



ASmallWorld

2021 FULL YEAR RESULTS

17TH MARCH 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.**

ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

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



AGENDA

- OVERVIEW OF 2021 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- DEAL GLOBAL HOTEL ALLIANCE
- OUTLOOK 2022



2021 FINANCIAL RESULTS

Best year in ASMALLWORLD's history – strong sales and EBITDA growth

- **NET SALES +30%** from CHF 12.0M to CHF 15.6M
- **EBITDA +61%** from 1.5M to CHF 2.4M
- **NET INCOME +140%** from 0.66M to CHF 1.58M – **EPS: CHF 0.14**
- **OPERATING CASH FLOW +584%** from CHF 0.6M to CHF 4.2M
- **CASH POSITION** of CHF 5.2M per end of year

OPERATIONAL HIGHLIGHTS

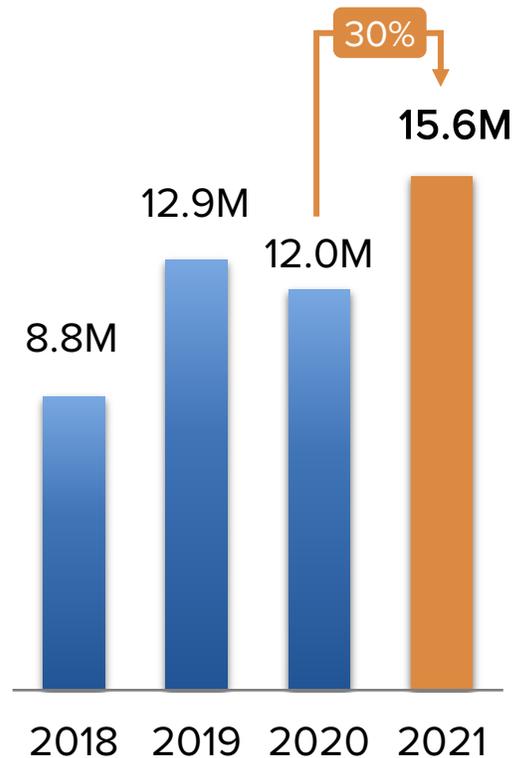
We continued to drive sales with pandemic-resilient products while we maintained our focus on costs

- Focused on sales of products with robust demand despite pandemic
 - **ASW PRESTIGE MEMBERSHIP** - steady demand for Business and First Class travel
 - **FIRST CLASS & MORE** Business and First Class flight packages and upgrade options
- Continued to focus on improving our **COST POSITION**; restructuring of travel setup permanently lowered company's fixed cost
- Continued to invest in our **LONG-TERM REVENUE POTENTIAL**: expanded functionality of social network; further upgraded the ASW Collection
- Acquired 10% stake in **GLOBAL HOTEL ALLIANCE**, opening up significant revenue potential for the future

