



ASmallWORLD

FULL YEAR RESULTS 2020

18TH MARCH 2021



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.**

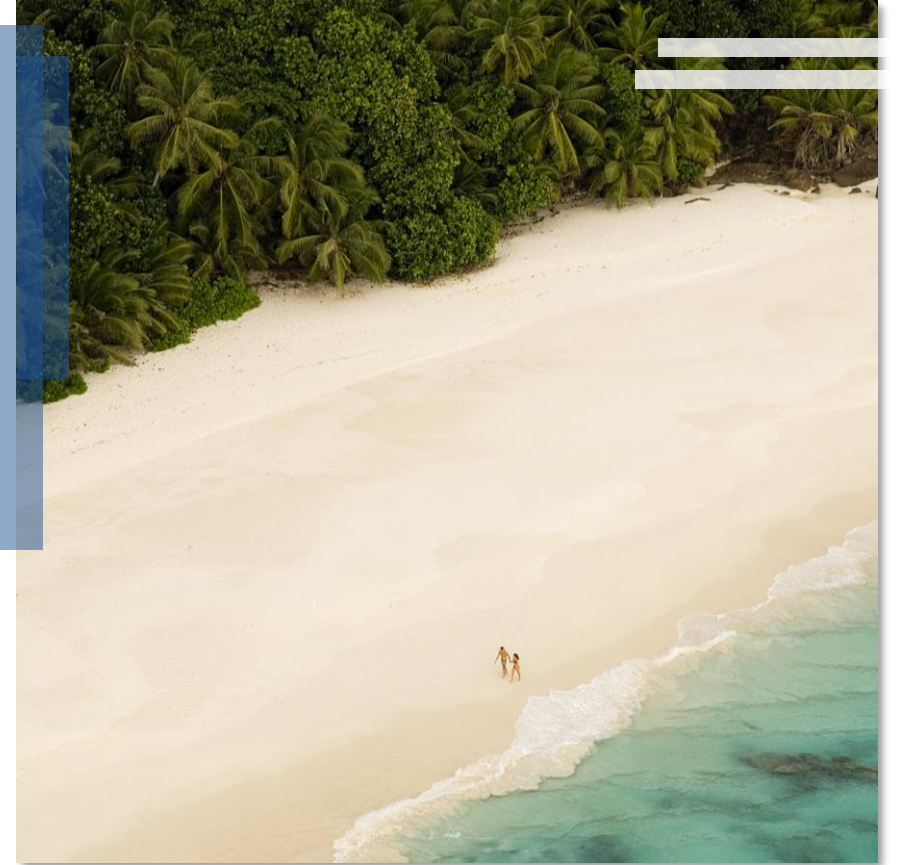
ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

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



AGENDA

- OVERVIEW OF 2020 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK 2021



THE IMPACT OF THE COVID-19 PANDEMIC

COVID-19 had a significant impact on all our businesses

- The COVID-19 pandemic created a **DIFFICULT MARKET ENVIRONMENT** for ASMALLWORLD in 2020
- The restrictions placed on travel and social gatherings resulted in **LOWER DEMAND IN THE SHORT-TERM** for our Services business, especially travel and events
- Further, these restrictions also had an **INDIRECT NEGATIVE IMPACT** on the Subscriptions segment, temporarily reducing the attractiveness of the ASMALLWRORLD and First Class & More memberships
- The World's Finest Clubs also saw a significant drop in demand as the global nightlife came to a virtual standstill

OPERATIONAL HIGHLIGHTS 2020

Travel & lifestyle ecosystem completed with launch of ASmallWorld Collection

- Launch of **ASmallWorld Collection in July** completed our travel & lifestyle ecosystem; all businesses now fully operational
- Strong **Prestige Membership Sales** on back of demand for Business and First Class travel during pandemic
- Strong **First Class & More Service Revenue** growth from sales of Business and First Class flight packages and “Diamant” membership sales
- **Strict Cost Control Measures** to offset impact of slower growth and investments, allowing us to maintain profitability
- **Restructured Travel Team Setup** by closing UK entity and moving travel business to ASW HQ in Switzerland

FINANCIAL RESULTS 2020

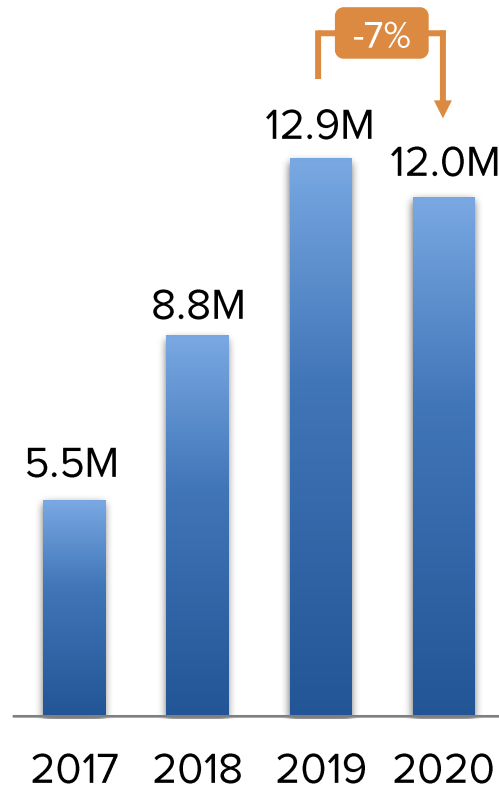
EBITDA increased by 3% despite challenging market environment and lower sales

