



AS SMALL WORLD

2022 H1 RESULTS

25TH AUGUST 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 H1 PERFORMANCE
- SUBSCRIPTIONS SEGMENT
- SERVICES SEGMENT
- CONSOLIDATED FINANCIALS
- OUTLOOK



FINANCIAL HIGHLIGHTS 2022 H1

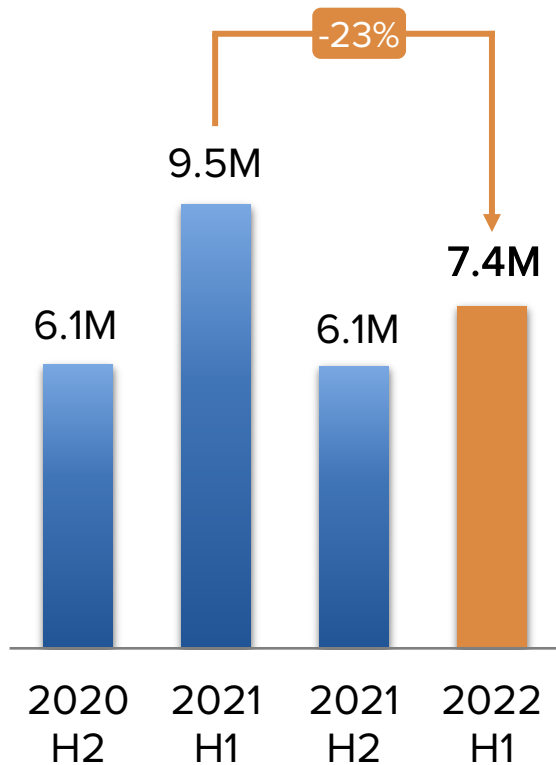
EBITDA and net result grew 6% and 29%, due to better operating margins

- **SALES DECLINED BY 23%** to CHF 7.4M vs. CHF 9.5M in H1 2021 – decline anticipated due to timing of our Prestige special offers (moved sales to H2), lower demand for Dubai travel services (FCAM) and strong CHF vs Euro
- **EBITDA INCREASED BY 6%** to CHF 1.4M, from CHF 1.3M
- **NET INCOME INCREASED BY 29%** to CHF 1.0M vs. CHF 0.7M; **EPS** CHF 0.08
- **OPERATING CASH FLOW** of CHF 1.0M vs. CHF 4.1M
- **CASH POSITION** of CHF 3.0M per end of June

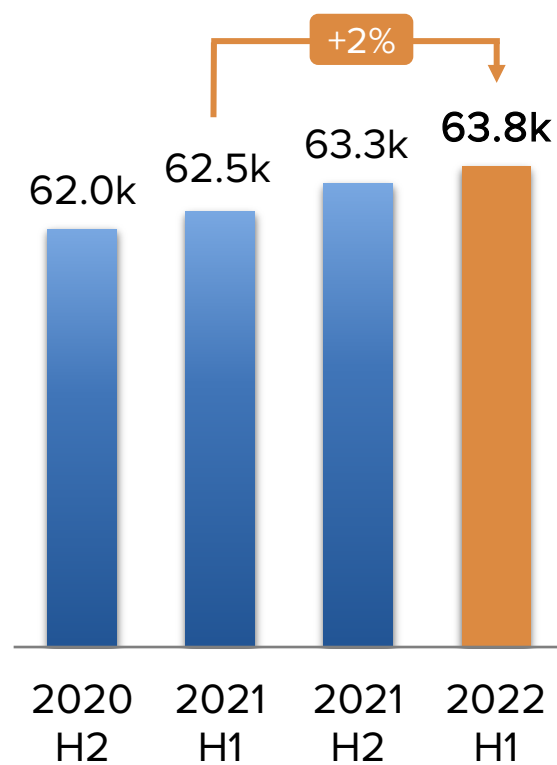
KPI OVER TIME (HALF-YEAR VIEW)

Despite lower sales compared to H1 2021, EBITDA was slightly up for H1 2022

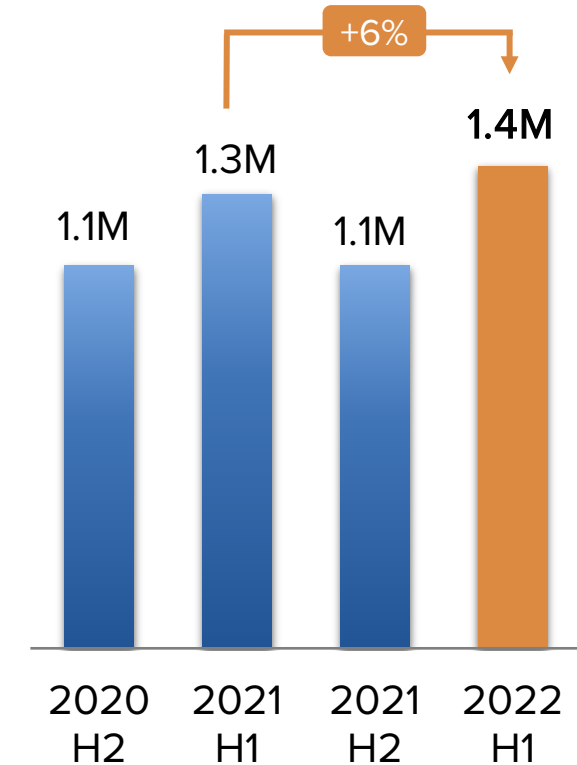
NET SALES



MEMBERS



EBITDA



OPERATIONAL HIGHLIGHTS 2022 H1

ASMALLWORLD became self-funding and expanded its long-term revenue potential, while maintaining cost focus

