

11th January 2023, Baader Swiss Equities 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.



ASMALLWORLD TRAVEL & LIFESTYLE ECOSYSTEM

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



Event management for ASMALLWORLD events



Hotel management and hotel consulting company





The world's leading travel & lifestyle community



Smart luxury travel service for best flight and hotel deals



Full-service travel agency for curated travel arrangements



The World's leading Nightlife Concierge



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 adverting

THE ASMALLWORLD APP





Our app is the digital 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



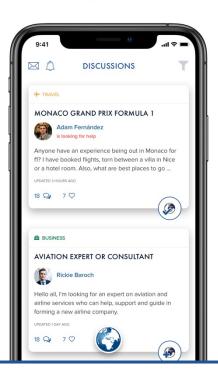
GET ACCESS TO EXCLUSIVE EVENTS

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

Source: ASW Travel Survey, April 2019

ASMALLWORLD HAS A GLOBAL REACH

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

BUSINESS MODEL TRANSFORMATION ONGOING

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

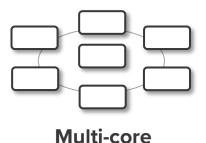


TARGET STATE

BUSINESS CORES







Single core





COMMUNITY SIZE







Singe source

Basic ASW membership



Multiple sources

Basic ASW membership Premium ASW memberships

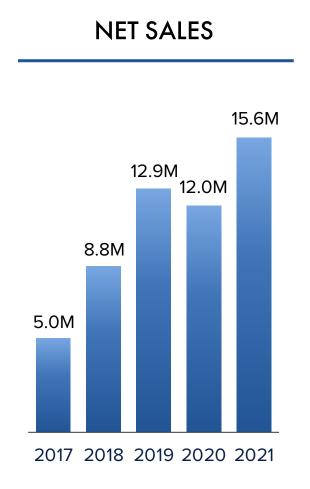
Service revenue

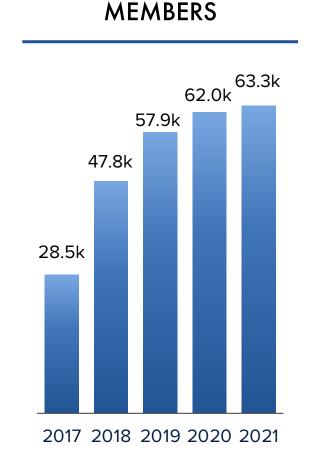
MONETISATION

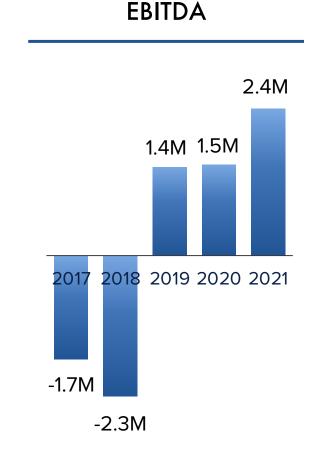


A SOLID TRACK-RECORD SUPPORTS STRATEGIC DIRECTION

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







MOST RECENT INITIATIVES TO EXPAND REVENUE POTENTIAL

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



Emirates



Created an ONLINE HOTEL
BOOKING ENGINE focused on
luxury hotels



Goal:

Monetise travel-savvy
ASMALLWORLD members
through hotel bookings

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



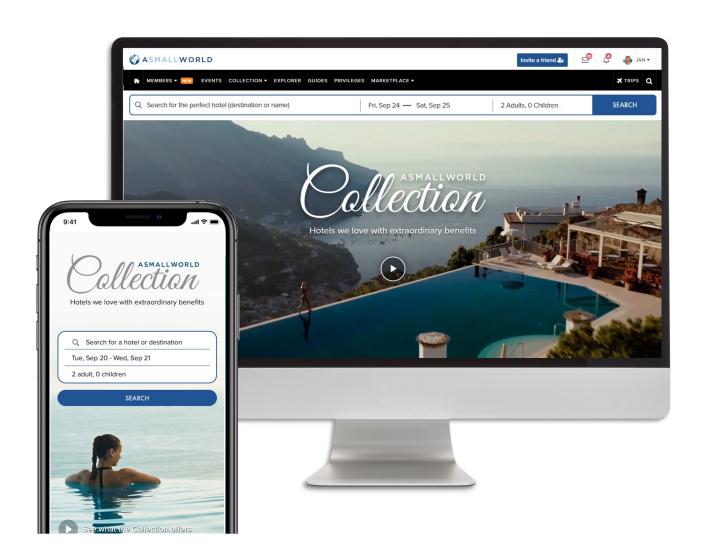
Goal:

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

BOOKING ENGINE FOR LUXURY HOTELS



The ASMALLWORLD Collection is a hotel booking engine focused exclusively on luxury hotels

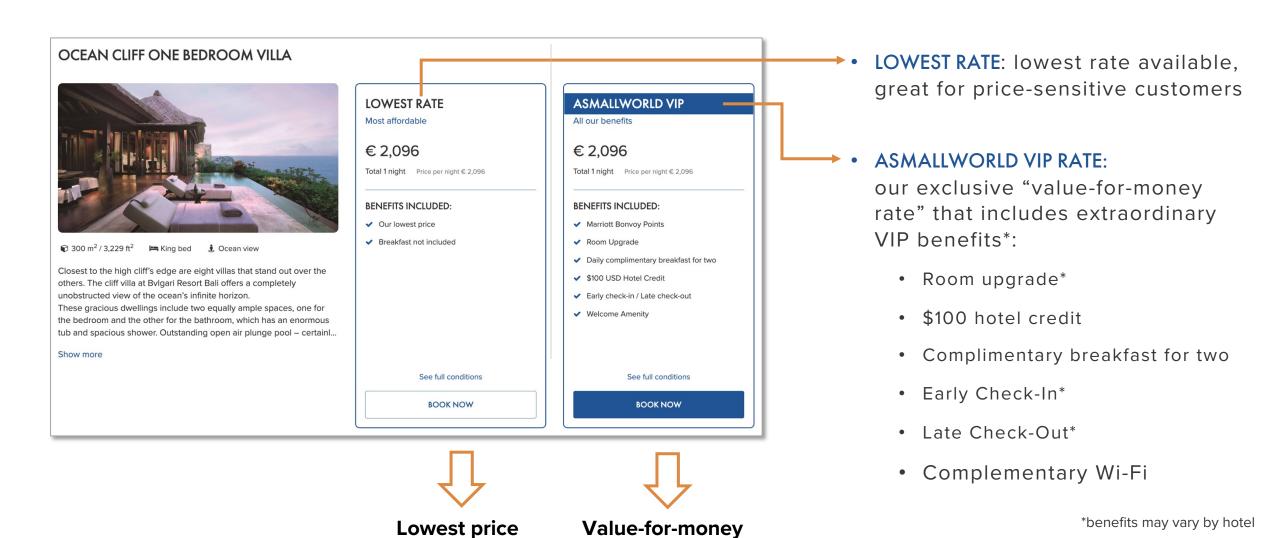


- A hotel booking engine focused on THE WORLD'S BEST LUXURY HOTELS
- Booking experience is HIGHLY VISUAL AND STREAMLINED
- Bookings can be made via WEB and via the ASMALLWORLD APP

www.asmallworldcollection.com

THE ASMALLWORLD VIP RATE

Our 'ASMALLWORLD VIP Rate' allows customers to enjoy extraordinary VIP benefits at no extra cost



99% of our bookings

THE COLLECTION HAS STRONG PARTNERS



We have partnerships with all key players in the industry to give us access to a broad range of hotels and benefits





