- **REVENUE DECREASED BY 7%** from CHF 12.9M to CHF 12.0M
- **EBITDA INCREASED BY 3%** from 1.45M to CHF 1.49M
- **NET INCOME:** CHF 0.7M – **EPS:** CHF 0.06
- **OPERATING CASH FLOW INCREASED BY 67%** from CHF 0.4M to CHF 0.6M
- **CASH POSITION** of CHF 2.9M per end of year

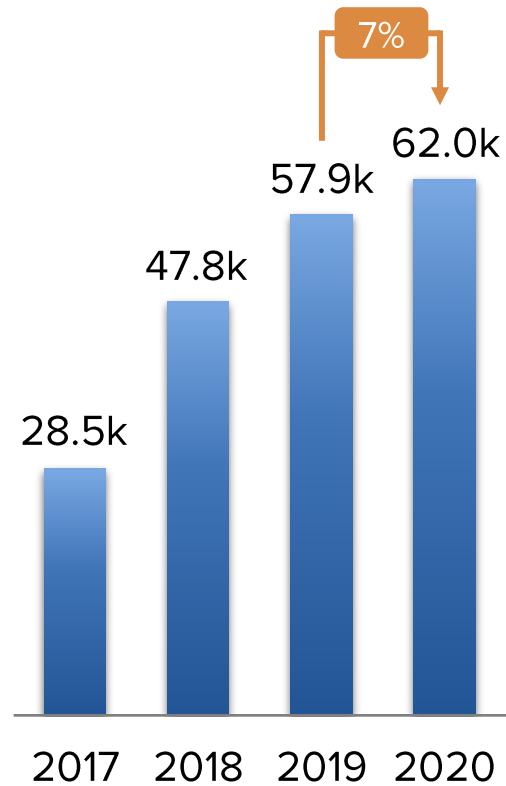
KEY PERFORMANCE METRICS OVER TIME

Temporary dip in revenue but ongoing member growth and improved EBITDA

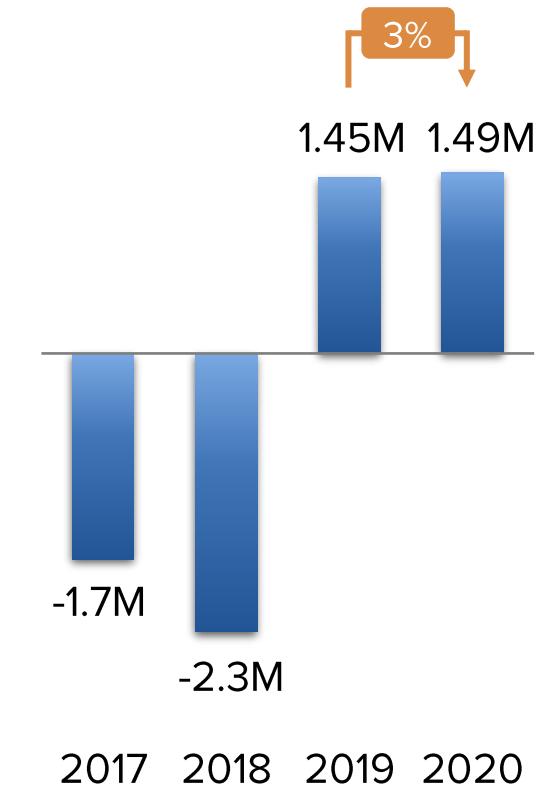
REVENUE



MEMBERS

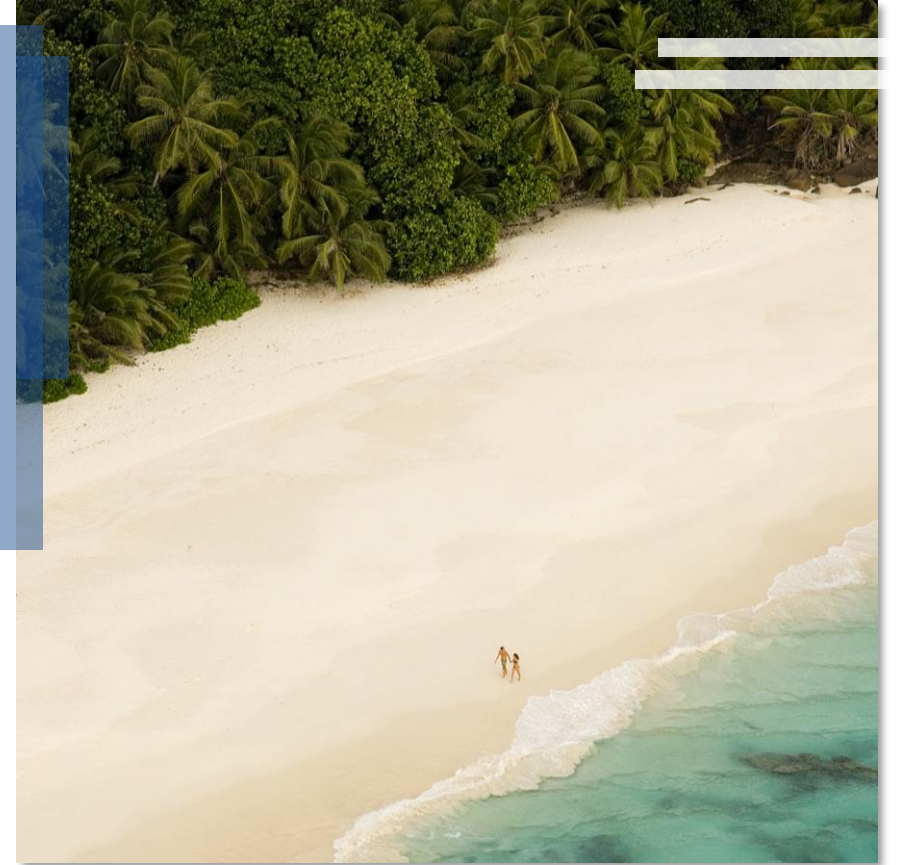


EBITDA



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SUBSCRIPTIONS BUSINESS

Solid growth despite pandemic driven by Prestige membership and First Class & More Diamant sales

In CHF	2020	2019	CHANGE
REVENUE	8.0M	7.3M	+10%
EBITDA	1.2M	1.4M	-12%
EBITDA MARGIN	15%	19%	-4%-pt.

- Strong **ASW PRESTIGE** membership sales due to demand for Business and First Class flights
- **FIRST CLASS & MORE "DIAMANT" SALES** strong due to clever marketing and status level strategies
- **ASW ACCESS** membership with dip in new signups but steady renewal rates
- **WFC** with low demand due to virtual standstill of global nightlife business
- **LOWER EBITDA** due to higher COGS for ASW Prestige memberships

ASMALLWORLD PRESTIGE MEMBERSHIP SALES STRONG

ASW Prestige Memberships sold well during 2020 due to strong interest in Business and First Class travel

ASMALLWORLD

PRESTIGE

Your Upgrade to Business and First Class

Save EUR 800 until end of August!

Incl. 250.000 Miles & More Award Miles

Partner of **Miles & More**

PRESTIGE MEMBERSHIP
12345678
JOHN SMITH

- The ASW Prestige Membership offers a **WEALTH OF TRAVEL BENEFITS**
- The most important sales element are **250'000 MILES & MORE AWARD MILES**