- Made final payment of CHF 3.5M for First Class & More – ASMALLWORD is now **SELF-FUNDING** and no longer requires external financing for its operations
- Continued to invest in **LONG-TERM REVENUE POTENTIAL:**
 - **ASMALLWORLD COLLECTION** grew by 400% compared to H1 2021 and the new business is starting to contribute positively to the bottom line
 - Acquisition of 10% stake in **GLOBAL HOTEL ALLIANCE** complete, partnership operational (GHA elite members can now join ASW for free, ASW can onboard hotels for GHA)
 - Signed partnership with **EMIRATES SKYWARDS**, will start to offer Prestige and Signature memberships with Emirates Skywards miles in September
- Continued to focus on **COST POSITION** – direct expenses down 42%, personnel expenses only up 8%

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SUBSCRIPTIONS BUSINESS PERFORMANCE

Revenue lower due to shift of Prestige sale to H2 but EBITDA up 20% vs. H1 2021

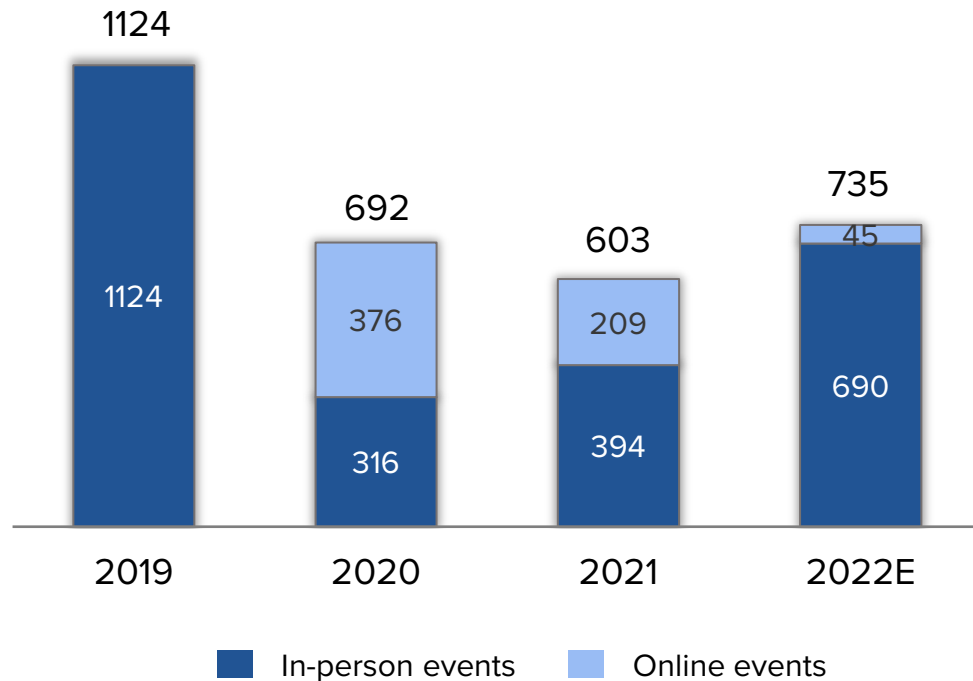
| In CHF | 2022 H1 | 2021 H1 | CHANGE |
|---------------|---------|---------|---------|
| REVENUE | 4.8M | 5.8M | -17% |
| EBITDA | 0.8M | 0.6M | +20% |
| EBITDA MARGIN | 16% | 11% | +5%-pt. |

- **ASW PRESTIGE MEMBERSHIP SALES PERIOD SHIFTED:** second sales period, previously fully in H1, now split into June and July, impacting H1 results
- **EBITDA MARGIN UP** due to higher pricing for Prestige membership and Prestige membership accounting rules (revenue spread across 12 months)
- Continued to **INVEST IN TECHNOLOGY:** Apple Pay launched for basic membership (in-app payment)
- **MEMBER BASE** grew by 2% to 63'837 compared to June 2021

ASW IN-PERSON EVENTS SLOWLY INCREASING

Post pandemic ramp-up of in-person ASW events ongoing, still expected to be 35% below 2019 activity

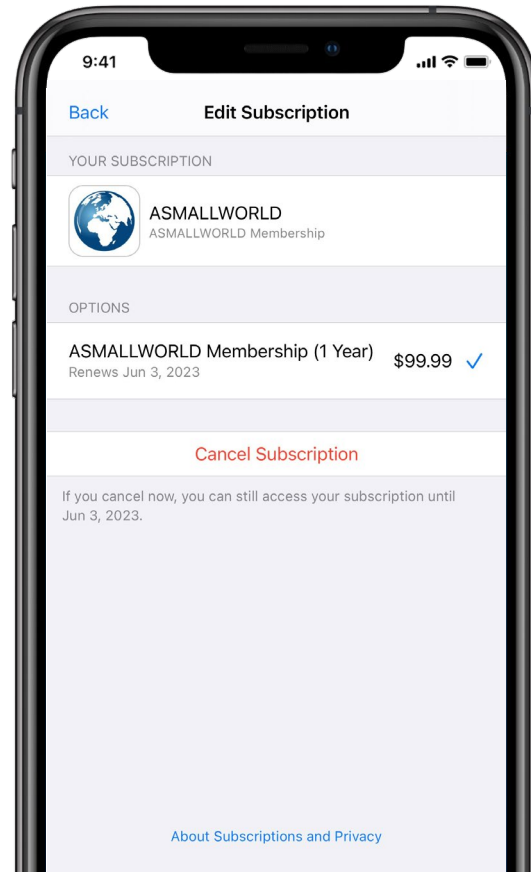
NUMBER OF ASMALLWORLD EVENTS



- **IN-PERSON EVENTS** a key driver for signups - drastically reduced due to Covid-19 restrictions in 20/21
- **ONLINE EVENTS** were introduced to create online activity with some success but people prefer in-person events
- 2022 will see an increase of in-person events but overall number of events expected to be at only **65% OF 2019 ACTIVITY**

