



AS SMALL WORLD

BAADER SWISS EQUITIES CONFERENCE 2022

14TH JANUARY 2022





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.**

THE WORLD'S LEADING TRAVEL 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 **PERSONAL DATA KEPT PRIVATE**

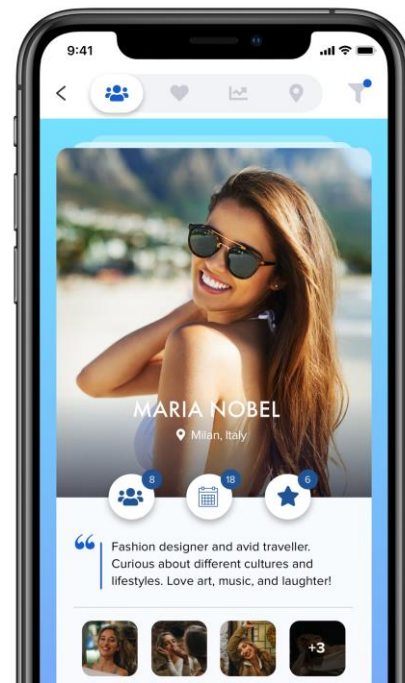
THE ASMALLWORLD APP



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



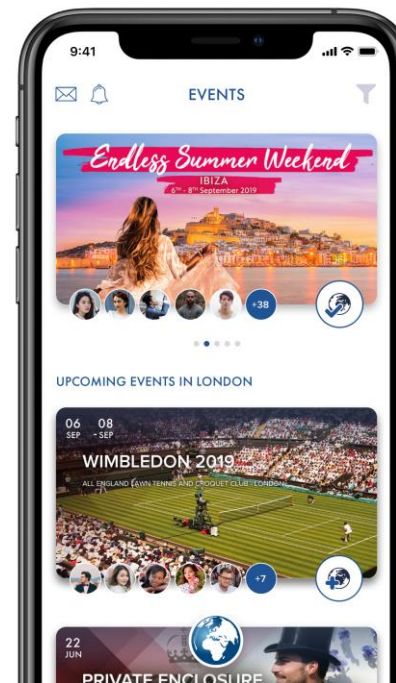
SHARE YOUR WORLD WITH THE COMMUNITY

Share your favourite moments with the community and inspire others



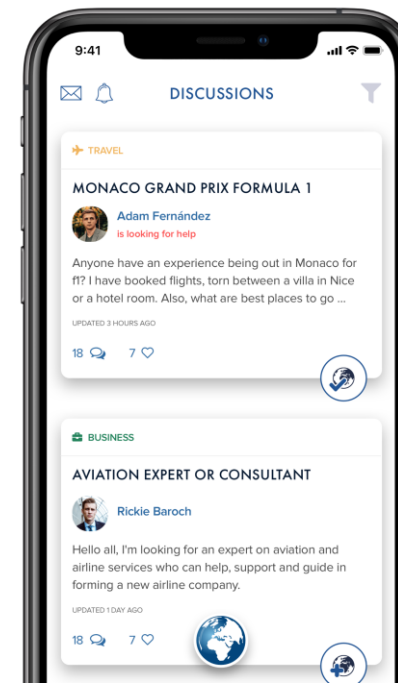
GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



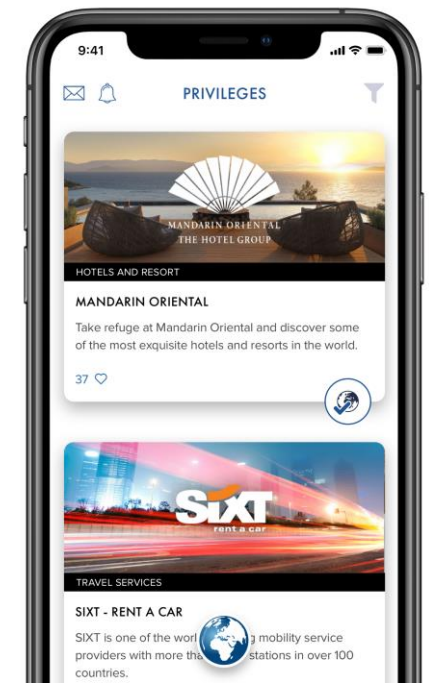
ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

