



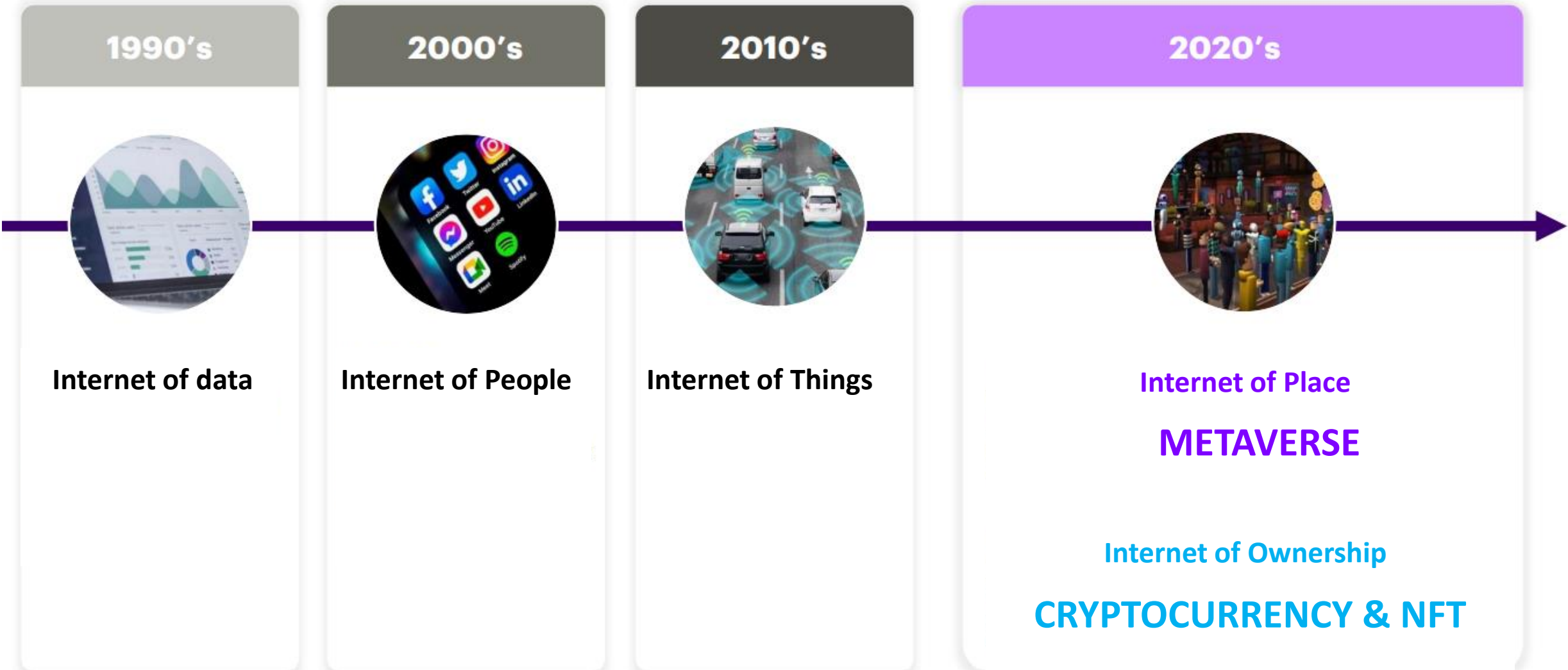
Understanding the Virtual Financial Stream: Cryptocurrency, NFTs, Metaverse and e- Sports