INTRODUCED APPLE IN-APP PAYMENTS

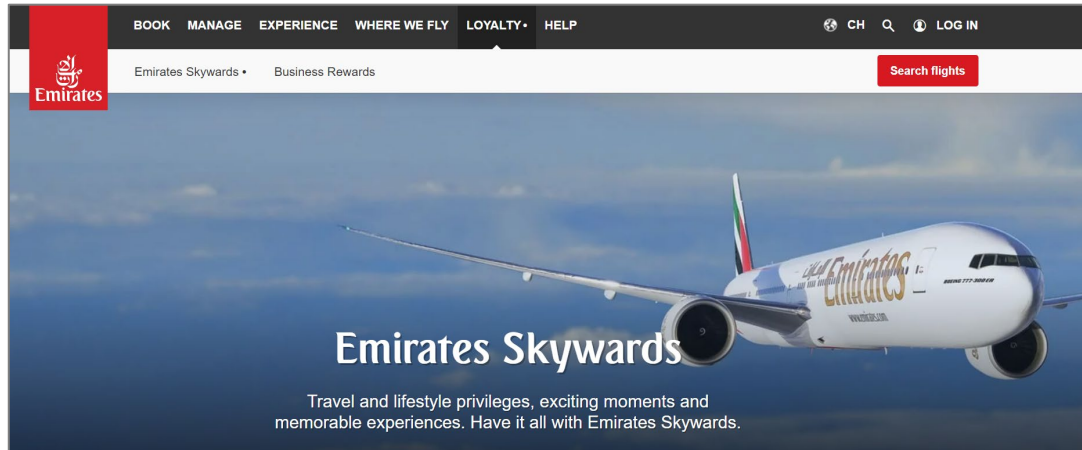
In one of our last updates we have introduced in-app payments allowing members to purchase memberships more easily



- Introduced **IN-APP PAYMENTS** for Apple devices in June
- **SIMPLIFIES PURCHASE** of annual membership and encourages impulse purchases
- **USER ADOPTION** fairly promising during first 2 months
- Renewal managed through **APPLE SUBSCRIPTION SYSTEM** – also lowering dispute issues

PARTNERSHIP WITH EMIRATES TO DRIVE H2 SALES

New memberships with Emirates Skywards miles will expand the reach of the Prestige and Signature memberships



ASMALLWORLD Prestige or Signature membership

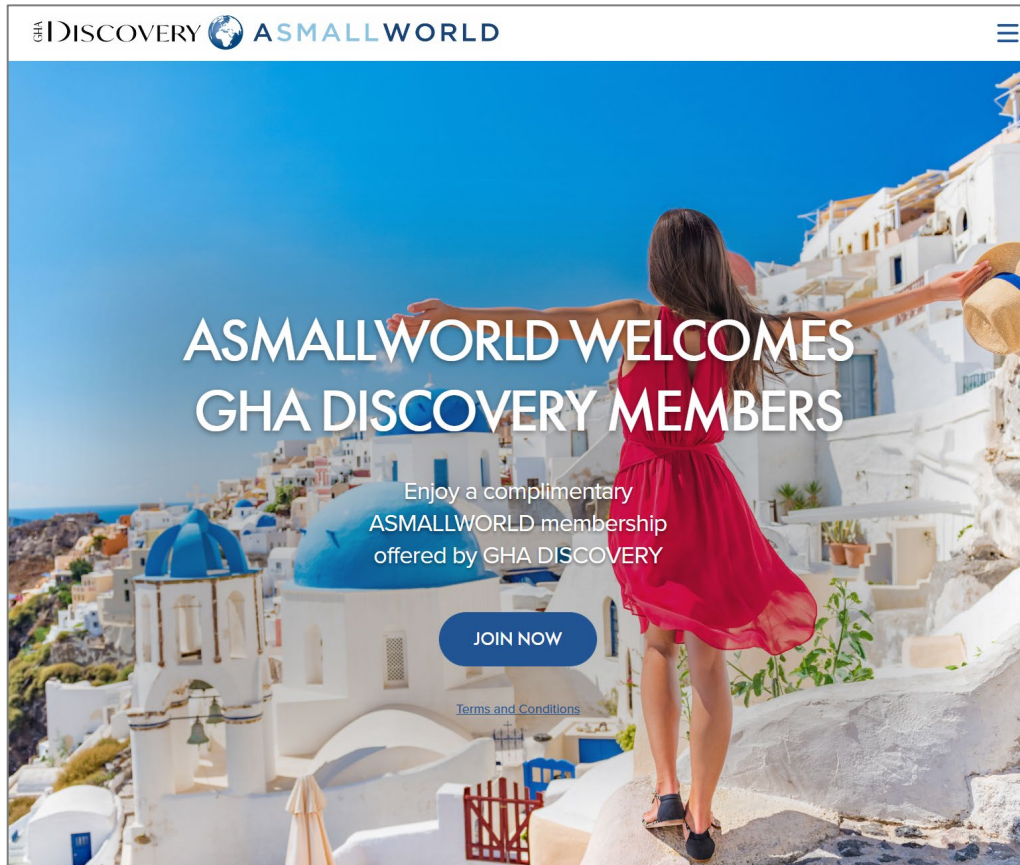
- 250,000 or 500'000 miles Emirates Skywards
- DragonPass airport lounge access
- The World's Finest Clubs membership
- Status levels from Sixt, Jumeirah, Discovery

- Signed a **PARTNERSHIP** with Emirates Skywards in July
- Next to Miles & More and Etihad, **THIRD OPTION** for customers to choose from
- Will **EXPAND REACH** of Prestige (EUR 5'200) and Signature (EUR 9'990), especially in Middle East
- Sales start: **SEPTEMBER 2022**

PARTNERSHIP WITH GHA UP AND RUNNING



Purchase of 10% stake was completed in May; partnership has fully started



- **GLOBAL HOTEL ALLIANCE (GHA)** is the world's largest alliance of independent hotel brands
- **ASMALLWORLD ACQUIRED 10% STAKE** in GHA
- **PAYMENT COMPLETED** in May, \$ 3.5 in cash and 3% stake in ASMALLWORLD
- GHA DISCOVERY elite members started to receive **COMPLIMENTARY ASMALLWORLD MEMBERSHIP** (July) – communication ongoing
- **ASMALLWORLD HOTELS & RESORTS** to start onboarding independent hotels who want to join the GHA alliance

