



ASmallWorld

**THE WORLD'S LEADING TRAVEL &
LIFESTYLE COMMUNITY**

23rd September 2022, Baader Investment Conference





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 ASMALLWORLD COMMUNITY

ASMALLWORLD connects members with a travel & lifestyle interest from across the world



- **INTEREST-BASED** community, centred around travel & lifestyle
- **CURATED** community, requiring an invitation or application
- **ONLINE** with full social networking functionality (app and web)
- **OFFLINE** with in-person events (1'000+ events in 2019)
- **MEMBER PRIVILEGES** from international travel & lifestyle partner brands
- **PERSONAL DATA KEPT PRIVATE** and no targeted advertising

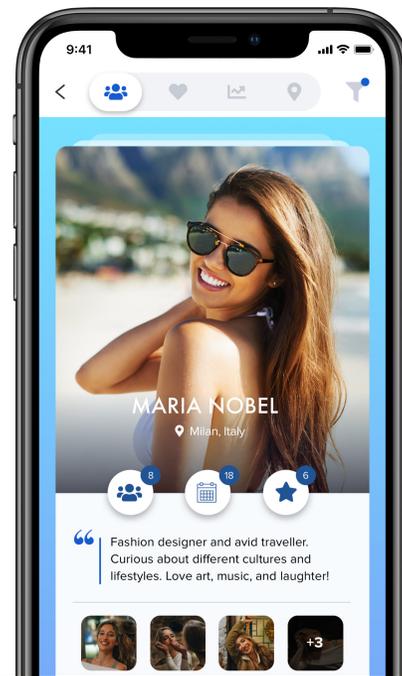
THE ASMALLWORLD APP



Our app is the club house of our community and offers a wealth of online 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



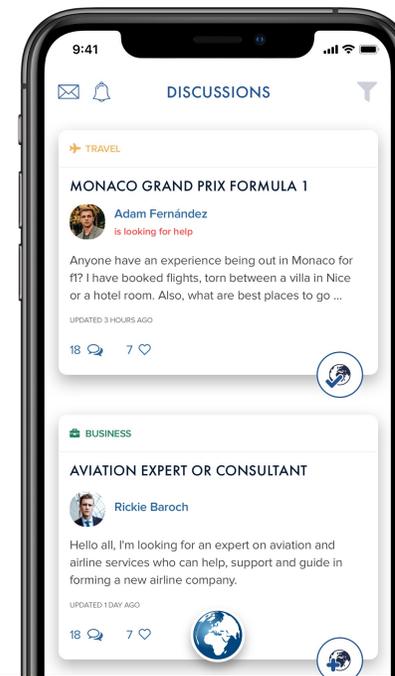
GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



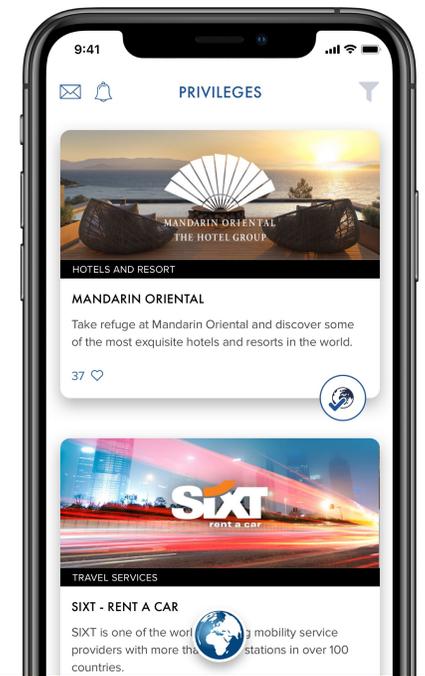
ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