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

ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

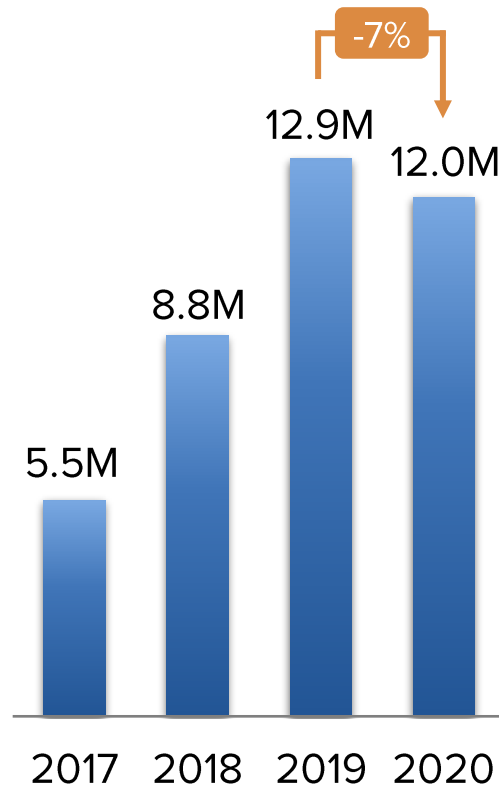
Centred around the ASMALLWORLD social network, our group offers a wealth of travel & lifestyle services



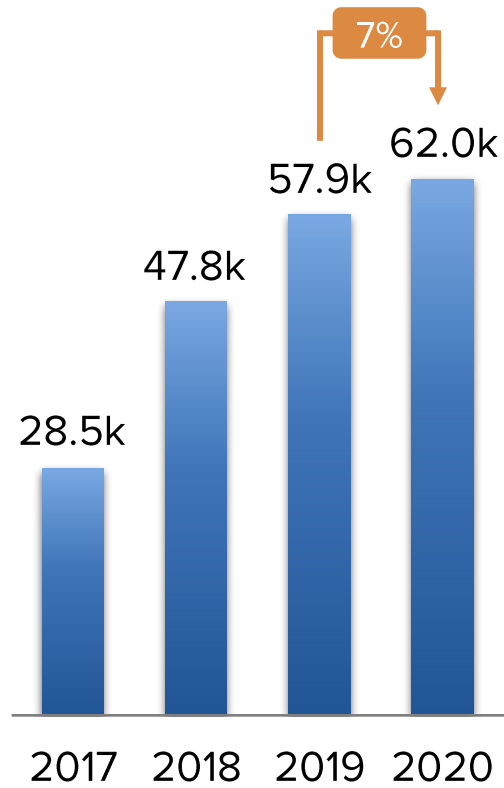
A BUSINESS WITH SOLID TRACK-RECORD

Company delivers on growth ambition, but Corona impacted 2020 top-line results

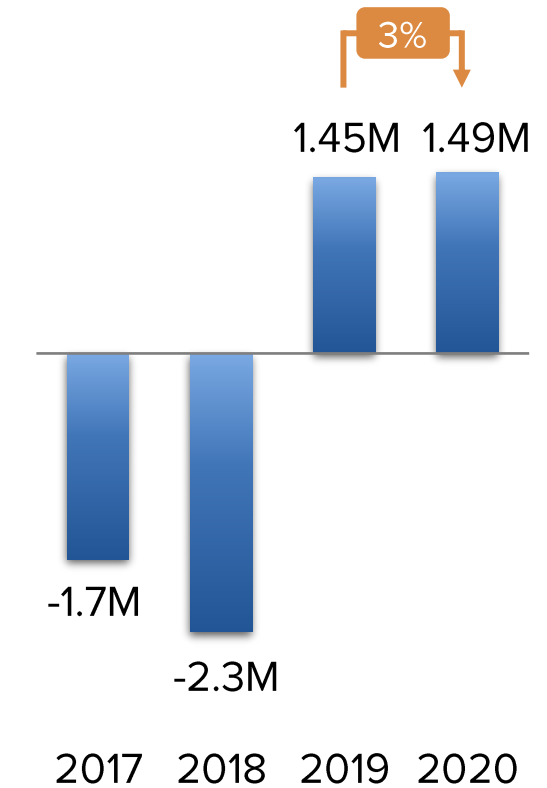
REVENUE



MEMBERS



EBITDA



COVID-19 TEMPORARILY REDUCED DEMAND

COVID-19 had a significant impact on all our businesses due to travel and social distancing restrictions

