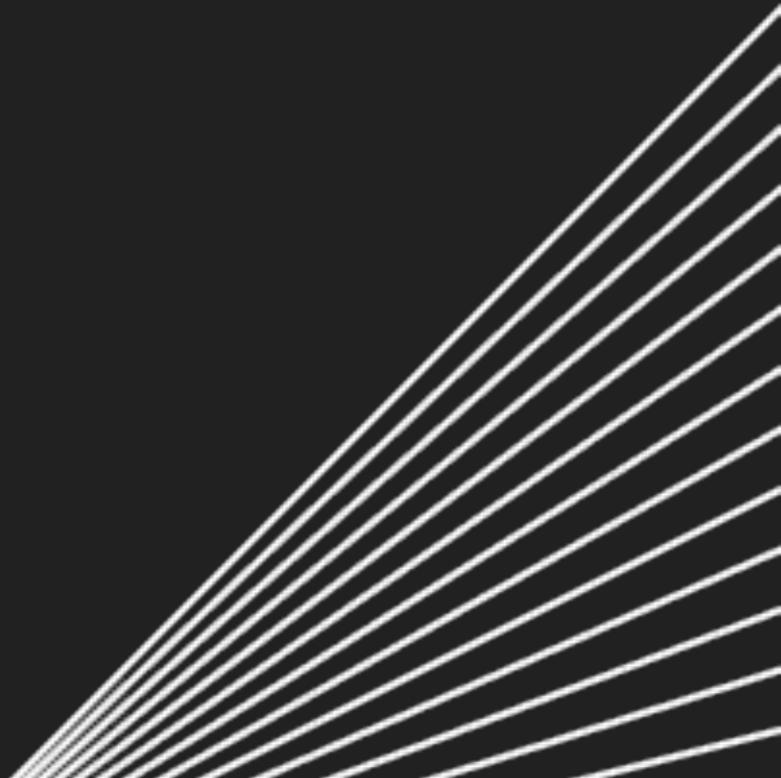


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What IS Web3?

The merging of physical and digital

Metaverse

AR

VR

NFTs

Cryptocurrency

Digital goods and more



Why Should You Care About Web3?

Consumer Attention - Fortnite has 30m daily active users and growing

Technology Trends - Facebook is now Meta, signaling a seismic shift in how we gather online

Revenue Opportunities - \$20bn+ worth of NFTs were sold in 2021

Growth - The internet economy has grown seven times faster than the U.S. economy over the past four years

AND Consumers Want This

25% of consumers have shopped in a virtual store

40% of Gen-Z respondents would be interested in shopping for real or virtual products in metaverse environments that brands create

74% of GenZ respondents have purchased a digital item such as accessory skin or garment for their avatar within a video game*

What can Web3 do for your brand?

Drive Revenue

Save money

PR

New Customer Acquisition

Customer Retention

Contribute to Sustainability Goals

Marketing in Web3 - 5Ps of Web3 Marketing

People - Discord communities, avatars, and PFPs - consumer segments are different in the metaverse

Platform - Where physical and digital blend

Promotion - Where does your message go and how do you measure and attribute impact

Product - The spectrum of physical to digital products

Purpose - Why is this Web3 and what will it do for your brand? Revenue? Customer retention? etc.

metaXmoda Services

Team Learning and Education. The technology underpinning Web3, competitor history, opportunities for brands, and Metaverse walk throughs.

Web3 Marketing Strategy Framework. Bespoke strategy session to define your team's actions for the near and medium-term future.

Ongoing Consulting. Outsource your Web3 expertise to ensure you have the expertise to design activations, evaluate vendors, and stay ahead of trends, in line with your brand strategy.

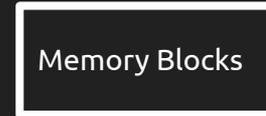
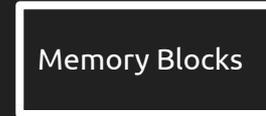
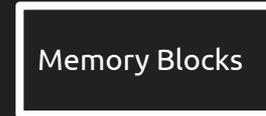
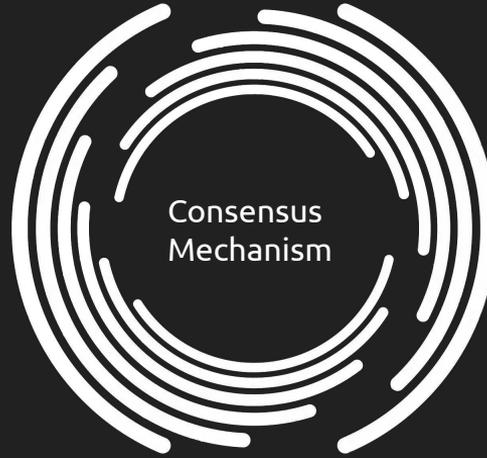
Web3 Highlights For Fashion and Beauty Brands

Each training is bespoke for the brand and audience but the following are some of the things we talk about.

What IS blockchain?



Computer Nodes
(miners)



Energy Usage and Crypto

BTS's NFT Venture Hits Sour Note With Fans

Supporters criticize energy consumption needed for nonfungible tokens, but management says NFT p



BTS ranks among the music industry's most-profitable artists.

PHOTO: BILLY BENNIGHT/ZUMA PRESS

By [Jiyong Sohn](#) [Follow](#)

Dec 30, 2021 8:42 am ET

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SEOUL—When BTS unveiled plans last month [to break into the NFT business](#), the South Korean boy band's supporters revolted online, threatening boycotts and lodging environmental concerns.

In its first public comments after the fan backlash, BTS's management agency [HYBE Co.](#) [352820](#) [4.92%](#) [▲](#) said it wouldn't bow to the pressure, vowing to move forward with plans for

Proof of Work Blockchain (Bitcoin and others) takes a lot of energy.

