



Unilever

# **THE DATA THE FUTURE**

Yijia Liu

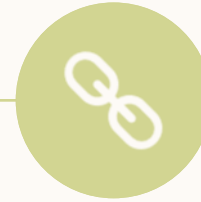
# UNILEVER'S FUTURE



Broader Application Of  
**Digital Twin Technology**



More Rely On  
**Data Analysis Platform**



Entering  
**The Metaverse**



Broader Application Of

# Digital Twin Technology

visualize equipment information

1

check data in  
real time

2

analysis and  
simulation

5

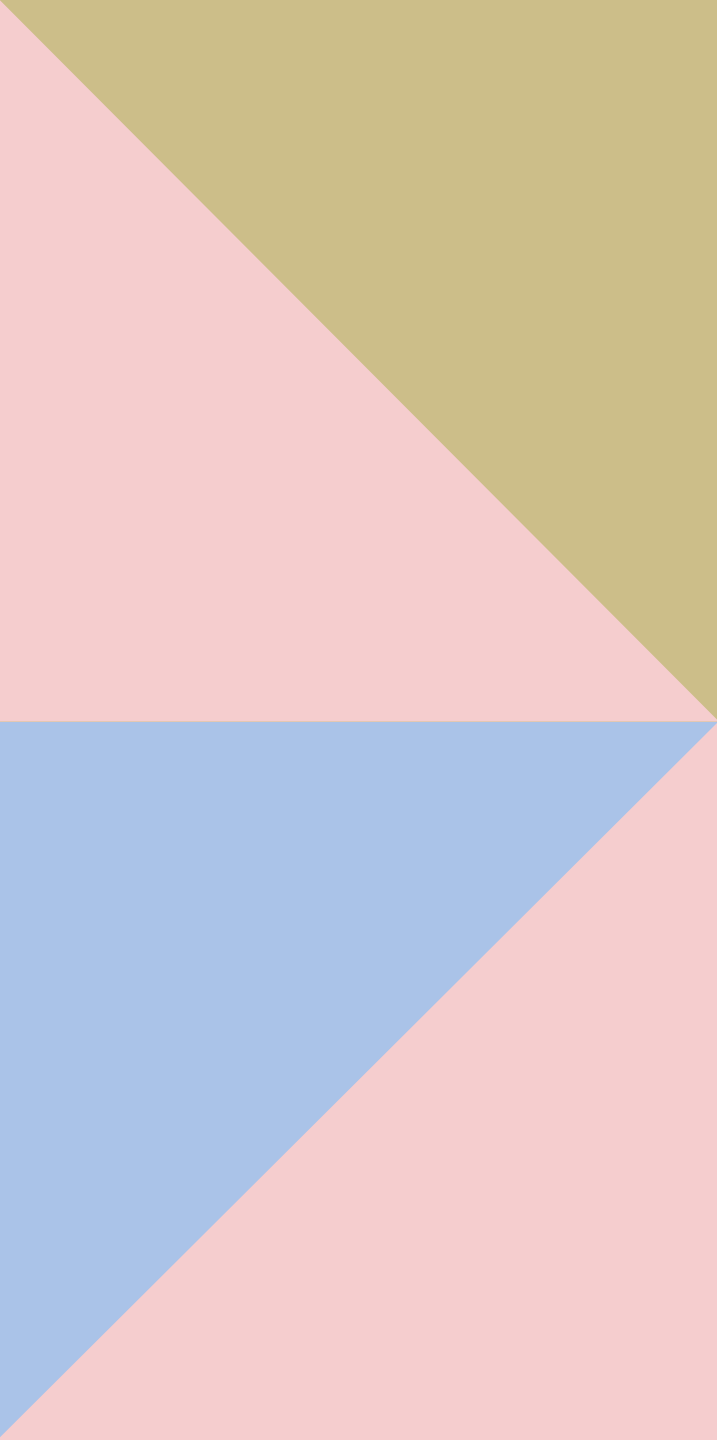
AR Digital  
Twin Platform

monitor and  
schedule

3

data aggregation

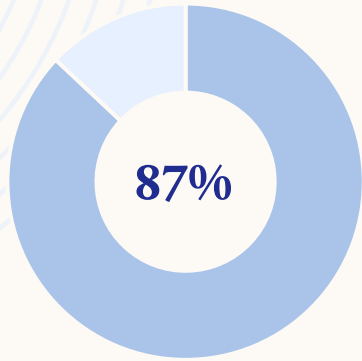
4



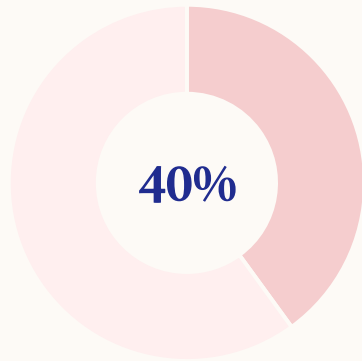


More Rely On

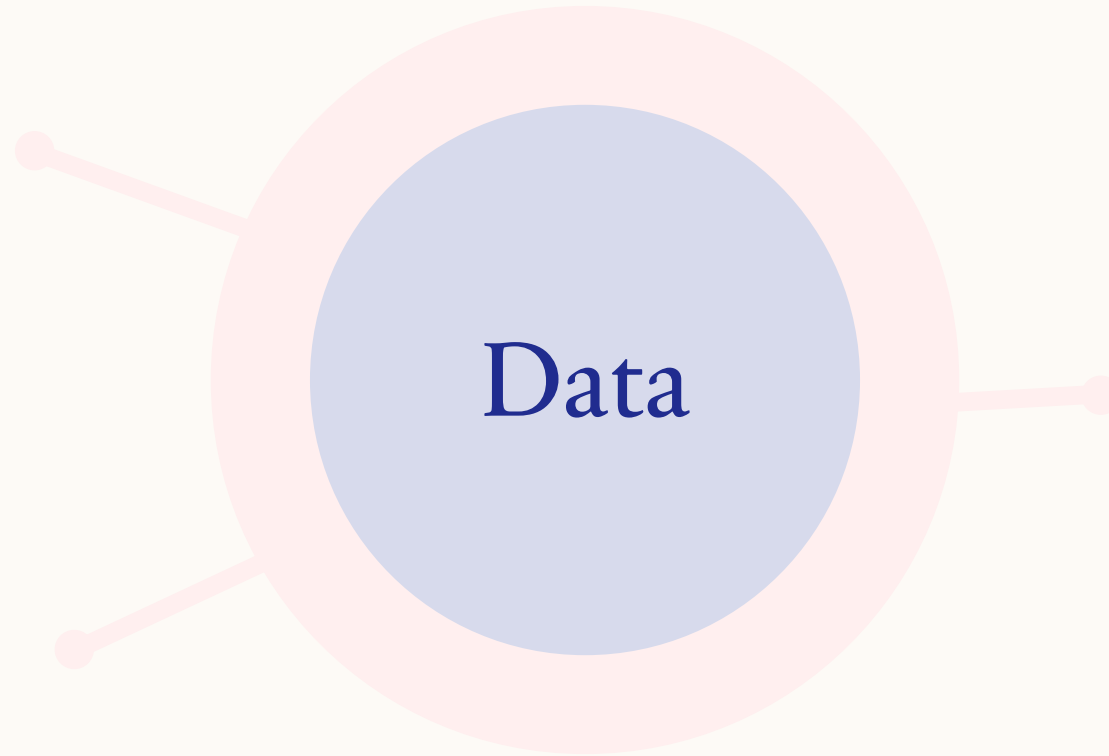
# **Data Analysis Platform**



data is their  
company's **most**  
**under-utilized**  
asset



increase their **data-**  
