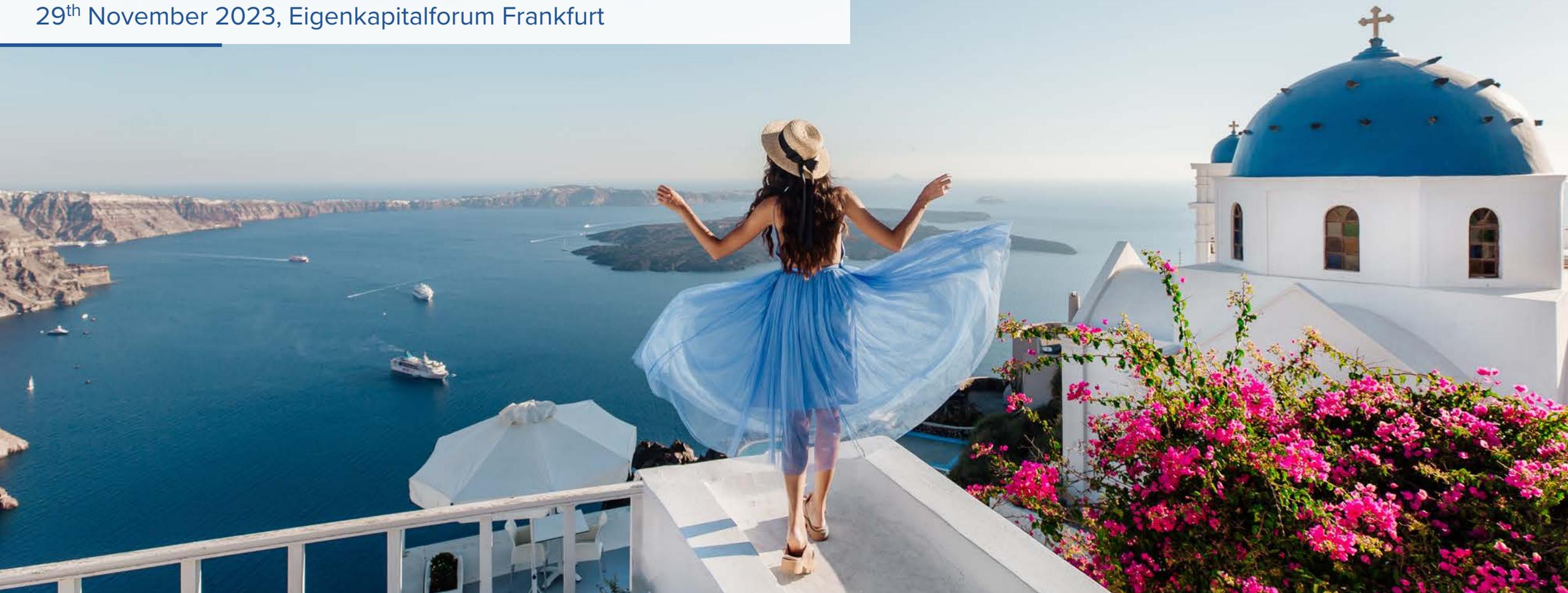




ASmallWorld

THE WORLD'S LEADING TRAVEL & LIFESTYLE COMMUNITY

29th November 2023, Eigenkapitalforum Frankfurt





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



THE ASMALLWORLD APP



Our app is at the centre of the ASMALLWORLD community and allows members to use a variety of features

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



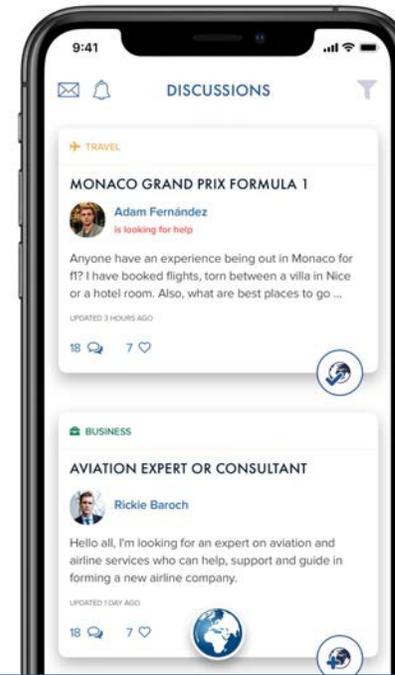
GET ACCESS TO EXCLUSIVE EVENTS

Attend 1000+ exclusive events each year with fellow members



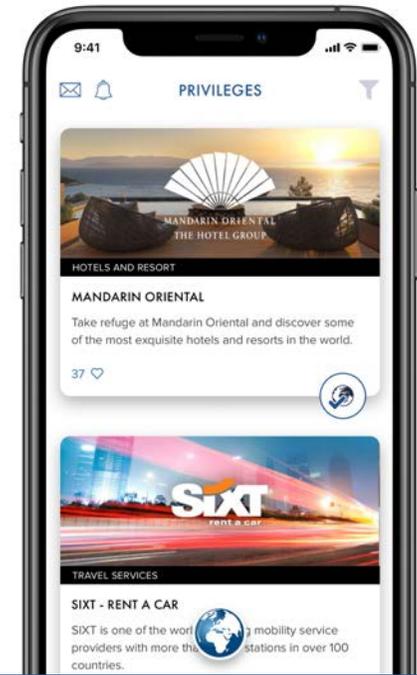
ENGAGE IN TRAVEL & LIFESTYLE DISCUSSIONS