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SERVICES BUSINESS PERFORMANCE

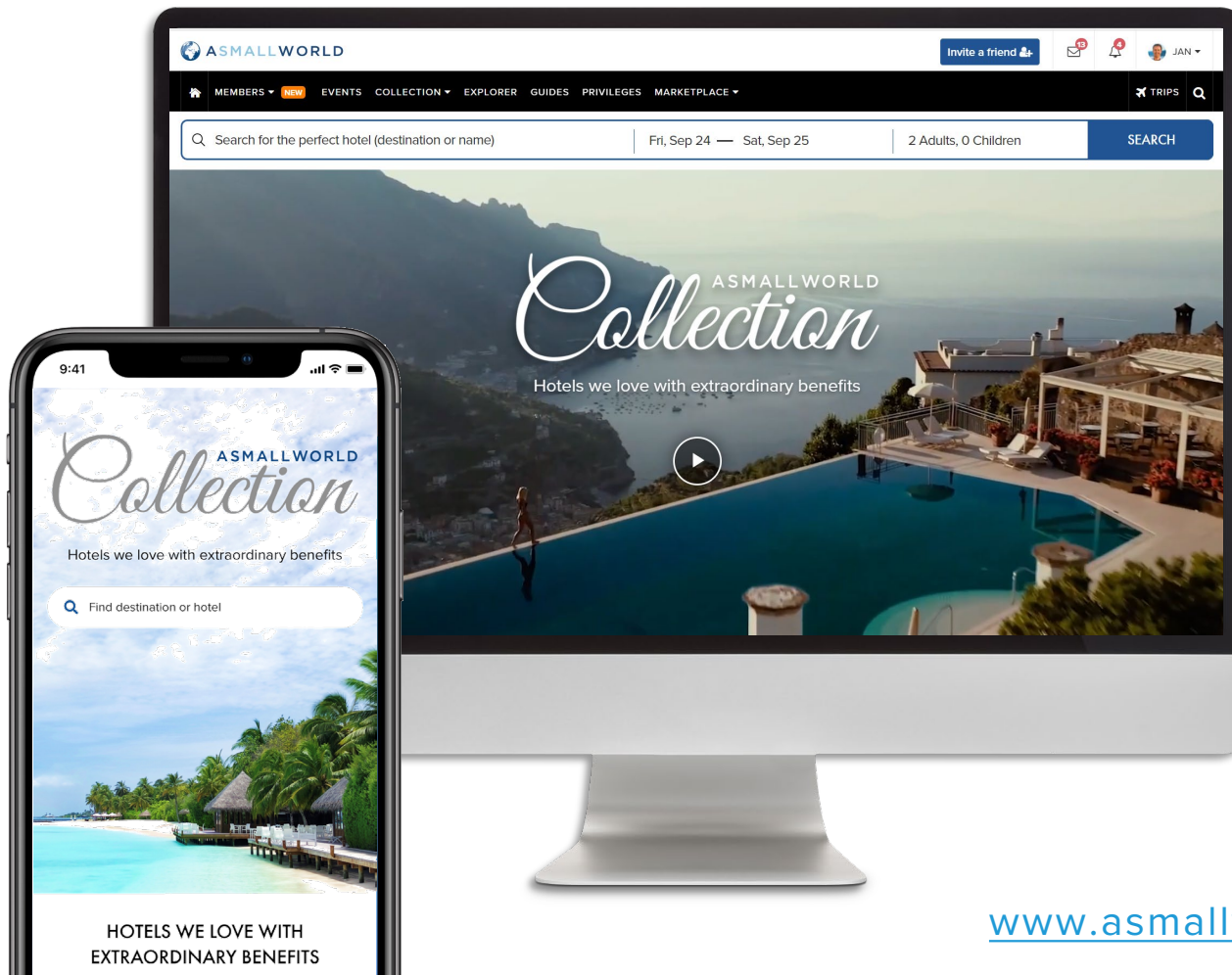
Travel services from First Class & More in high demand and ASMALLWORLD Collection starts to contribute slowly

| In CHF | 2022 H1 | 2021 H1 | CHANGE |
|---------------|---------|---------|---------|
| REVENUE | 2.6M | 3.7M | -31% |
| EBITDA | 0.6M | 0.7M | -7% |
| EBITDA MARGIN | 24% | 18% | +6%-pt. |

- Sales down due to lower demand for First Class & More's **FLIGHT AND UPGRADE SERVICES TO DUBAI** (highly popular destination during the pandemic)
- **ASW COLLECTION** starting to contribute positively to bottom line
- **ASW EVENTS** slowly catching up but still below 2019 levels

ASMALLWORLD COLLECTION

We continue to position the ASMALLWORLD collection as the go-to hotel booking engine for our members



- High-end 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

ASW COLLECTION INFLUENCER PARTNERSHIPS I/III

We can now tailor the welcome page for influences to create a personal feel

The screenshot shows a browser window with the URL <https://www.asmallworld.com/collection?partner=voyagefox>. The page header includes the ASW Collection logo, a search bar, and navigation links for 'LOGIN' and 'CREATE FREE ACCOUNT'. The main content area features a large image of Nathalie, a woman in a blue dress, standing in an underwater restaurant. The text on the page is personalized with her name and a welcome message. A 'CREATE FREE ACCOUNT' button is prominently displayed at the bottom.