Global Summit of Women 2022

PATAMA CHANTARUCK

Country Managing Director,
Accenture Thailand

Future of the Internet

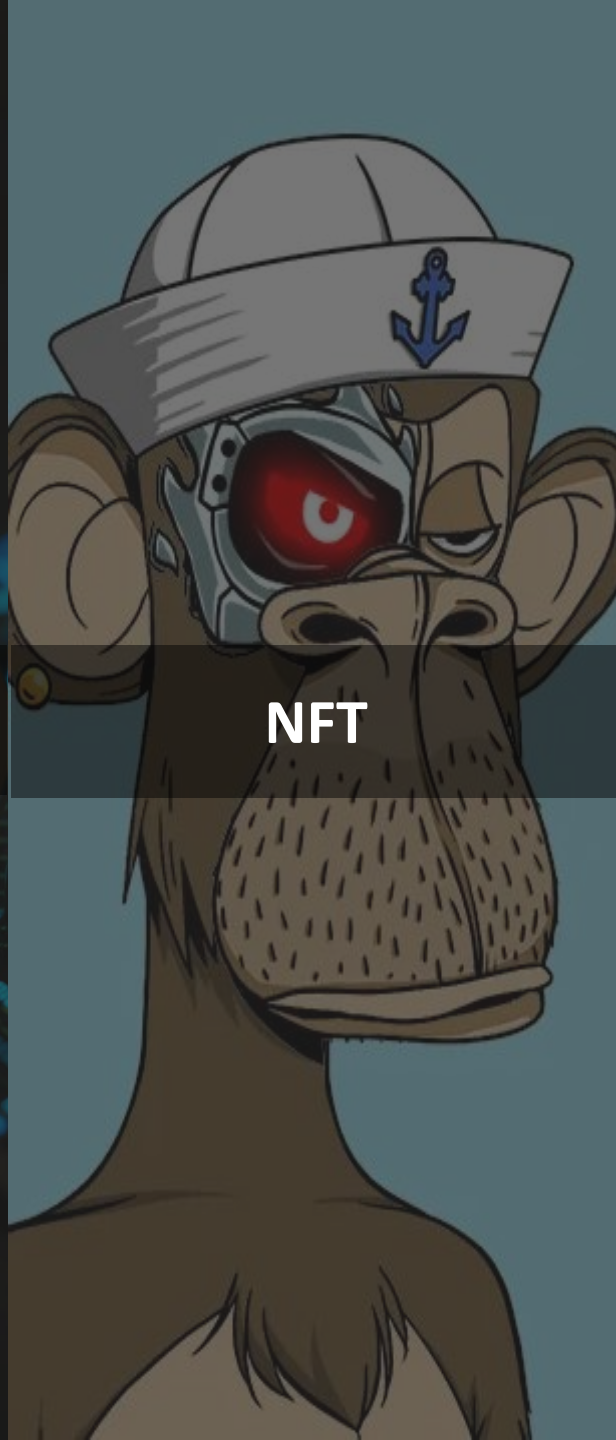




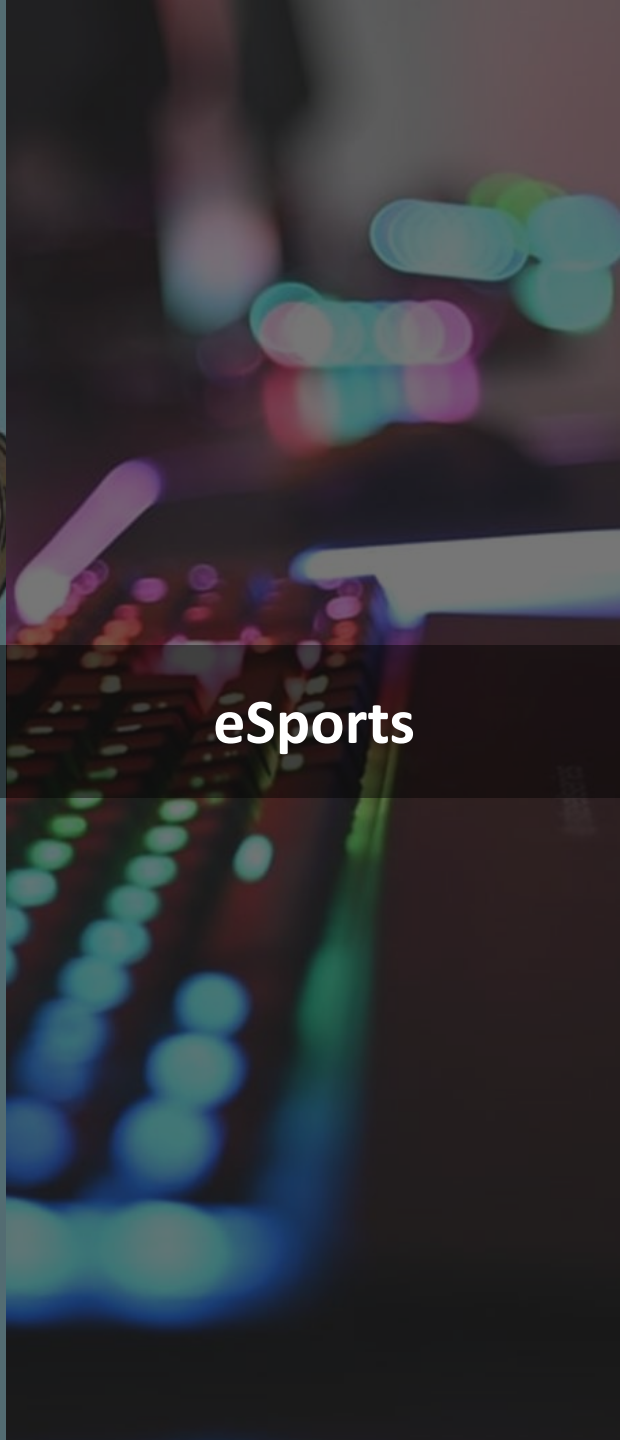
Metaverse



Cryptocurrency



NFT



eSports

Blockchain at the core..