- The COVID-19 pandemic created a **DIFFICULT MARKET ENVIRONMENT** for ASMALLWORLD in 2020 and 2021
- 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 ASMALLWORLD and First Class & More memberships

INITIATIVES TO FIGHT EFFECT OF THE PANDEMIC

We focused on cost containment and on products with continued demand during the pandemic

- **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
- Focus on **PANDEMIC-RESISTANT PRODUCTS**
 - ASMALLWORLD Prestige Membership with 250'000 Miles & More award miles
 - First Class & More Business and First Class flight services

ASW COMMUNITY ONLINE FUNCTIONALITY EXPANDED

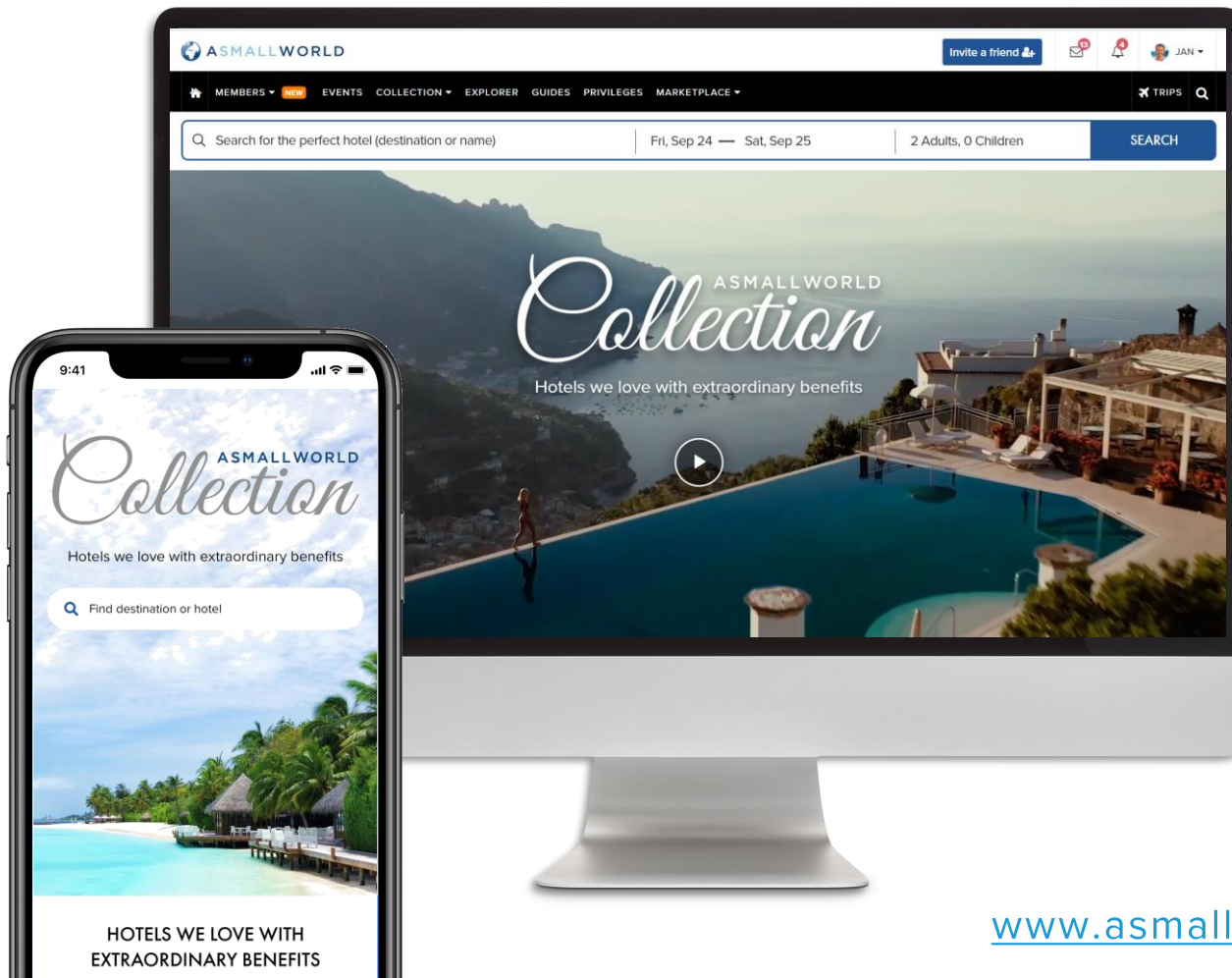
A long-awaited 'Member Posts' feature finally went live giving users new ways to engage with ASmallWORLD



