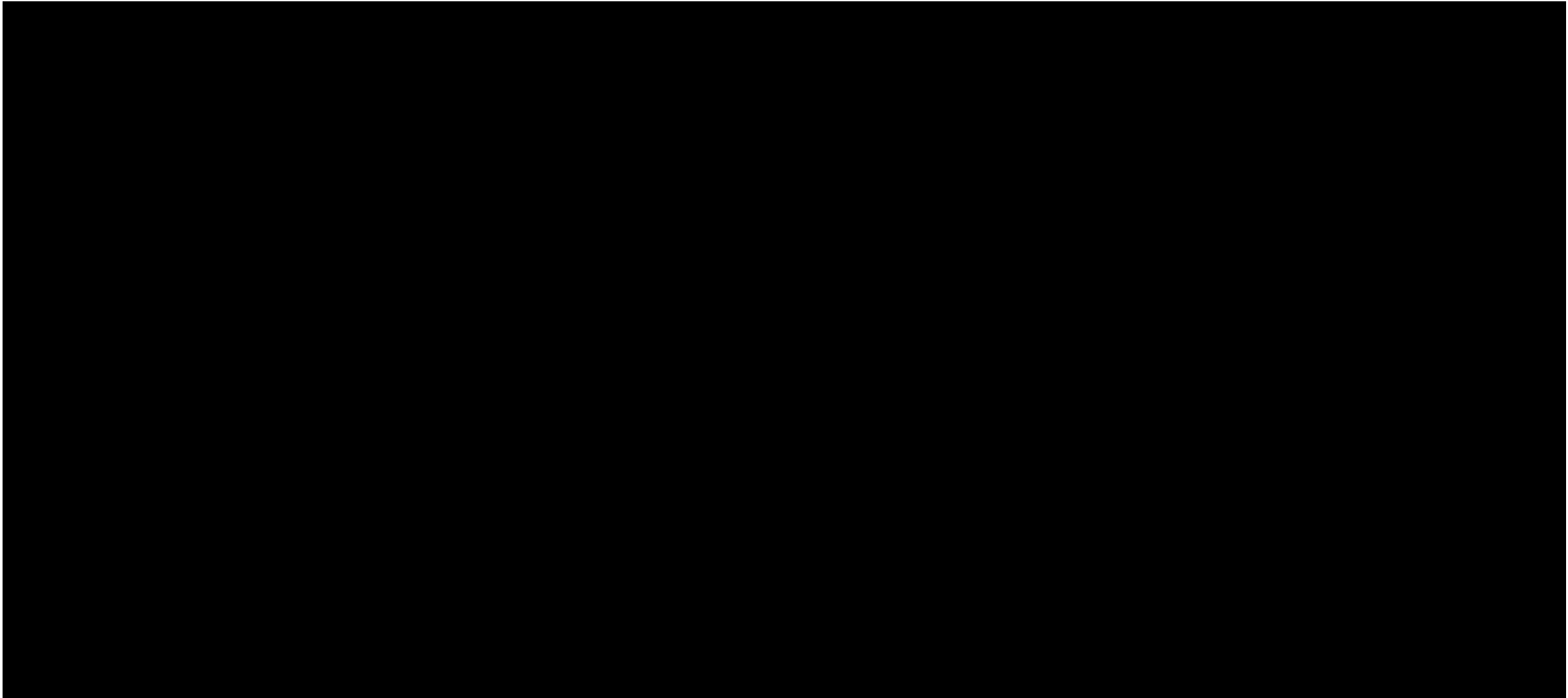
In July 2020, we launched our high-end online hotel booking engine



- Caters to the **HIGH EXPECTATIONS** of ASMALLWORLD members
- “**HOTELS WE LOVE**” – we guarantee that all our hotels are excellent
- We the exclusive '**ASW PREFERRED RATE**'
- Booking experience is **HIGHLY VISUAL AND STREAMLINED**
- Bookings can be made via **WEB** and via the **ASMALLWORLD APP**