- Award miles can be used to purchase **FLIGHT AWARDS** or upgrades to Business and First Class
- Sold **RECORD NUMBER OF MEMBERSHIPS**, twice as many as in 2019
- Partnership with **MILES & MORE EXTENDED** in February 2021

FIRST CLASS & MORE DIAMANT SALES STRONG

First Class & More managed to drive Diamant sales with great marketing and loyalty strategy offers

GOLD
Unser Einstiegslevel

Für Neueinsteiger, die Schritt für Schritt in die Welt von Meilen, Bonusprogrammen und Reisekostenoptimierung eintauchen möchten.

Preis: € 59 pro Jahr

MEHR ERFAHREN

PLATIN
Unser Bestseller

Zugriff auf die besten exklusiven Reisedeals und Insider-Strategien sowie persönliche Beratung (z. B. Vielfliegerstatus, Flugroutings) und viele weitere Vorteile inklusive Statuslevels, Digitalabos u.v.m.

Preis: € 199 pro Jahr

MEHR ERFAHREN

DIAMANT
Unser Top-produkt

Top-Hotelstatus mit doppelten Upgrades, limitierte Secret-Deals, exklusive Networking Events, zahlreiche Insider Tools, detaillierte persönliche Beratung sowie umfassende Services zur Optimierung Ihrer Reisen.

Preis: € 999 pro Jahr

MEHR ERFAHREN

- First Class & More offers **SMART LUXURY TRAVEL**: “luxury travel at insider prices”
- Clever marketing campaigns led to strong sales of the **DIAMANT** premium membership level (price EUR 999)
- Membership was paired with **INSIDER STRATEGY** to achieve airline status level at low cost



Die besten Flugdeals

Bis zu 70% in Business und First Class sparen



Top Status

Die schnellsten und günstigsten Wege zum begehrten Vielflieger- oder Hotelstatus



Persönliche Beratung

Persönliche Beratung, um Ihre Reisen nach Preis, Meilenausbeute und Reiseerlebnis zu optimieren