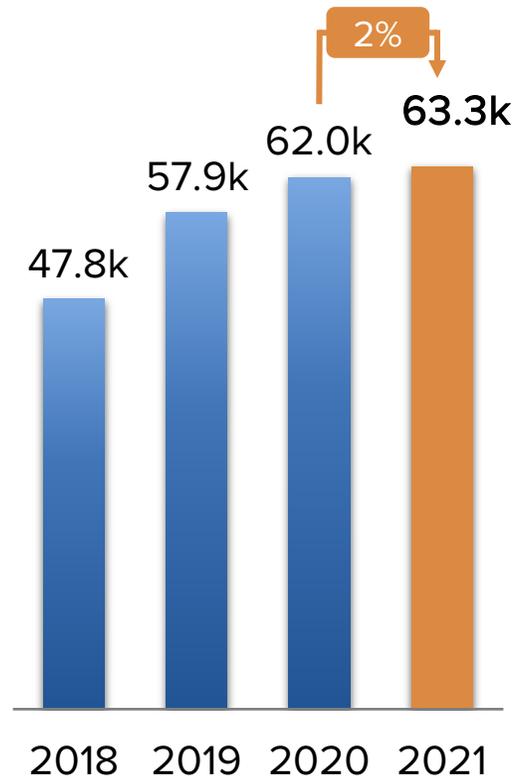
KEY PERFORMANCE METRICS OVER TIME

Recovered from dip in 2020 and even outperformed previous record year 2019

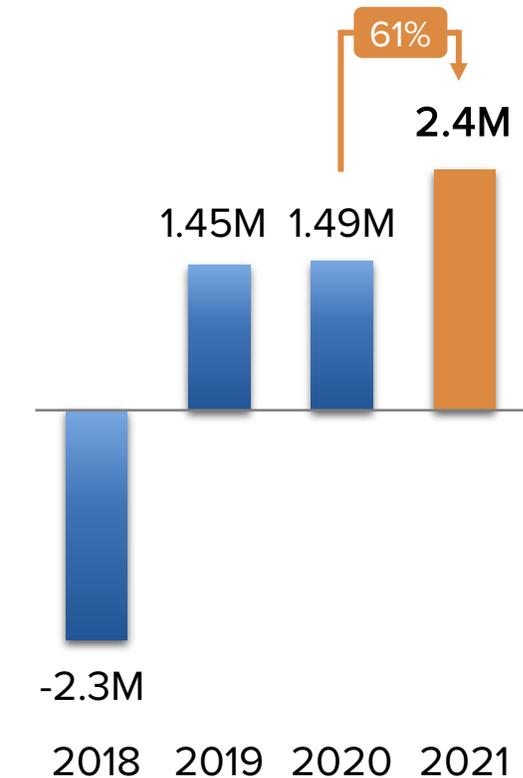
NET SALES



MEMBERS



EBITDA



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SUBSCRIPTIONS BUSINESS

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

In CHF	2021	2020	CHANGE
REVENUE	10.2M	8.0M	+28%
EBITDA	1.6M	1.2M	+37%
EBITDA MARGIN	16%	14.9%	+1.1%-pt.

- Strong **ASW PRESTIGE** membership sales due to increased 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 ongoing weakness in new signups but steady renewal rates
- **THE WORLD’S FINEST CLUBS** with ongoing low demand due to virtual standstill of global nightlife business

ASMALLWORLD PRESTIGE MEMBERSHIP SALES STRONG

ASW Prestige Memberships main driver of sales growth due to ongoing interest in Business and First Class travel



PRESTIGE MEMBERSHIP SALE

10% more for 10% less:

- 10% more miles
- 10% discount on the price

ASMALLWORLD
PRESTIGE MEMBERSHIP
12345678
JOHN SMITH

Partner of
Miles & More

The advertisement features a woman in a white dress standing on a balcony overlooking a city with hot air balloons in the sky. The background is a scenic view of a city with red-roofed buildings and a large rock formation.

- ASMALLWORLD membership
- 250,000 miles from Miles & More or Etihad Guest
- World's Finest Clubs membership
- DragonPass airport lounge access
- Status levels from Sixt, Jumeirah, Discovery

- 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 – in high demand during the pandemic
- **THREE SPECIAL OFFER SALES PERIODS** with Miles & More (compared to two in 2020) further helped to drive sales for the product

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 started to drive **USER ENGAGEMENT**, expected to have positive effect on retention and ultimately growth