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

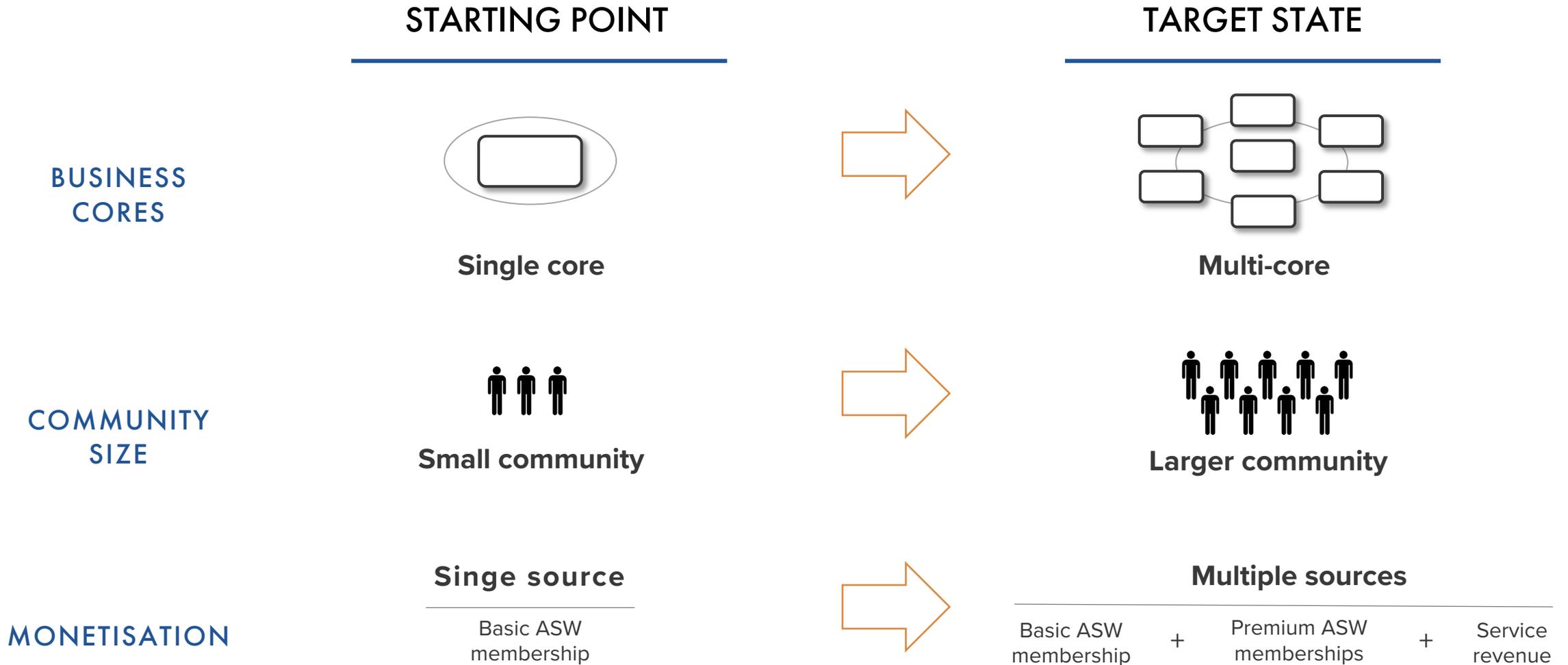
ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

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



BUSINESS MODEL TRANSFORMATION ONGOING

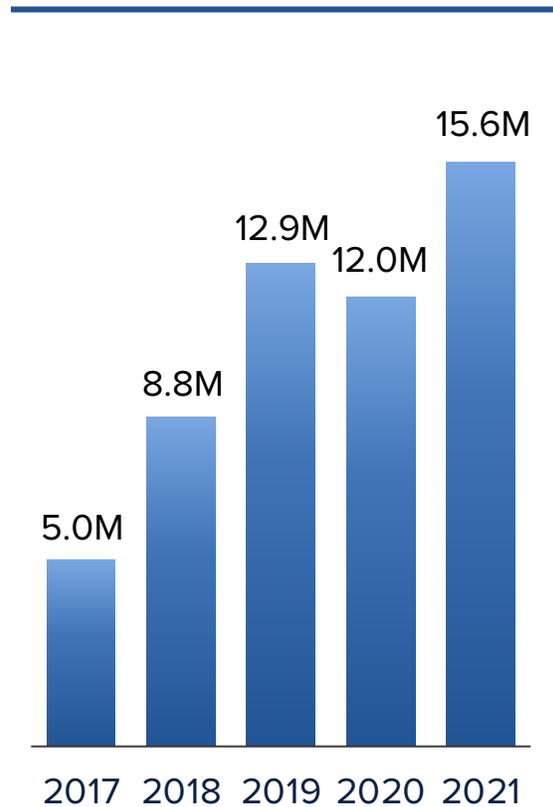
We are transforming our monetisation model from a single source, to multiple revenue streams