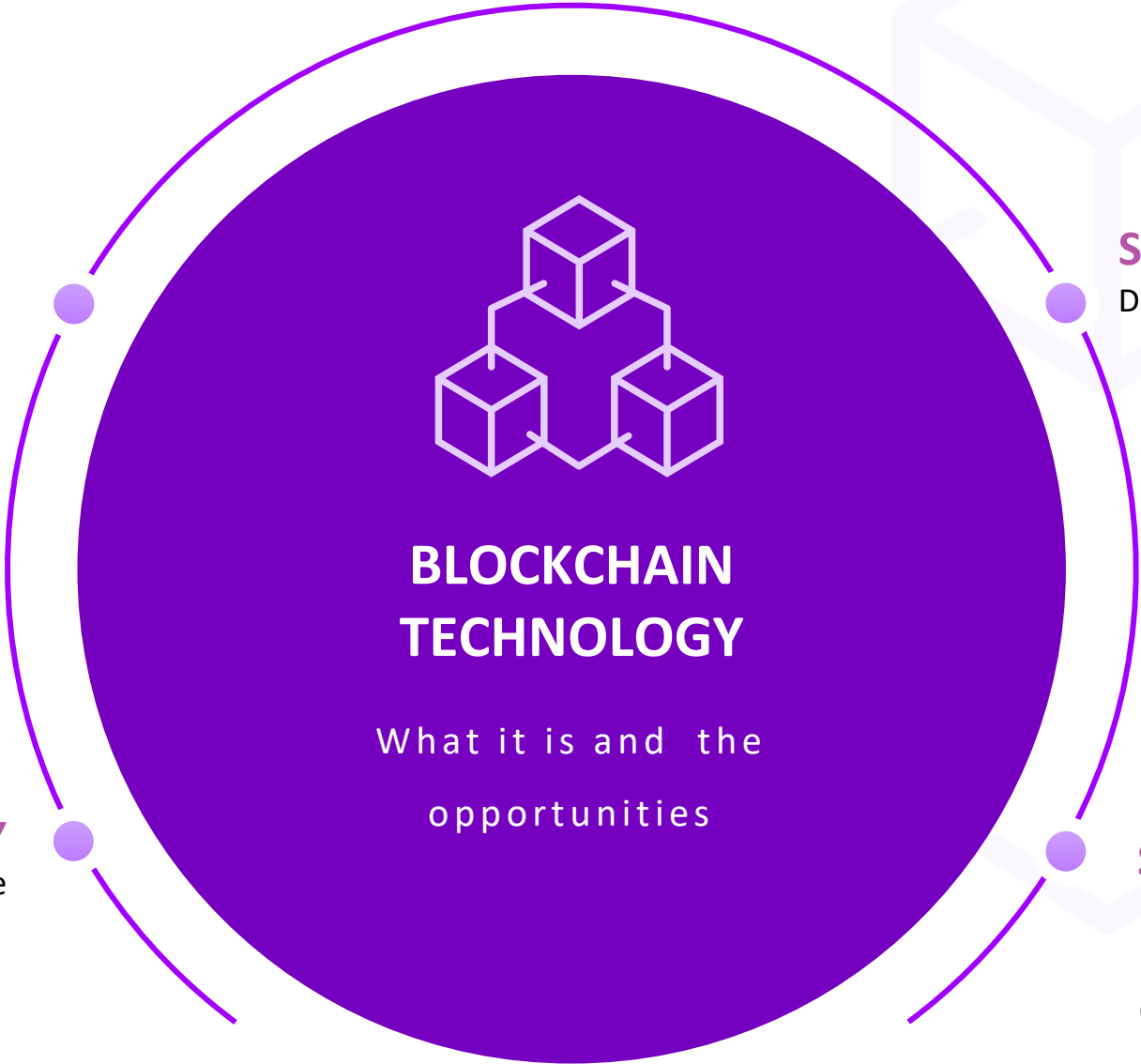
TRANSPARENCY
Full visibility, one single source of truth