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SERVICES BUSINESS

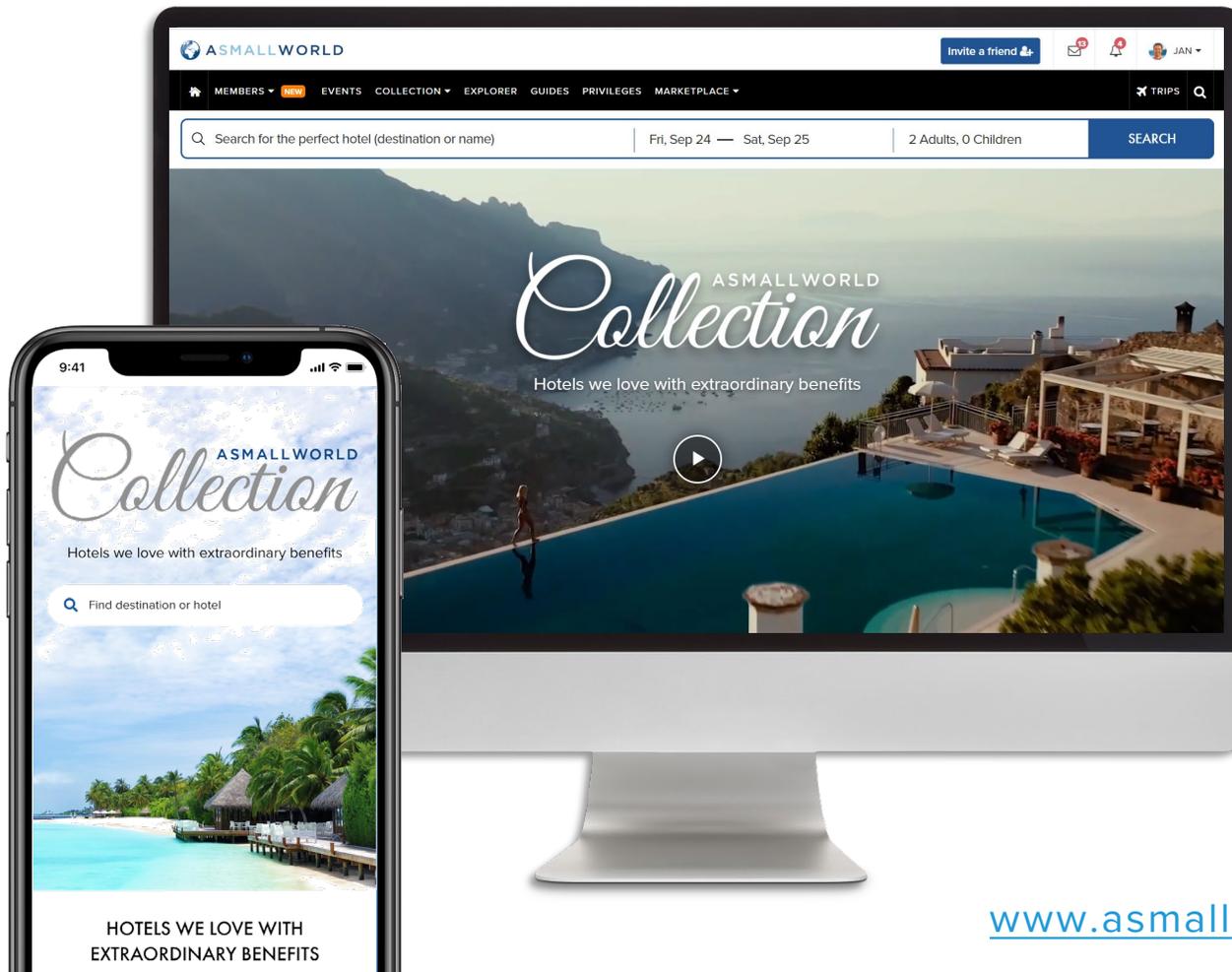
Strong demand for First Class & More flight packages and ASMALLWORLD Collection is starting to generate sales

In CHF	2021	2020	CHANGE
REVENUE	5.3M	4.0M	+35%
EBITDA	0.8M	0.3M	+160%
EBITDA MARGIN	14.2%	7.4%	+6.8%-pt.

