

*share the good life*

**COMPANY PRESENTATION**  
MARCH 2018

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# AGENDA

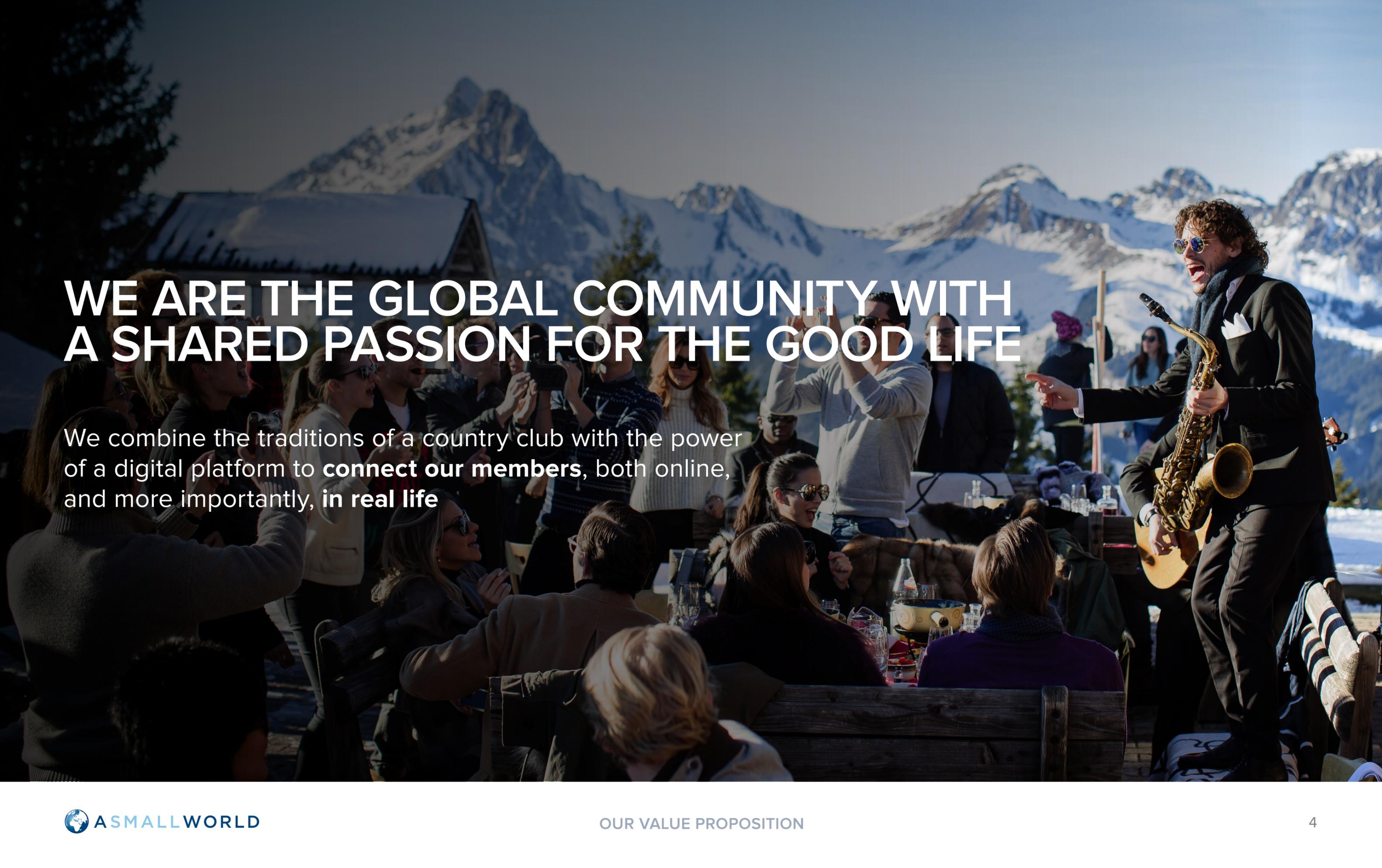
## OUR VALUE PROPOSITION

Experiences & like-minded people

## OUR BUSINESS

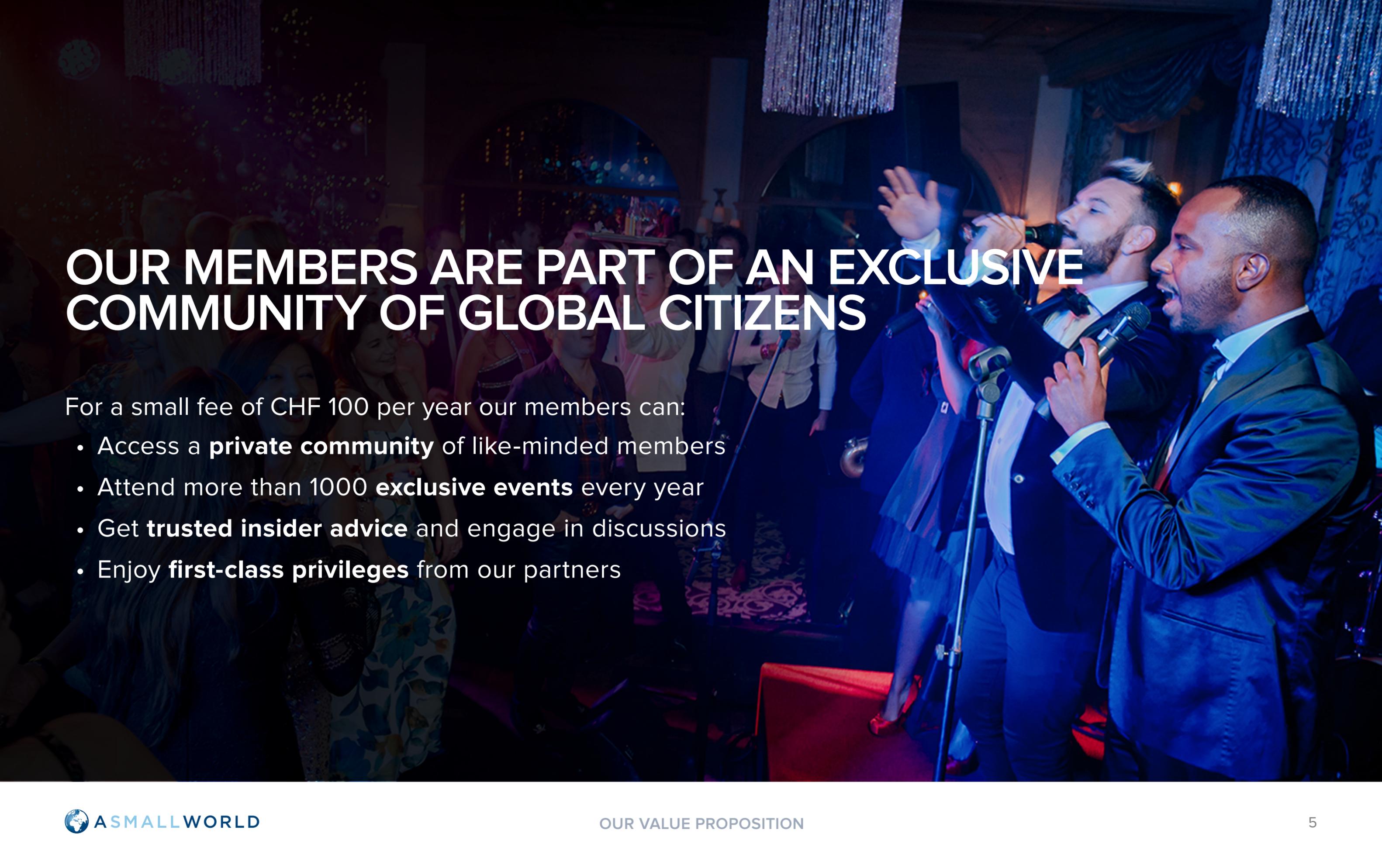
Differentiated and scalable



A man in a dark suit and sunglasses is playing a saxophone and singing at an outdoor event. He is surrounded by a crowd of people, some of whom are taking photos. The background features snow-capped mountains and a wooden building. The scene is set in a bright, sunny environment.

