METAVERSE: **VIRTUAL WORLDS, REAL VALUE**

August 24, 2021 2:00 PM - 3:00 PM SGT

MMA GROUP



ENTER THE METAVERSE: VIRTUAL WORLDS, REAL VALUE



THE NEXT BIG THING OFTEN STARTS OFF LOOKING LIKE A TOY"

CLAY CHRISTENSEN'S 'DISRUPTIONS THEORY'









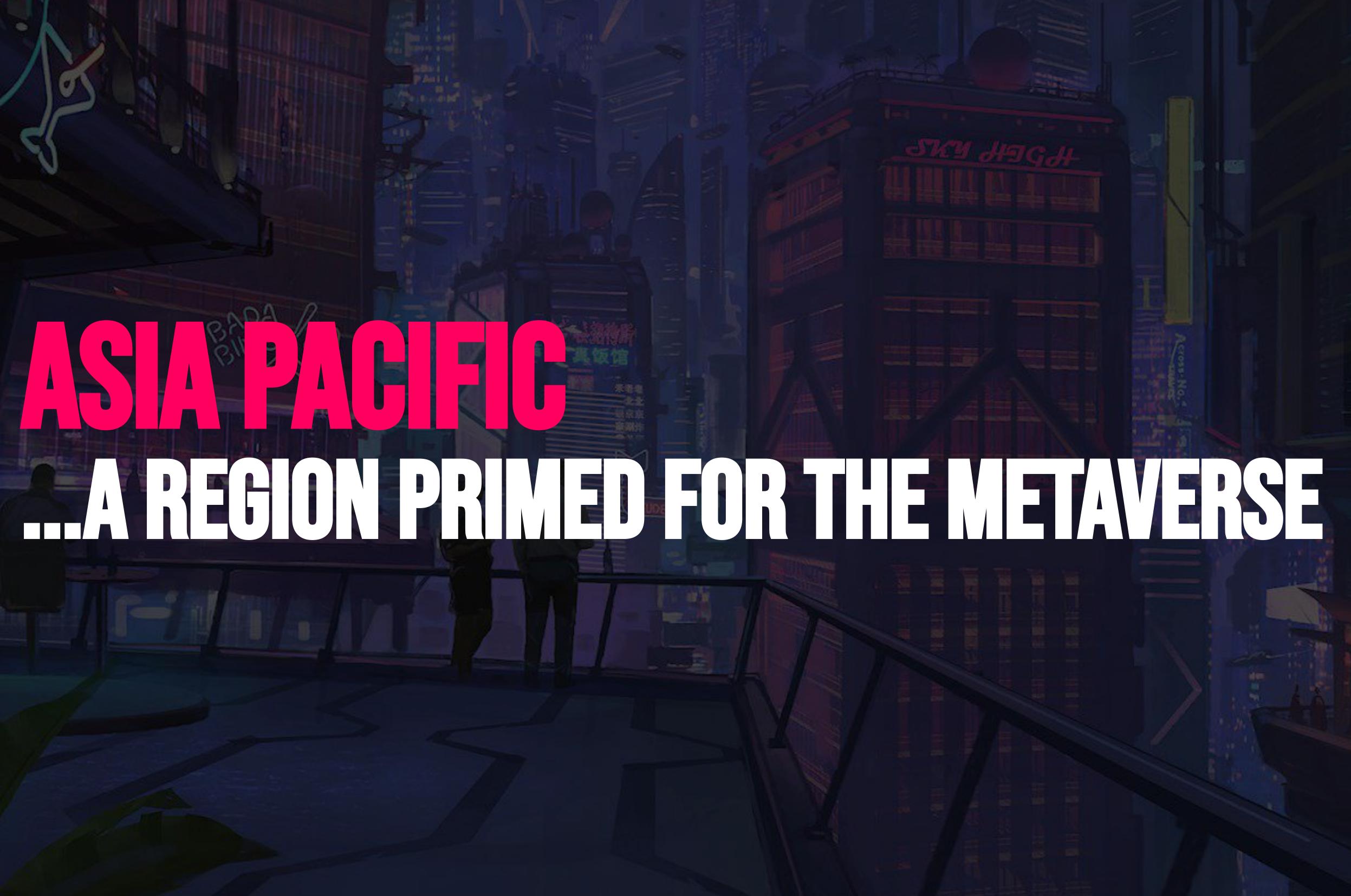


T'S AUGUST, 2021 MARKETERS WHO ARE WAITING FOR THE METAVERSE TO ARRIVE ARE ALREADY LATE TO

nomeaning bevond' from 'universe'