- **FIRST CLASS & MORE'S** Business and First-Class flight packages were in high demand, giving customers access to affordable privacy for air travel
- **ASMALLWORLD COLLECTION** started to contribute to result
- **ASW PRIVATE** with moderate growth
- **IN-PERSON EVENTS** for the ASMALLWORLD social network still low
- **ASMALLWORLD HOSPITALITY** with good contribution from KETURA in Dubai and MEDHills in Croatia

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	ASW PREFERRED RATE
Most affordable	All our benefits
€ 395	€ 395
Total 1 night Price per night € 242	Total 1 night Price per night € 605
BENEFITS INCLUDED: <ul style="list-style-type: none">✓ Our lowest price✓ Breakfast included	BENEFITS INCLUDED: <ul style="list-style-type: none">✓ 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	See full conditions
BOOK NOW	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

In 2021 we added 3 new partners, 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 1'491 hotels, providing a substantial list of high-class hotels

NUMBER OF HOTELS BY REGION

REGION	LAUNCH	TODAY	CHANGE
EUROPE & NORTH AFRICA	253	610	141%
NORTH AMERICA	97	289	198%
ASIA	94	254	170%
SOUTH AMERICA	23	96	317%
MIDDLE EAST	28	79	182%
CARIBBEAN	43	71	65%
INDIAN OCEAN	22	36	64%
ASIA-PACIFIC	12	36	200%
AFRICA	11	20	82%
TOTAL	583	1'491	156%

- **HOTEL INVENTORY DOUBLED** since the launch of the ASMALLWORLD Collection 18 months ago
- More than **908 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

RITZ-CARLTON RESIDENCES LAUNCHED

ASMALLWORLD Hospitality supported launch of project and will continue to support sales & marketing effort



THE RITZ-CARLTON RESIDENCES

DUBAI, CREEKSIDE



www.theresidencesdubaicreek.com

- ASW client MAG of Life signed a deal with Marriott International to bring the **FIRST THE RITZ-CARLTON RESIDENCES** to the United Arab Emirates, as part of their KETURAH Resort.
- ASW has been **ADVISING MAG OF LIFE** for over a year and has played a pivotal role in bringing Ritz-Carlton to the resort
- Going forward, ASW assumes role of **SALES COORDINATOR**, overseeing sale of all residential units with an estimated market value of over USD 500M
- **INITIAL SALES PERIOD** stated in February with 8-bedroom mansions and 2-3 bedroom residences

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INCOME STATEMENT

Higher sales and EBITDA due to strong sales in both business units and reduced fixed cost base

In CHF '000	2021	2020	CHANGE
NET SALES	15,624	12,005	+30%
OTHER OPERATING INCOME	-199	0	-100%
TOTAL SALES	15,425	12,005	+29%
DIRECT EXPENSES	-8,375	-5,127	+63%
PERSONNEL EXPENSES	-2,039	-2,488	-18%
R&D EXPENSES	-193	-251	-23%
OTHER OPERATING EXPENSES	-2,415	-2,647	-9%
EBITDA	2,403	1,491	+61%
EBITDA MARGIN	15%	12%	+24%
DEPRECIATION	-21	-43	-51%
AMORTIZATION	-683	-710	-4%
OPERATING RESULT	1,699	738	+130%
FINANCIAL INCOME	278	212	+31%
FINANCIAL EXPENSES	-197	-240	-18%
ORDINARY RESULT	1,780	710	+151%
INCOME TAXES	-203	-54.4	+273%
NET RESULT	1,577	656	140%
EARNINGS PER SHARE (IN CHF)	0.14	0.06	+140%

- **SALES INCREASED BY 30%** due to strong sales in in both business segments
- **OTHER OPERATING INCOME** negative due to net effect of impairment on short-term receivables (CHF 0.5M) and government support which was received for ASW Events (CHF 0.3M)
- **DIRECT EXPENSES INCREASED** in line with revenue growth (mainly costs for Prestige membership air miles)
- **PERSONNEL EXPENSES** reduced due to closure of the UK office and select team reductions
- **EBITDA** improved by 61%
- **NET RESULT** improved by 140%

BALANCE SHEET – PART 1

Balance sheet increased due to stronger cash position

In CHF '000	2021	2020
CASH	5,226	2,919
RECEIVABLES FROM SERVICES	573	558
OTHER SHORT-TERM RECEIVABLES	295	839
PREPAYMENTS AND ACCRUED INCOME	214	340
TOTAL CURRENT ASSETS	6,308	4,656
TANGIBLE FIXED ASSETS	53	39
FINANCIAL ASSETS	417	402
INTANGIBLE ASSETS	1,351	1,706
TOTAL NON-CURRENT ASSETS	1,821	2,147
TOTAL ASSETS	8,129	6,803