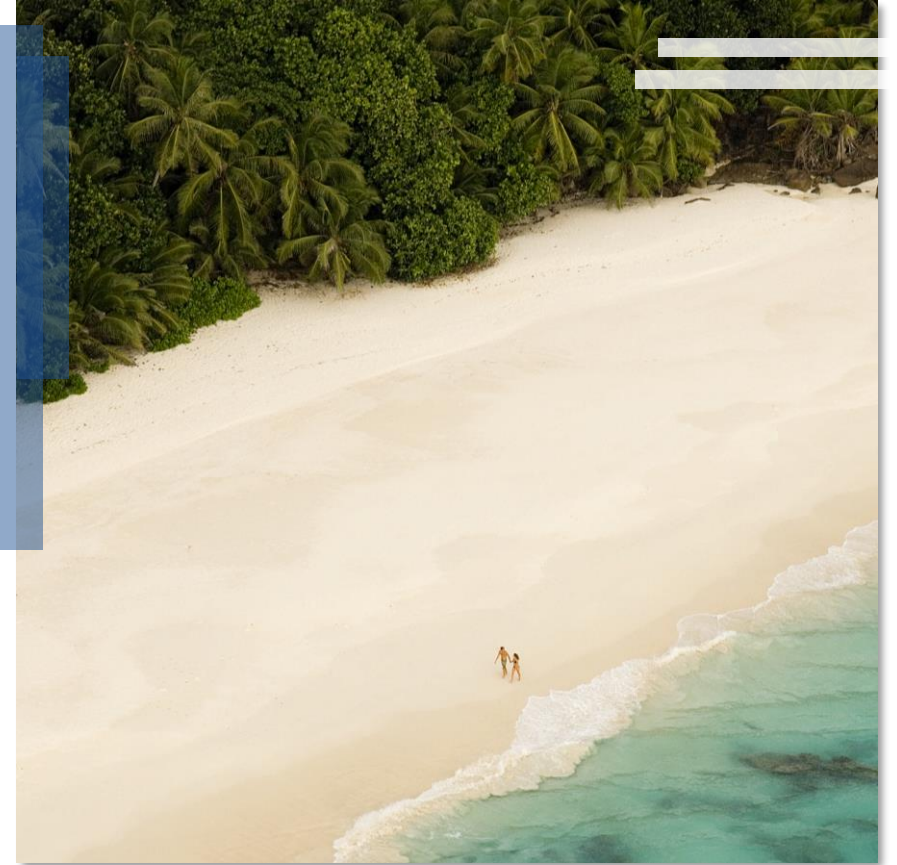


VIP Hotelbuchungen

Buchen Sie Luxushotels mit kostenlosen Upgrades und weiteren VIP Vorteilen

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SERVICES BUSINESS

Travel and social distancing restrictions caused a temporary dip in demand

In CHF	2020	2019	CHANGE
REVENUE	4.0M	5.7M	-30%
EBITDA	0.3M	0.0M	+250%
EBITDA MARGIN	7%	1%	+6%-pt.

- **IN-PERSON EVENTS** for the ASMALLWORLD social network decreased by 73% from over 1'000 events in 2019 to just over 300 in 2020
- Introduced **ONLINE EVENTS** and held close to 400 event in 2020
- ASMALLWORLD Private saw a significant **DECLINE IN TRAVEL REVENUE**
- Newly launched **ASMALLWORLD COLLECTION** experienced a slow start

ASMALLWORLD COLLECTION

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



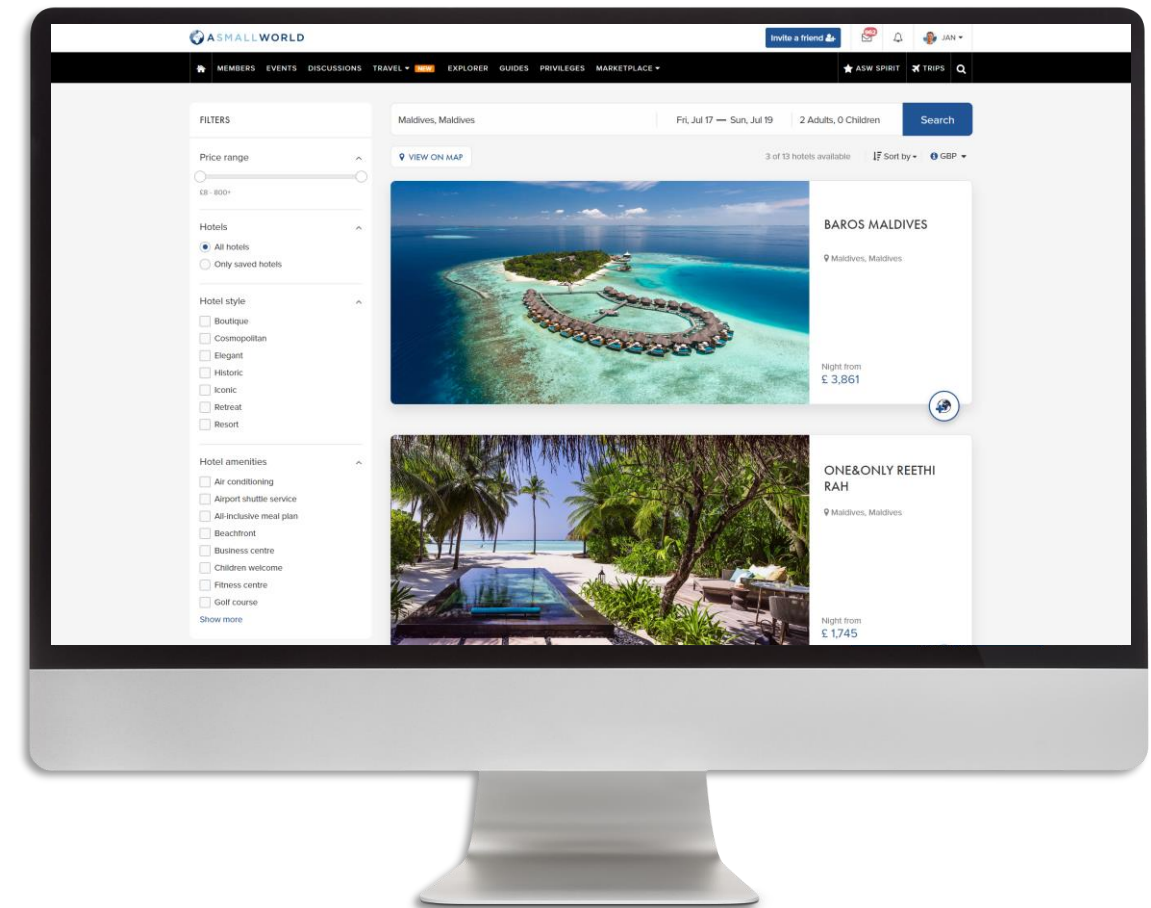
- Caters to the **HIGH EXPECTATIONS** of ASMALLWORLD members
- “**HOTELS WE LOVE**” – we guarantee that all our hotels are excellent
- We the exclusive '**ASW PREFERRED RATE**'
- Booking experience is **HIGHLY VISUAL AND STREAMLINED**
- Bookings can be made via **WEB** and via the **ASMALLWORLD APP**

www.asmallworldcollection.com

“HOTELS WE LOVE”