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 HAS A GLOBAL REACH

Our footprint is global, with a focus on large, western cities

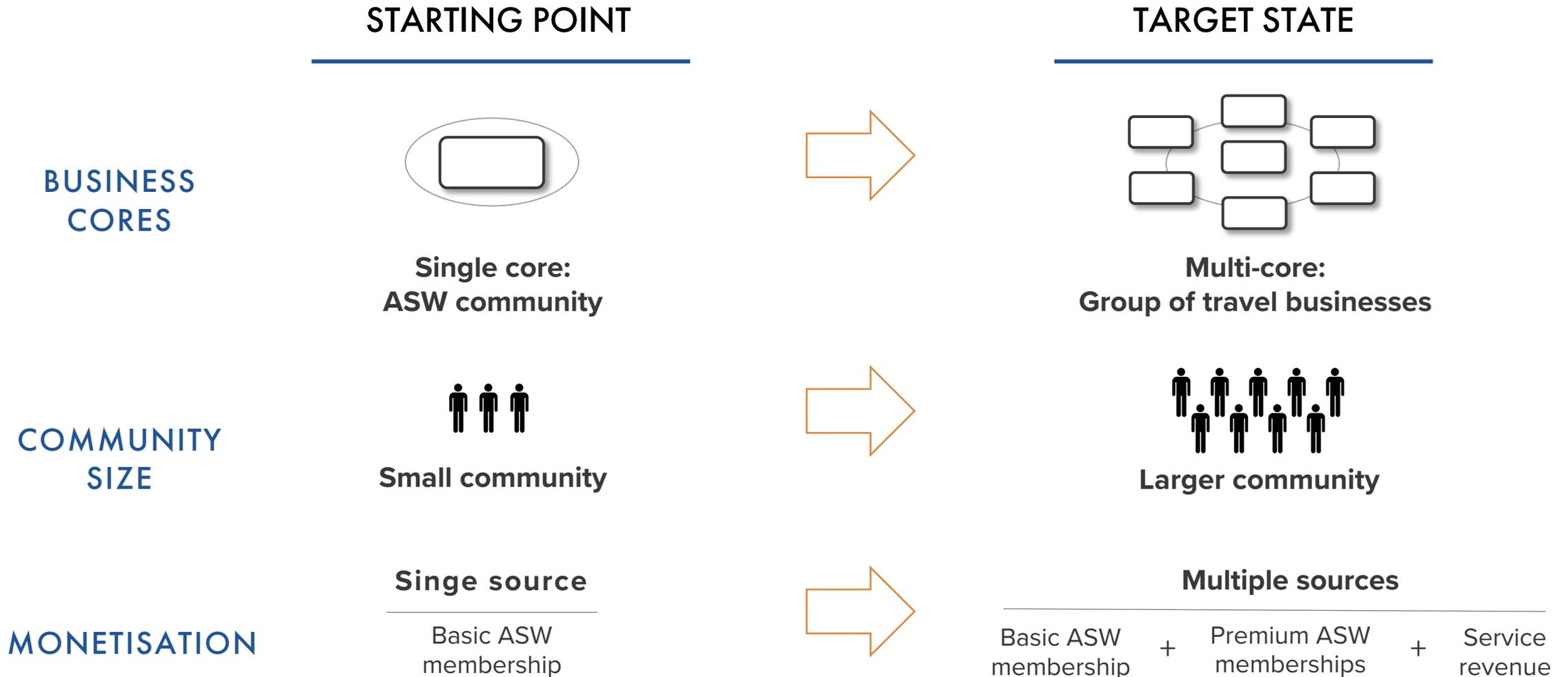


TOP 15 CITIES:

- 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 business model from a single source business, to multiple revenue streams