- Introduction of '**MEMBER POSTS**' in June
- Feature allows users to upload and **SHARE PHOTOS** with other members via their respective news feeds
- Generates a wealth of new **USER-GENERATED CONTENT**
- Feature will drive **USER ENGAGEMENT**, retention and ultimately growth

ASMALLWORLD COLLECTION GROWING

In July 2020, we launched our high-end online hotel booking engine “ASMALLWORLD Collection”




- A newly created hotel booking engine, focused on **THE WORLD’S BEST HOTELS**
- Booking experience is **HIGHLY VISUAL AND STREAMLINED**
- Bookings can be made via **WEB** and via the **ASMALLWORLD APP**
- **ADDITIONAL SERVICE REVENUE** to further monetise our audience

www.asmallworldcollection.com

“EXTRAORDINARY BENEFITS” - THE ASW PREFERRED RATE

Our customers can choose between the 'Lowest Rate' and our exclusive 'ASW Preferred Rate'

GRAND DELUXE TWIN ROOM



56 m² / 603 ft² Single bed Garden view

Beautifully designed and tastefully decorated with handmade furniture, the Grand Deluxe Room is awash in subtle and warm pastels and pays homage to the culturally stunning Mallorcan architecture. In-room entertainment includes an iPod® docking station. For guests who need to take care of business, the oversized desk holds a multi-function phone with an answering machine, a fax machine, and High...

[Show more](#)

LOWEST RATE

Most affordable

€ 395

Total 1 night Price per night € 242

BENEFITS INCLUDED:

- ✓ Our lowest price
- ✓ Breakfast included

[See full conditions](#)

[BOOK NOW](#)

ASW PREFERRED RATE

All our benefits

€ 395

Total 1 night Price per night € 605

BENEFITS INCLUDED:

- ✓ Marriott Bonvoy Points
- ✓ Room upgrade
- ✓ Daily complimentary breakfast for two
- ✓ \$100 USD Hotel Credit
- ✓ Early check-in / Late check-out
- ✓ Welcome Amenity

[See full conditions](#)

[BOOK NOW](#)

Lowest cost

Value-for-money

- **LOWEST RATE:** lowest rate available, 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

THREE NEW PARTNERSHIPS STARTED IN 2021

We have added 3 new partners in H1, expanding our access to great hotels

HOTEL PARTNERSHIPS



New partnerships in 2021

- Three **NEW PARTNERSHIPS** entered for the ASmallWORLD Collection
 - Marriot (January)
 - Shangri-La (January)
 - The Doyle Collection (May)
- Further expands ASmallWORLD's **ACCESS TO FIRST-CLASS HOTELS**
- Also allows collection to offer customers additional **BOOKING BENEFITS**

HOTEL INVENTORY SIGNIFICANTLY EXPANDED



The ASMALLWORLD Collection now features 1'469 hotels, providing a substantial list of high-class hotels