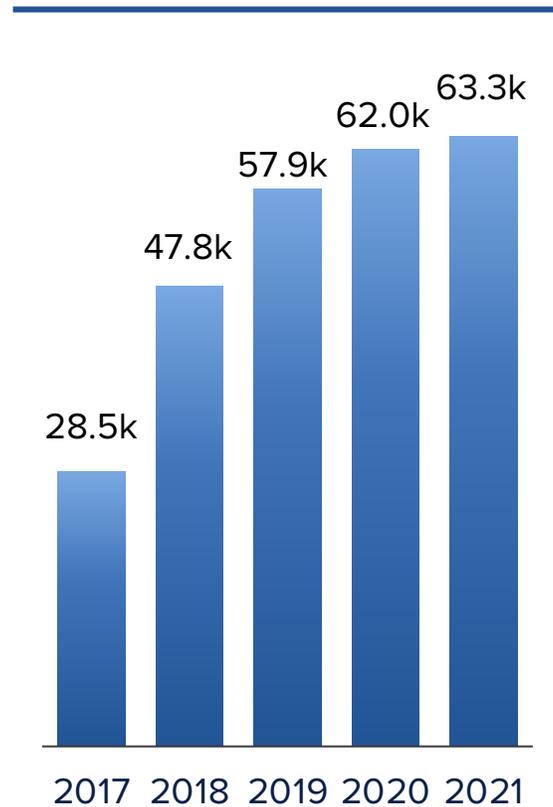
A SOLID TRACK-RECORD SUPPORTS STRATEGIC DIRECTION

Management has delivered on growth ambitions so far and turned the company into a profitable, growing business

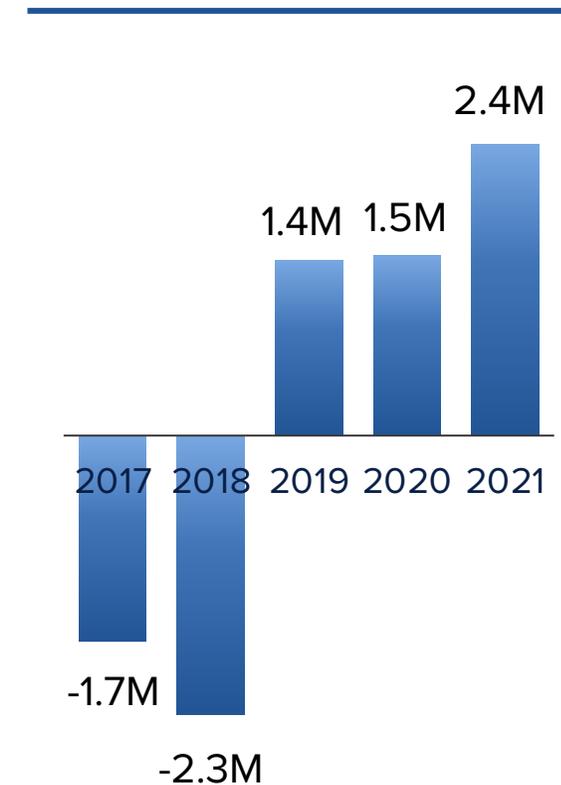
NET SALES



MEMBERS



EBITDA



MOST RECENT INITIATIVES TO EXPAND REVENUE POTENTIAL

Most recently we have focused on three key initiatives to expand our future revenue potential



Created an online **HOTEL BOOKING ENGINE** focused on luxury hotels



Goal:

Monetise travel-savvy AS SMALL WORLD members through hotel bookings

The Emirates logo, consisting of the word "Emirates" in white, serif font, centered within a solid red rectangular box.