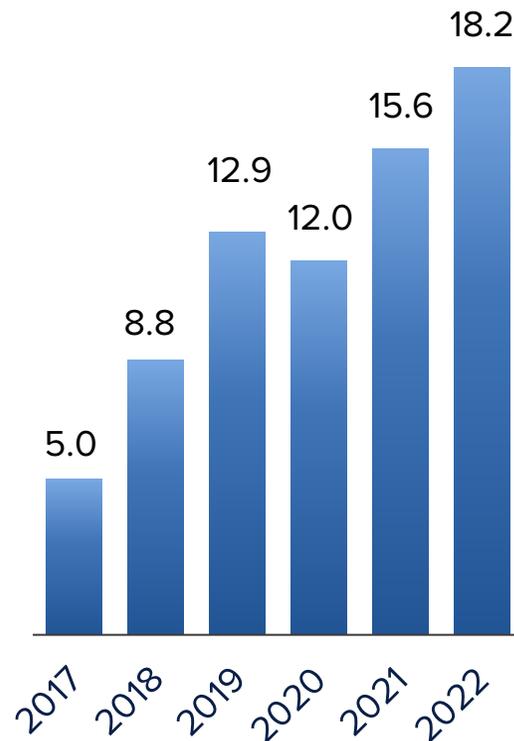


A SOLID TRACK-RECORD SUPPORTS STRATEGIC DIRECTION

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

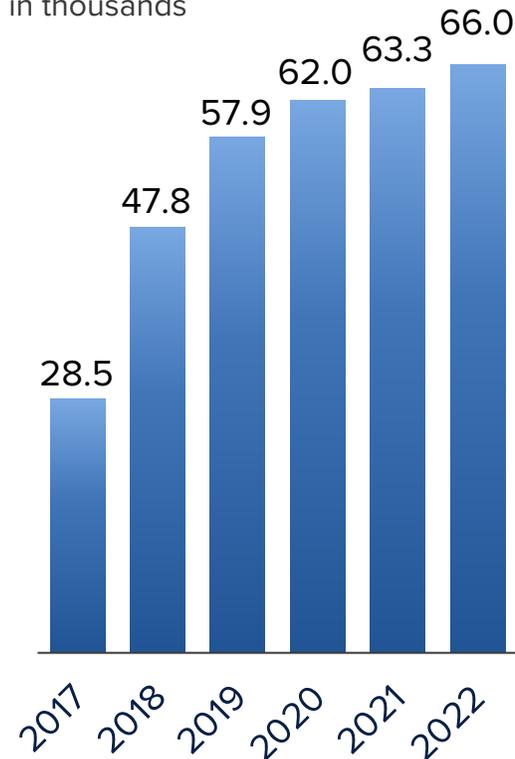
NET SALES

in CHF M



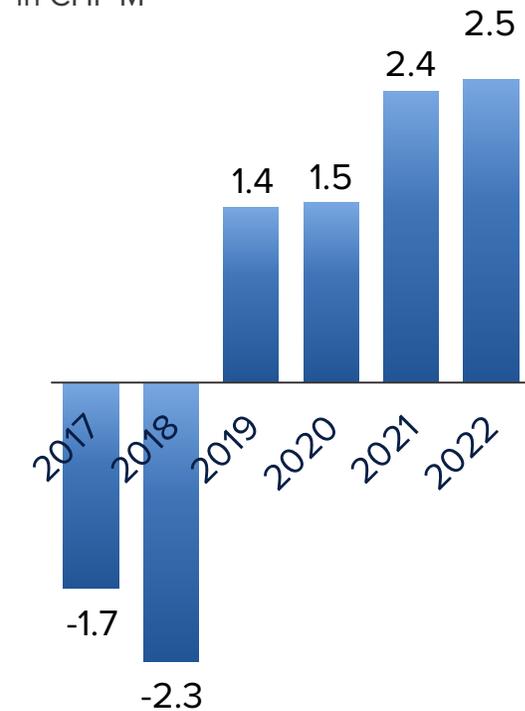
MEMBERS

in thousands



EBITDA

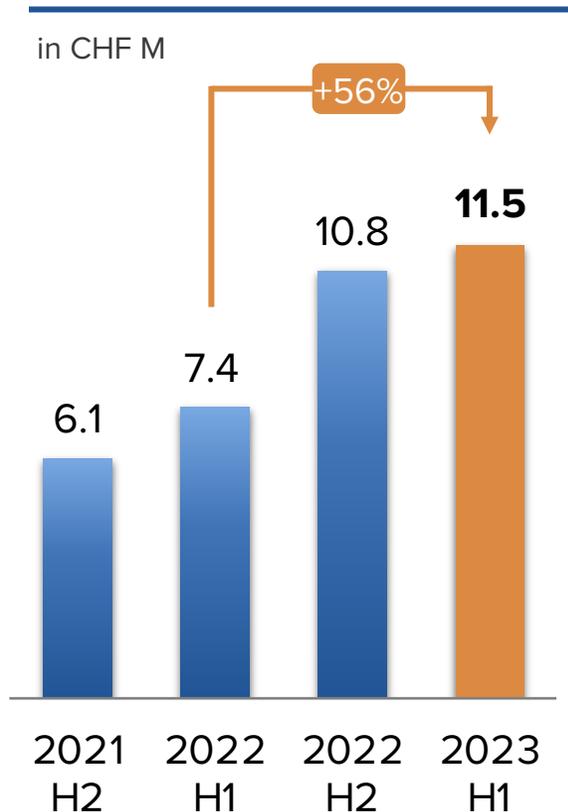
in CHF M



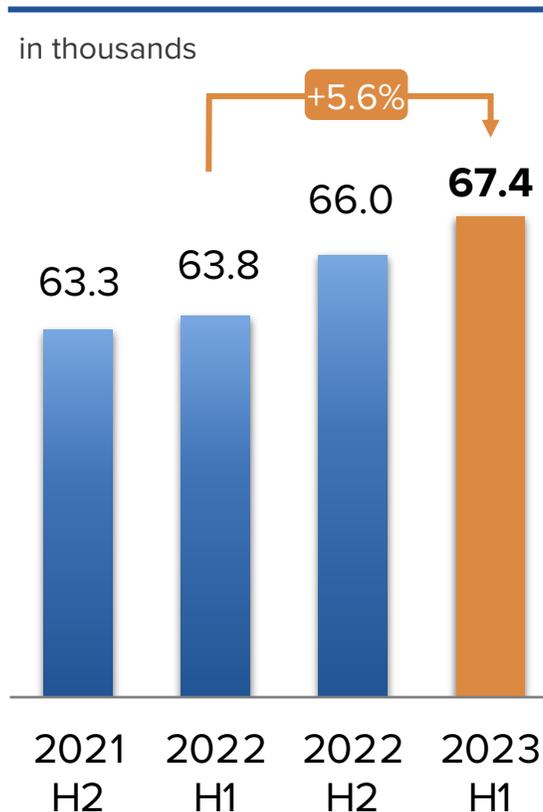
H1 2023 PERFORMANCE WITH STRONG SALES GROWTH

Strong sales growth and more members; EBITDA slightly lower due to investments in long-term growth