SECURITY
Data is fully encrypted

IMMUTABILITY
Undeletable, Unalterable

SMART CONTRACTS

Decentralized and automated process execution





CRYPTOCURRENCY

~ \$1 trillion
market value



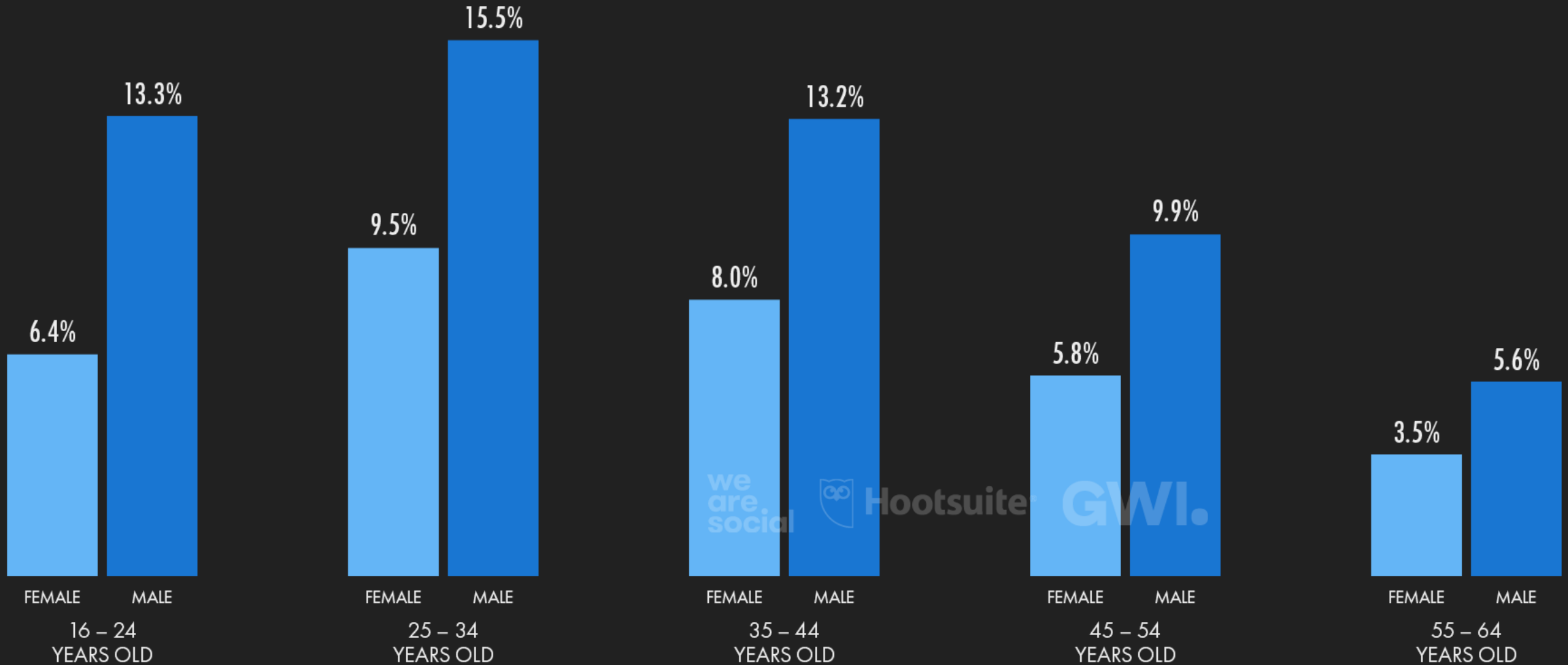
NFT

~ \$21 billion
expected growth in 2022

JAN
2022

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY



Industry leaders are
taking
steps forward





BitPay @BitPay · Follow

BitPay investor Ashton Kutcher dropped by our office this week to talk to our team & share insights on taking #bitcoin payments mainstream.

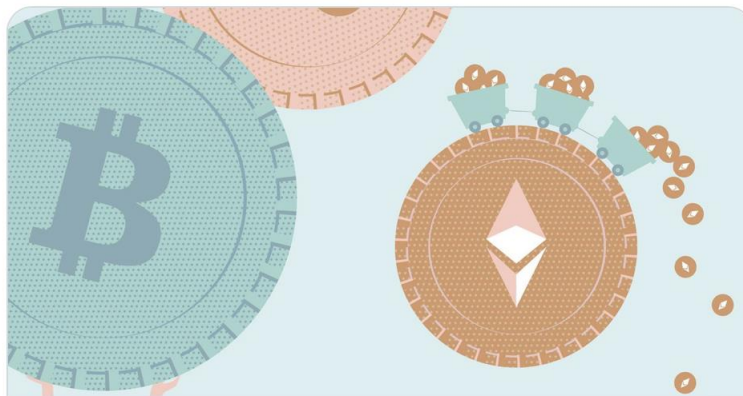


2:50 AM · Jun 10, 2017 from Atlanta, GA



Gwyneth Paltrow @GwynethPaltrow · Follow

Great piece with @billbarhydt on @goop today



goop.com
The Basics of Bitcoin and Cryptocurrency—and How to Invest |...
If you're like us, chances are you hear the word "Bitcoin" and your eyes glaze over a little. But like much of the finance world...