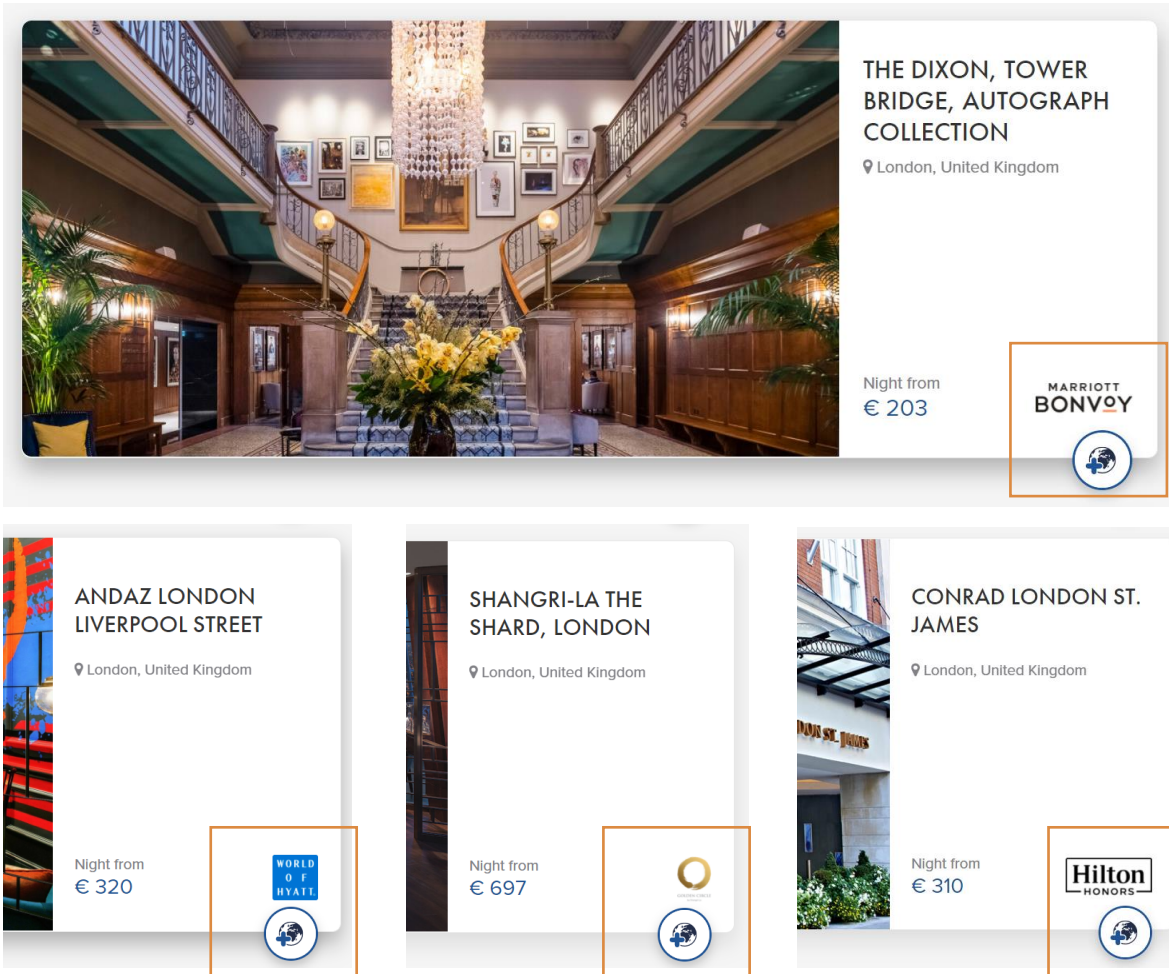
NUMBER OF HOTELS BY REGION

REGION	LAUNCH	TODAY	CHANGE
EUROPE & NORTH AFRICA	253	595	135%
NORTH AMERICA	97	287	196%
ASIA	94	252	168%
SOUTH AMERICA	23	94	309%
MIDDLE EAST	28	79	182%
CARIBBEAN	43	71	65%
INDIAN OCEAN	22	35	59%
ASIA-PACIFIC	12	36	200%
AFRICA	11	20	82%
TOTAL	583	1'469	152%

- **HOTEL INVENTORY DOUBLED** since the launch of the ASMALLWORLD Collection 18 months ago
- More than **886 HOTELS ADDED** in all locations, significantly expanding the geographic reach
- Today, **345 DESTINATIONS COVERED** vs. 156 destinations at launch
- Improved inventory offers customers **MORE HIGH-QUALITY CHOICES**, making the Collection more relevant

LOYALTY POINTS INTRODUCED AS NEW BENEFIT

In March we introduced our latest booking perk: customers can now earn loyalty points with their favourite programs



- Since March, customers can now **EARN LOYALTY POINTS** when booking the ASMAALLWORLD Preferred rate
- We work with four of the world's **LEADING LOYALTY PROGRAMS**:
 - World of Hyatt
 - Marriott Bonvoy
 - Hilton Honors
 - Shangri-La Golden Circle
- Points are usually only earned on direct bookings with the hotel programs, giving us another **COMPETITIVE ADVANTAGE**

