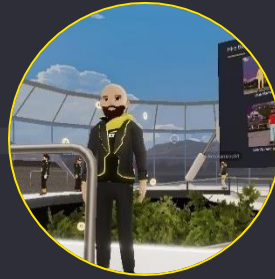
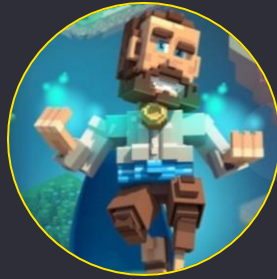


# What is the Metaverse?



## Definition:

The Metaverse consists of **various interconnected** (user-owned) **3D virtual worlds**, where individuals and organizations across the globe can interact in (ideally) **decentralized scalable internet economy** in **real time**. The combination and **synchronous** usability leverages the latest technology advancements.



## Key characteristics:

- ✓ Functioning Economy
- ✓ Persistent
- ✓ Synchronous & Live
- ✓ Interoperable
- ✓ Unlimited and open
- ✓ Social Experiences
- ✓ Immersive
- ✓ Decentralized
- ✓ Interconnected & Diverse
- ✓ Hardware Independent

## Driven by latest technology advancements:



Blockchain



Advanced Data  
Centers



AI & Computer  
vision



Internet of  
Things (IoT)



Gaming Engines



Payment &  
Identity rails



VR & AR  
headsets

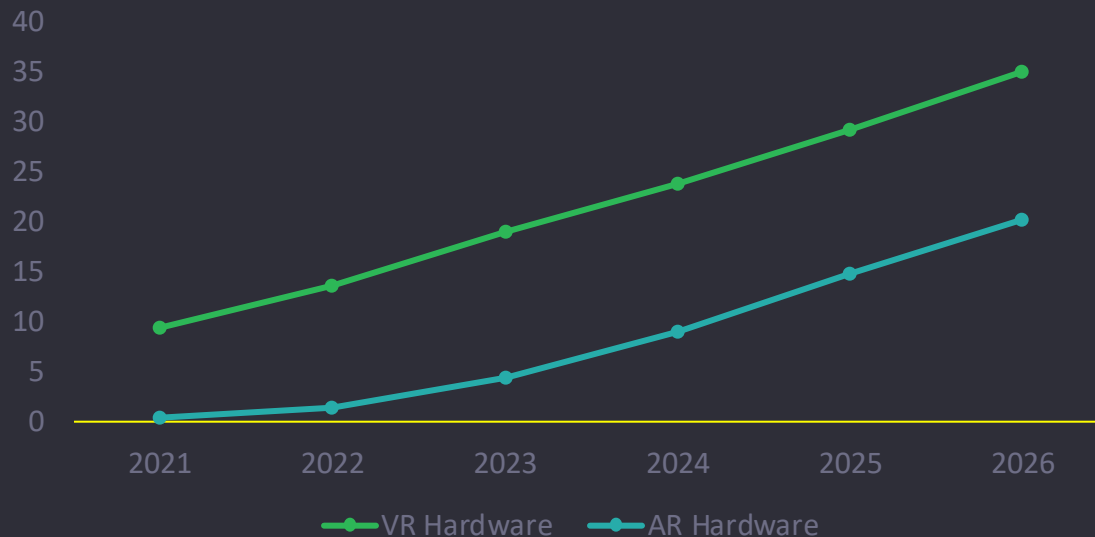


Supercharged  
smartphones &  
computers

# Consumers are going Virtual: AR and VR Hardware Predictions

"2021 marked a **strong step forward for the worldwide AR/VR hardware market**. Despite the pandemic, consumers and enterprise users have warmed to the notion of what this new technology can do on both a personal basis and a professional basis. Layer on top of that the **growing curiosity around the metaverse** in recent months, and vendors will find themselves in the valuable position of **establishing and growing the market** and reap strong growth in the years ahead." *T. Llamas, research director, IDC Augmented and Virtual Reality*

Worldwide AR & VR Hardware Shipments  
(Prediction in millions units)



Source: IDC Market Research



Annual growth of AR and VR shipments of ~23% and ~53%.

Consumer share between 60% and 80% of total AR and VR hardware to be shipped.



Growing willingness and ability to enter immersive virtual environments and experiences.



Metaverse is the place for most immersive and socially connected AR and VR experiences.



Customer behaviour to switch to more virtual experiences in gaming, shopping, entertainment, travel and learning.



Huge opportunities in raising brand awareness, social media and community attraction, visibility and new commercial channels.

# Market demand: Client expectations from the Metaverse



Indicative

What we heard from over 20 big corporate CEOs on their expectations from the Metaverse.

## Marketing

*Ensure brand relevance in the future*

- ▶ How can I ensure Brand Relevance for generations to come?
- ▶ How can I create intimacy and a new level of VIP experience for my customers?
- ▶ How can I tap into the inner circle of crypto-savvy rich consumers?

## Revenue

*Establish new revenue streams*

- ▶ How can I create new revenues streams with high EBITDA contribution?
- ▶ How can I ensure the long-term stable growth of such business streams?
- ▶ How should I evolve/adapt my organization accordingly? What are the right skills to win?

## Expansion

*Tap into huge community of active web3 users*

- ▶ How can I tap into the large community of Metaverse Active consumers?
- ▶ What is the overlap between my current core customer base and the metaverse community?
- ▶ How can I leverage Metaverse to strengthen ties with the consumer community?

## Efficiency

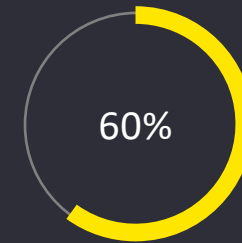
*Empower core processes via virtualization*

- ▶ How could I improve my operational processes to make them more efficient?
- ▶ How can I leverage metaverse to make my supply chain control lean and effective?
- ▶ What are the benefit in applying virtual reality to processes? What the risks?

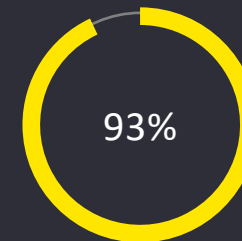
# Metaverse: Leveraging virtual worlds to attract digital talent

## Future Digital Talents @EY Talent Tree

- EY's Talent Tree – built on the Decentraland Metaverse platform - launched in May 2022
- EY's first corporate event in the Metaverse was hosted at launch and received significantly higher application rates than usual
- Additionally, EY branded NFT wearables (minted on Polygon) were awarded to all participants
- EY's first employee recruited in the Metaverse started work in July 2022



**33 of 56 participants** at our first metaverse recruitment event applied to EY **within two weeks** of the event



**52 of 56 participants** would recommend attending an EY event on Decentraland

### Participant Voice

*"The Metaverse-based **interaction** clearly **lowered my barrier for participation** – the game-like way to connect to EY staff made it easy to chat about daily life at EY and about opportunities for me"*