Added **EMIRATES SKYWARDS MILES** to our premium memberships



Goal:

Sell more ASW premium memberships by adding an attractive air miles offering



Bought a **10% STAKE** in Global Hotel Alliance

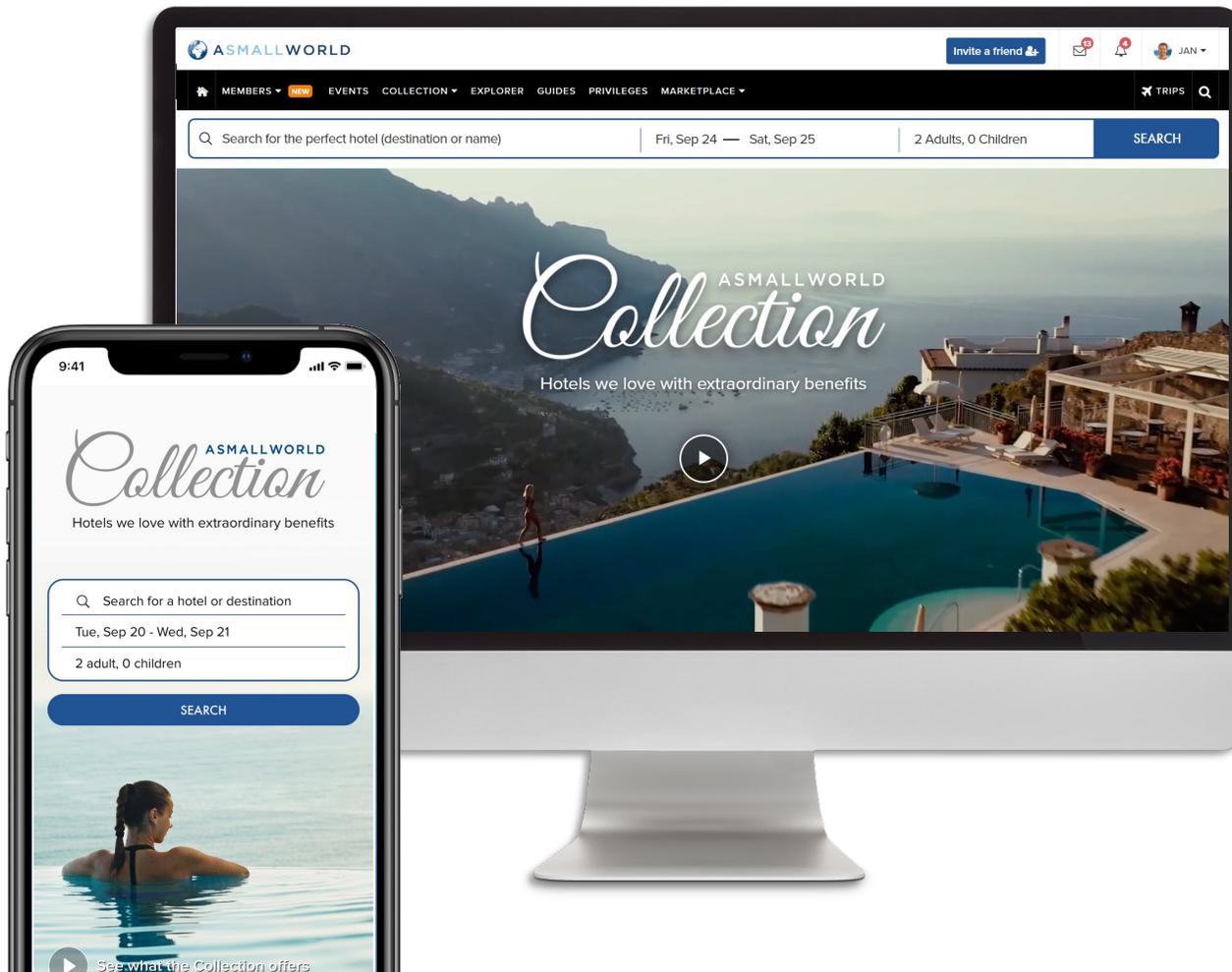


Goal:

Grow ASW community; offer vehicle for independent hotels to join GHA

A HIGH-END HOTEL BOOKING ENGINE

The ASmallWorld Collection is a hotel booking engine focused on luxury hotels



- A 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 **ASSmallWorld APP**
- **ADDITIONAL SERVICE REVENUE** to further monetise our audience

www.asmallworldcollection.com

THE ASW PREFERRED RATE: EXTRAORDINARY BENEFITS

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

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:	BENEFITS INCLUDED:
✓ Our lowest price	✓ Marriott Bonvoy Points
✓ Breakfast included	✓ 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

THE COLLECTION HAS STRONG PARTNERS

We now have 6 key partnerships to give us access to a broad range of hotels and benefits

PARTNERSHIPS



- ASW is part of the invitation-only **VIRTUOSO NETWORK** of luxury travel agencies
- ASW is a **PREFERRED TRAVEL AGENCY** for large hotel chains like Marriott, Hyatt and Hilton
- These partnerships give ASW access to a **LARGE SET OF HOTELS** to choose from
- It also allows the Collection to offer customers additional **BOOKING BENEFITS**

ASW COLLECTION INFLUENCER PARTNERSHIPS I/II

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

The screenshot shows a web browser window with the URL <https://www.asmallworld.com/collection?partner=voyagefox>. The page features the ASW Collection logo and a navigation menu with 'LOGIN' and 'CREATE FREE ACCOUNT' buttons. A search bar is present with the text 'Search for the perfect hotel (destination or name)'. The main content area is personalized for the influencer Nathalie, with a welcome message and a 'CREATE FREE ACCOUNT' button. The background image shows a woman in a blue dress standing in an underwater restaurant.

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/II

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

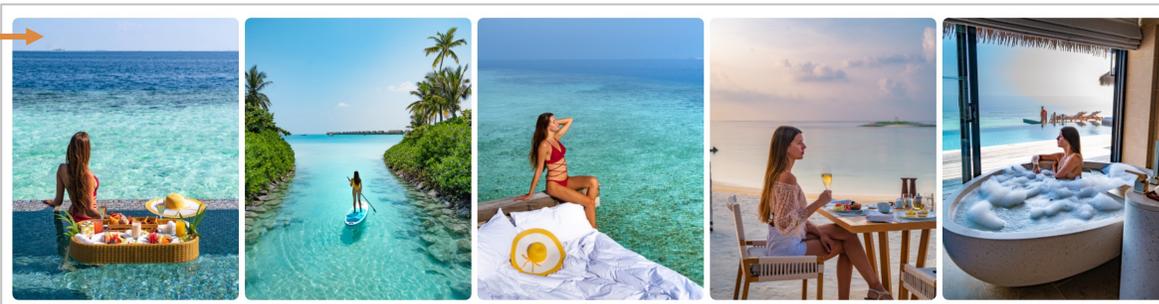


"The Waldorf Astoria Maldives Ithaafushi is the epitome of luxury in the heart of the Indian Ocean and the perfect escape from your ordinary life. The concept is modern, elegant & extraordinary which makes the resort to an exclusive hideaway for an unforgettable stay."