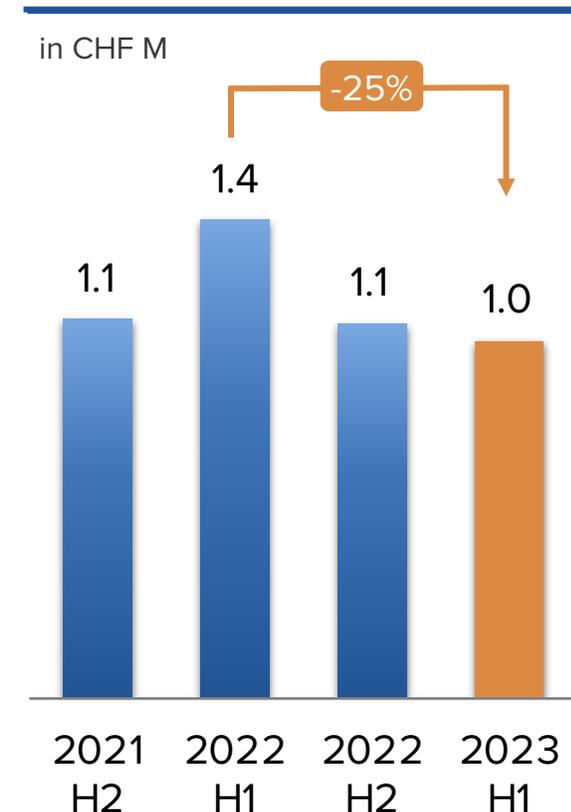
NET SALES



MEMBERS



EBITDA



INITIATIVES TO EXPAND REVENUE POTENTIAL

We keep focusing on three key initiatives to expand our revenue potential



Continue to build **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



Completed acquisition of **10% STAKE** in Global Hotel Alliance

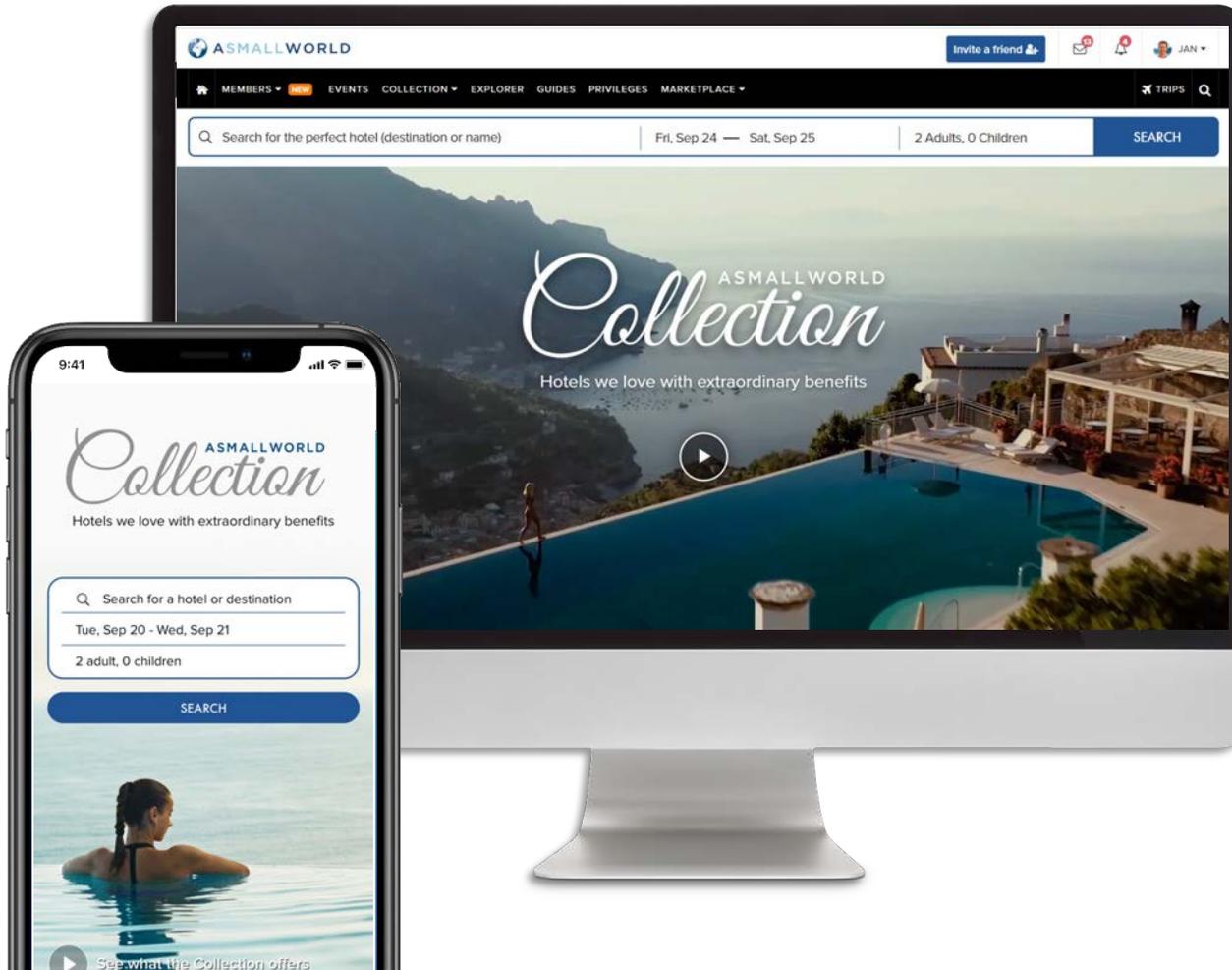


Goal:

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 **ASSmallWorld APP**

www.asmallworldcollection.com

THE ASMALLWORLD VIP RATE

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

OCEAN CLIFF ONE BEDROOM VILLA



300 m² / 3,229 ft² King bed Ocean view

Closest to the high cliff's edge are eight villas that stand out over the others. The cliff villa at Bvlgari Resort Bali offers a completely unobstructed view of the ocean's infinite horizon. These gracious dwellings include two equally ample spaces, one for the bedroom and the other for the bathroom, which has an enormous tub and spacious shower. Outstanding open air plunge pool – certain...

Show more

LOWEST RATE
Most affordable

€ 2,096

Total 1 night Price per night € 2,096

BENEFITS INCLUDED:

- ✓ Our lowest price
- ✓ Breakfast not included

See full conditions

BOOK NOW

ASMALLWORLD VIP
All our benefits

€ 2,096

Total 1 night Price per night € 2,096

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 RATE:** lowest rate available, great for price-sensitive customers

• **ASMALLWORLD VIP RATE:** our exclusive “value-for-money rate” that includes extraordinary VIP benefits*:

- Room upgrade*
- \$100 hotel credit
- Complimentary breakfast for two
- Early Check-In*
- Late Check-Out*
- Complementary Wi-Fi

↓

Lowest price

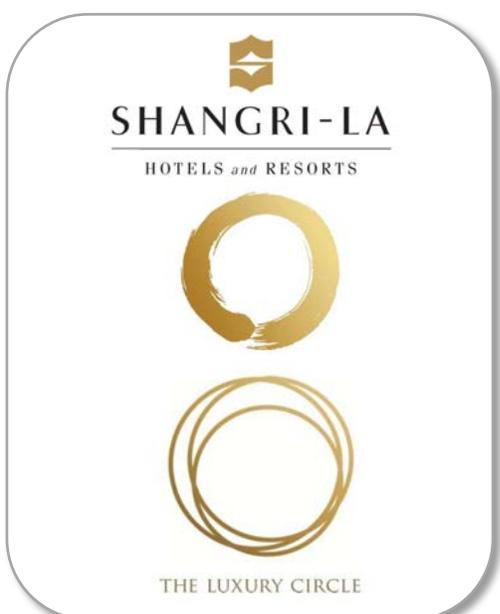
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Value-for-money
99% of our bookings

