# 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'** 









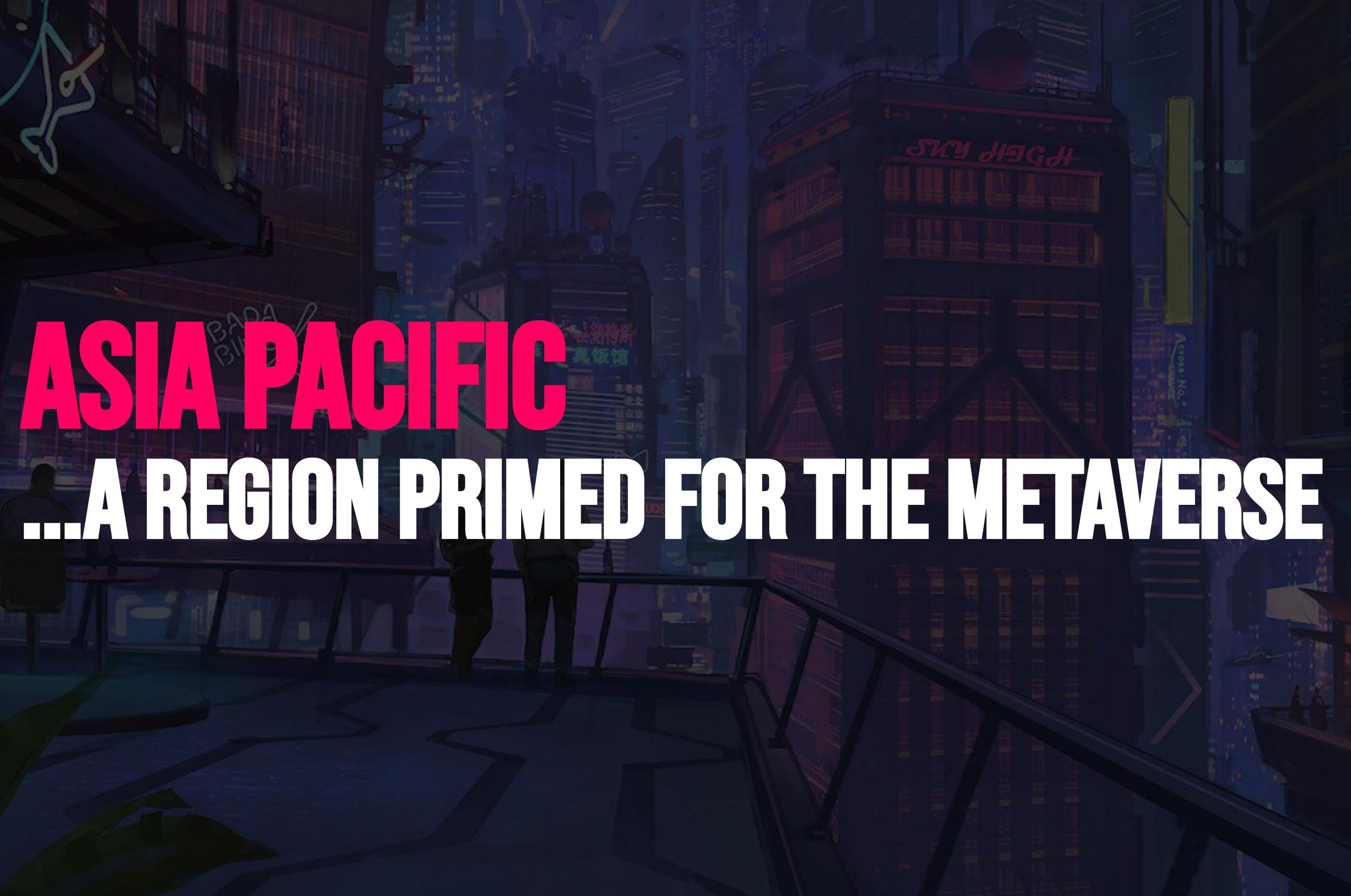


# **T'S AUGUST, 2021** MARKETERS WHO ARE WAITING FOR THE METAVERSE TO