OWN PHOTO

Creates a visual connection with the influencer

INFLUENCER NAME AS A PARTNER

Influencers are clearly labelled as partners

PERSONAL WELCOME MESSAGE

Makes followers feel welcome and creates nudge to sign up

SIGNUP CTA


Customers will be marked with influencer tag

ASW COLLECTION INFLUENCER PARTNERSHIPS II/III


Influencers can create a list of favourite hotels to share with their followers and even upload their own images

VOYAGEFOX'S FAVOURITE HOTELS


SEARCH ALL VOYAGEFOX'S FAVOURITE HOTELS



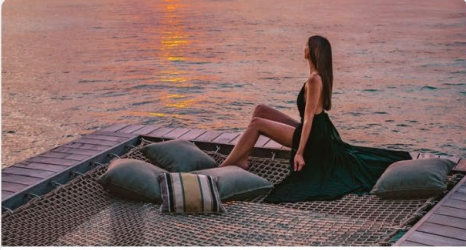
**WALDORF ASTORIA MALDIVES
ITHAAFUSHI**
📍 Maldives, Maldives




**SHANGRI-LA FAR EASTERN PLAZA,
TAIPEI**
📍 Taipei, Taiwan




SHANGRI-LA DUBAI
📍 Dubai, United Arab Emirates



**RAFFLES MALDIVES MERADHOO
RESORT**
📍 Maldives, Maldives



PARK HYATT MALDIVES HADAHAA
📍 Maldives, Maldives



**GRACE HOTEL SANTORINI, AUBERGE
RESORTS COLLECTION**
📍 Santorini, Greece

[SEE ALL VOYAGEFOX'S FAVOURITE HOTELS](#)

FAVOURITE HOTELS

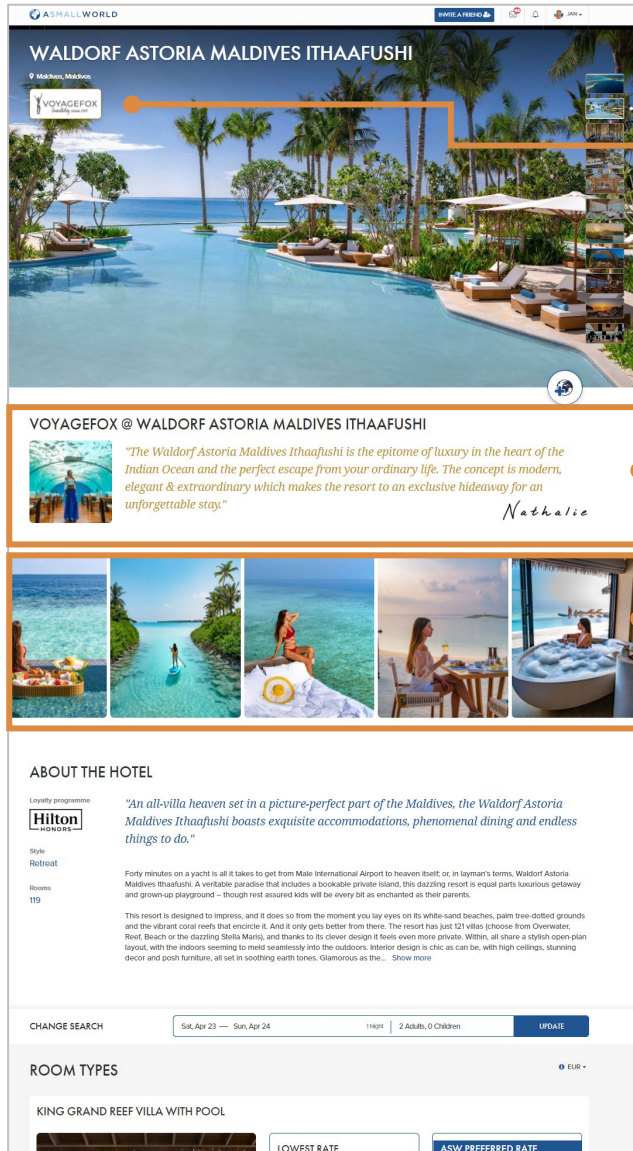
Influencers can share their favourite hotels with their followers

OWN HOTEL IMAGES

Influencers can upload own hotel images which will replace our standard hotel images

ASW COLLECTION INFLUENCER PARTNERSHIPS III/III

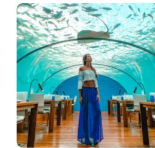
Influencers can add quotes and hotel photos to their favourite hotels so it feels even more personal



INFLUENCER LOGO

For favourite hotels, we can add an influencers logo, so followers know it's one of their favourite hotels

VOYAGEFOX @ WALDORF ASTORIA MALDIVES ITHAAFUSHI

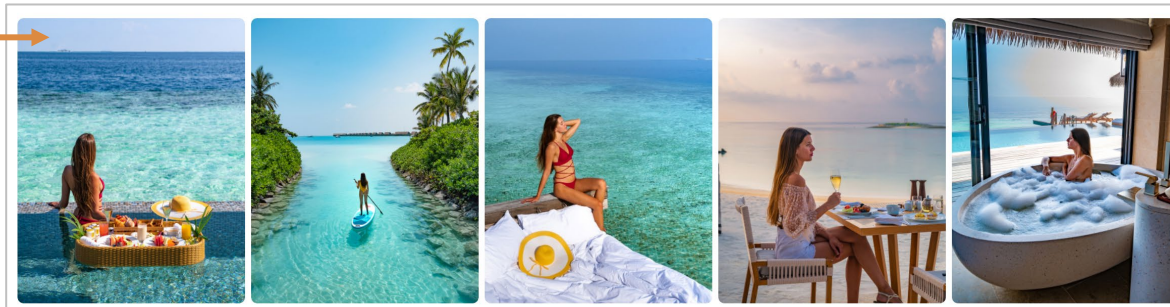


"The Waldorf Astoria Maldives Ithaafushi is the epitome of luxury in the heart of the Indian Ocean and the perfect escape from your ordinary life. The concept is modern, elegant & extraordinary which makes the resort to an exclusive hideaway for an unforgettable stay."