*benefits may vary by hotel

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

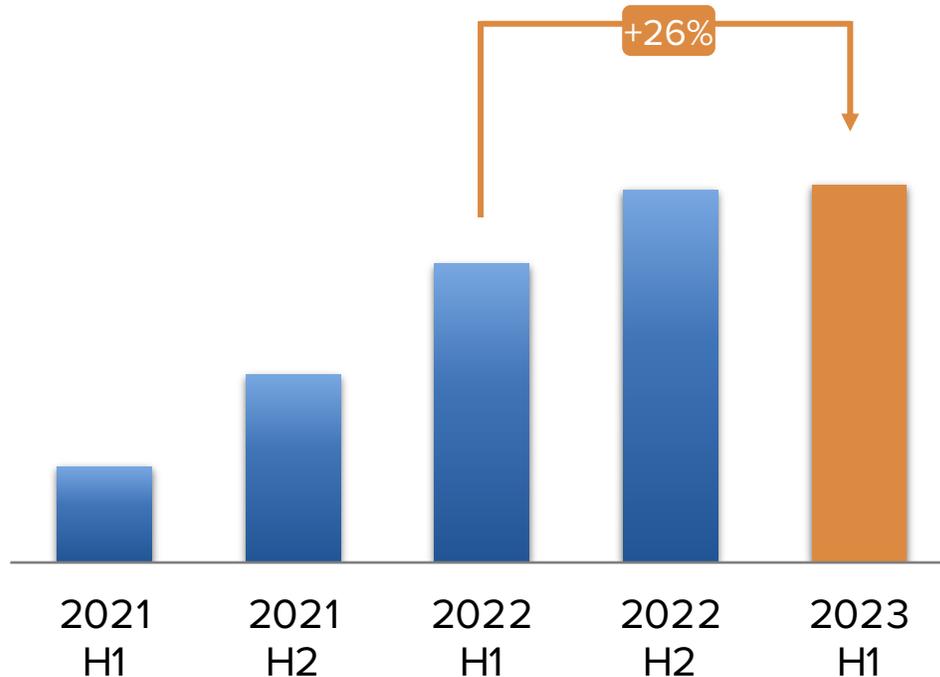


BOOKING VOLUME STEADILY INCREASING

The AS SMALL WORLD Collection is continuing to grow, underlining long-term growth potential for the business

STAYS BY HALF-YEAR

Value of stays per half-year (indexed)



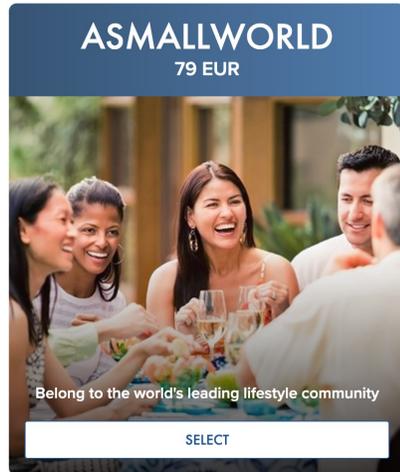
Note: includes seasonality; second half of the year usually stronger

- Stays for the AS SMALL WORLD Collection **GREW BY 26%** vs. last year
- Bookings during the first half of year were up by 20% vs. last year
- **ADDITIONAL STAFF** has been hired to increase the hotel portfolio and to add additional booking features
- Taking steps to **IMPROVE SEO PERFORMANCE** with an external consulting company with the intent to drive more customers to book with us

PREMIUM MEMBERSHIPS INCREASINGLY IMPORTANT

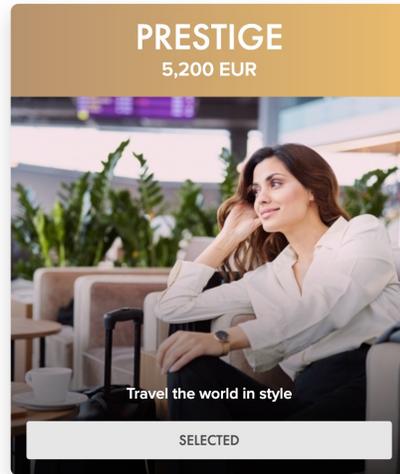
The ASmallWorld Premium Memberships are increasingly contributing to the revenue and profit growth

ASSmallWORLD MEMBERSHIPS



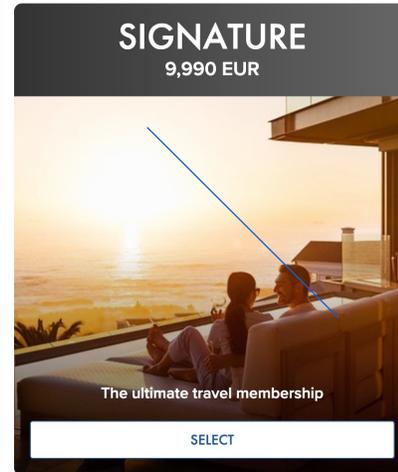
Basic Membership

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

PARTNERSHIP WITH EMIRATES

Emirates

Prestige and Signature memberships with Emirates Skywards miles contributed strongly to H1 result



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

- Emirates Airlines one of the few airlines with **STRONG INTERNATIONAL APPEAL**
- Signed a **PARTNERSHIP** in July 2022
- Next to Miles & More and Etihad, **THIRD OPTION** for customers to choose from
- New offering **EXPANDED REACH** of Prestige (EUR 5'490) and Signature (EUR 9'990), especially in Middle East
- Sales started in September 2022 and product have **NOW OVERTAKEN MILES & MORE**

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
- 24M customers



GHA **DISCOVERY**

ASW ADDED TO DISCOVERY BRAND PORTFOLIO

40 brands and over 800 hotels are part of the DISCOVERY hotel portfolio, now including ASmallWORLD