The Metaverse is a 'successor state' to the modern internet, enabled by Web3, and featuring interconnected, decentralized virtual environments.

ASA PAGEFC





CONTENT HUNGRY



55% LIVE IN ASIA IN VIDEO STREAMING **BETWEEN Q1/2 OF 2020**

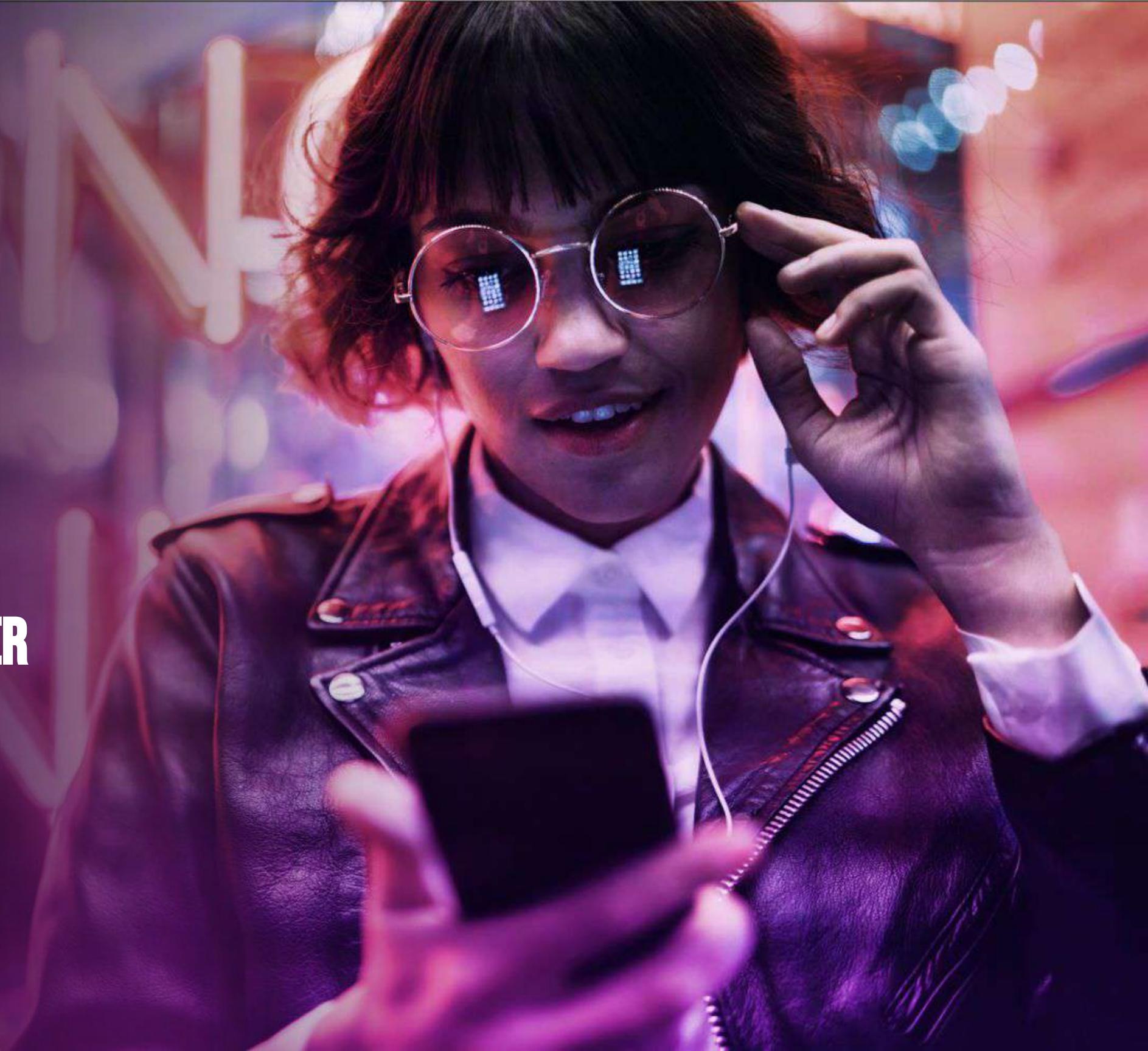
SOURCES: <u>Newzoo</u>, <u>Intelligence Insider</u>