Nathalie

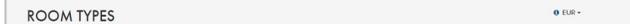
HOTEL QUOTE

Influencers can tell their followers why they like a hotel



PHOTOS

Influencers can upload hotel photos to make it even more personal

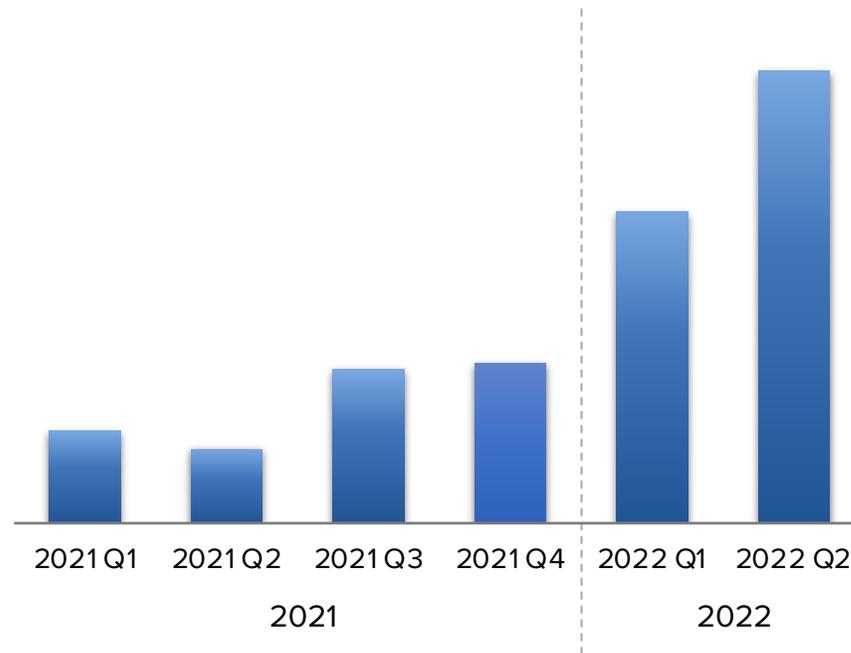


BOOKING VOLUME UP SIGNIFICANTLY

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

BOOKING VOLUME

Booking volume indexed

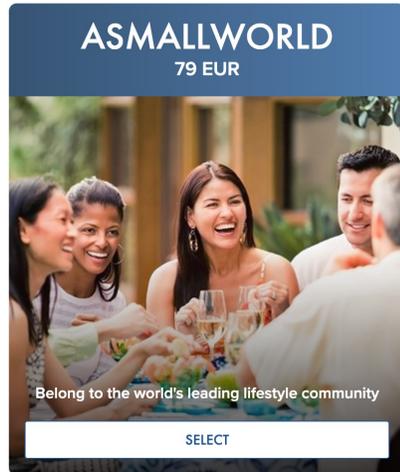


- Bookings for the ASmallWORLD Collection are **STARTING TO PICK UP**
- The booking volume during H1 2022 was **4X OF H1 2021**
- **STICKINESS IS GOOD** with 41% of customers booking two or more stays already
- We are continuing to promote the Collection as **GO-TO HOTEL BOOKING ENGINE** for our members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

PREMIUM MEMBERSHIPS INCREASINGLY IMPORTANT

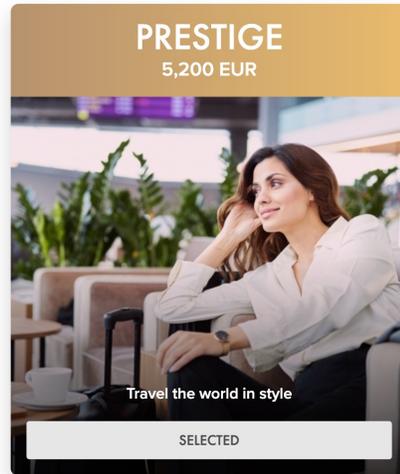
The ASmallWorld Premium Memberships are increasingly contributing to the revenue and profit growth

ASSmallWORLD MEMBERSHIPS



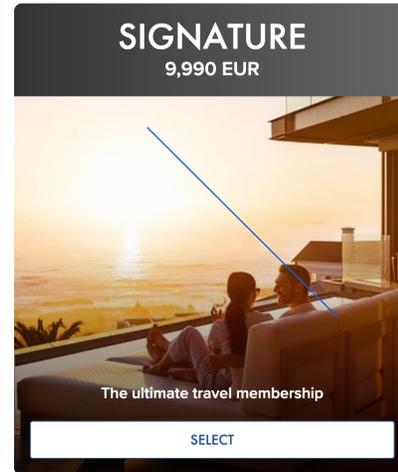
Basic Membership

Access to the ASW community



Premium Memberships

Package of travel benefits, including air miles



- ASSmallWORLD offers **2 TYPES OF MEMBERSHIPS**:
 - Community access (Basic Membership)
 - Travel benefits packages (Prestige and Signature)
- The Premium Memberships are priced at **EUR 5,200** (Prestige) and **EUR 9,900** (Signature)
- Over time, these two memberships have **BECOME MORE IMPORTANT** for ASSmallWORLD as customers for these memberships keep growing

EMIRATES SKYWARDS AS THIRD MILES OPTION



The new partnership with Emirates allows us to offer Emirates Skywards Miles as third option to choose from