GHADISCOVERY
REWARDING LIFE'S JOURNEYS



ASSmallWORLD

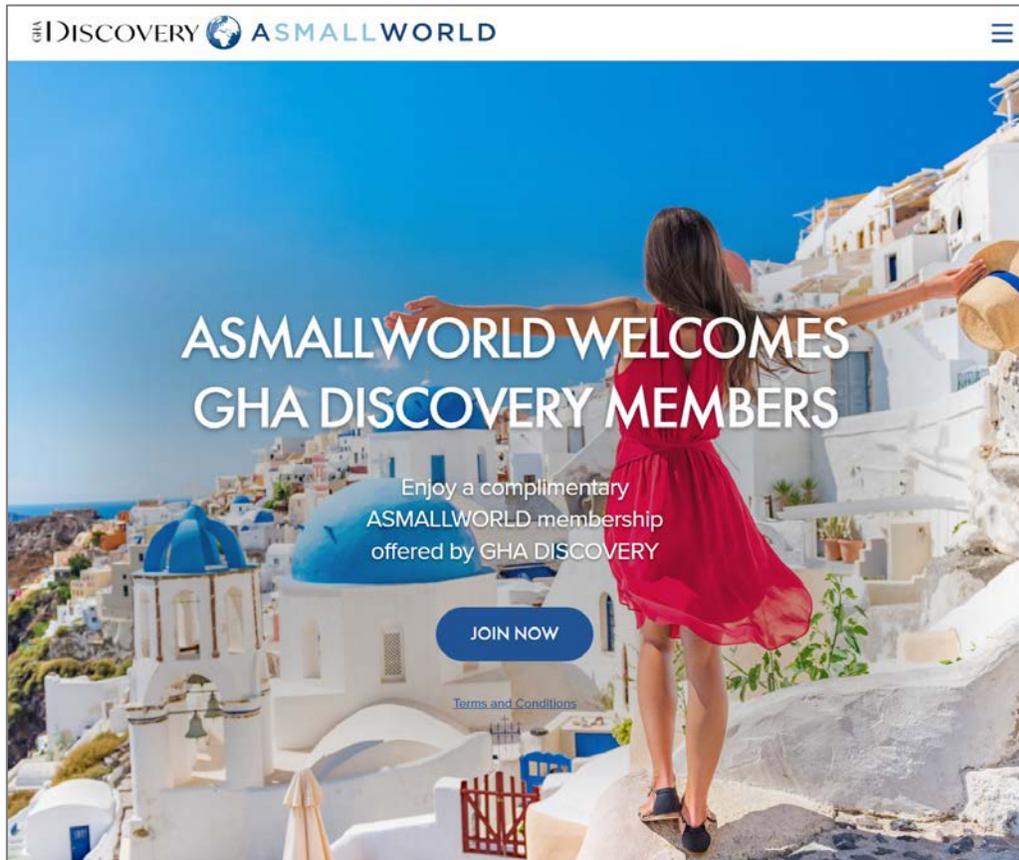


THE DOYLE COLLECTION



GHA PARTNERSHIP STARTING TO PAY OFF

Global Hotel Alliance partnership is on track; paid first service fee and (unexpected) dividend



- **GLOBAL HOTEL ALLIANCE (GHA)** is the world's largest alliance of independent hotel brands
- **ASMALLWORLD ACQUIRED 10% STAKE** last year
- GHA DISCOVERY elite members started to receive **COMPLIMENTARY ASMALLWORLD MEMBERSHIP** (started July last year)
- Financial investment is starting to pay off:
 - GHA **PAID SERVICE FEE** for complimentary memberships for first time
 - **GHA BUSINESS STRONG:** 60% sales increase and unexpected dividend payment paid out to shareholders (200k for ASW)

ASMALLWORLD DISCOVERY

ASMALLWORLD DISCOVERY supports independent hotels who want to become part of GHA DISCOVERY loyalty platform



<https://asmallworlddiscovery.com/>

ASMALLWORLD DISCOVERY: 17 HOTELS SIGNED

ASMALLWORLD DISCOVERY hotel portfolio steadily growing, many more hotels soon bookable through GHA DISCOVERY



ASMALLWORLD | DISCOVERY

- **17 HOTELS** signed so far
- **3 HOTELS ARE FULLY CONNECTED** and are now bookable by customers on GHA DISCOVERY: The Chedi Andermatt, the Mandrake in London, Hotel Alex Zermatt
- **5 MORE HOTELS TO FOLLOW SHORTLY**, including the Beau Rivage in Geneva

ALTHOFF HOTELS MOST RECENT ADDITION

Four Althoff properties will be added this year: potential to add all 17 hotels to the ASmallWorld portfolio in future

