



Towards a “decentralized” society and the role of the Ecosystem



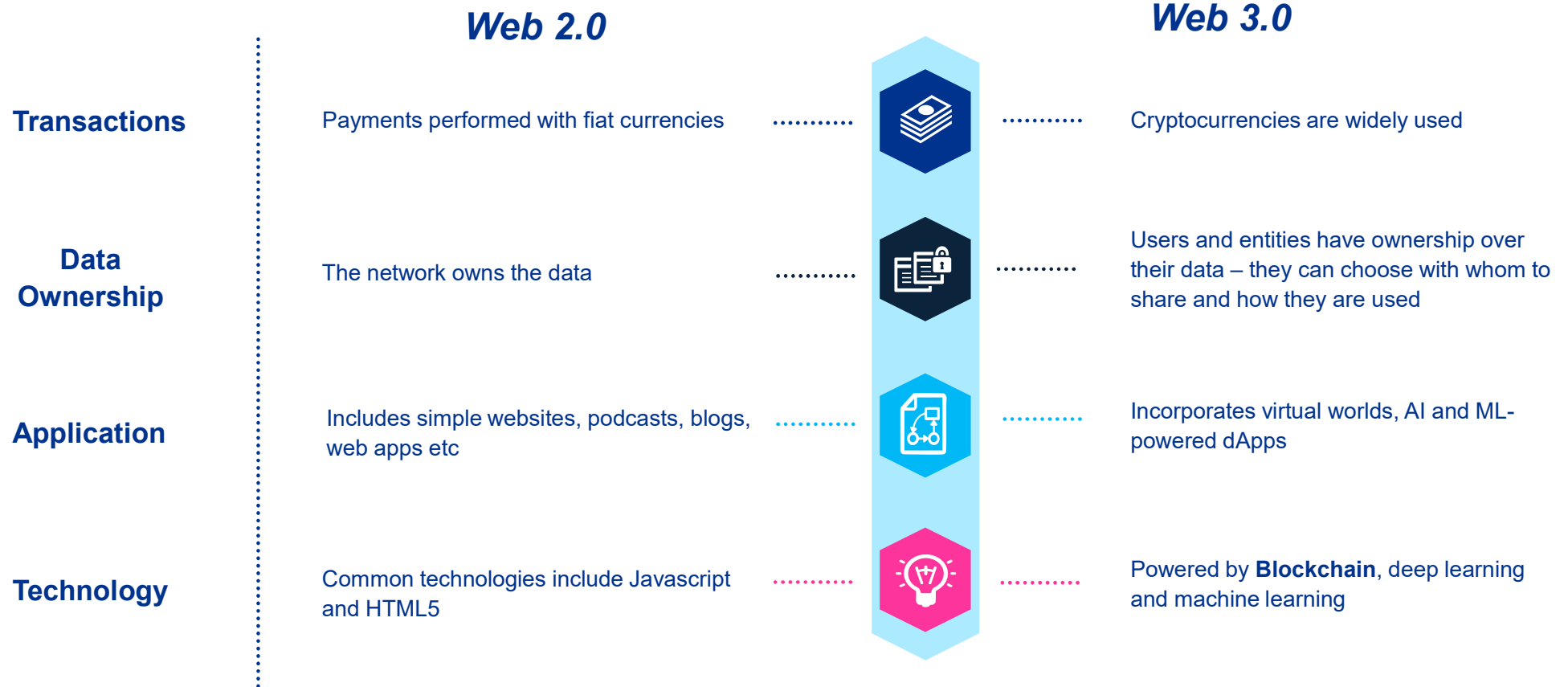


1. **What are Web 3.0 and the Metaverse?**
2. **Trends and Considerations**
3. **Role of the Ecosystem**