	PRESTIGE	SIGNATURE
Your choice of Miles Programme ^	250,000 Air Miles	500,000 Air Miles
Miles & More, or	✓	—
Etihad Guest, or	✓	✓
Emirates Skywards	✓ Terms & Conditions	✓ Terms & Conditions
ASW-exclusive partner privileges ^	Prestige	Signature
DragonPass (1300 lounges)	Prestige Plan	Prestige Plan
GHA DISCOVERY	Titanium	Titanium
Jumeirah Sirius	Gold	Gold
SIXT	Platinum	Diamond
The World's Finest Clubs	Premium Membership	Premium Membership
30+ other privileges	✓	✓
Subscription period	1 year	1 year
Price (EUR ▼)	5,200 EUR / year	9,990 EUR / year
	<input type="button" value="SELECT"/>	<input type="button" value="SELECT"/>

- In July we signed a **PARTNERSHIP** with Emirates Skywards
- In September we started offering **EMIRATES SKYWARDS** as third option for air miles, next to Miles & More and Etihad
- This new addition will **EXPAND REACH** of Prestige and Signature memberships, especially in Middle East
- We expect this to significantly **CONTRIBUTE TO SALES** going forward

10% STAKE IN GLOBAL HOTEL ALLIANCE

Over the last few months, ASMALLWORLD acquired a 10% stake in Global Hotel Alliance

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

ASMALLWORLD 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 ASMALLWORLD’s earning potential over the next few years. ASMALLWORLD 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 ASMALLWORLD social network which should double the size of the social network by the end of 2022. In addition, ASMALLWORLD will receive the right to recruit independent hotels to join the GHA hotel portfolio under a newly created ASMALLWORLD soft brand.



- ASMALLWORLD **ACQUIRED A 10% STAKE** in Global Hotel Alliance (GHA)
- **PURCHASE PRICE** consisted of two elements:
 - USD 3.5M in cash
 - 3% stake in ASMALLWORLD
- **GHA BECAME SHAREHOLDER** in ASMALLWORLD as well; CEO Chris Hartley joined ASW Board
- Created a **“STRATEGIC ALLIANCE”** between the two companies who expressed the intent to work closely with each other going forward

GLOBAL HOTEL ALLIANCE / GHA DISCOVERY

GHA operates one of the world's leading hotel loyalty programs: GHA DISCOVERY

OVERVIEW

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



KEY FIGURES

- 40 hotel brands
- 800 hotels in 100 countries
- 123'000 hotel rooms
- 21M customers

GHA **DISCOVERY**

GLOBAL HOTEL ALLIANCE HOTEL BRANDS

40 brands and over 800 hotels are part of the DISCOVERY hotel portfolio

GHADISCOVERY REWARDING LIFE'S JOURNEYS



THE DOYLE COLLECTION



THE SET



VICEROY

PARTNERSHIP WILL CREATE VALUE IN 4 AREAS

The partnership with GHA 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 ITS PRODUCTS & SERVICES** to GHA customers who are joining ASW
- GHA will also market ASW services to the rest of GHA's **21M 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**

OUTLOOK

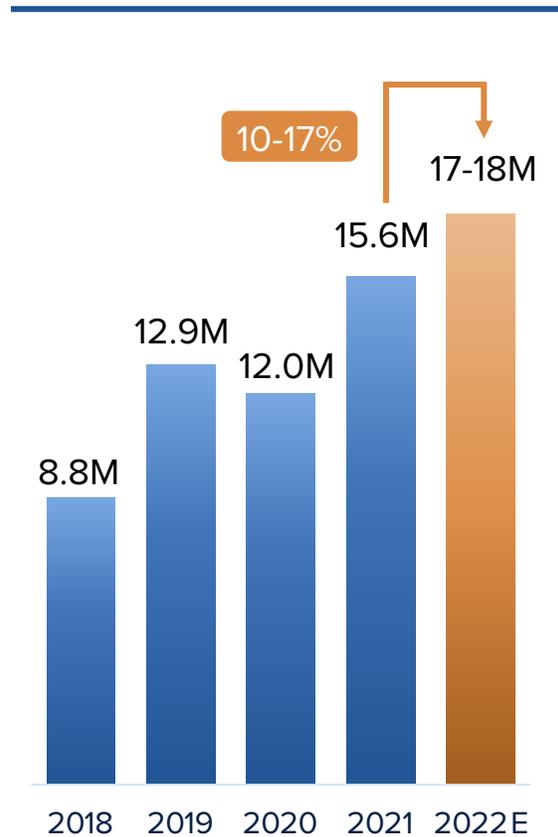
We have a positive outlook for our business for H2 and 2023