OF THE WORLD'S 3BN GAMERS

MOBILE FIRST

90% USE SMARTPHONES TO ACCESS THE INTERNET **4+ HOURS PER DAY** AN HOUR LONGER THAN ANY OTHER REGION IN THE WORLD

<u>SOURCE: Newzoo</u>



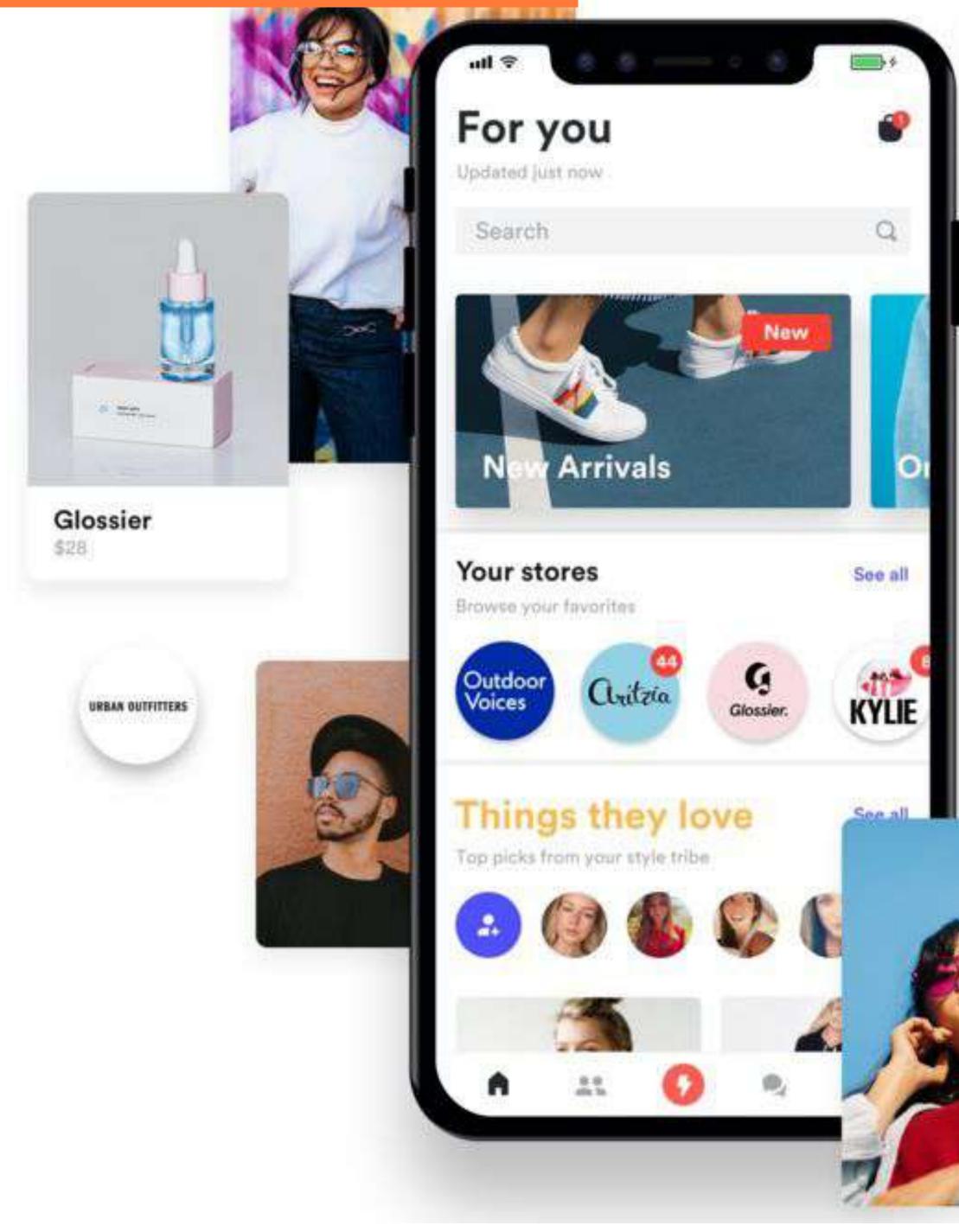


25% OF SEA'S POPULATION IN 2025 WILL BE GEN Z

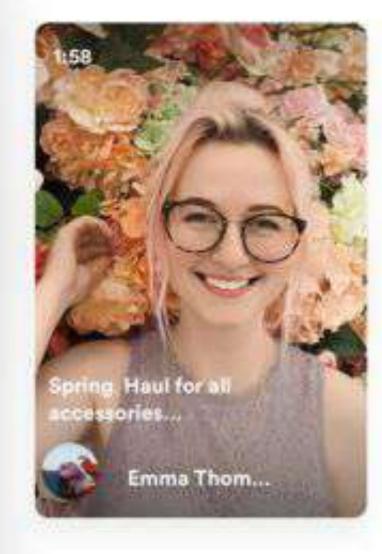
SOURCES: <u>McKinsey</u>



SOCIAL COMMERCE













OF E-COMMERCE SALES CAME FROM ASIA IN 2020

DISCOVER NEW BRANDS ON SOCIAL MEDIA



TO UNDERSTAND THE METAVERSE, VERAVETOUNDERSTAND VEB3







VS

DECENTRALIZED INTERCONNECTED BLOCKCHAIN ENABLED CO-CREATED LIVE & PERSISTENT ECONOMICALLY FERTILE







- **DIRECT TO CONSUMER**

 - FAST FASHION
- LOYALTY PROGRAMS

METAVERSE MARKETING ECOSYSTEM A SEISNIC SHIFT

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STORYTELLING

SPOKESPEOPLE

EXPERIENCES

STORYMAKING VIRTUAL HUMANS **DIRECT TO AVATAR MASSIVE INTERACTIVE LIVE EVENTS (MILES)** VIRTUAL FASHION **BLOCKCHAIN BACKED BENEFITS**