How much is a lot?

More than most European countries.

What IS the metaverse?*

Persistent

Reactive

Everyday

Social

User Defined

Interoperable

Limitless

Decentralized*



*actual manifestation may (surely) differ

What's an NFT?

Non-fungible

Pseudonymous

Transferable

A "signed receipt"



Beeple's "Everydays - The First 5000 Days"

Example - Driving Revenue

Selling digital fashion, cosmetics and “skins”

D2A (direct to avatar) or for D2H (such as Augmented Reality)

\$40bn of digital fashion was sold in 2021*



Dolce and Gabbana crown sold for ~\$6m

* Source: DMARKET

Example - Customer Retention

Maya Restaurant - NFT Owners

Buying the NFT gets you into the app & club, enabling:

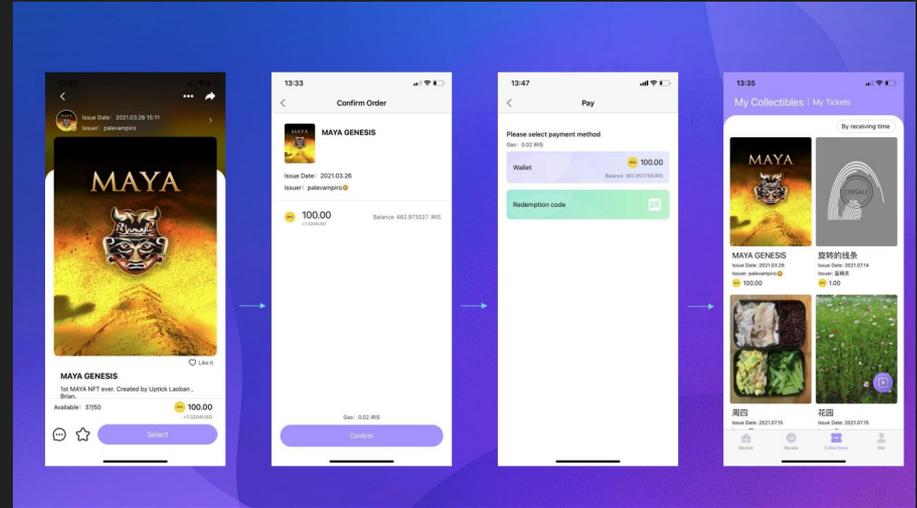
Loyalty Coupons/Discounts

Reservations

Pre-ordering to predict demand for unique ingredients

Event Ticketing

Elite Customer CRM



Platforms

Gaming - Fortnite, Roblox, League of Legends, etc.

Socialization Spaces - Decentraland, Discord, Hosted

Social Media - Snapchat, Instagram, etc.

Marketplaces - Rarible, Opensea, DressX, etc.

“Metaverse” Platforms - Gaming - Roblox

51% male, 44% female (the remaining 5% are unknown)

72% of Roblox user sessions happen on mobile devices

67% of users are under 16

1 in 5 users update their avatar daily



British Fashion Awards in Roblox

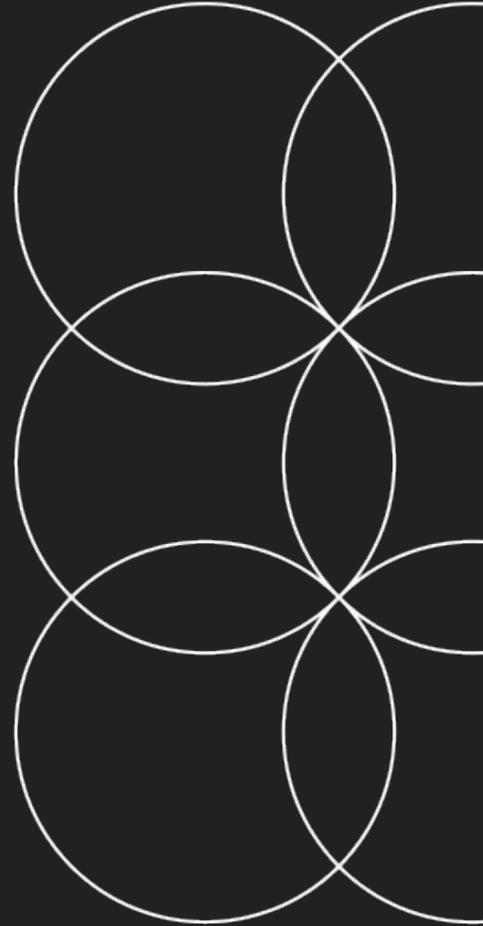
Products

Digital good - NFT

Phygital good - NFT + Real item

Events or experiences - concerts, parties, co-creation, IRL
or online

Sponsorship - Traditional tactic, new avenues



Products - Phygital

Cyber Eau de Parfum

Includes:

A digital artwork

Backed by a non-fungible token (NFT)

A record of the molecular wavelengths of the perfume

And an actual bottle of perfume

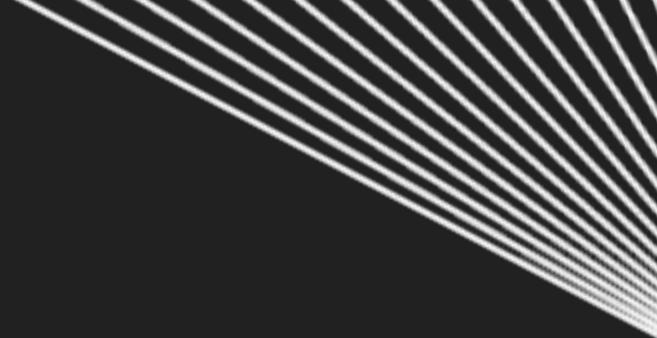


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