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

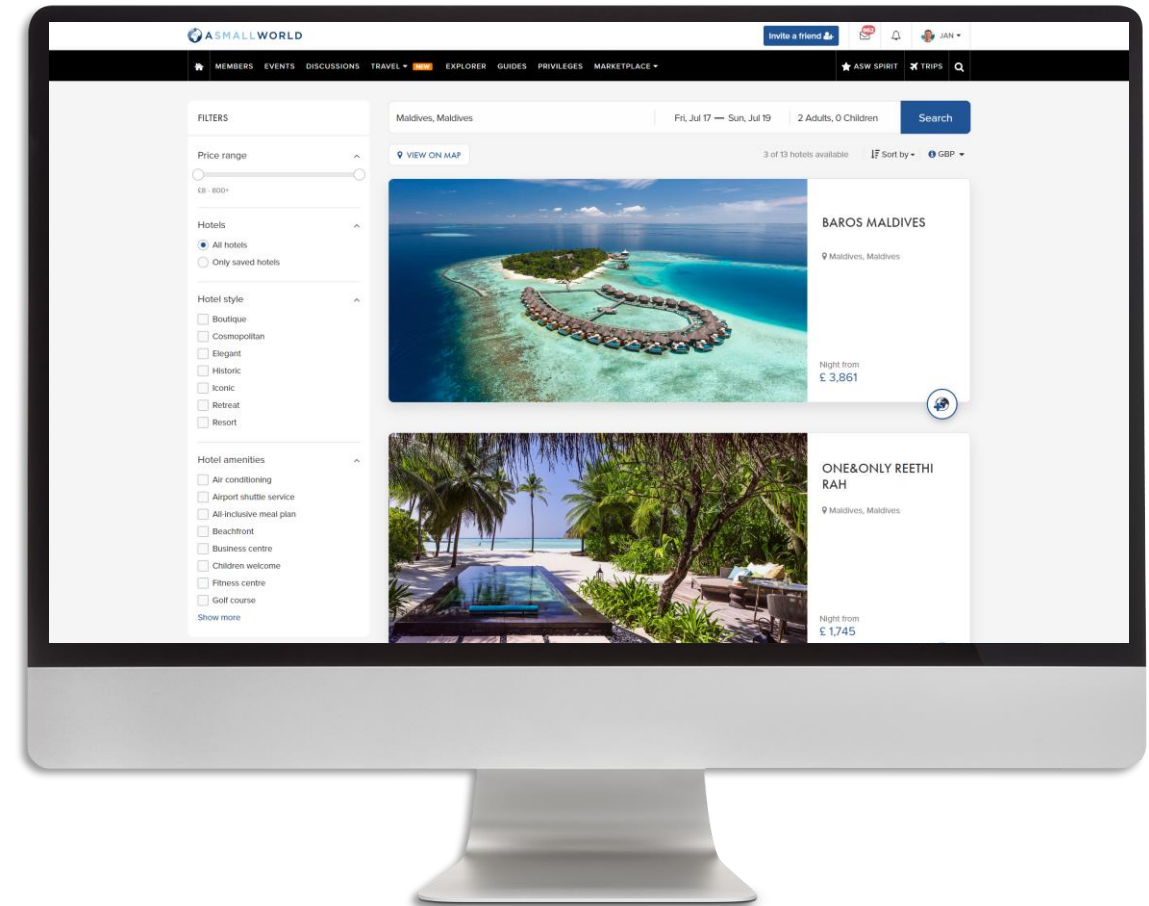
# ASMALLWORLD COLLECTION



# “HOTELS WE LOVE”

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

- Hotels are **HAND-PICKED** so we can guarantee an excellent customer experience
- Customers can **BOOK WITH CONFIDENCE** that they will be staying at an amazing hotel, no matter which one they choose
- The Collection currently features **650 HOTELS**
- We will **EXPAND THE SELECTION** to 1'200 hotels but won't compromise on quality






# THE ASMALLWORLD PREFERRED RATE

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

### TWIN GARDEN VIEW



50 m<sup>2</sup> / 538 ft<sup>2</sup> • Twin bed • Garden view

Feel at home in this luxurious room with twin beds, private terrace, spacious sitting area, walk-in closet and work desk.

- 42" flat-screen TV
- Individually controlled heat and air-conditioning
- Plush robes and slippers
- Bath amenities by Bottega Veneta...