We only feature hotels of the highest standard to ensure 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 **850 HOTELS**, 200 more than at launch
- We will **EXPAND THE SELECTION** to 1'200 hotels but won't compromise on quality



THE ASMALLWORLD PREFERRED RATE

Customer can always choose between the 'Lowest Rate' and our exclusive 'ASW Preferred Rate'

TWIN GARDEN VIEW



50 m² / 538 ft² • 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">✓ Our lowest rate✓ Breakfast not included	<ul style="list-style-type: none">✓ \$100 resort credit✓ Complimentary Wi-Fi✓ Daily breakfast for two✓ Early check-in / Late check-out✓ Room upgrade upon arrival
Non-refundable rate Prepayment required See full conditions	Free cancellation Pay later See full conditions
Book now	Book now

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

*subject to availability

MORE IMPORTANT PARTNERS SECURED

ASW now preferred travel agency with Marriott STARS, Luminous and Shangri-La Luxury Circle



- ASW Collection joined more **PREFERRED TRAVEL AGENCY** programs
- Joined **MARRIOTT STARS AND LUMINOUS** for St. Regis, Ritz-Carlton, Bulgari, Edition, W, Le Meridien and many other properties
- Joined **SHANGRI-LA LUXURY CIRCLE** for all Shangri-La properties
- Will allow us to **EXPAND OUR HOTEL OFFERING** going forward
- As of today, **850 HOTELS** bookable

CUSTOMERS CAN NOW EARN LOYALTY POINTS

We have introduced another great reason to book with the ASMALLWORLD Collection

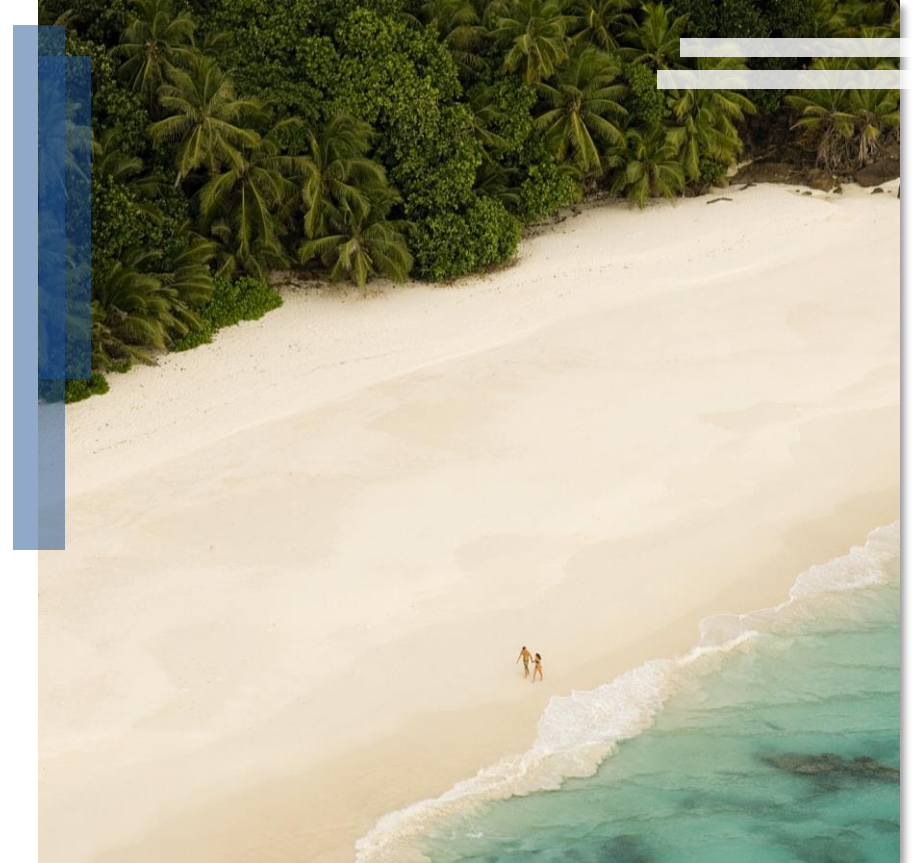
INTEGRATED LOYALTY PROGRAMS



- Customers can now **EARN LOYALTY POINTS** from their favourite loyalty programs
- Four programs are now set up:
 - World of Hyatt
 - Marriot Bonvoy
 - Hilton Honors
 - Shangri-La Golden Circle
- Participating hotels indicated with **LOGO OF THE PROGRAM** on the site
- All the **OTHER BENEFITS** of the ASW Preferred Rate will still be earned

