

Video Transcript

The Metaverse

The Metaverse is the next big technology opportunity. It is estimated to reach a market size of \$800bn by 2024. It will completely change the way we consume content. The way we interact. The way we work. Even the way we represent and perceive ourselves.

Over the last 3 decades, we have been experiencing an evolution:

- In the early 1990s, Web 1.0 changed the way we accessed and viewed information. It was the first generation of the World Wide web - a one dimensional form of communication where users could search for information and view it.
- With the advancement of technology, Web 2.0 enabled users to contribute their own content and interact with one another, creating powerful social networks

We are now entering the next big wave of the internet:

- Web 3.0 changes the way we create, own, and distribute content in a more decentralized manner.

This new universe will allow us to experience things that we cannot do in the physical world.

Global brands are investing an increasing amount of money into the Metaverse in order to stay relevant with a new generation.

Meta invested 10bn dollars in 2021 alone – a sign of potential market opportunity.

Demand for VR devices is expected to accelerate around 50% in the coming years, as the markets for gaming, socializing, and fitness are at the beginning of their development.

We will soon be using The Metaverse for everyday aspects of our lives:

- Shopping / e-commerce, experiences, conferences and seminars, collaborating and communicating, sports, gaming, & travel

At HSBC, we see opportunities across five key market segments. Companies that engage in everything from the Metaverse's core infrastructure and connectivity, through to the delivery of the actual experience with physical headsets, smart devices and the development of 3D digital content.

- Servers and data centres will make up the core infrastructure for the Metaverse. Faster and better data networks via 5G will power and allow for new virtual and augmented reality technology.
- Developments in AR/VR and the next generation of quantum computing will enable a more

Video Transcript

realistic and immersive Metaverse for users.

- Design tools and spatial scanning software will combine our physical worlds into virtual ones allowing for completely new customer experiences.
- Leading hardware companies, which are developing headsets, wearables and VR/XR interfaces, will be your key to transporting into this new virtual space.
- 3D digital content will allow for users to experience, collaborate, and connect with one another, opening up new worlds for sporting, gaming, shopping, socialising and learning.

We are at the beginning of an exciting new journey, with real technological developments shaping our future.

HSBC Global Private Banking are well placed to support investors on this journey.

But for the astute investor, the time is now – to learn, to research, and to selectively identify opportunities for long term investment.

At HSBC Global Private Banking, we see great potential in creating new experiences through these emerging platforms, opening up a world of opportunity for our current and future clients and for the communities we serve.