Show more

LOWEST RATE	ASW PREFERRED RATE
€ 484	€ 570
Total 1 night Price per night € 484	Total 1 night Price per night € 570
<ul style="list-style-type: none"><li>✓ Our lowest rate</li><li>✓ Breakfast not included</li></ul>	<ul style="list-style-type: none"><li>✓ \$100 resort credit</li><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></ul>
Non-refundable rate Prepayment required <a href="#">See full conditions</a>	Free cancellation Pay later <a href="#">See full conditions</a>
<a href="#">Book now</a>	<a href="#">Book now</a>



Lowest cost



Value-for-money

- **LOWEST RATE:** the lowest rate available to us, great for price-sensitive customers
- **ASMALLWORLD PREFERRED RATE:** our exclusive “value-for-money rate” that includes extraordinary benefits:
  - Room upgrade
  - \$100 hotel credit
  - Complimentary breakfast for two
  - Early Check-In
  - Late Check-Out
  - Complementary Wi-Fi

# HIGHLY VISUAL AND STREAMLINED EXPERIENCE

Our design focuses on visuals and simple navigation and to create an immersive booking experience

**AS SMALL WORLD** Invite a friend

MEMBERS EVENTS DISCUSSIONS TRAVEL NEW EXPLORER GUIDES PRIVILEGES MARKETPLACE ASW SPIRIT TRIPS

## NORTH ISLAND, A LUXURY COLLECTION RESORT, SEYCHELLES

Seychelles, Seychelles

### BEACHFRONT VILLA

**LOWEST RATE**  
€ 5,940  
Total 1 night Price per night € 5,940

- Our lowest rate
- Breakfast not included

450 m<sup>2</sup> / 4,844 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

Non-refundable rate  
Prepayment required  
See full conditions

**ASW PREFERRED RATE**  
€ 6,988  
Total 1 night Price per night € 6,988

- Complimentary Wi-Fi
- Daily breakfast for two
- Early check-in / Late check-out
- Room upgrade upon arrival
- Spa Treatment
- VIP welcome

Non-refundable rate  
Prepayment required  
See full conditions

**Book now**

### VILLA NORTH ISLAND

**LOWEST RATE**  
€ 10,769  
Total 1 night Price per night € 10,769

- Our lowest rate
- Breakfast not included

750 m<sup>2</sup> / 8,073 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...

Show more

Non-refundable rate  
Prepayment required  
See full conditions

**ASW PREFERRED RATE**  
€ 10,769  
Total 1 night Price per night € 10,769

- Complimentary Wi-Fi
- Daily breakfast for two
- Early check-in / Late check-out
- Room upgrade upon arrival
- Spa Treatment
- VIP welcome