ARRIVE ARE ALREADY LATE TO

### 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** 

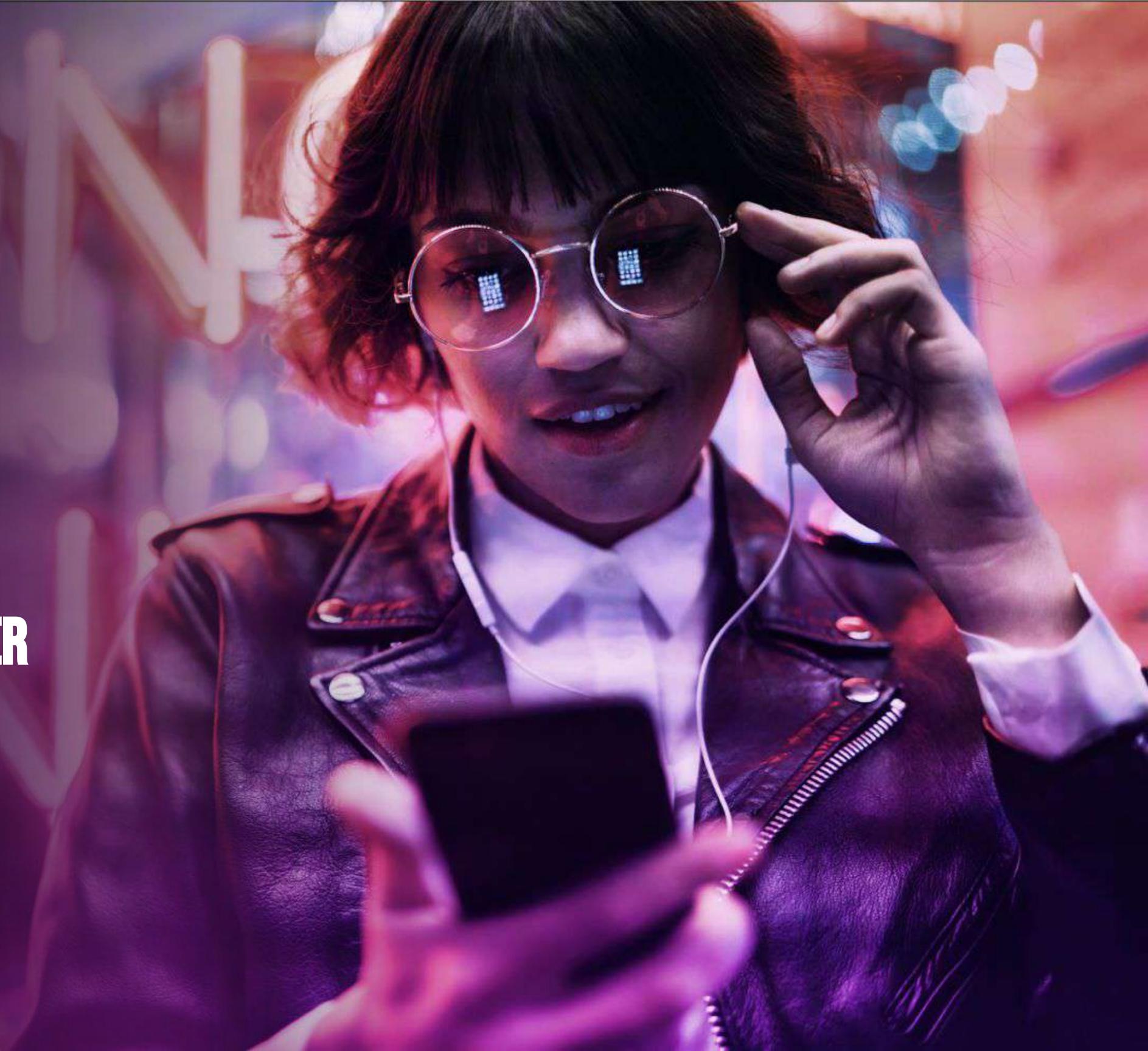
SOURCES: <u>Newzoo</u>, <u>Intelligence Insider</u>