- **CASH POSITION** increased by CHF 2.3M due to profit from operations
- **OTHER SHORT-TERM RECEIVABLES** decreased due to impairment on short-term receivable of CHF 0.5M
- **INTANGIBLE ASSETS** decreased due to ongoing amortization of IP (general accounting practice to do amortisation of IP over 5 years)

BALANCE SHEET – PART 2

Long-term provisions reduced to 0 while long-term financial liabilities increased slightly

In CHF '000	2021	2020
SHORT-TERM FINANCIAL LIABILITIES	143	0
PAYABLES FROM GOODS AND SERVICES	629	127
OTHER SHORT-TERM LIABILITIES	191	302
SHORT-TERM PROVISIONS	3,675	2,003
ACCRUED LIABILITIES AND DEFERRED INCOME	3,119	2,839
TOTAL CURRENT LIABILITIES	7,757	5,271
LONG-TERM FINANCIAL LIABILITIES	5,134	4,507
LONG-TERM PROVISIONS	0	3,706
TOTAL NON-CURRENT LIABILITIES	5,134	8,213
TOTAL LIABILITIES	12,890	13,484
SHARE CAPITAL	11,367	11,367
CAPITAL RESERVES	16,785	16,785
RETAINED EARNINGS	-32,914	-34,834
TOTAL EQUITY	-4'762	-6'682
TOTAL LIABILITIES AND EQUITY	8,129	6,803

- **PAYABLES** increased due to open Miles & More invoices from December (now settled)
- **SHORT-TERM PROVISIONS** reflect last CHF 3.6M earnout payment for FACM due 2022
- **LONG-TERM PROVISIONS** now reduced to 0 as no more FCAM payments remaining
- **LONG-TERM FINANCIAL LIABILITIES** increased by CHF 0.7M due to financing from Pellegrino Capital
- **NEGATIVE EQUITY** reduced by CHF 1.9M; would be at CHF 2.5M if goodwill from acquisitions was capitalised

CASH FLOW STATEMENT – PART 1

Operating cash flow improved significantly due to higher profit and working capital changes

In CHF '000	2021	2020
NET RESULT	1,577	656
DEPRECIATION OF TANGIBLE FIXED ASSETS	21	43
AMORTIZATION OF INTANGIBLE ASSETS	683	709
DECREASE/INCREASE OF PROVISIONS THAT DO NOT AFFECT THE FUND	62	-86.8
OTHER EXPENSE/INCOME THAT DO NOT AFFECT THE FUND	935	486
INCREASE/DECREASE OF RECEIVABLES FROM SERVICES	-45	93
DECREASE OF OTHER RECEIVABLES AND PREPAYMENTS AND ACCRUED INCOME	171	372
INCREASE/DECREASE PAYABLES FROM GOODS AND SERVICES	502	-932
INCREASE/DECREASE OF OTHER SHORT-TERM LIABILITIES AND ACCRUED LIABILITIES AND DEFERRED INCOME	267	-731
OPERATING CASH FLOW	4,172	610
NET OUTFLOWS FOR INVESTMENT OF TANGIBLE FIXED ASSETS	-36	-2
OUTFLOWS FROM ACQUISITION OF SUBSIDIARIES	-1,967	-5,608
OUTFLOWS FOR INVESTMENT (PURCHASE) OF INTANGIBLE ASSETS	-327	-492
NET OUTFLOWS/ INFLOWS FOR INVESTMENT OF FINANCIAL ASSETS	-133	22
CASH DRAIN FROM INVESTING ACTIVITIES	-2,463	-6,079

- **OPERATING CASH FLOW** increased due to a combination of factors:
 - Higher profit from operations
 - Impairment on short-term receivables (in other expenses / income not affecting fund)
 - Increase in payables (M&M invoice)
 - Deferred income increased
- **ACQUISITION OF SUBSIDIARIES** reflects CHF 2.0M payout to First Class & More from for earn-out