12:05 AM · Nov 6, 2018



Snoop Dogg @SnoopDogg · Follow

Putting tha Crip in Crypto!

Robinhood @RobinhoodApp
Introducing Robinhood Crypto. Invest in Bitcoin and other cryptocurrencies commission-free on the Robinhood platform, 24/7. #DontSleep. Get early access crypto.robinhood.com



4:02 AM · Jan 26, 2018



MANUFACTURING



BMW

BMW's virtual factory, a photo-realistic 3D environment



BMW

A sponsorship for top 5 eSports organization

CONSUMER PRODUCT



NIKELAND

A virtual world on Roblox by Nike



CryptoKicks

Nike's patented NFT



Coca-cola

Part of a set of four NFTs, auctioned off for \$575 K

FINANCIAL INSTITUTION



HSBC

Financial advice meets gaming



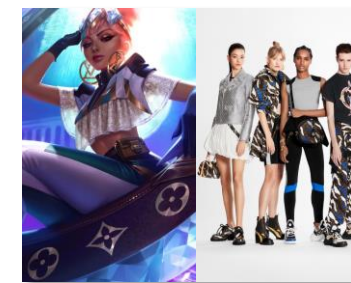
JCB

Building a blockchain-based B2B payments platform



Campbell's

100 NFTs auctioned off. All proceeds go to Feeding America



Louis Vuitton

LV x LoL – a first-ever cross over between luxury fashion and e-Sport



D&G NFT

Dolce & Gabbana's first NFT collection sells for \$5.7m

METAVEVERSE

The **Metaverse** connects people, places and things - both physical and virtual



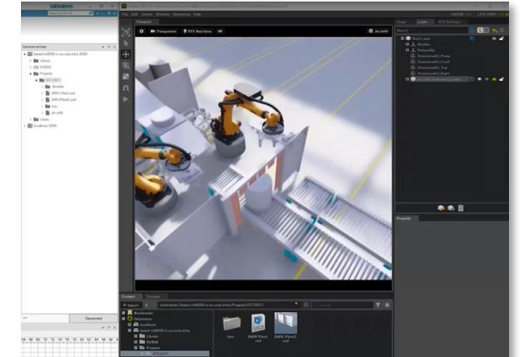
NIKELAND

A virtual world on Roblox by Nike



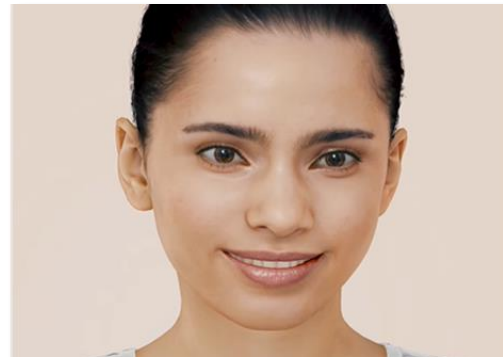
TraceHarvest

An agricultural blockchain platform



BMW's virtual factories

A photo-realistic 3D environment



SK II

SK-II's autonomous animated digital influencer



INMO, AR Glasses

The superimpose information



Xinhua

The world's first female AI news anchor from

Xinhua © 2022 Accenture. All rights reserved.

Decentralized **DIGITAL CURRENCY** with no physical form.



Shopify

Adding BitCoin payment system



PrestaShop

E-commerce platform with cryptocurrency as a payment solution



JCB

Building a blockchain-based B2B payments platform

NFT, or Non-Fungible Token, is proof of ownership of a unique digital and physical asset. It is non-interchangeable.

