

Web3 is the future

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Forward-Looking Statements



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Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at.

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Web3 is a New Trust Frontier



SaaS

Google

Dedicated

amazon

Desktop

Web1

2000s



PaaS | IaaS

Public Cloud

Mobile & Social

Web2

2010s



Omnichannel

Compliant

Net-Zero

Cookieless



Web3

Blockchain

NFTs

Metaverse

Web3

2020s

Web3 is taking over the world



NFT Brand Landscape

The landscape of brands that launched NFT collections in 2022 spans almost every industry vertical



Fashion



Entertainment & Media



Food & Beverage



Automotive & Mobility



Sport



Beauty & Cosmetics



Technology



Watch



Hospitality



Consumer Goods



Prof. Services



Travel



Public



Financial Services



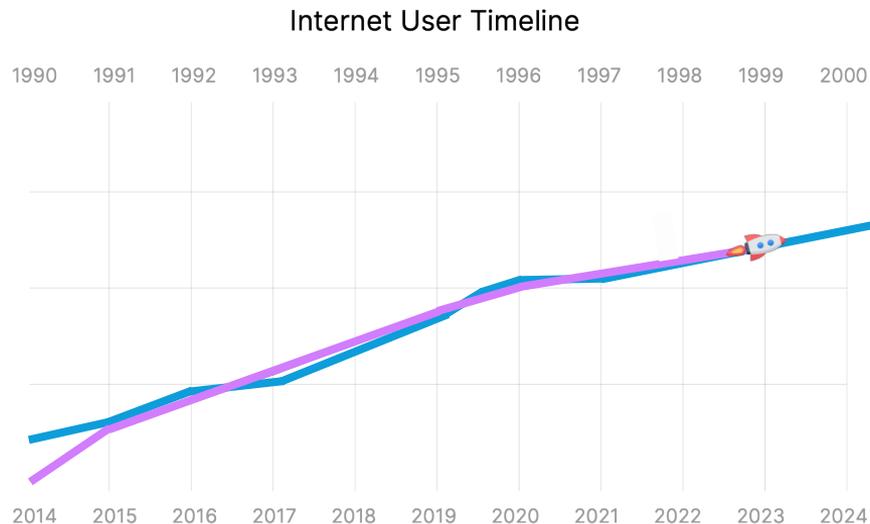
Academia



Consumer Behavior & Web3 Adoption

LEDGER

salesforce



Crypto User Timeline

Total Internet Users (M)

Total Crypto Users (M)

Sources: World Bank, Crypto.com, Ledger

Total Users (M)

10000

1000

100

10

1

300M

people around the world own or use crypto assets

\$1B

reports predict 1 to 1.5 billion crypto users by 2027

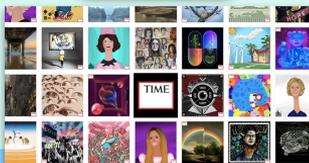
10%

of ww GDP Assets tokenisation will reach \$16,000 billion in 2030 (1)

What Does Web3 Offer Brands and their Customers?

New Customer Experiences

Web3 opens up new ways of connecting and engaging with customers. It unlocks co-creation and co-ownership, token-gated communities, and personalized engagement using wallet data.



New Products

Web3 opens the doors to new products. Virtual goods in gaming, metaverse wearables, or digital twins paired with physical goods. Entirely new product lines are possible.



Enhanced Loyalty

New loyalty levers are a part of Web3. From co-ownership, to tokenization, to the easy interoperability of points for cross-brand partnerships.



New Customer Data

Wallet IDs become a new identifier for consumers, giving brands a new method of zero party data collection that is stored on chain, including the ability to track ownership as assets are resold.



Customer Expectations Are Rising



Then

Cookies

Broadcast

Brick + Mortar

Mass Emails

Internet Ads

Personalized Engagement

eCommerce

Omnichannel

Now

Co-Creation

Innovation

Community

Data Ownership

71%

of consumers have switched to a competitor at least once in the past year

Marketers Must Find New Ways to Drive Growth



How do we reach new audiences?

How do we increase customer loyalty?

How do we future-proof our business?