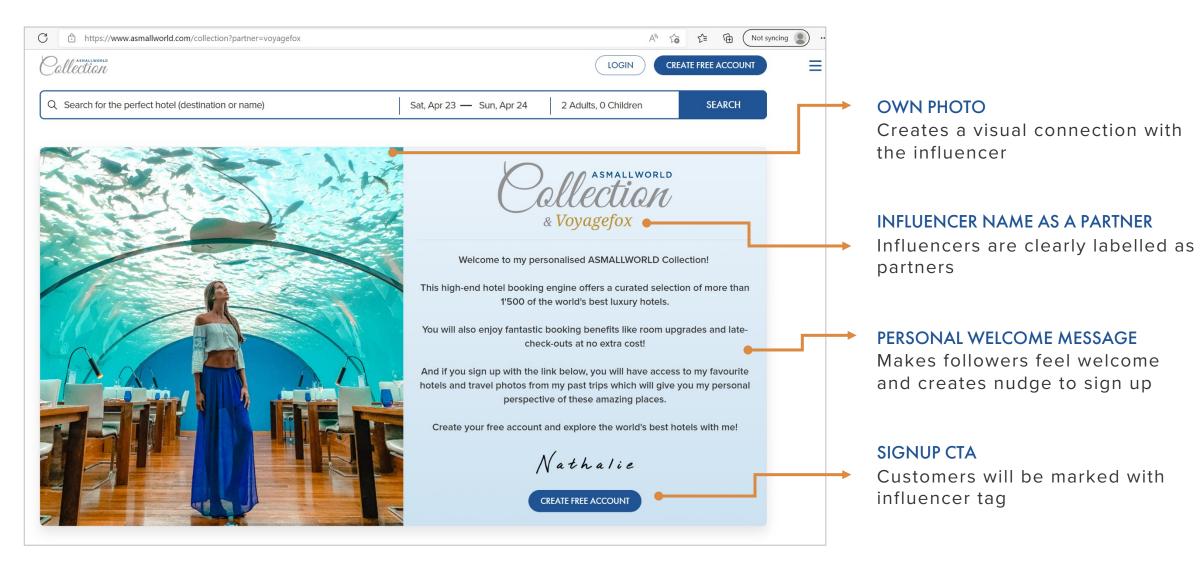






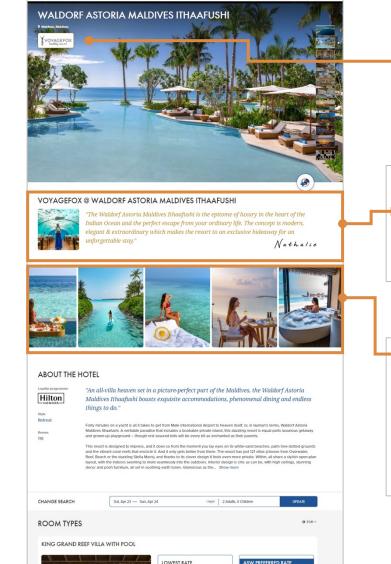
ASW COLLECTION INFLUENCER PARTNERSHIPS I/II

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



ASW COLLECTION INFLUENCER PARTNERSHIPS II/II

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



(ASMALLWORLD



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

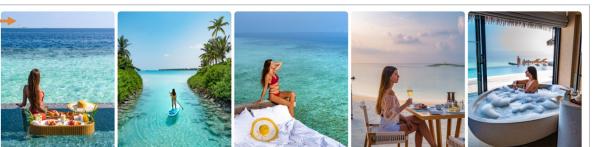


"The Waldorf Astoria Maldives Ithaafushi is the epitome of luxury in the heart of the Indian Ocean and the perfect escape from your ordinary life. The concept is modern, elegant & extraordinary which makes the resort to an exclusive hideaway for an unforgettable stay."

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

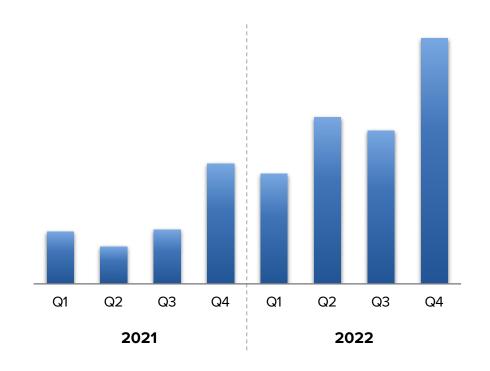
BOOKING VOLUME UP SIGNIFICANTLY



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

STAYS BY QUARTER

Stays in value by quarter (indexed)



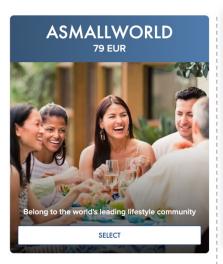
- Bookings for the ASMALLWORLD Collection are STARTING TO PICK UP
- In 2022 we had 2.5X THE STAYS OF 2021 in terms of booking value
- STICKINESS IS ENCOURAGING with 41% of customers booking two or more stays already
- We are continuing to promote the Collection as GO-TO HOTEL BOOKING ENGINE for our members
- 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

ASMALLWORLD MEMBERSHIPS







Basic Membership

Access to the ASW community

Premium Memberships

Package of travel benefits, including air miles

- ASMALLWORLD 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 ASMALLWORD 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
	SELECT	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