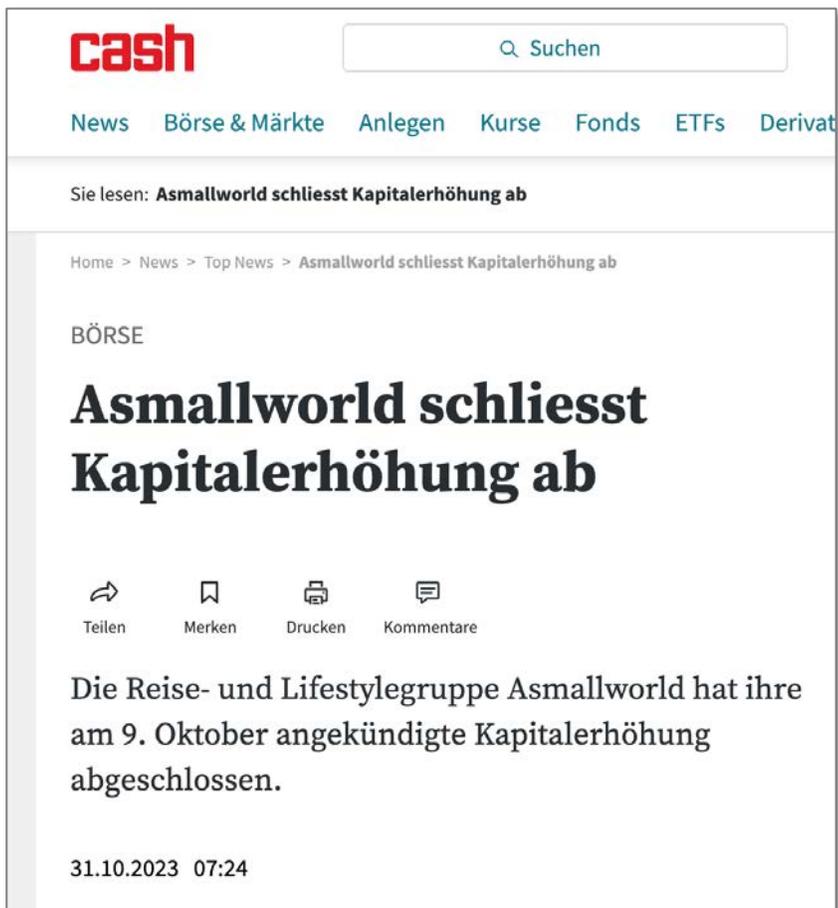


ASmallWORLD | DISCOVERY

- German hotel group Althoff Hotels has agreed to bring **FOUR OF ITS HOTELS** into ASmallWORLD DISCOVERY
- These hotels include **ALTHOFF ST. JAMES'S HOTEL & CLUB** in London, **ALTHOFF VILLA BELROSE** in Saint Tropez
- The go-live for these hotels is expected **TOWARDS THE END OF THIS YEAR**
- Should initial phase go well, the Althoff may bring **REMAINING 14** properties into ASW

SUCCESSFUL CAPITAL INCREASE

In October we increased our share capital, reducing debt burden and strengthening our balance sheet

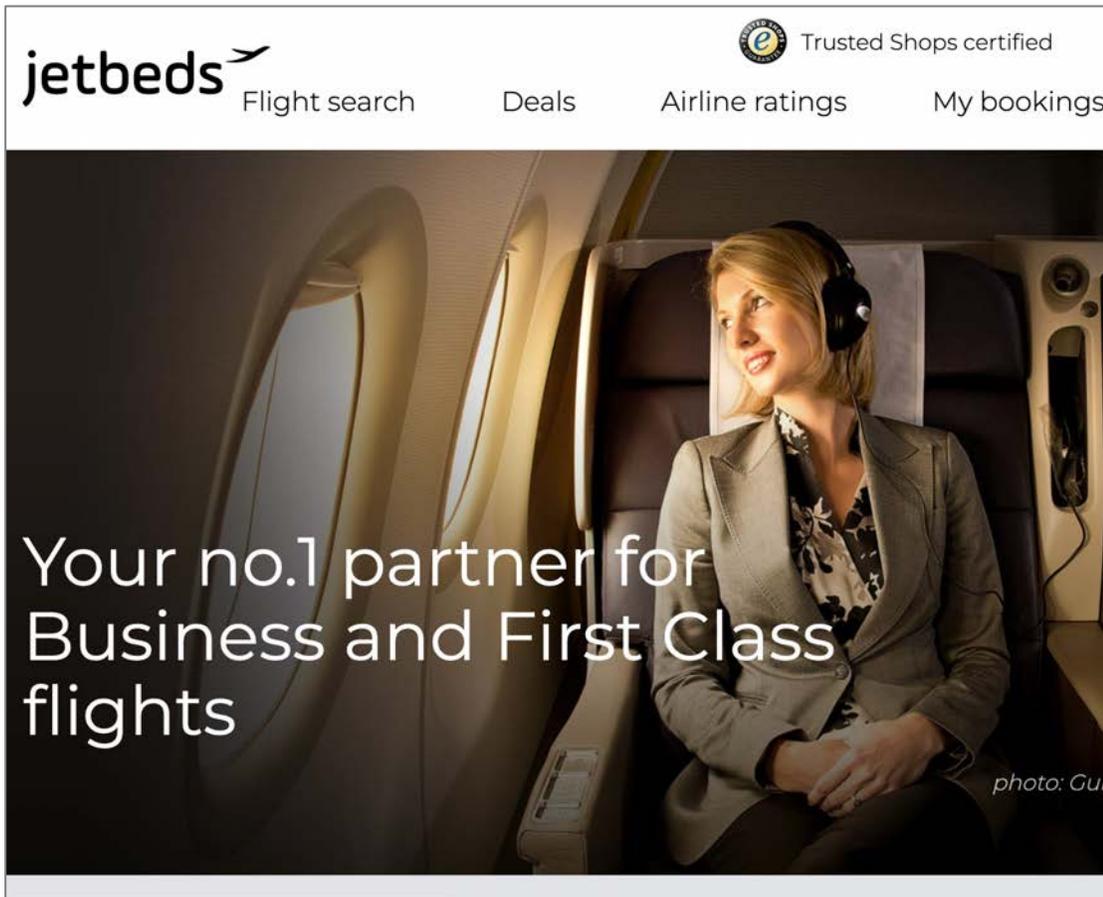


The screenshot shows a news article from the website 'cash'. The article title is 'Asmallworld schliesst Kapitalerhöhung ab'. The text of the article states: 'Die Reise- und Lifestylegruppe Asmallworld hat ihre am 9. Oktober angekündigte Kapitalerhöhung abgeschlossen.' The date and time of publication are '31.10.2023 07:24'. The article includes social media sharing icons for 'Teilen', 'Merken', 'Drucken', and 'Kommentare'. The breadcrumb trail is 'Home > News > Top News > Asmallworld schliesst Kapitalerhöhung ab'. The category is 'BÖRSE'.