Nathalie

HOTEL QUOTE

Influencers can tell their followers why they like a hotel



PHOTOS

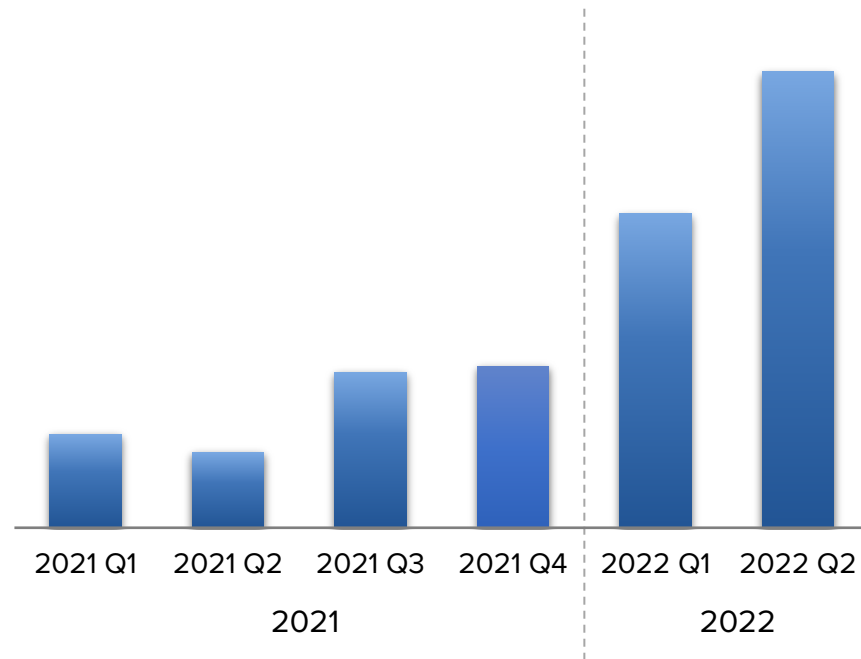
Influencers can upload hotel photos to make it even more personal

COLLECTION BOOKING VOLUME UP SIGNIFICANTLY

The ASMALLWORLD Collection is starting to contribute positively to our bottom line

BOOKING VOLUME

Booking volume indexed



- Bookings for the ASMALLWORLD Collection are **STARTING TO PICK UP**
- The booking volume during H1 2022 was **4X OF H1 2021**
- **STICKINESS IS GOOD** with 41% of customers booking two or more stays already
- We are continuing to promote the Collection as **GO-TO HOTEL BOOKING ENGINE** for our members
- **CONTINUOUSLY ADDING MORE HOTELS** to our inventory (+1'500 hotels)

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INCOME STATEMENT 2022 HY1

EBITDA and net result growth despite decrease in net sales

| In CHF '000 | 2022 HY1 | 2021 HY1 | CHANGE |
|-----------------------------|----------------|----------------|-------------|
| NET SALES | 7'372.8 | 9'548.2 | -23% |
| OTHER OPERATING INCOME | 0.0 | -351.0 | +100% |
| DIRECT EXPENSES | -3'264.4 | -5'544.5 | -42% |
| PERSONNEL EXPENSES | -1'093.8 | -1'015.9 | +8% |
| R&D EXPENSES | -116.1 | -68.7 | +69% |
| OTHER OPERATING EXPENSES | -1'512.7 | -1'264.0 | +20% |
| EBITDA | 1'385.8 | 1'304.1 | +6% |
| EBITDA MARGIN | 18.8% | 13.7% | +5.1%-pt. |
| DEPRECIATION | -12.8 | -11.1 | 15% |
| AMORTIZATION | -337.6 | -344.1 | -2% |
| OPERATING RESULT | 1'035.4 | 948.8 | +9% |
| FINANCIAL INCOME | 83.6 | 36.7 | 127% |
| FINANCIAL EXPENSES | -135.3 | -161.9 | -16% |
| ORDINARY RESULT | 983.7 | 823.7 | +19% |
| INCOME TAXES | -23.1 | -81.3 | -72% |
| NET RESULT | 960.6 | 742.4 | +29% |
| EARNINGS PER SHARE (IN CHF) | 0.08 | 0.07 | +29% |

- **NET SALES** decreased by 23% due to fewer Prestige promotions, lower demand for Dubai travel services (FCAM) and strong CHF vs Euro
- **DIRECT EXPENSES** decreased by 42%, faster than net sales
- **R&D SPEND** increased due to more expensive development team
- **OTHER OPERATING EXPENSES** increased due to higher legal/consulting costs relating to the acquisition of a 10% stake in GHA
- **FINANCIAL RESULT** improved due to positive CHF/EUR FX impact on outstanding FCAM earnout liabilities

BALANCE SHEET 2022 HY1 – PART 1

Balance sheet increased due to acquisition of a 10% stake in Global Hotel Alliance

| In CHF '000 | 2022 HY1 | 2021 FY |
|---------------------------------|-----------------|----------------|
| CASH | 2'999.4 | 5'226.0 |
| RECEIVABLES FROM SERVICES | 1'436.7 | 573.4 |
| OTHER SHORT-TERM RECEIVABLES | 371.8 | 294.5 |
| PREPAYMENTS AND ACCRUED INCOME | 342.9 | 213.8 |
| TOTAL CURRENT ASSETS | 5'151.7 | 6'307.6 |
| TANGIBLE FIXED ASSETS | 40.3 | 53.1 |
| FINANCIAL ASSETS | 4'701.8 | 417.3 |
| INTANGIBLE ASSETS | 1'199.7 | 1'350.8 |
| TOTAL NON-CURRENT ASSETS | 5'941.9 | 1'821.2 |
| TOTAL ASSETS | 11'093.6 | 8'128.8 |

- **CASH POSITION** decreased by CHF 2.2M, primarily due to CHF 3.5M payout related to the acquisition of First Class & More
- **RECEIVABLES FROM SERVICES** temporarily increased due to open invoices from ASW Hospitality projects (majority of payments are expected in Q3 2022)
- **FINANCIAL ASSETS** increased due to the acquisition of a 10% stake in GHA for USD 4.5 Mio. (USD 3.5 million in cash plus a 3% share of ASMALLWORLD AG)