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INCOME STATEMENT

Lower sales but higher EBITDA due to cost improvements

In CHF '000	2020	2019	CHANGE
NET SALES	12,005	12,939	-7%
OTHER OPERATING INCOME	0	730	-100%
TOTAL SALES	12,005	13,669	-12.2%
DIRECT EXPENSES	-5,127	-5,008	+2%
PERSONNEL EXPENSES	-2,488	-3,432	-28%
R&D EXPENSES	-251	-310	-19%
OTHER OPERATING EXPENSES	-2,647	-3,468	-24%
EBITDA	1,491	1,452	+3%
EBITDA MARGIN	12%	11%	+1.8%
DEPRECIATION	-43	-41	+5%
AMORTIZATION	-710	-716	-1%
OPERATING RESULT	738	694	+6%
FINANCIAL INCOME	212	439	-52%
FINANCIAL EXPENSES	-240	-164	+46%
ORDINARY RESULT	710	969	-27%
INCOME TAXES	-54.4	320	-117%
NET RESULT	656	1,289	-49%
EARNINGS PER SHARE (IN CHF)	0.06	0.11	-47.5%

- **SALES DECREASED BY 7%** due to lower Services demand (COVID-19)
- **PERSONNEL EXPENSES** reduced due to cost cutting and government support
- **OTHER OPERATING EXPENSES** reduced due to reduction in discretionary spend and consulting costs (acquisition 2019)
- **EBITDA** improved by 3%
- **FINANCIAL INCOME** was high last year due to FX effect on liabilities in EUR
- **INCOME TAXES** one-off effect from IP transfer in 2019 (rights for FCAM International transferred to Swiss entity)
- **NET RESULT LOWER** due to one-time factors in 2019

BALANCE SHEET – PART 1

Reduction in cash due to First Class & More payout from acquisition; overall smaller balance sheet

In CHF '000	2020	2019
CASH	2,919	6,889
RECEIVABLES FROM SERVICES	558	651
OTHER SHORT-TERM RECEIVABLES	839	881
PREPAYMENTS AND ACCRUED INCOME	340	669
TOTAL CURRENT ASSETS	4,656	9,091
TANGIBLE FIXED ASSETS	39	80
FINANCIAL ASSETS	402	514
INTANGIBLE ASSETS	1,706	1,925
TOTAL NON-CURRENT ASSETS	2,147	2,519
TOTAL ASSETS	6,803	11,609

- **CASH POSITION** decreased due to payout of First Class & More acquisition (CHF 5.6M paid out)
- **PREPAYMENTS AND ACCRUED INCOME** decreased due to lower prepayments for travel arrangements, member privileges, events & sponsoring
- **FINANCIAL ASSETS** decreased due to the depreciation of deferred tax asset which (CHF 400k depreciated over 5 years)
- **INTANGIBLE ASSETS** decreased due to ongoing amortization of IP (amortisation over 5 years)

BALANCE SHEET – PART 2

Significant reduction in liabilities due to First Class & More payout

In CHF '000	2020	2019
SHORT-TERM FINANCIAL LIABILITIES	0	13
PAYABLES FROM GOODS AND SERVICES	127	1,059
OTHER SHORT-TERM LIABILITIES	302	4,589
SHORT-TERM PROVISIONS	2,003	2'128
ACCRUED LIABILITIES AND DEFERRED INCOME	2,839	3,155
TOTAL CURRENT LIABILITIES	5,271	10,944
LONG-TERM FINANCIAL LIABILITIES	4,507	2,769
LONG-TERM PROVISIONS	3,706	5,612
TOTAL NON-CURRENT LIABILITIES	8,213	8,381
TOTAL LIABILITIES	13,484	19,325
SHARE CAPITAL	11,367	11,367
CAPITAL RESERVES	16,785	16,785
RETAINED EARNINGS	-34'834	-35,867
TOTAL EQUITY	-6'682	-7,715
TOTAL LIABILITIES AND EQUITY	6,803	11,609

- **PAYABLES FROM GOODS AND SERVICES** reduced due to settlement of outstanding invoices, primarily Miles & More
- **OTHER SHORT-TERM LIABILITIES** reduced to due to FCAM payout (cash in books on acquisition day, CHF 3.7M)
- **LONG TERM FINANCIAL LIABILITIES** increased due to financing from Pellegrino Capital (CHF 820k), Swiss and UK governments (COVID-19 loans CHF 920k)
- **LONG-TERM PROVISIONS** reduced due the payout from the acquisition of First Class & More (CHF 1.9M)
- **NEGATIVE EQUITY** reduced by CHF 1.2M; if goodwill from acquisitions would have been capitalised, equity would be CHF 7.6M

CASH FLOW STATEMENT – PART 1

Operating cash flow improved by 67%, investing activities with large outflow due to FCAM payout