INVESTOR UPDATE
22ND DECEMBER 2020

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



GLOBAL HOTEL ALLIANCE HOTEL BRANDS



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















































































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

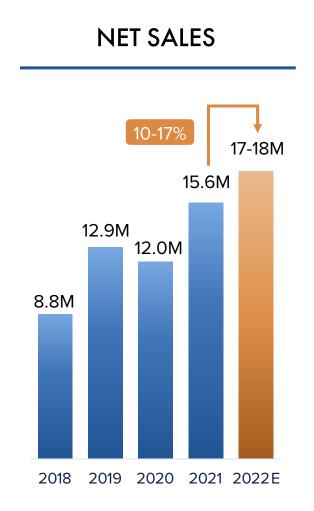
OUTLOOK

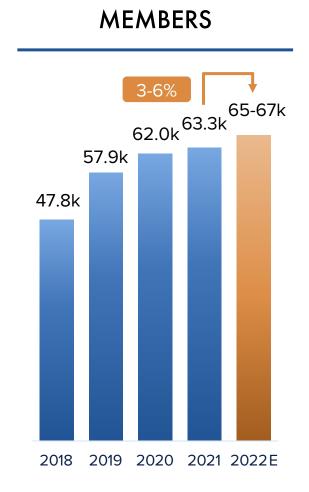
We have a positive outlook for 2023

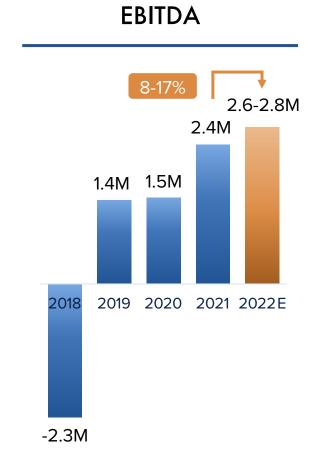
- The GRADUAL IMPROVEMENT OF THE MARKET ENVIRONMENT after Covid is resulting in an increase in demand for the ASMALLWORLD social network, events and travel
- We also expect a boost for our Prestige and Signature sales from the new memberships with EMIRATES SKYWARDS MILES, which went on sale in September
- 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 announce first hotels signings for the ASMALLWORLD HOTELS & RESORTS soon

GUIDANCE FOR 2022

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











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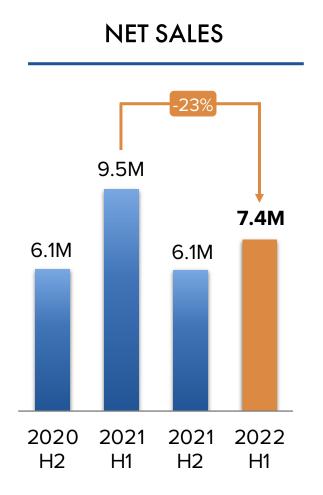
FINANCIAL HIGHLIGHTS 2022 H1

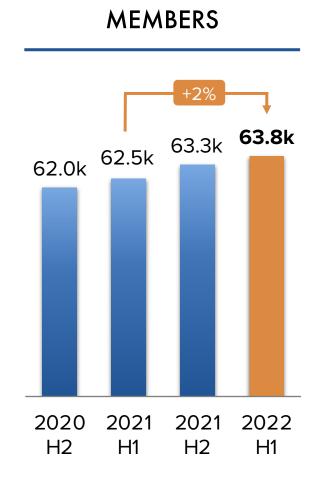
EBITDA and net result grew 6% and 29%, due to better operating margins

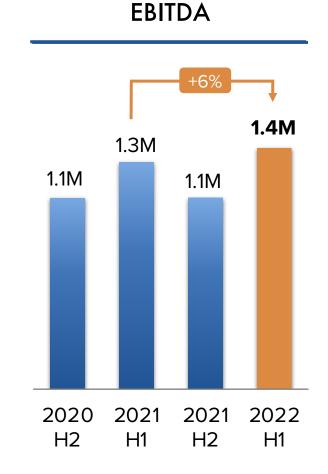
- SALES DECLINED BY 23% to CHF 7.4M vs. CHF 9.5M in H1 2021 decline anticipated due to timing of our Prestige special offers (moved sales to H2), lower demand for Dubai travel services (FCAM) and strong CHF vs Euro
- EBITDA INCREASED BY 6% to CHF 1.4M, from CHF 1.3M
- NET INCOME INCREASED BY 29% to CHF 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







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%

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

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

H2 2022 FINANCIALS

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 deceased 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 sharebased 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