BALANCE SHEET 2022 HY1 – PART 2

Liabilities increased slightly due to a long-term bank loan offsetting the final FCAM earnout payment

| In CHF '000 | 2022 HY1 | 2020 FY |
|---|-----------------|-----------------|
| SHORT-TERM FINANCIAL LIABILITIES | 143.0 | 143.0 |
| PAYABLES FROM GOODS AND SERVICES | 953.1 | 628.9 |
| OTHER SHORT-TERM LIABILITIES | 244.9 | 190.5 |
| SHORT-TERM PROVISIONS | 51.0 | 3'675.4 |
| ACCRUED LIABILITIES AND DEFERRED INCOME | 3'416.8 | 3'118.8 |
| TOTAL CURRENT LIABILITIES | 4'808.8 | 7'756.6 |
| LONG-TERM FINANCIAL LIABILITIES | 9'056.9 | 5'133.8 |
| LONG-TERM PROVISIONS | 0.0 | 0.0 |
| TOTAL NON-CURRENT LIABILITIES | 9'056.9 | 5'133.8 |
| TOTAL LIABILITIES | 13'865.7 | 12'890.4 |
| | | |
| SHARE CAPITAL | 11'718.7 | 11'367.2 |
| CAPITAL RESERVES | 17'407.4 | 16'785.0 |
| RETAINED EARNINGS | -31'898.3 | -32'913.9 |
| TOTAL EQUITY / NET ASSETS | -2'772.1 | -4'761.7 |
| | | |
| TOTAL LIABILITIES AND EQUITY | 11'093.6 | 8'128.8 |

- **SHORT-TERM PROVISIONS** were reduced by 3.6M due to final FCAM earnout payment (3.5M cash payment and 0.1M EUR/CHF FX Gain without cash impact)
- **LONG TERM FINANCIAL LIABILITIES** increased due to a long-term bank loan in the amount of CHF 4 Mio. which was used to finance the GHA acquisition
- **EQUITY** increased due to the positive net result and a small capital increase (for GHA acquisition)

CASH FLOW STATEMENT 2022 HY1 – PART 1

Operating cash flow decreased compared to H1 2022 mainly due to changes in the working capital

| In CHF '000 | 2022 HY1 | 2021 HY1 |
|---|----------------|----------------|
| NET RESULT | 960.6 | 742.4 |
| DEPRECIATION OF TANGIBLE FIXED ASSETS | 12.8 | 11.1 |
| AMORTIZATION OF INTANGIBLE ASSETS | 337.6 | 344.1 |
| DECREASE OF PROVISIONS THAT DO NOT AFFECT THE FUND | -52.1 | -19.8 |
| OTHER EXPENSE/INCOME THAT DO NOT AFFECT THE FUND | 125.1 | 949.2 |
| DECREASE OF RECEIVABLES FROM SERVICES | -863.2 | 24.6 |
| -/+ OF OTHER RECEIVABLES AND PREPAYMENTS AND ACCRUED INCOME | -207.4 | 44.1 |
| +/- PAYABLES FROM GOODS AND SERVICES | 324.2 | 1'137.3 |
| + OF OTHER SHORT-TERM LIABILITIES AND ACCRUED LIABILITIES AND DEFERRED INCOME | 365.2 | 866.9 |
| OPERATING CASH FLOW | 1'002.6 | 4'099.9 |

- **OPERATING CASH FLOW** decreased to CHF 1.0M, vs. 4.1M, driven by changes in working capital.
- **OTHER EXPENSES THAT DO NOT AFFECT THE FUND** in H1 2021 included the impairment/wire-off on a receivable worth CHF 0.5M and CHF 0.3M share-based compensation vs. H1 2022 with only CHF 0.1M worth of share-based compensation and 0.1M FX gains on FCAM earnouts
- **PAYABLES FROM GOODS AND SERVICES** included an outstanding payment of CHF 1.2M for miles in H1 2021; no large outstanding payments in H1 2022

CASH FLOW STATEMENT 2022 HY1 – PART 2

Changes in investing & financing cash flow driven by acquisition and financing of 10% stake in GHA and FCAM payment

| In CHF '000 | 2022 HY1 | 2021 HY1 |
|---|-----------------|-----------------|
| INFLOWS FOR INVESTMENT OF FINANCIAL ASSETS | 0.0 | 2.2 |
| OUTFLOWS FOR INVESTMENT OF FINANCIAL ASSETS | -3'333.7 | -185.3 |
| ACQUISITION OF SUBSIDIARIES | -3'515.1 | -1'966.5 |
| OUTFLOWS FOR INVESTMENT (PURCHASE) OF INTANGIBLE ASSETS | -186.5 | -202.2 |
| CASH DRAIN FROM INVESTING ACTIVITIES | -7'035.3 | -2'351.7 |
| REPAYMENT OF LONG-TERM FINANCIAL LIABILITIES | -136.5 | -60.7 |
| ISSUANCE OF LONG-TERM FINANCIAL LIABILITIES | 4'000.0 | 700.0 |
| CASH INFLOW FROM FINANCING ACTIV. | 3'863.5 | 639.4 |
| CURRENCY TRANSLATION EFFECTS | -57.3 | 38.9 |
| NET CHANGE IN NET CASH | -2'226.5 | 2'426.4 |
| OPENING BALANCE OF NET CASH 1 JANUARY | 5'226.0 | 2'918.6 |
| CLOSING BALANCE OF NET CASH AS OF 31 DECEMBER | 2'999.4 | 5'345.0 |
| NET CHANGE IN NET CASH | -2'226.5 | 2'426.4 |