# 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>



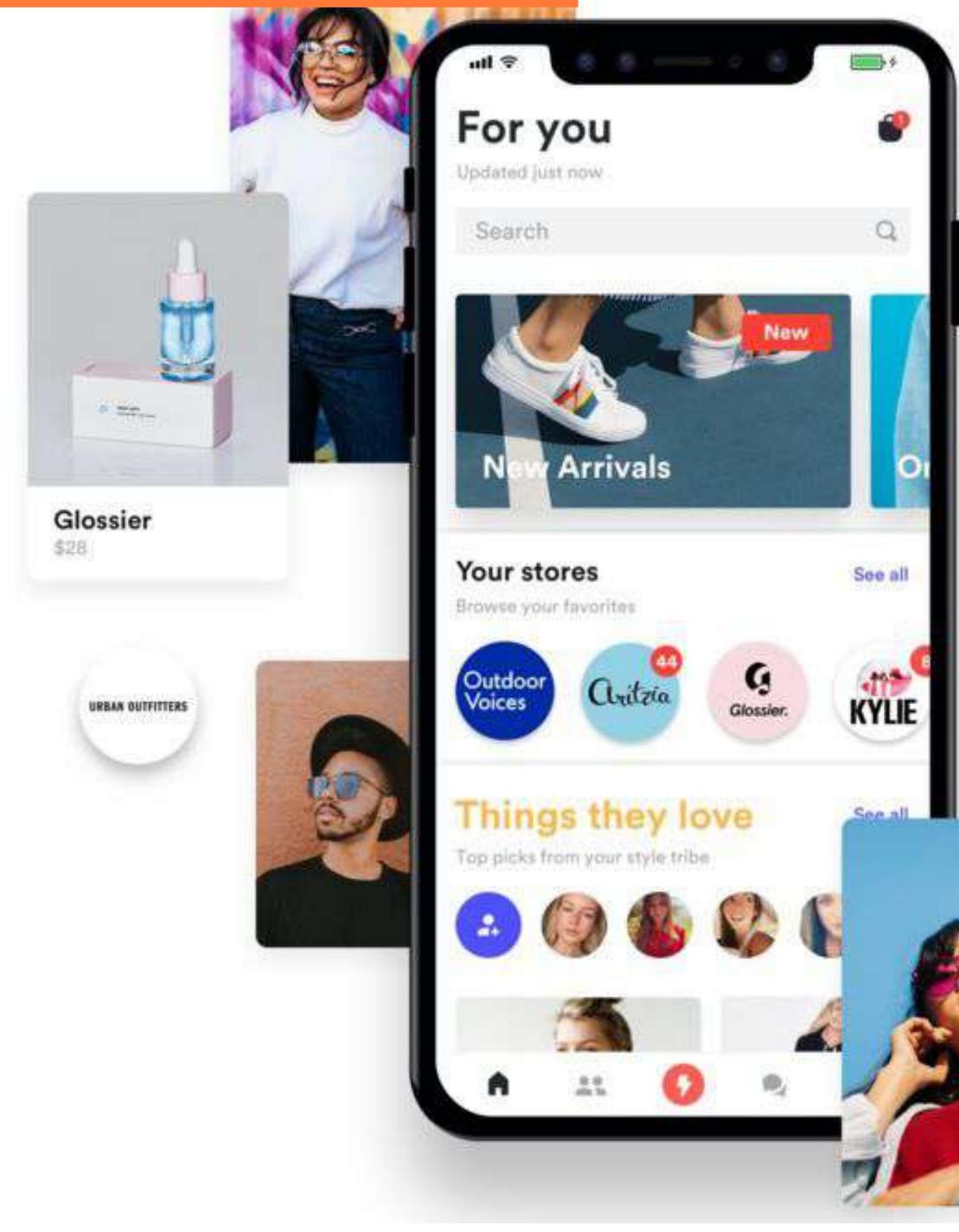


# **25% OF SEA'S POPULATION** IN 2025 WILL BE GEN Z

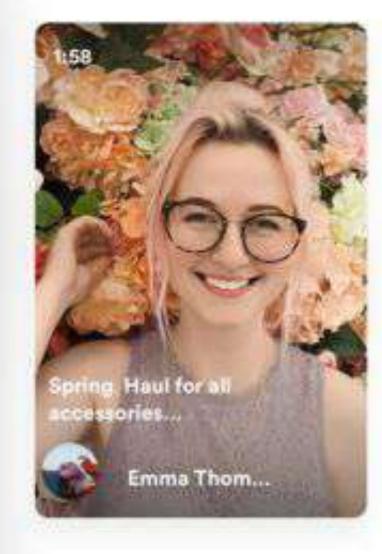