- The **GRADUAL IMPROVEMENT OF THE MARKET ENVIRONMENT** after Covid will result in an increase in demand for the ASMALLWORLD social network, events and travel
- We also expect a boost for our Prestige and Signature sales from the new memberships with **EMIRATES SKYWARDS MILES**, which went 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 community and beyond
- 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

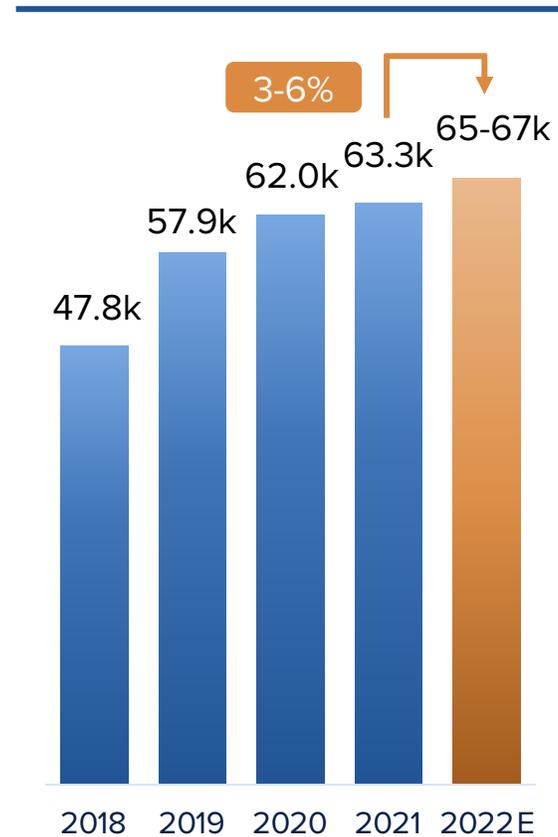
GUIDANCE FOR 2022

For the full year, we anticipate year-on-year growth in all our key metrics, primarily boosted by Prestige/Signature sales

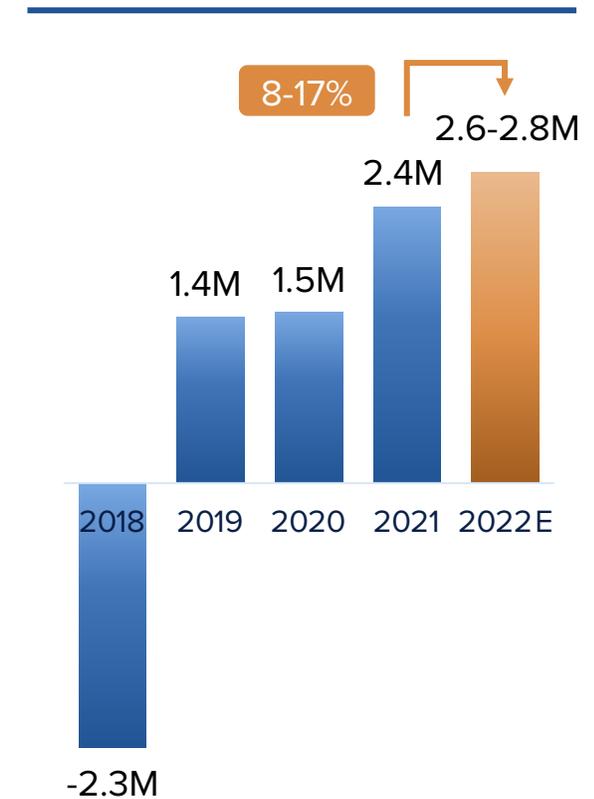
NET SALES



MEMBERS



EBITDA





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