- **CASH DRAIN FROM INVESTING ACTIVITIES** high due to acquisition of a 10% stake in GHA (USD 3.5 Mio. in cash) plus final FCAM earnout payment of CHF 3.5M
- **CASH FLOW FROM FINANCING ACTIVITY** increased due to a long-term bank loan of CHF 4 Mio. (financing of GHA acquisition)
- **NET CASH** decreased by CHF 2.2M over the first 6 months of the year

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OUTLOOK FOR H2

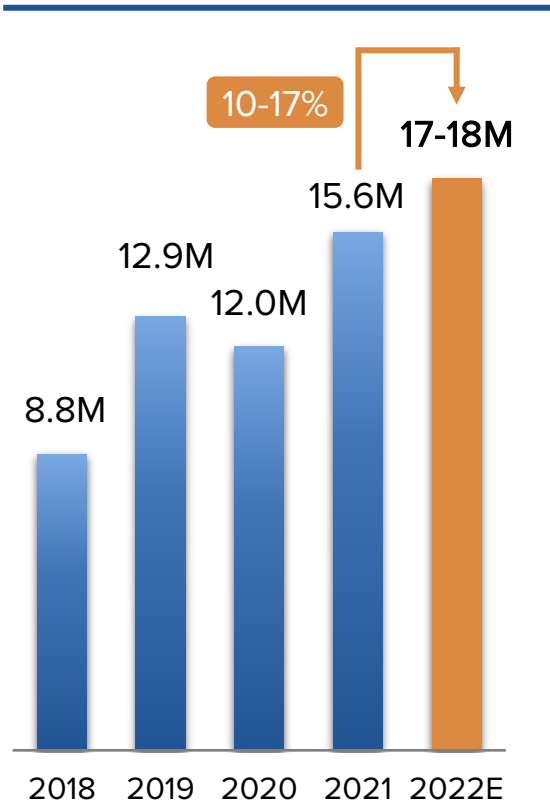
We believe the second half of the year will offer primarily positive developments which will lead to an acceleration in sales

- The **GRADUAL IMPROVEMENT OF THE MARKET ENVIRONMENT** post Covid will gradually increase the demand for our events and our social network and we expect a slow but steady increase in sales
- We also expect a boost for our Prestige and Signature sales from the new memberships with **EMIRATES SKYWARDS MILES**, which will go on sale in September
- In addition, we will continue to position the **ASMALLWORLD COLLECTION** as the go-to hotel booking engine for our members, driving bookings from within the membership and externally (e.g. influencer partnerships)
- We will also further develop the partnership with GHA, and expect to sign up a first set of hotels for the **ASMALLWORLD HOTELS & RESORTS** soft brand before year-end

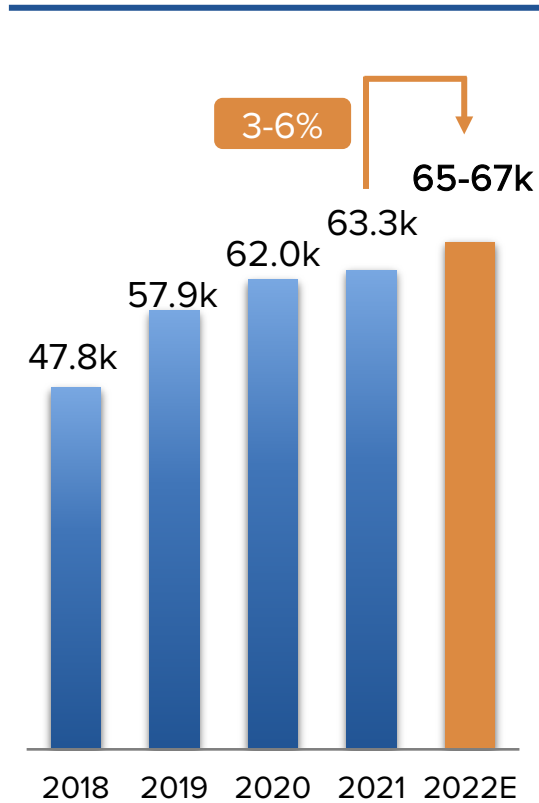
GUIDANCE FOR 2022 MAINTAINED

For H2, we anticipate a boost in sales due to the introduction of the Prestige/Signature memberships with Emirates Skywards

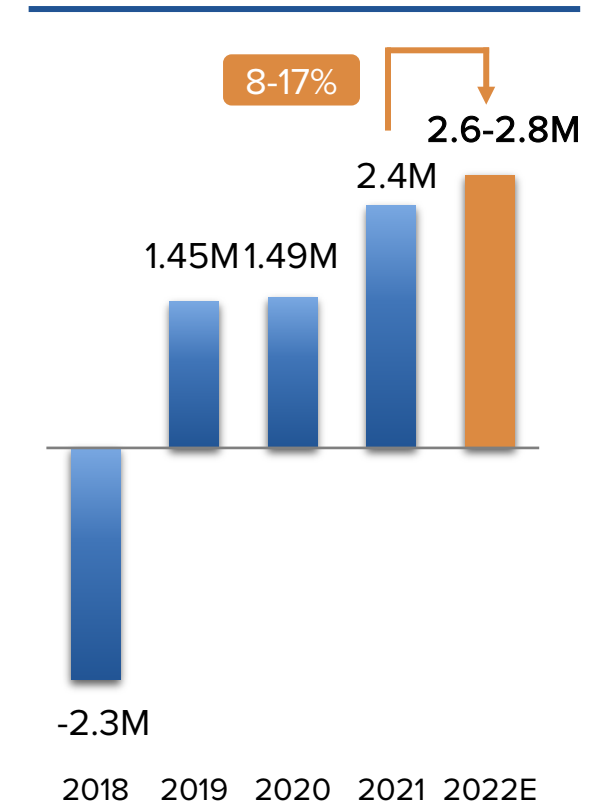
NET SALES



MEMBERS



EBITDA





ASmallWorld

ASmallWorld AG

Seidengasse 20

8001 Zürich, Switzerland

info@asmallworldag.com

www.asmallworldag.com | www.asw.com