SOURCES: <u>McKinsey</u>



### **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

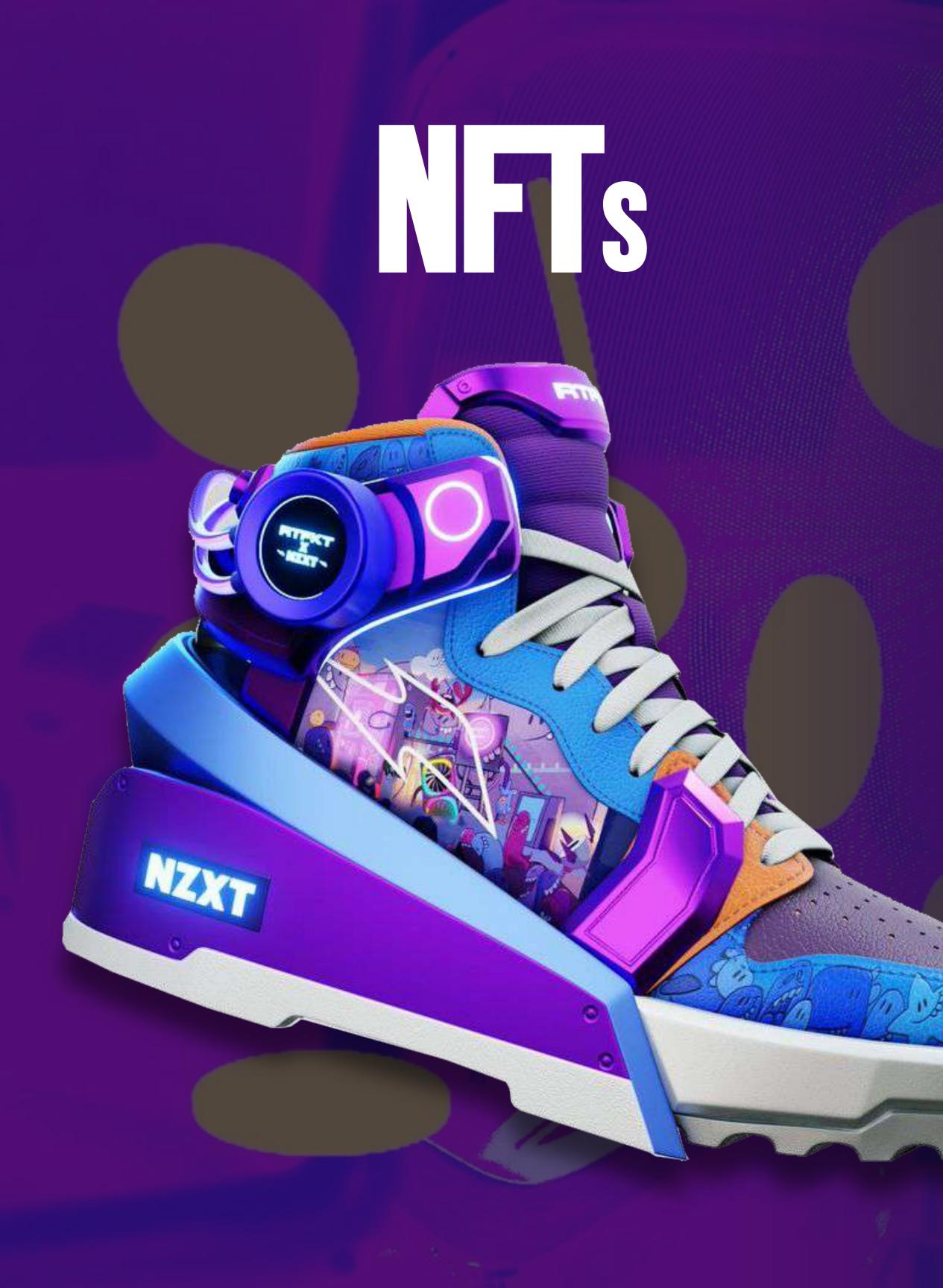


# 



- 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.