**driven** marketing  
budgets



Data

Businesses who  
use **data-driven**  
strategies  
**5-8**<sup>ROI</sup>  
times

**47** digital centers  
in **40** markets



**2** billion  
digital IDs

**200** million  
personal messages



Entering

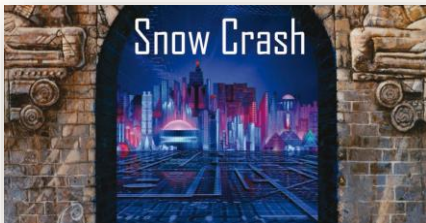
# **The Metaverse**



# TIMELINE

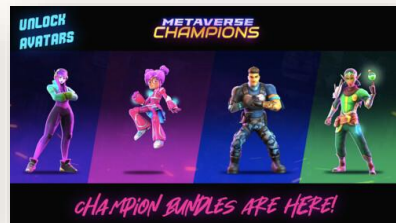
1992

science fiction novel  
*Snow Crash*  
"meta" & "universe"



MAR 2021

Roblox  
"metaverse"  
→prospectus



JUN 2021

Burberry &  
BALENCIAGA  
NFT characters and  
dress-ups



DEC 2021

Nayuki  
NFT blind box  
190.45 million yuan  
within 72 hours



FUTURE

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# THANK YOU

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**MAKING  
SUSTAINABLE  
LIVING  
COMMONPLACE**