NFT as

01

Promotion

AMC
Spiderman: No Way Home



Resulted in the second highest single-day ticket sales

02

Collectible

Time
Historic Cover



auctioned three magazine covers for \$435,000

03

Social good

Campbell's
AmericANA



100 NFTs auctioned off. All proceeds go to Feeding America

04

Digital asset

Coca-Cola
Bubble Jacket



Part of a set of four NFTs, auctioned off for \$575,883.61

05

Engagement

The Matrix
Spiderman: No Way Home



100,000 unique avatars sold with play-to-earn game

06

Proof of Ownership

GLENFIDDICH
46-Year-Old Scotch



Sold 15 bottles of rare whisky as NFTs for \$18,000 each

07

Invested loyalty

Budweiser
Budverse Cans



Heritage edition NFTs, grossed for \$1M

08

Community

Yuga Lab
Bored Ape Yacht Club



Set of 10,000 NFTs sold at \$200. Current trading value is over \$2 billion

eSports

Esports opens a door for opportunities for business in expanding their audience and unveiling a new revenue generating model.



HSBC

Financial advice meets gaming



BMW

A sponsorship for top 5 eSports organization



Louis Vuitton

LV x LoL – a first-ever cross over between luxury fashion and esport

In-game content

Co-creating exclusive virtual skins and gears within the game

Revenue Generation through Collaboration

Co-creating exclusive virtual skins and gears within the game

Sponsorship

Opportunity to segment and customize campaign elements to reach more younger and larger gen. of audience most campaign activities are online.

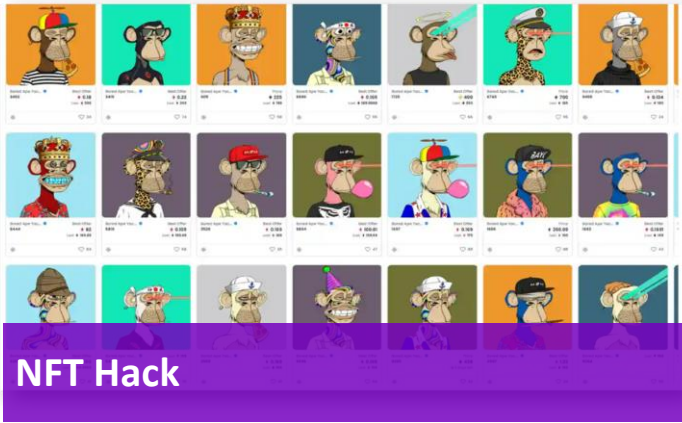


532 M of E-Sports audience expected in
2022, increased by
+8.7 YoY

Every opportunity, just
like a coin,
has 2 sides



Virtual Criminals on the Rise



**Why Bill Gates warns
against investing in
Bitcoin:**

**'If you have less money
than Elon, watch out'**



5 predictions for bitcoin, NFTs and the future of money

Crypto moves further into the mainstream

NFTs create new ownership opportunities, and remix old ones

Bigger hacks and bigger ransoms

You'll hear more about **stablecoins**

New **crypto rules** appear on the horizon

Actionable Today, Position Yourself for the Future



BUILD a growth mindset and culture across the organization



CREATE investment strategies and roadmaps



DEFINE your metaverse strategy and explore the potential of new products and services