H1 2021 WAS OUR BEST HALF-YEAR EVER, DESPITE COVID

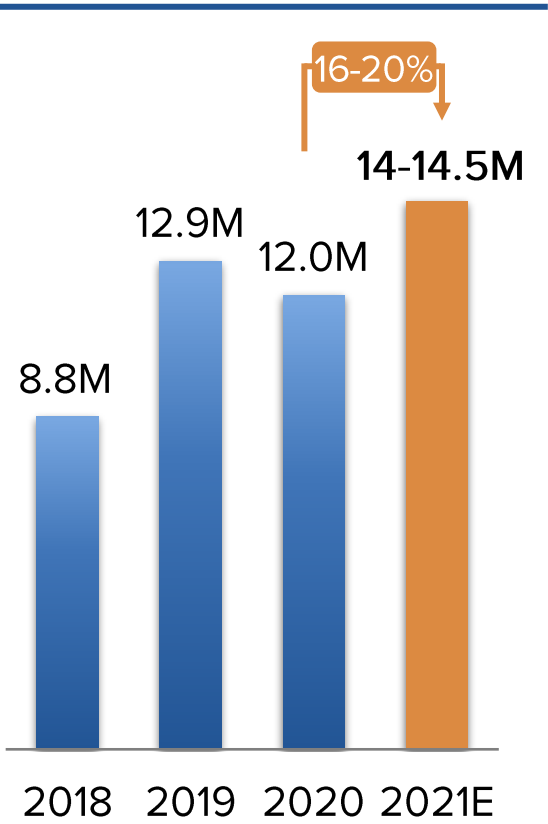
Record half-year results despite ongoing negative impact from global pandemic

- **62% SALES GROWTH** and **232% EBITDA GROWTH** vs H1 2020
- Improved **COST POSITION** by reducing fixed cost
 - Personnel expenses reduced by 17%
 - Other operating expenses reduced by 10%
- Continued to build **LONG-TERM REVENUE CAPACITY** despite cost containment:
 - Online functionality expanded
 - ASMALLWORLD Collection improved and expanded

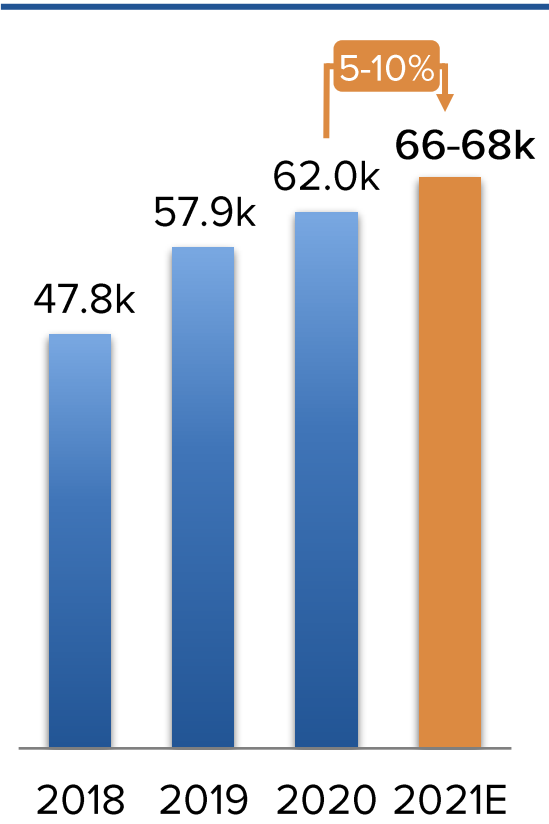
GUIDANCE FOR FULL-YEAR 2021

Based on strong H1 results we had raised our revenue and EBITA guidance twice for 2021