In CHF '000	2020	2019
NET RESULT	656	1,289
DEPRECIATION OF TANGIBLE FIXED ASSETS	43	41
AMORTIZATION OF INTANGIBLE ASSETS	709	716
DECREASE/INCREASE OF PROVISIONS THAT DO NOT AFFECT THE FUND	-86.8	-190
OTHER EXPENSE/INCOME THAT DO NOT AFFECT THE FUND	486	135
PROFIT FROM THE DISPOSAL OF INTANGIBLE ASSETS	0	-727
DECREASE OF RECEIVABLES FROM SERVICES	93	56
DECREASE/INCREASE OF OTHER RECEIVABLES AND PREPAYMENTS AND ACCRUED INCOME	372	-622
DECREASE/ INCREASE PAYABLES FROM GOODS AND SERVICES	-932	169
DECREASE OF OTHER SHORT-TERM LIABILITIES AND ACCRUED LIABILITIES AND DEFERRED INCOME	-731.4	-502
OPERATING CASH FLOW	610	366
NET OUTFLOWS FOR INVESTMENT (PURCHASE) OF TANGIBLE FIXED ASSETS	-1	-13
ACQUISITION OF SUBSIDIARIES	-5,608	76
OUTFLOWS FOR INVESTMENT (PURCHASE) OF INTANGIBLE ASSETS	-492	-559
NET INFLOWS/ OUTFLOWS FOR INVESTMENT (PURCHASE) OF FINANCIAL ASSETS	22	-3
CASH DRAIN FROM INVESTING ACTIVITIES	-6,079	-499.2

- **PAYABLES FROM GOODS AND SERVICES** reduced due to settlement of outstanding invoices, primarily Miles & More
- **OPERATING CASH FLOW** improved by 67% to CHF 0.6M
- **ACQUISITION OF SUBSIDIARIES** reflects payout to First Class & More from acquisition (CHF 5.6M)

CASH FLOW STATEMENT – PART 2

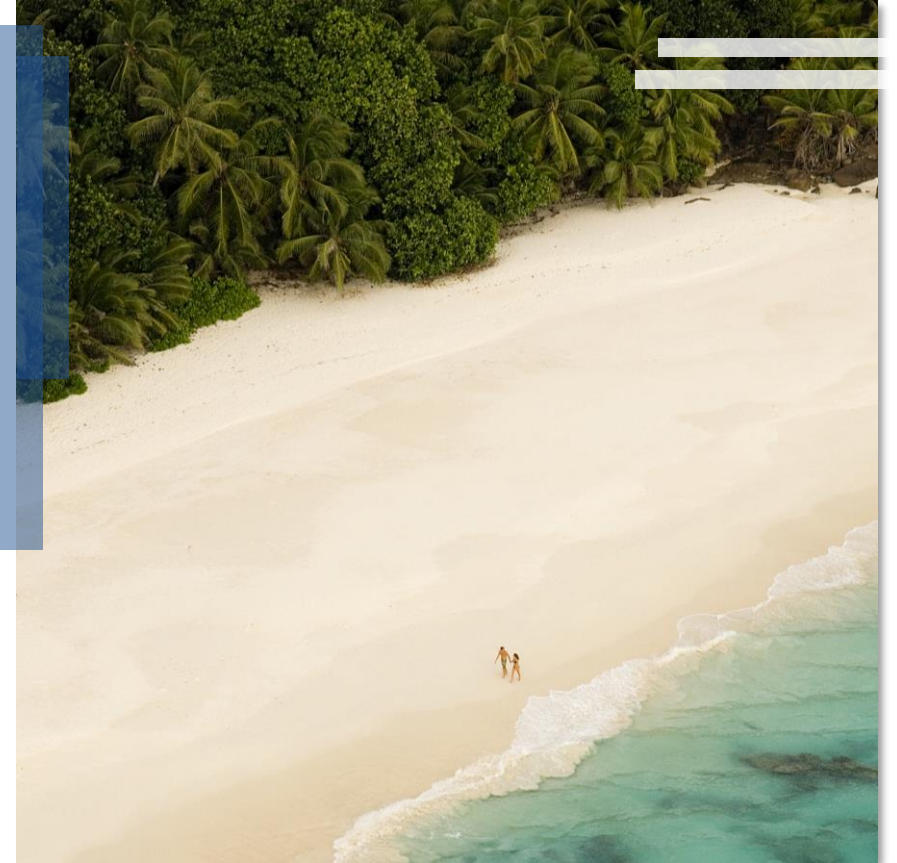
Financing cash flow increased due to additional loans and net cash outflow due to FCAM payout

In CHF '000	2020	2019
INFLOWS FROM CAPITAL INCREASE (INCLUDING AGIO, DEDUCTING CAPITAL TRANSACTION COST)	0	0
REPAYMENT OF SHORT-TERM FINANCIAL LIABILITIES	0	-48
ISSUANCE OF LONG-TERM FINANCIAL LIABILITIES	1,544	1,212
CASH INFLOW FROM FINANCING ACTIV.	1,544	1,164
CURRENCY TRANSLATION EFFECTS	-33	-203
NET CHANGE IN NET CASH	-3,958	828
OPENING BALANCE OF NET CASH 1 JANUARY	6,877	6,049
CLOSING BALANCE OF NET CASH AS OF 31 DECEMBER	2,919	6,877
NET CHANGE IN NET CASH	-3,958	828

- **LONG-TERM FINANCIAL LIABILITIES** financing from Pellegrino Capital as well as Swiss and UK governments (COVID-19 loans)
- **NET CASH** decreased by CHF 4.0M primarily driven by settlement of outstanding liabilities related to the acquisition of First Class & More (CHF 5.6M)