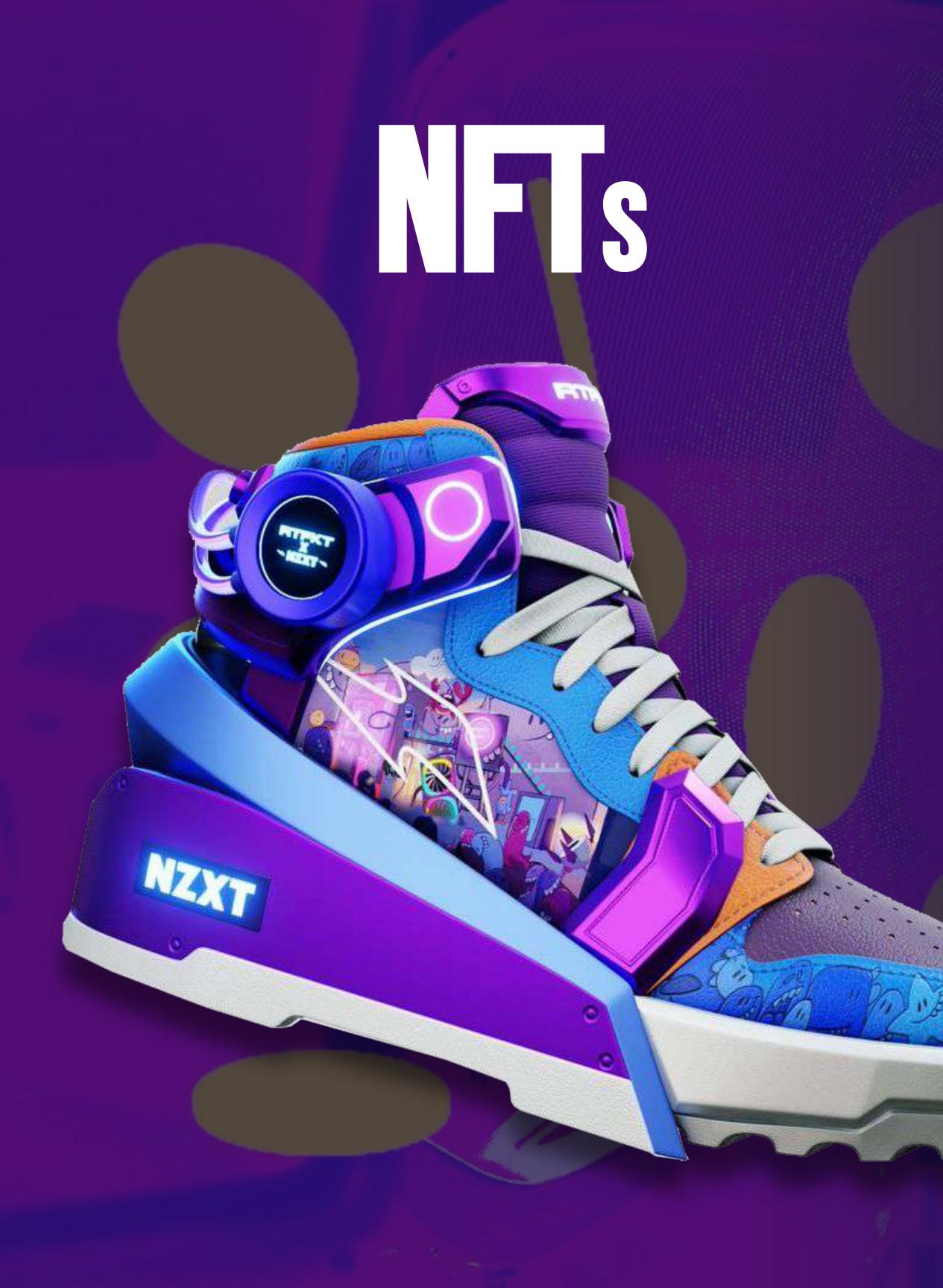
THE METAVERSE MARKETING ECOSYSTEM HERE'S WHAT IT LOOKS LKE





- Avatar based online identities, spending habits and brand preferences
- Our avatar will be our user ID





- More than collectibles
- Blockchain enabled benefits
- Bridge between virtual & physical



VRTUAL PROGRAMMING

- Fans don't distinguish btw. virtual + physical
- Unlimited attendees
- NFT / offline integration





- Massive, limitless audiences
- Crossover of music, fan fic, games, film
- Real time engagement / Fan influenced outcomes



EXTENDED REALTY

Croagunk / CP 348

OPPORTUNITY

- Physical experiences gamified
- Phygital stores / showrooms
- Shopify: +94% conv rate when AR is used

ea S A A R is used

CHECK OUT CHINA'S FIRST ALL-SCENARIO AR NAVIGATION SERVICE

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ENABLER

PART CIPANT

Reducing barriers to entry + enabling unique virtual experiences

Crafting new experiences as 'cultural curators'

RETHINKING OUR

AUTHENTICATOR

Providing forums to authenticate consumer lifestyles and passions



Celebrating our customers through gamified rewards, virtual goods and more...

CULTUREGROUP

Thank you. Salamat. Danke. Arigato. Terima Kasih. Xie Xie.