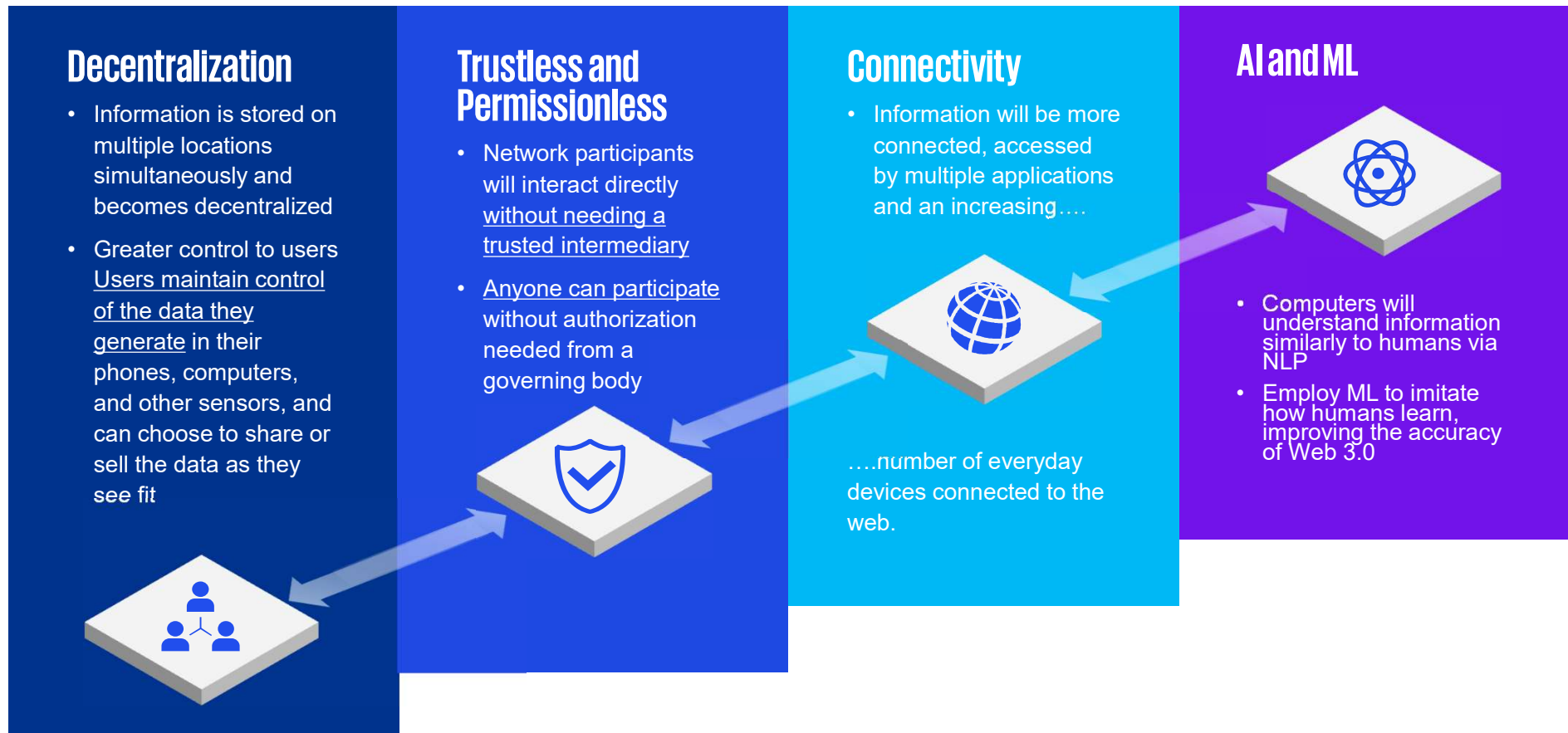
01

Web 3.0 and the Metaverse

From Web 2.0 to Web 3.0



Web 3.0 breakthroughs – in a nutshell



The Metaverse is.....

...where our physical lives and our digital selves meet....

...where real people have real interactions...

Virtual Worlds



Persistent, immersive and shared 3D worlds...

Avatars



Digital Assets



... and digital goods and services are traded

Metaverse

A concept of a persistent, online, 3D universe

Users able to work, meet, game, and socialize together in these 3D spaces

Hosting of various events, both for leisure and work

Allow for a digital economy with different types of utility tokens and virtual collectibles (NFTs)

Blockchain technology can provide transparent and reliable governance systems

02

Opportunities and Considerations

Metaverse - Bigger than we think?

US\$8 trillion - US\$13 trillion

Estimated target addressable market (TAM)* for the Metaverse economy by 2030

70% of brands will have presence in the metaverse in next 5 years

MEDIA & ENTERTAINMENT

LEADING BY 2030

PUBLIC SECTOR

HIGH ADOPTER

TOURISM

MEDIUM ADOPTER

By 2030



1 billion

Estimated VR / AR headset users globally

5 billion

Estimated unique internet users

2900%

increase in mentions of Metaverse in earnings calls since Q1 2020

25% of People Will Spend At Least One Hour Per Day in the Metaverse by 2026

Source: Citi GPS Report: 'Metaverse & Money'; Gartner Research; CB Insights; 'Go boldly, not blindly, into the metaverse', KPMG US



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Introducing Many Use Cases and Monetization Ideas