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OUTLOOK 2021

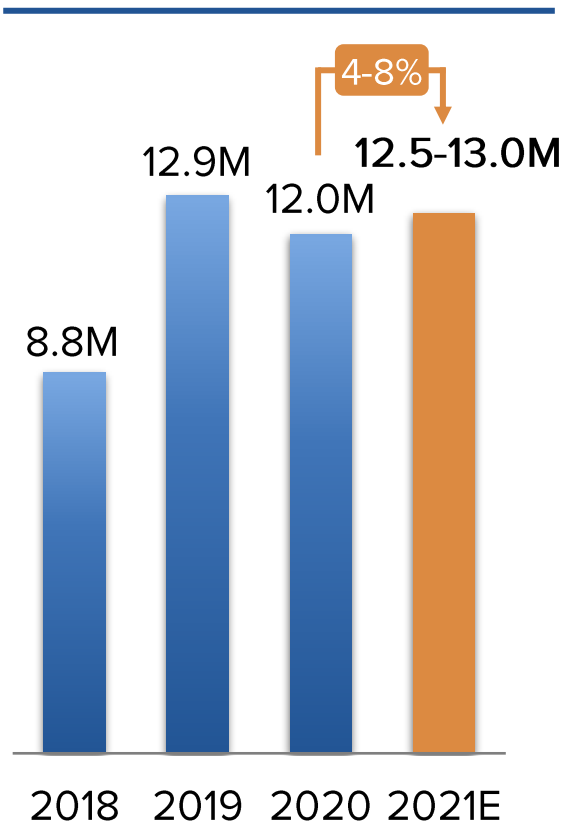
Focus on improving individual businesses and making sure that we can profit fully from improving market environment in H2

- The market **ENVIRONMENT WILL REMAIN DIFFICULT** for H1 and is only expected to improve once travel and social distancing restrictions are relaxed
- We expect to **RETURN TO GROWTH** in H2 2021, once global travel activity rebounds and social distancing rules are relaxed
- Operationally, we continue to invest in **IMPROVING OUR BUSINESSES:**
 - Upgrade ASMALLWORLD Collection by **EXPANDING THE HOTEL OFFERING** and adding more functionality, so it will be well positioned when travel resumes
 - Grow ASMALLWORLD Collection with an **AFFILIATE PROGRAM** – just launched
 - Add **POSTING FUNCTIONALITY** for ASMALLWORLD in April to increase user engagement
 - Improve the **ASMALLWORLD NEWS FEED** by providing more variety and content
 - Re-launch **WORLD'S FINEST CLUBS** website in Q2

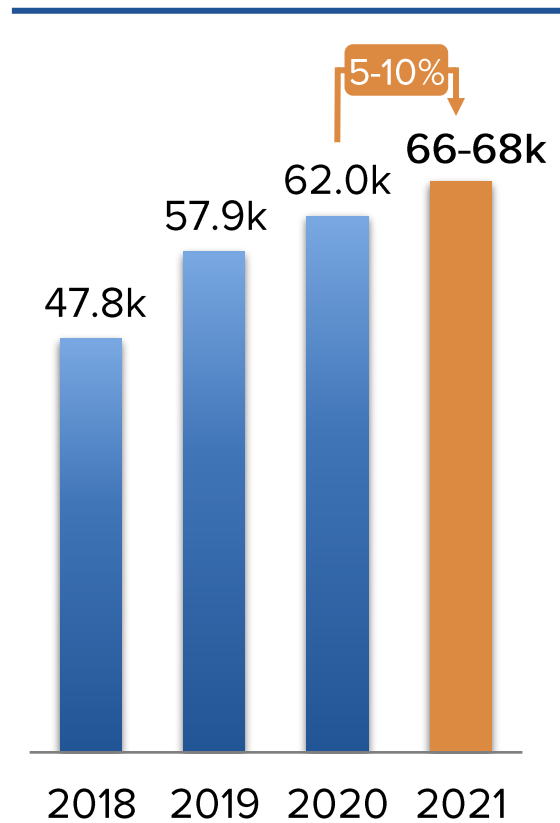
GUIDANCE FOR 2021

We are cautiously optimistic for 2021, anticipating moderate growth driven by a recovery in H2

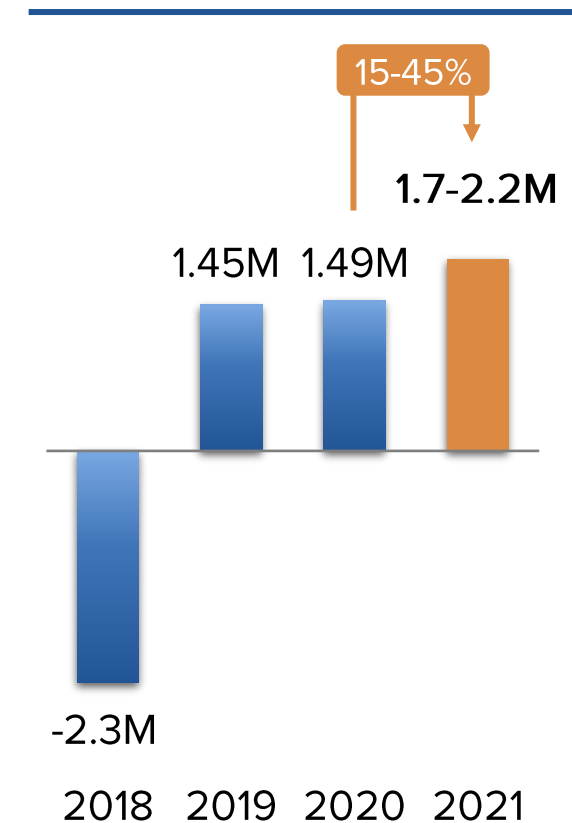
REVENUE



MEMBERS



EBITDA



Q&A





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