91%

of CMOs say they must continually innovate to stay competitive

Brands are Finding Answers in Web3

New Audiences

New Channels

New 1st Party Data

100+
brands have
already
launched
Web3 projects



New Communities

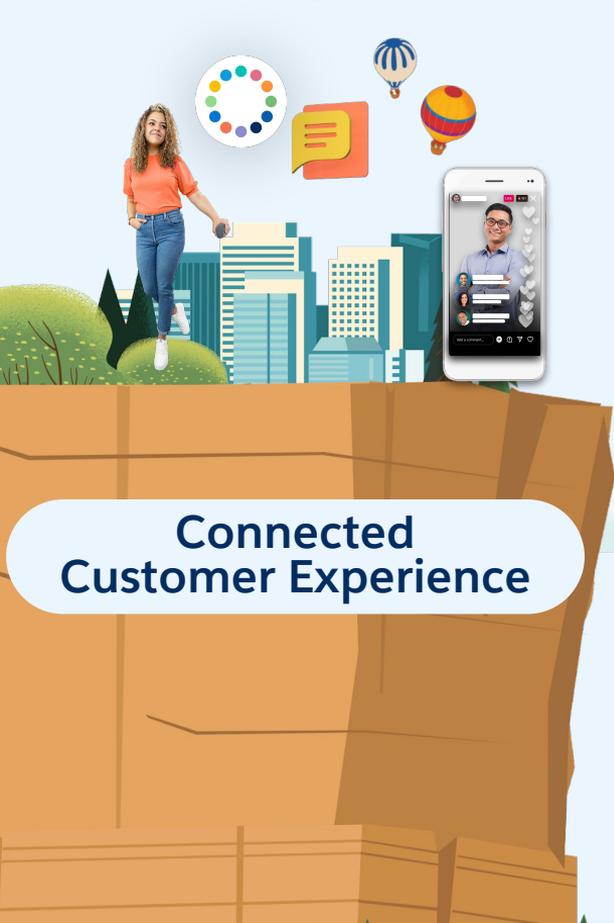
New Loyalty

New Innovation

51%
of marketers
already have a
strategy for
Web3



Building Relationships in Web3 Isn't Always Seamless



**Connected
Customer Experience**

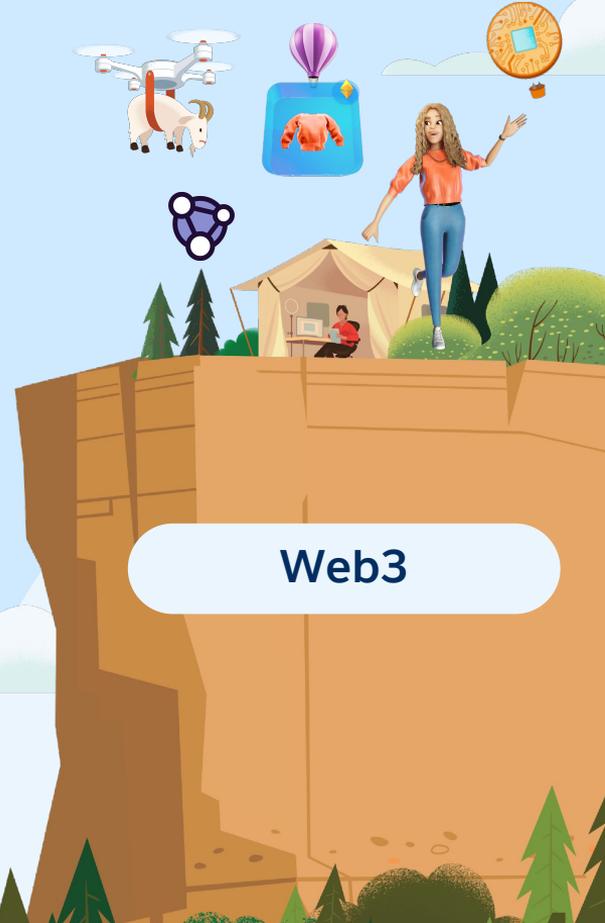
Siloed Point Solutions

Disconnected Data

New Skill Requirements

Security & Privacy Concerns

Sustainability Concerns



Web3

" Web3 is a revolution of value. It's on the order of industrialization, automotive, the silicon chip, the internet, and blockchains. It's that big"

- IAN ROGERS

3 Web3 Horizons

Industry Play

1. NFT Collection



Web3

Generative AI

2. Loyalty 3.0

3. Digital Twins



Horizon 03



Take Away

1. Be prepared for Web3, learn from industry initiatives, develop skills, experiment
2. Transform Customer Services with Web3
 - Identification
 - Loyalty 3.0
 - New communities
 - Right of use, proof of origin
3. Wallet as future way to connect with the customer





Thank you