# WE ARE THE GLOBAL COMMUNITY WITH A SHARED PASSION FOR THE GOOD LIFE

We combine the traditions of a country club with the power of a digital platform to **connect our members**, both online, and more importantly, **in real life**



# OUR MEMBERS ARE PART OF AN EXCLUSIVE COMMUNITY OF GLOBAL CITIZENS

For a small fee of CHF 100 per year our members can:

- Access a **private community** of like-minded members
- Attend more than 1000 **exclusive events** every year
- Get **trusted insider advice** and engage in discussions
- Enjoy **first-class privileges** from our partners

# OUR CURATED COMMUNITY REPRESENTS AN ATTRACTIVE TARGET DEMOGRAPHIC

## ACCOMPLISHED

Dynamic, ambitious individuals

## SOCIABLE

Seeking new experiences and connections

## WORLDLY

Global and mobile community

## ACCESS TO THE COMMUNITY

Membership requires an invitation from an existing member or approval by our International Membership Committee



# OUR COMMUNITY HAS 28'000 MEMBERS

**55%**  
Europe

**22%**  
U.S.A. and Canada

**23%**  
Others

## TOP 15 ASW CITIES

- London
- New York
- Zurich
- Dubai
- Paris
- Los Angeles
- Milan
- Miami
- Geneva
- Munich
- San Francisco
- Istanbul
- Rome
- Sydney
- Singapore