Non-refundable rate  
Prepayment required  
See full conditions

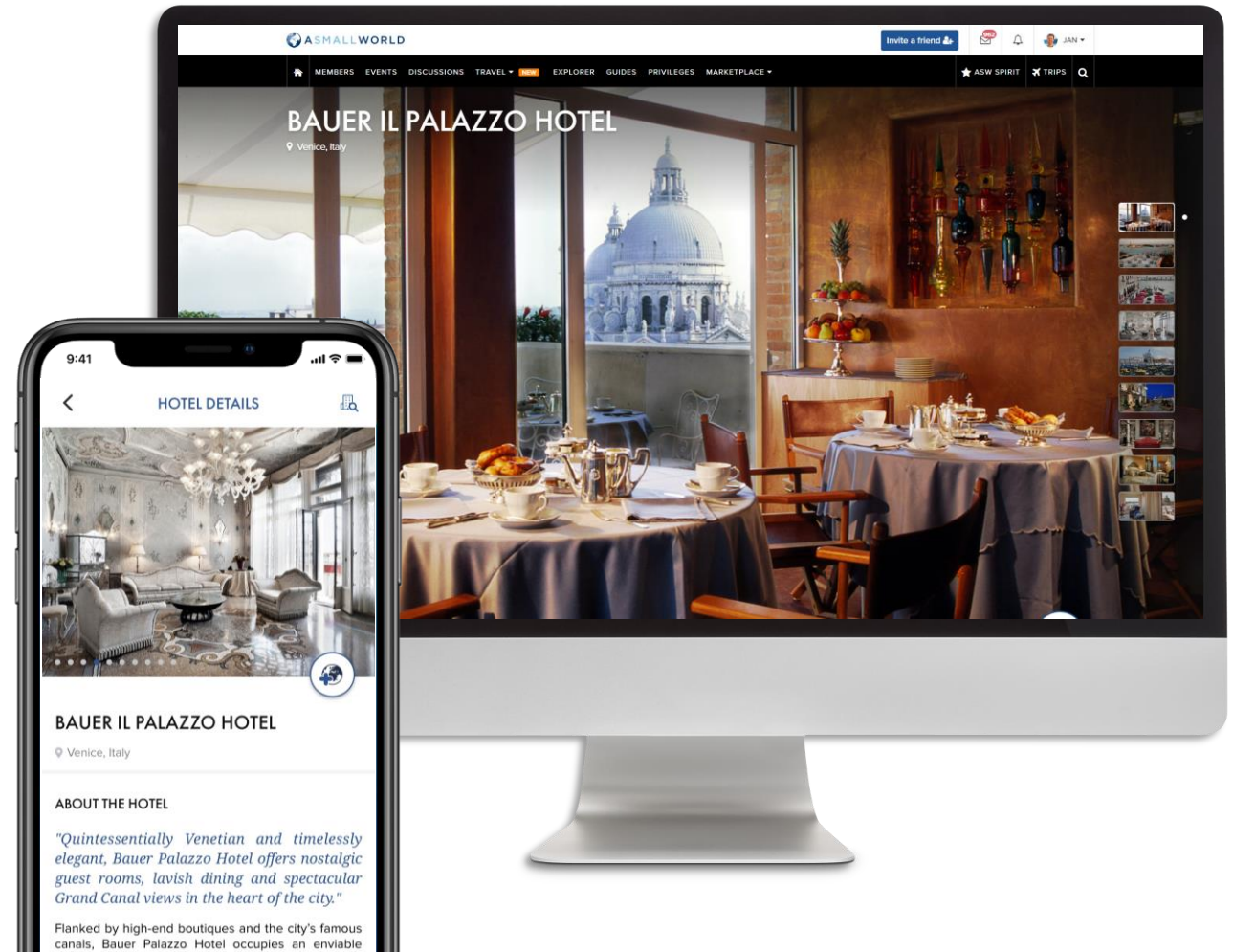
**Book now**



# SEAMLESS INTEGRATION BETWEEN 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 **BOOK AND MODIFY RESERVATIONS** wherever they want
- All platforms feature the same **VISUAL IDENTITY AND DESIGN**





# AGENDA

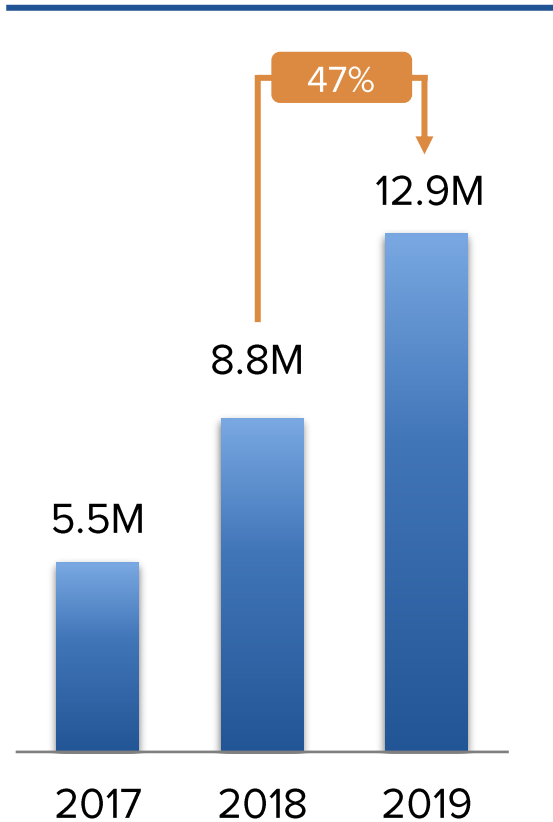
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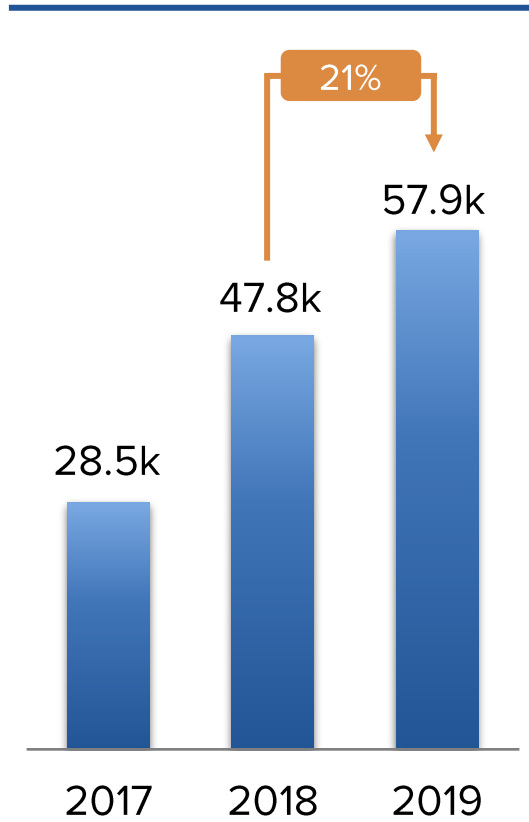
# TRACK-RECORD OF PROFITABLE GROWTH