IDENTIFY and building skills and capabilities that will be needed



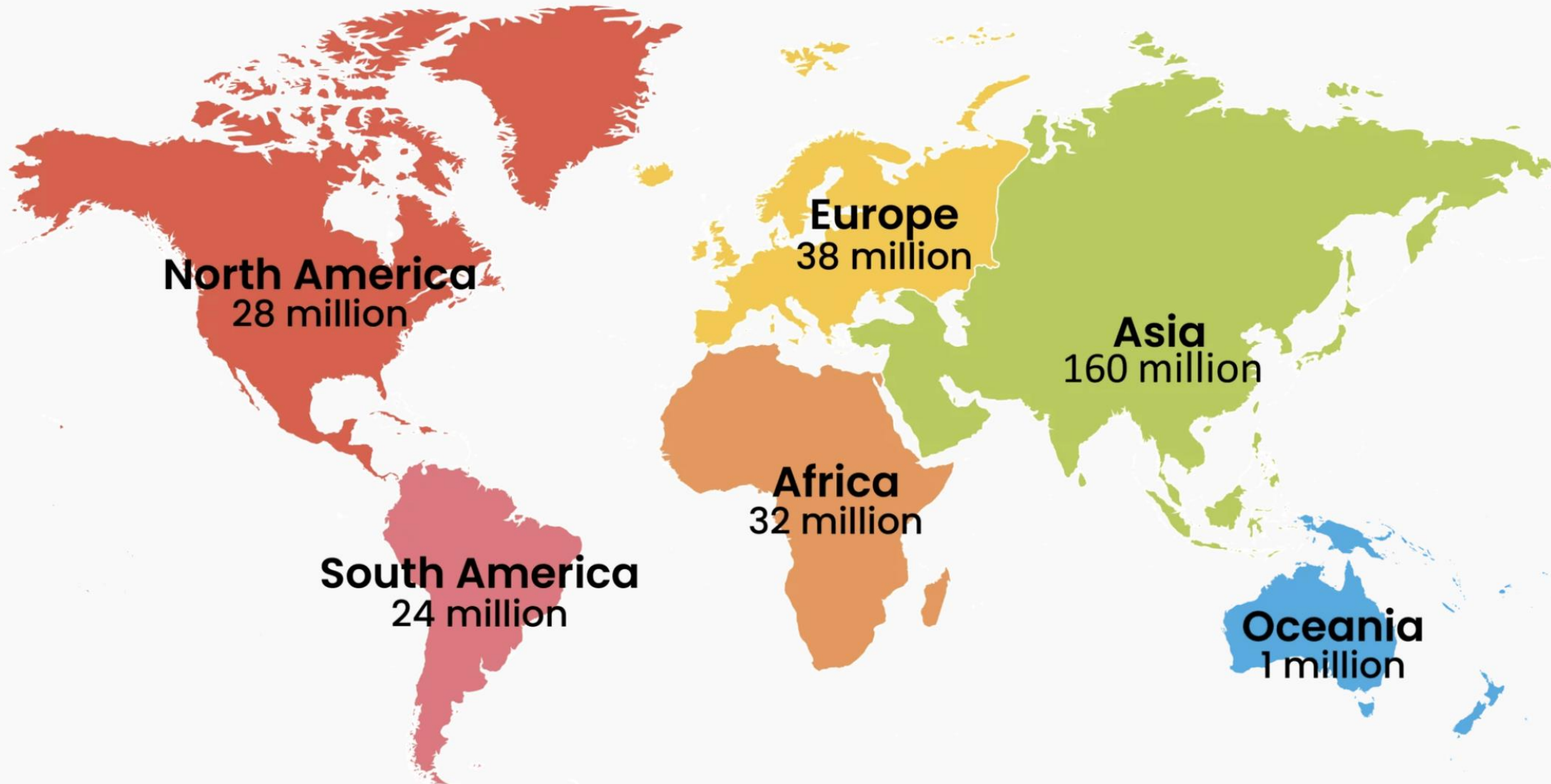
ESTABLISH new ecosystem partnerships

V

*“Let us not return to what was
normal but reach toward what is
next.”*

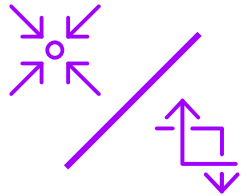
- Amanda Gorman

Over 300+ MILLION CRYPTO USERS WORLDWIDE



Emerging challenges

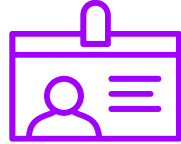
01



Centralized v. Decentralized

Cross platform capabilities issue that hinders seamless experience

02



Identity and Anonymity

Difficulties in identify the line between both

03



Privacy, Security, and Safety

Unmoderated content and behavior on the platforms

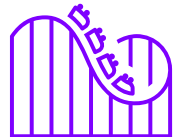
04



Intellectual Property Rights

Plagiarized, spam and fake NFTs in the market

05



Volatility and Fraud

Erratic price valuation, money laundering, tax evasion

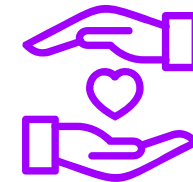
06



User Accessibility

Barrier to leverage metaverse is high for some.