# WE OFFER A VARIETY OF EXPERIENCES

## FLAGSHIP EVENTS



## ASW ESCAPES



## ACCESS EVENTS



## GLOBAL EVENT SERIES



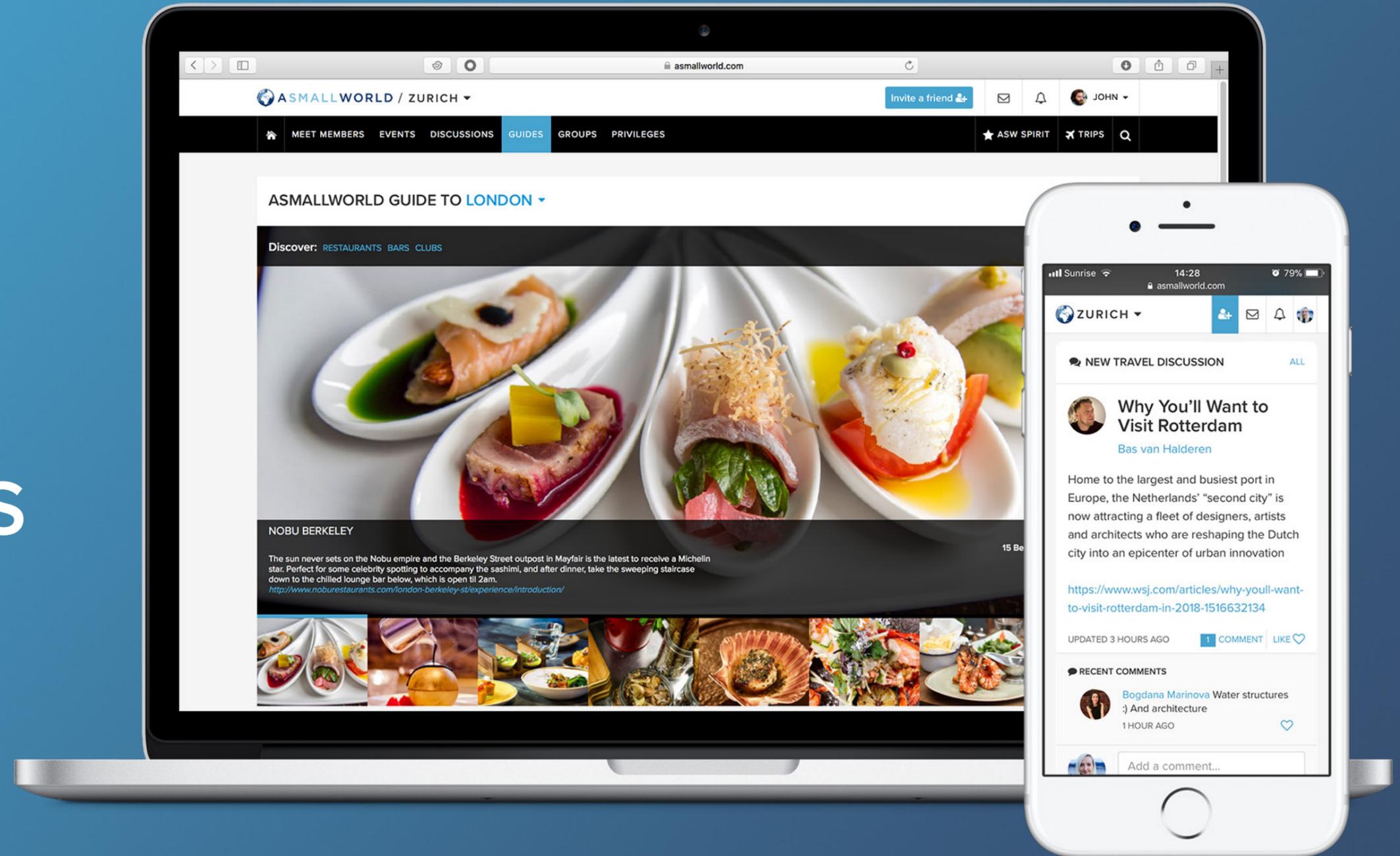
## SOCIAL EVENTS



## CHARITY EVENTS



# MEMBERS EXCHANGE ADVICE AND ENGAGE IN DISCUSSIONS ONLINE



# MEMBERS HAVE ACCESS TO ASW-EXCLUSIVE PRIVILEGES FROM STRONG BRANDS

The image shows a laptop displaying the ASmallWorld website. The main content area is titled 'MANDARIN ORIENTAL' with the subtitle 'COMPLIMENTARY ROOM UPGRADE AND VIP TREATMENT'. Below this is a large image of a balcony with a view of the sea and a sunset, with the text 'MANDARIN ORIENTAL THE HOTEL GROUP' overlaid. To the right of the image is a heart icon and a 'REDEEM THIS PRIVILEGE' section. This section contains instructions: 'To take advantage of this privilege, please click on 'Redeem Now'. Note: The link below will take you to a Mandarin Oriental branded page but you can book the Ritz from there. Please show your digital ASW Membership Card (in the ASW app) and your photo ID at check-in.' Below this is a 'Redeem now' button. Further down, there is a section '556 members like this' with a grid of profile pictures and another 'Redeem now' button. At the bottom of this section is a 'Share privilege' button and a 'Help' link.

**MANDARIN ORIENTAL**  
COMPLIMENTARY ROOM UPGRADE AND VIP TREATMENT

REDEEM THIS PRIVILEGE

To take advantage of this privilege, please click on 'Redeem Now'.

Note: The link below will take you to a Mandarin Oriental branded page but you can book the Ritz from there.

Please show your digital ASW Membership Card (in the ASW app) and your photo ID at check-in.

Redeem now

556 members like this

Redeem now

556 members like this

Share privilege

Help

# WE WORK WITH MANY STRONG PARTNERS

## MEMBER PRIVILEGES



SAATCHI ART



## EVENT PARTNERSHIPS



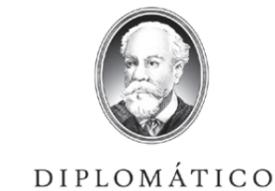
JIMMY CHOO



PARMIGIANI FLEURIER



HUBLOT



# OUR VALUE PROPOSITION SETS US APART FROM OTHER SOCIAL MEDIA SERVICES

<b>ASW</b>	 Private, quality-controlled	 Shared lifestyle interest	 Real-life experiences enabled by an online platform	 Privileges (no advertising)	 Membership fee
<b>OTHER SOCIAL MEDIA</b>	 Public, everyone can access	 Diverse interest groups	 Online	 Intrusive advertising	 Free access