CASH FLOW STATEMENT – PART 2

Net change in cash CHF 2.3M for the year

In CHF '000	2021	2020
INFLOWS FROM CAPITAL INCREASE	0	0
REPAYMENT OF SHORT-TERM FINANCIAL LIABILITIES	-61	0
ISSUANCE OF LONG-TERM FINANCIAL LIABILITIES	700	1,544
CASH INFLOW FROM FINANCING	639	1,544
CURRENCY TRANSLATION EFFECTS	-42	-33
NET CHANGE IN NET CASH	2,307	-3,958
OPENING BALANCE OF NET CASH 1 JANUARY	2,919	6,877
CLOSING BALANCE OF NET CASH AS OF 31 DECEMBER	5,226	2,919
NET CHANGE IN NET CASH	2,307	-3,958

- **CASH INFLOW FROM FINANCING** reflects CHF 0.7M loan from Pellegrino Capital, partly offset by repayment of Covid loan in the UK
- **NET CASH** increased by CHF 2.3M primarily driven by higher profit and smaller earnout payments from FCAM acquisition

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DEAL WITH GLOBAL HOTEL ALLIANCE

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



ASmallWorld INVESTOR UPDATE
22ND DECEMBER 2020

ASSmallWorld AG TO ACQUIRE A 10% STAKE IN GLOBAL HOTEL ALLIANCE

ASSmallWorld AG will acquire a 10% stake in the parent company of Global Hotel Alliance (“GHA”), the world’s largest alliance of independent hotel brands with over 800 hotels, and will join the company’s Board of Directors. This strategic investment opens up new revenue streams and is expected to significantly expand ASSmallWorld’s earning potential over the next few years. ASSmallWorld will support GHA in the delivery of its recently re-launched loyalty programme GHA DISCOVERY, which will expand to more than 20 million members in 2022. The loyalty programme’s highest spending elite members will receive complimentary access to the ASSmallWorld social network which should double the size of the social network by the end of 2022. In addition, ASSmallWorld will receive the right to recruit independent hotels to join the GHA hotel portfolio under a newly created ASSmallWorld soft brand.



The image shows the ASSmallWorld logo (a globe icon) and the Global Hotel Alliance logo (a red circular icon with a white 'G') against a blue sky background with palm trees.

- ASSmallWorld will **ACQUIRE A 10% STAKE** in Global Hotel Alliance (GHA)
- **PURCHASE PRICE** has two elements:
 - USD 3.5M in cash
 - 3% stake in ASSmallWorld
- Deal will create a **“STRATEGIC ALLIANCE”** between the two companies who expressed a desire to work closely with each other
- Closing of transaction in Q2 2022
- Start operational collaboration: summer

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)



GLOBAL HOTEL ALLIANCE BRANDS

35 brands are part of the DISCOVERY portfolio; NH Hotels will join in Q2 2022



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

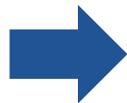
- ASW can **MARKET OTHER SERVICES** to GHA customers who are joining ASW
- GHA will also market ASW services to the rest of GHA's **22M CUSTOMERS**

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

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OUTLOOK 2022

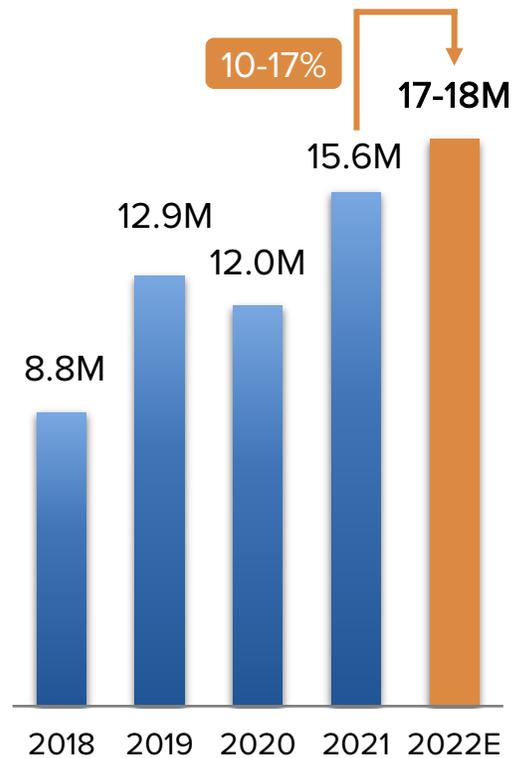
We will continue to focus on pandemic-resistant products and the long-term earnings potential of our business