ASMALLWORLD grew its revenues significantly over the last years; achieving profitability in 2019, ahead of schedule

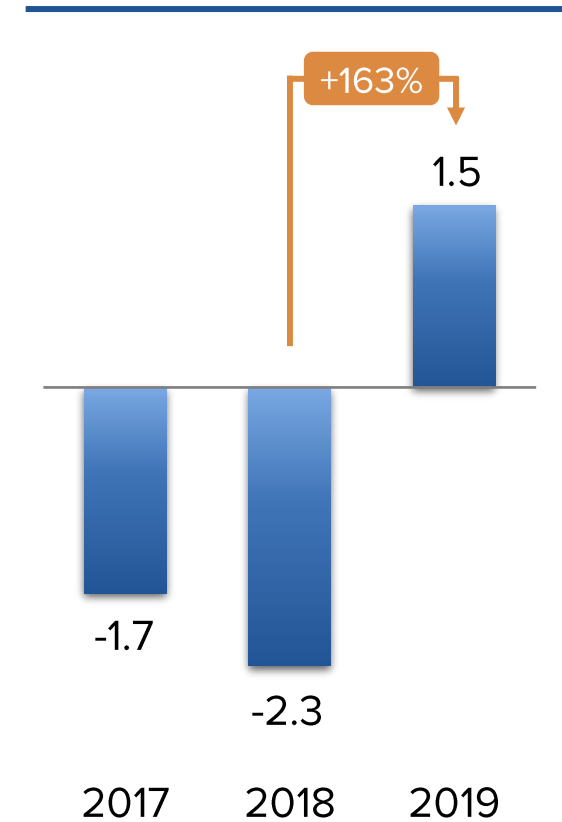
## REVENUE



## MEMBERS



## EBITA



# STRONG H1 2020 PERFORMANCE DESPITE ENVIRONMENT

Continued profitable growth 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 vs. CHF 5.7M in H1 2019
  - **MAINTAINED PROFITABILITY:** EBITDA CHF 0.4M vs. CHF 0.5M in H1 2019
  - **STRONG OPERATING CASH FLOW:** CHF 1.4M vs. CHF -0.1M in H1 2019



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# OUTLOOK

Expand ASmallWorld Collection and start refining individual businesses

- **ENVIRONMENT** expected to remain difficult for travel & lifestyle in H2 and into 2021
- Improve the **ASmallWorld Collection** with more functionality and broader hotel offering, so it is well positioned for when travel resumes
- Now that full ASmallWorld travel & lifestyle ecosystem is built, our focus can shift to **REFINING INDIVIDUAL BUSINESS** and strengthening synergies
- Initial focus on **ASmallWorld News Feed** (better content) and **Social Networking Features** (posting functionality) to increase 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**



# Q&A







# ASMALLWORLD

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