# THE WORLD'S FINEST CLUBS IS THE GLOBAL LEADING NIGHTLIFE AUTHORITY



THE WORLD'S  
**FINEST CLUBS**

- World's Finest Clubs is the **leading authority** on the best and most luxurious nightlife venues around the world
- We have a network of **200 of the most exclusive, most elegant, trend-setting clubs worldwide**
- Our clients enjoy **VIP access** to all 200 member clubs and a **concierge service** for table booking



# ASMALLWORLD TRAVEL OFFERS BESPOKE TRAVEL ARRANGEMENTS



- Wherever our clients want to go, we are their **personal concierge** and organise their bespoke travel arrangements
- With a strong network of world-wide partners we deliver **memorable trips** and experiences for our members
- Our service starts for arrangements above CHF 10,000

## TRAVEL EXPERIENCES



## VILLA RENTALS



## FLIGHT BOOKING



## PRIVATE YACHT CHARTERS



# AGENDA

## OUR VALUE PROPOSITION

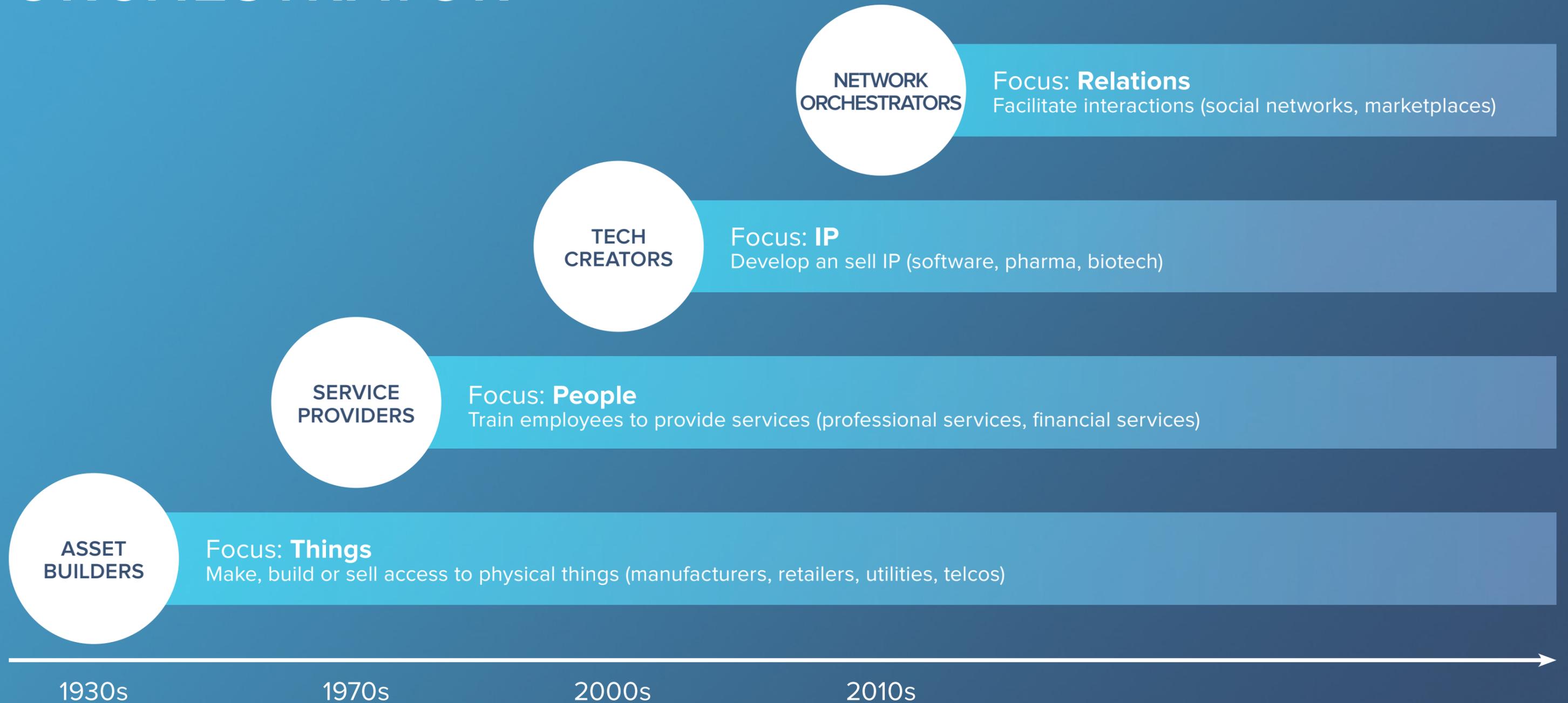
Experiences & like-minded people

## OUR BUSINESS

Differentiated and scalable



# AS SMALL WORLD IS A TYPICAL NETWORK ORCHESTRATOR



Source: Wharton School, University of Pennsylvania

# ASMALLWORLD GENERATES REVENUES FROM SUBSCRIPTIONS AND SERVICES

## ANNUAL SUBSCRIPTIONS

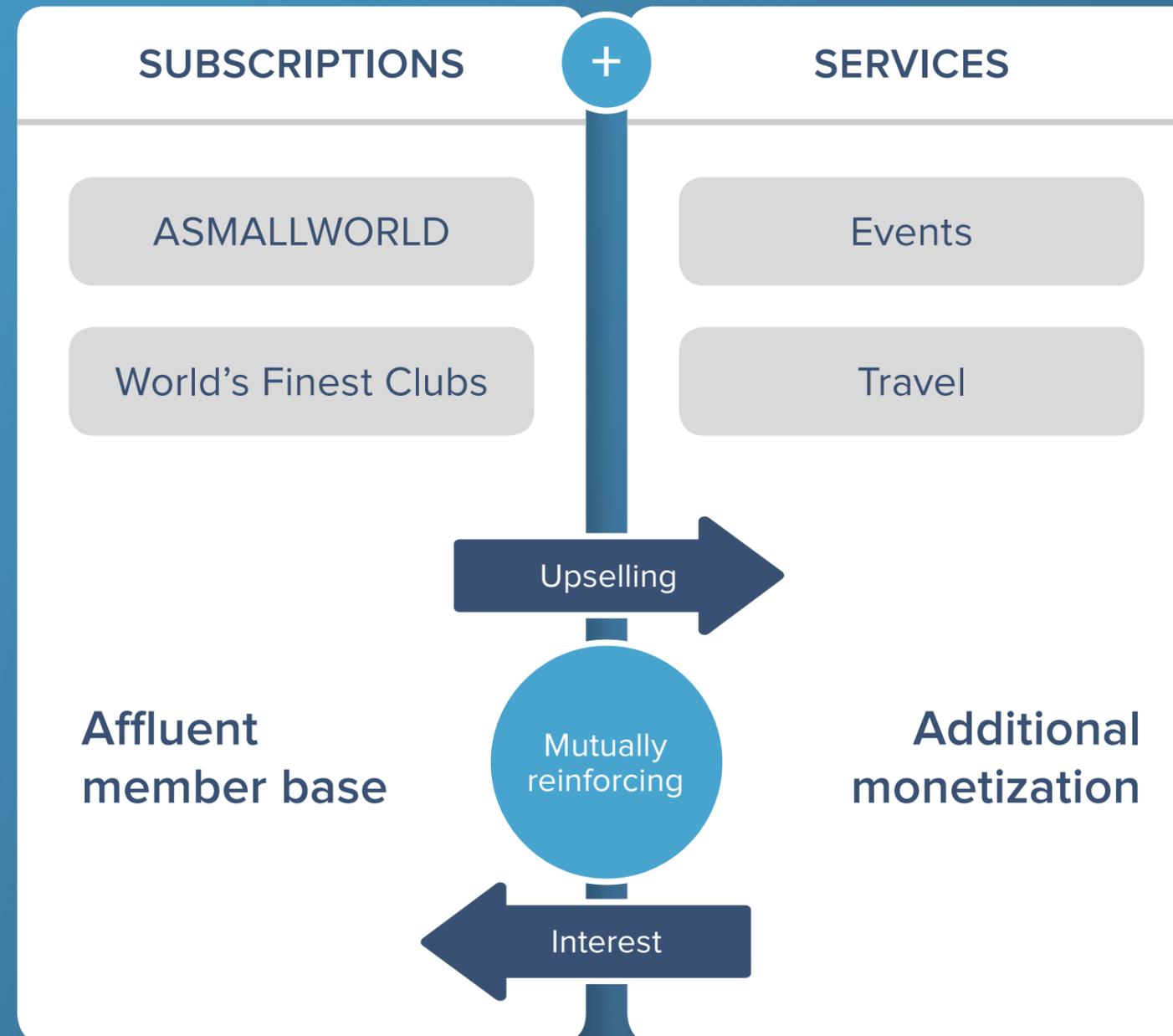
- ASMALLWORLD: CHF 100
- Finest Clubs: CHF2'400