- Our outlook remains **CAUTIOUS SHORT-TERM** (Covid-19 / Ukraine) but we expect the market environment to improve over the course of the year
- As a result we will continue to be **PRUDENT WITH OUR RESOURCES**
- Our focus will remain on **PRODUCTS WHICH 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: start capturing the **GLOBAL HOTEL ALLIANCE** deal potential
 - Further improve the **ASMALLWORLD COLLECTION** offering and build scale
 - Continue to improve the **ASW SOCIAL NETWORK EXPERIENCE** to acquire more members and increase renewal rates

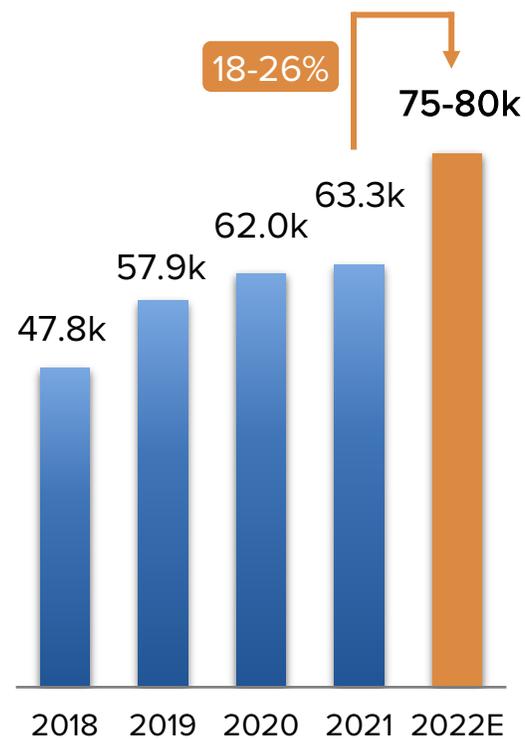
GUIDANCE FOR 2022

We are cautiously optimistic, anticipating moderate growth driven by a gradually improving market environment

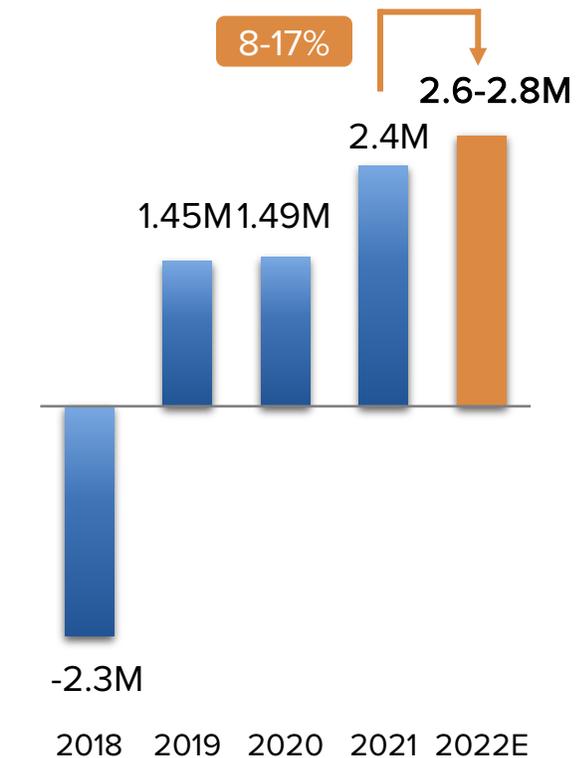
NET SALES



MEMBERS



EBITDA



Q&A





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