07



Health and Wellbeing

Excessive use might weight on user's physical and mental health



1

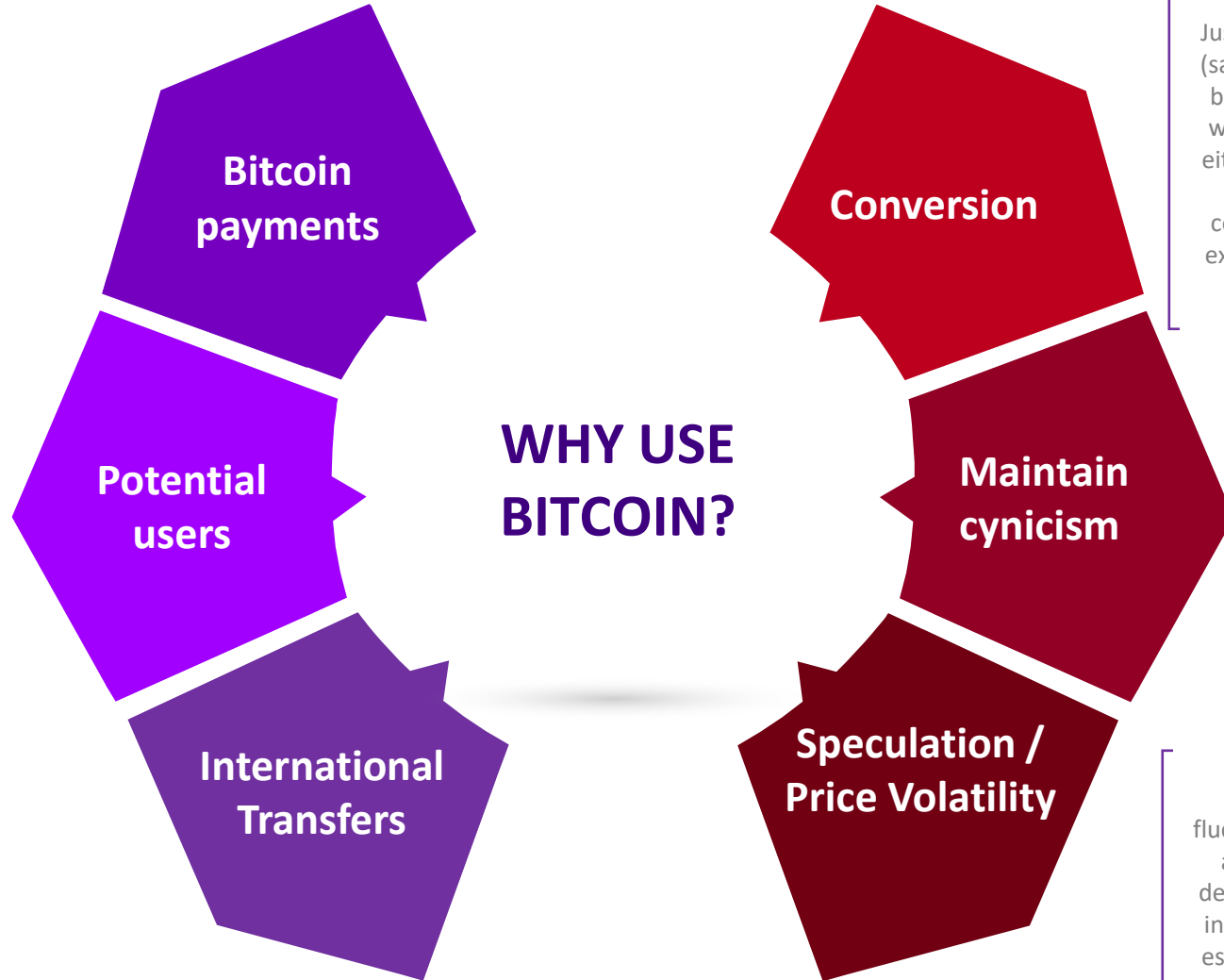
What is Bitcoin designed for?

“A PURELY PEER-TO-PEER VERSION OF ELECTRONIC CASH [WHICH] WOULD ALLOW ONLINE PAYMENTS TO BE SENT DIRECTLY FROM ONE PARTY TO ANOTHER WITHOUT GOING THROUGH A FINANCIAL INSTITUTION.”

SATOSHI NAKAMOTO

Payments of bitcoins can be made from one person to another, irrespective of geographical location or jurisdiction. In situations where the normal financial system is inadequate, it can be a useful way of transferring value to anyone who has access to the internet.

Some communities are underserved by banks due to the cost/benefit of the brick & mortar banking model and regulatory cost; some international transfers are unreliable, or can take many days, with manual processes and faxes being used as part of the plumbing; some people may want to accept digital money for selling digital goods; there may be use cases where small payments, in the order of pennies, may be useful, which is currently difficult with existing fee structures with credit cards. There may be other uses which we haven't discovered yet...



Just like other currencies, if you have one currency (say, Pound Sterling), and you want to convert it to bitcoin, you need to find someone to exchange it with. This necessarily has some friction and fees: either dressed up as commissions; or built into the spreads (the conversion price). With time, conversion is getting easier and cheaper as more exchanges are springing up in more countries, but it may still be difficult to attract mainstream spending with Bitcoin

You may hear of bitcoin being 'fast' and 'free' or 'low cost'. While that is true when you are strictly in bitcoin, it's worth maintaining some cynicism and thinking about the costs involved in the 'on' and 'off' ramp getting from sovereign currencies into bitcoin and back..

Just like other currencies, bitcoin's price fluctuates. Bitcoin's price is more volatile than a lot of currencies (though the volatility is decreasing), so if you account for your wealth in your local currency, then owning bitcoin is essentially a bet on bitcoin's future exchange rate price.