## ATTRACTIVE TARGET SEGMENT

- 25-45 years old
- Global citizens
- Frequent travelers

## EXTENSIVE CONTACT LIST

- +700,000 contacts interested in ASW / WFC



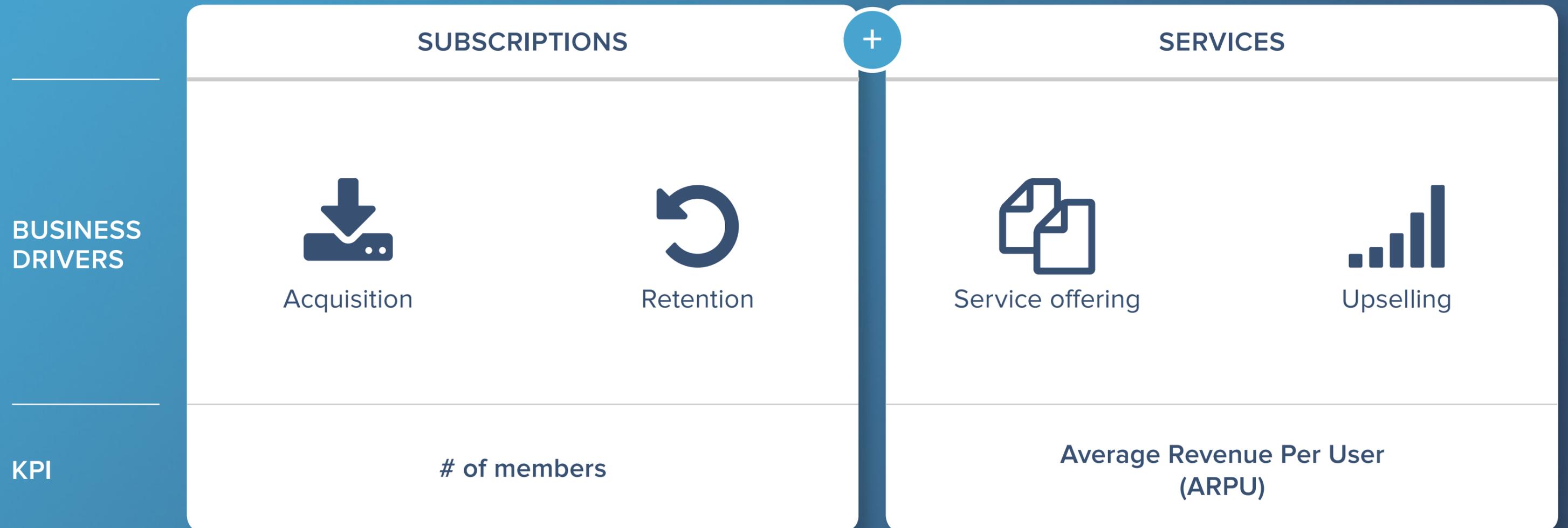
## EVENTS REVENUE

- ~1'000 events / year
- Basic social gatherings free for members
- Larger events like Flagships with prices up to CHF 10'000 per event

## BESPOKE TRAVEL ARRANGEMENTS

- Travel packages for affluent customer segment
- Arrangements start at CHF 10'000