- Capital increase completed on October 31st
- Investors subscribed all of the **2.7M NEW SHARES**, bringing total of outstanding shares to 14.5M
- Anchor investor **PELLEGRINO CAPITAL** subscribed a majority of the shares, doubling down on their commitment to ASW
- The **OBJECTIVES** of the capital increase were:
 - **REDUCE DEBT**, resulting in a smaller interest burden
 - Opening up **MORE STRATEGIC OPTIONS** on the back of a stronger balance sheet
- Debt reduced from CHF 8.5M to 4.5M, bringing **EQUITY RATIO FROM 29% TO 62%**

RECENT ACQUISITION: JETBEDS

Last week, we acquired online flight booking portal Jetbeds.com to add flight booking capabilities



- Jetbeds.com is an online booking engine to book **FIRST AND BUSINESS CLASS FLIGHTS**
- Acquisition will further expand **ONLINE TRAVEL BOOKING CAPABILITIES**, next to ASmallWORLD Collection (hotels)
- We will continue to operate the standalone website Jetbeds.com...
- ...but also leverage the booking platform to offer flight bookings from within the **ASmallWORLD AND FIRST CLASS & MORE APPS AND WEBSITES** in the future

OUTLOOK FOR FULL YEAR AND BEYOND

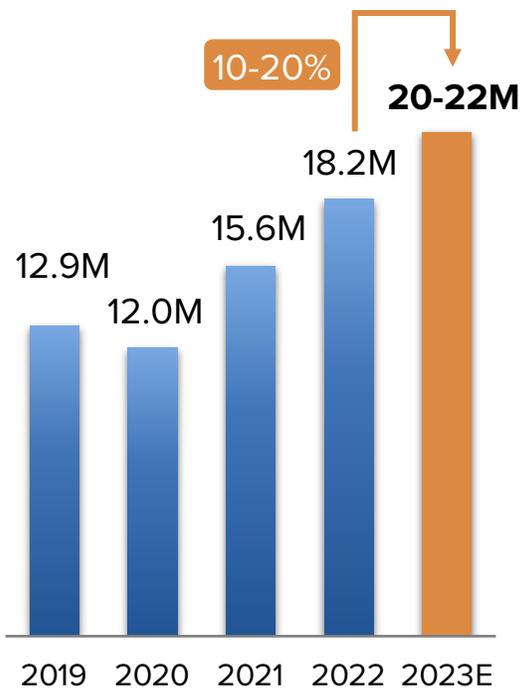
The second half of the year will see another strong revenue performance

- Demand for **PRESTIGE AND SIGNATURE** memberships with Emirates Skywards miles remains high
- For the ASMALLWORLD Collection, we will further **EXPAND THE PRODUCT OFFERING**, leading to more sales
- More hotels are expected to sign up with ASMALLWORLD DISCOVERY, although a meaningful effect of the **GROWING HOTEL PORTFOLIO** on sales and EBITDA will only be visible in 2025 due to the long ramp-up
- As part of our ongoing business model transformation, we will also **REVIEW THE ASMALLWORLD MEMBERSHIP LEVELS** and may restructure our membership offering in 2024 to increase our community size, increasing demand for our service business

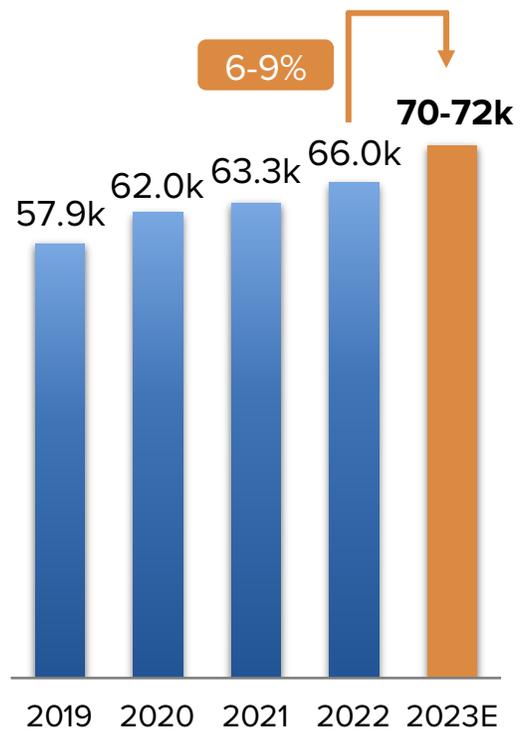
GUIDANCE FOR 2023 FULL YEAR

We expect about 10-20% sales growth YoY but a slightly lower EBITDA compared to last year due to investments in business

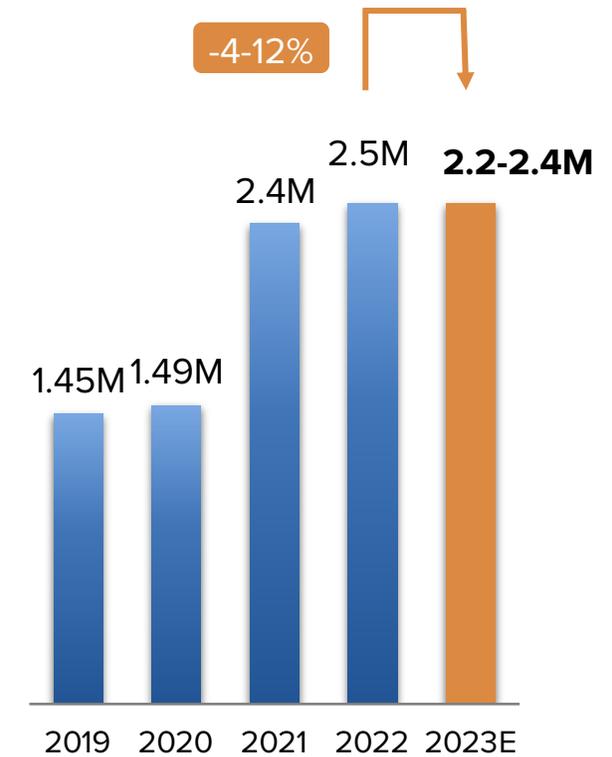
NET SALES



MEMBERS



EBITDA



Q&A





ASMALLWORLD

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