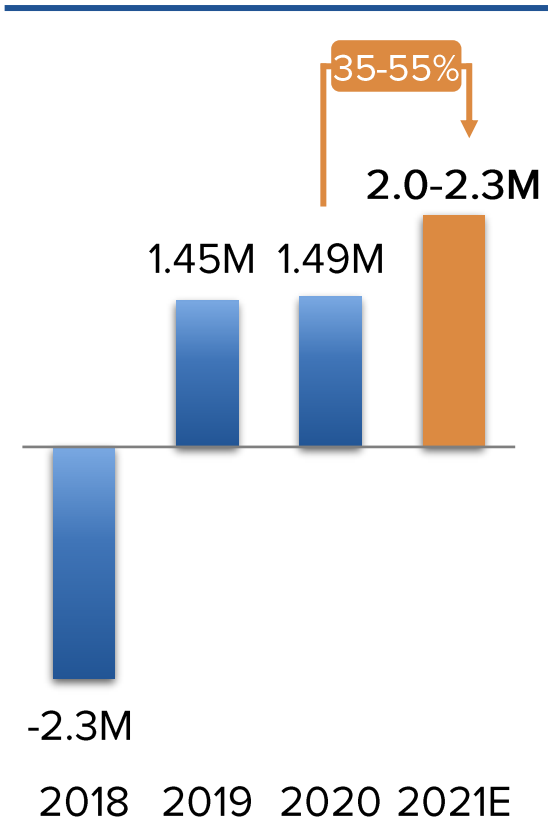
REVENUES



MEMBERS



EBITDA



LATEST NEWS: DEAL WITH GLOBAL HOTEL ALLIANCE

In December we announced that we will acquire a 10% stake in Global Hotel Alliance



- ASmallWorld will **ACQUIRE A 10% STAKE** in Global Hotel Alliance (GHA)
- **PURCHASE PRICE** has two elements:
 - USD 3.5M in cash
 - 3% stake in ASmallWorld
- Deal will create a **“STRATEGIC ALLIANCE”** between the two companies who expressed a desire to work closely with each other
- Closing of transaction in March 2022
- Start of operational in summer 2022

GLOBAL HOTEL ALLIANCE / DISCOVERY

One of the world's leading hotel loyalty players with over 800 hotels in 85 countries and 22M customers

OVERVIEW

- World's **LARGEST ALLIANCE OF INDEPENDENT HOTEL BRANDS**
- Operates the world's largest loyalty platform for independent brands called **"DISCOVERY"**
- Owned by industry leaders Kempinski, Minor hotels, Corinthia hotels, Pan Pacific group and Oracle



KEY FIGURES

- 35 hotel brands
- 800 hotels in 85 countries
- 123'000 hotel rooms
- 22M customers by mid 2022 (including NH Hotels)

GHA DISCOVERY

GLOBAL HOTEL ALLIANCE BRANDS

35 brands are part of the DISCOVERY portfolio; NH Hotels will join in the next months



THE PARTNERSHIP WILL CREATE VALUE IN 4 AREAS

The partnership will significantly increase the revenue potential of ASW for the coming years

MEMBERSHIPS

- Elite tier DISCOVERY customers will receive **COMPLEMENTARY MEMBERSHIP FOR ASW**
- GHA will pay ASW a **SERVICE FEE** for these memberships (for a minimum of 5 years)

ADDITIONAL SALES FROM GHA CUSTOMERS

- ASW can **MARKET OTHER SERVICES** to GHA customers who are joining ASW
- GHA will also market ASW services to the rest of GHA's **22M CUSTOMERS**

ACQUISITION OF INDEPENDENT HOTELS

- **ASW BECOMES A BRAND** in GHA portfolio and ASW will recruit independent hotels for GHA
- Hotels joining GHA through ASW will pay ASW a **SERVICE FEE** based on room revenue

DIVIDENDS

- GHA is expected to **GROW STEADILY** over the next years as the travel recovers from lows
- ASW is expected to receive **DIVIDEND PAYMENTS STARTING 2023**



Deal has the potential to be a game-changer for ASW

OUTLOOK

We will continue to focus on pandemic-resistant products and invest in the long-term potential of our businesses

- As a “V shaped” recovery from COVID-19 has become more elusive, we anticipate a more **GRADUAL IMPROVEMENT OF THE MARKET ENVIRONMENT** over the next 2 years
- As a result we will continue to be **PRUDENT WITH OUR RESOURCES**
- Our focus will remain on **PRODUCTS HAVE PROVEN RESILIENT** during pandemic
- At the same time, we will **CONTINUE TO INVEST** in the long-term earnings potential of our company and focus on three main initiatives:
 - Most importantly: realise the deal potential with **GLOBAL HOTEL ALLIANCE**
 - Further improve the **ASMALLWORLD COLLECTION** offering and build scale
 - Continue to improve the **ASW SOCIAL NETWORK EXPERIENCE** to acquire more new members and increase renewal rates

Q&A





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