# OUR BUSINESS DRIVERS ARE CLEARLY IDENTIFIED: GROW THE MEMBER BASE AND THE ARPU



# OUR MARKET POTENTIAL IS 20M MEMBERS IN THE WORLD'S TOP 100 CITIES

## TARGET DEMOGRAPHIC

Filter criteria

Population

### GEOGRAPHY

100 largest cities

800M

### AGE GROUP

25 - 45 years

200M

### INCOME

Top 10%

**20M market potential**

SUBSCRIPTIONS

# CHANGING CONSUMER BEHAVIOUR IS WORKING IN OUR FAVOUR

URBAN CENTRES GROWING



*World's population increasingly urban with more than half living in urban areas*

TRAVEL INCREASING IN IMPORTANCE



*Young people aren't buying homes because they'd rather travel the world*

SPENDING ON EXPERIENCES ON THE RISE

**Forbes**

*The Secret to Happiness? Spend Money on Experiences, Not Things*

FATIGUE WITH CURRENT SOCIAL MEDIA

**The Telegraph**

*People are getting bored of Facebook and Instagram*

SERVICES

# OUR TARGET SEGMENT HAS MANY MORE NEEDS WE CAN TAP INTO IN THE FUTURE



DATING

YACHT  
CHARTER

TRAVEL  
INFORMATION  
SERVICES

MEMBER  
HOUSE

FINANCIAL  
SERVICES

MARKETPLACE

EXPERIENCES

WELLBEING

CONFERENCES /  
EDUCATION

PRIVATE  
AVIATION

SHORT-TERM  
ACCOMMODATION

TEMPORARY  
WORKSPACE

JOB  
SEARCH

# THE BOARD OF DIRECTORS CONSISTS OF EXPERTS IN THEIR FIELD



**Patrick Liotard-Vogt**  
Chairman

Strategy /  
Digital Business Models

- Entrepreneur and investor in Private Equity and Real Estate
- Co-founded and chairs REP Real Estate Projects AG
- Served on the board of Amiado AG (students.ch) and Avivum AG (usgang.ch), both sold to Axel Springer
- Served on the board of Sallfort Privatbank AG and Diners Club Schweiz AG



**Michael Manz**  
Member of the Board

Tourism /  
Hospitality

- Entrepreneur and investor in hospitality
- Founding partner of Swiss Hospitality Partners
- Board member of Swiss Hospitality Collection and Oro Verde Hotels
- Brought Ritz Carlton brand to Switzerland by opening the Ritz Carlton Hotel de la Paix
- MBA from Bocconi University, Milan and Master's from the Zürich Conservatory



**Dr. Luca Schenk**  
Member of the Board

Capital markets /  
Investor Relations

- Recognised financial markets expert
- CEO of BX Swiss Stock Exchange
- Member of the Board of Fontavis
- Serves on several committees for financial markets regulation
- 15 years of experience in managing and consulting SMEs
- PhD in Corporate Finance from Bocconi University, Milan

# THE MANAGEMENT TEAM CAPABLE OF EXECUTING OUR GROWTH ASPIRATIONS



**Jan Luescher**  
CEO, Member of the Board

Strategy Execution

- 10 years' experience as strategy consultant at Bain & Company
- MBA Nanyang Bus. School and Master's in Strategy & Int'l Mgmt, St. Gallen HSG
- Focus on growth strategy, operations and strategic third-party relationships



**Tino Köhler**  
Chief Revenue Officer

Digital Marketing and Product

- 10 years' experience in development of VC-backed, fast-growing start-ups
- Master's in Management and Engineering, University of Applied Science, Leipzig
- Focus on Marketing, CRM, BI and Product development



**Guido Benedini**  
CEO World's Finest Clubs

World's Finest Clubs Growth Strategy

- Extensive experience in the luxury industry
- Previously, CEO of Alpina and Marketing Director of Swatch, Tissot, Blancpain and Rado
- MBA from Bocconi University, Milano
- Focus exclusively on WFC



**Stefan Keller**  
Head of Finance & Controlling

Finance and HR

- Prior to ASW, auditor at BDO AG for 8 years with focus on SMEs
- Swiss Certified Public Accountant and Master's in Bus. Admin, University of Zurich
- Focus on internal and external reporting and HR

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