DECENTRALIZED FINANCE

E-COMMERCE

PAID FOR FASHION SHOWS

SOFTWARE GAMING PURCHASE

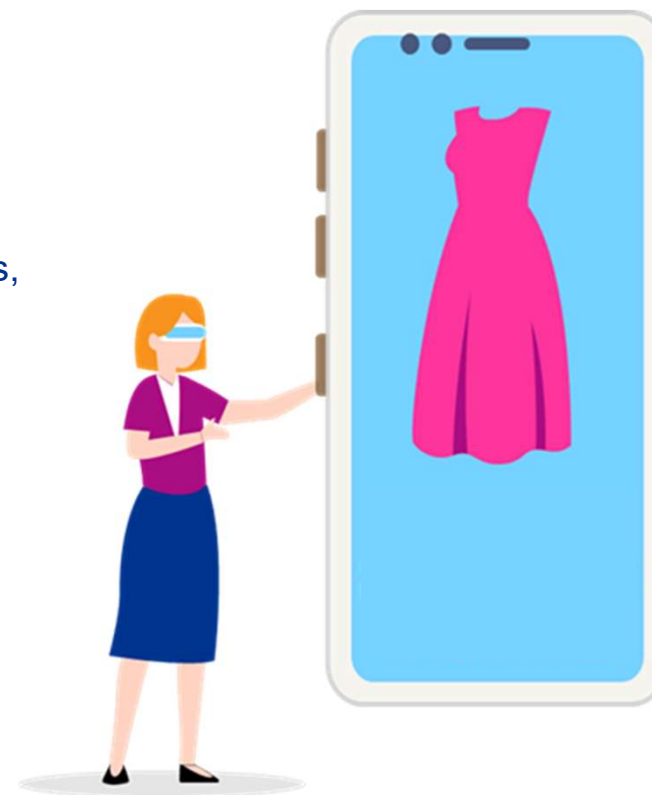
BUYING VIRTUAL REAL ESTATE



Fun and Engaging Environment Experience

- Customers navigate the store, easily find and visualize products of interest, including interactive product demonstrations.
- The virtual environment provides a lifelike representation of products, allowing customers to see how they would look and function in the real world.
- In addition to browsing and shopping, customers can also interact with store associates, as well as socialise with other shoppers in real-time.

A true shopping experience!



What if...?

01

*What if...
'gaming' could
earn you
money?*

02

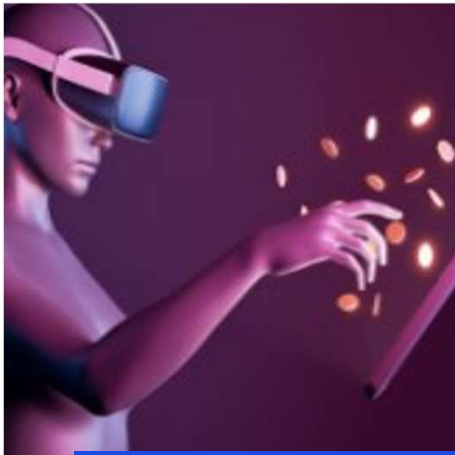
*What if...
traditional
finance got
serious about
the Metaverse?*

03

*What if...
Mixed Reality
becomes widely
adopted?*

Gamification

Imagine you can earn your salary by playing Games. The new norm - shift to play to earn (P2E). “Will the Metaverse lead to Metawork?”



Trends

Shift to Play-to-Earn (P2E)
Big brands attracting customers with games



Observations

Decentralized ownership with power in the hands of individuals

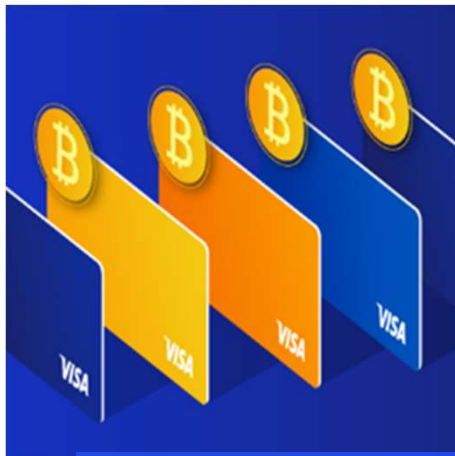


Considerations

Regulatory, financial reporting and taxation considerations on assets and wealth generated via P2E

Traditional Finance is doubling down....

The financial world is not unaffected by the emergence of metaverse. Traditional finance is embracing the new world.



Trends

Big players joining the metaverse and employing cryptocurrencies



Observations

Increase in number of people that use cryptocurrencies to purchase real-life goods and services



in the largest-ever crypto robbery, the Axie infinity sidechain loses

\$540 million

Considerations

Cybersecurity. In March 2022, the gaming platform Axie Infinity was robbed of \$540 million through the theft of two crypto asset transactions

Widespread Mixed Reality Adoption

What if everyone joins the Metaverse to work, play, shop and have fun?



Trends

Number of VR/AR devices shipped worldwide expected to reach almost 70M in 2023



Observations

People will be able to work, shop and experience entertainment virtually in a more interactive way via the metaverse



Considerations

The way we shop is set to drastically change with the metaverse. Radical decrease in the need of physical locations – less brick and mortar shops, less office workspace.

03

Role of the Ecosystem

Role of the Ecosystem

Role of the Government as the Gate-Opener for the Opportunities that lie ahead

- Incentivize and promote adoption of new technologies by businesses and the wider public
- Revise existing laws and accelerate the drafting of new regulation to encompass new technologies - Metaverse governance is a multi-faceted challenge where interoperability, privacy, safety and security need to be considered

Role of the Businesses and their actions to be ready to make the most out of it

- Embrace digital transformation
- Explore new technologies and monetization/revenue opportunities
- Invest in Change Management and educate their employees





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Thank you



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