



# HFS HORIZONS SUMMIT

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HFS

## Horizon 3 Showcase: Metaverse BS Buster



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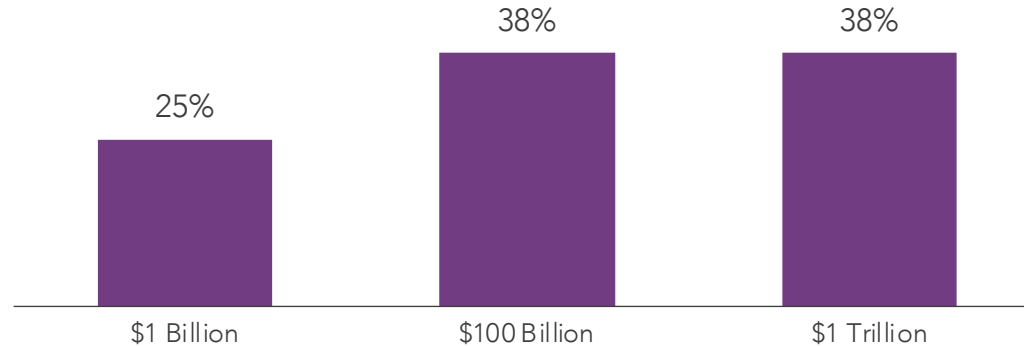
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# Polling question and response:

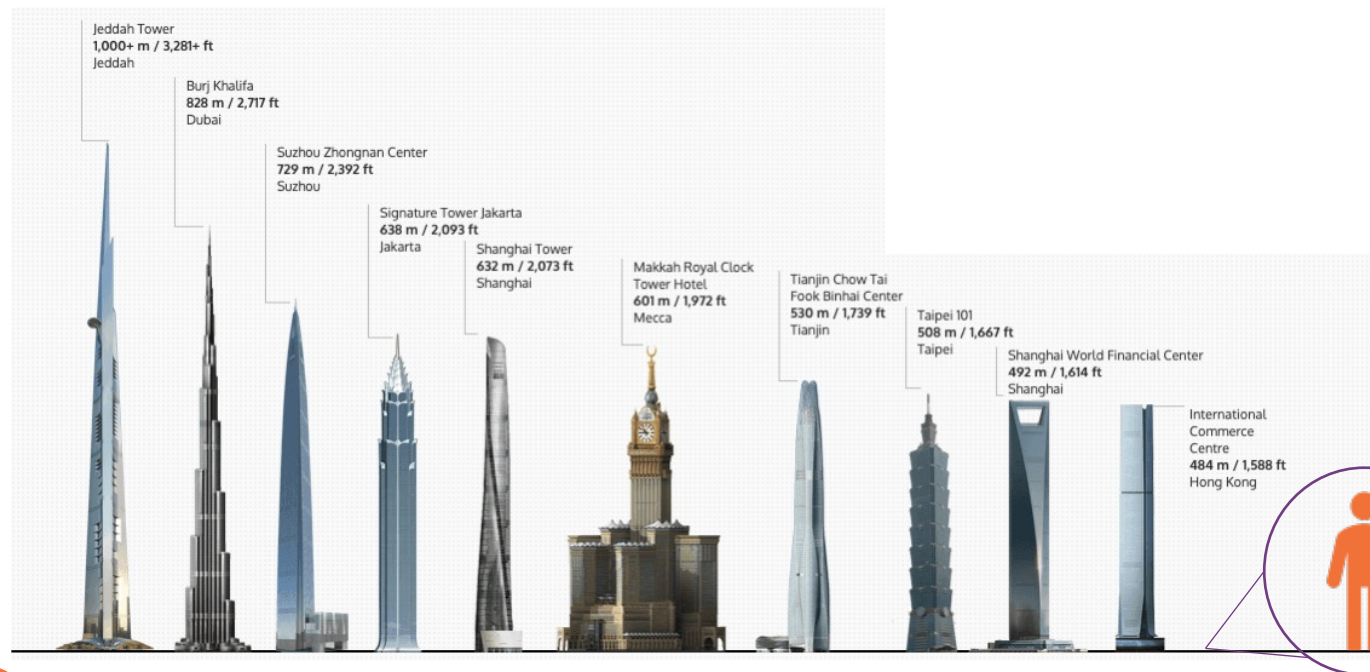
What do you think the size of the metaverse opportunity is?



Source: HFS Horizons Summit-London, 2023

# The BS vs. the reality: \$1 trillion opportunity—\$2.45 billion reality

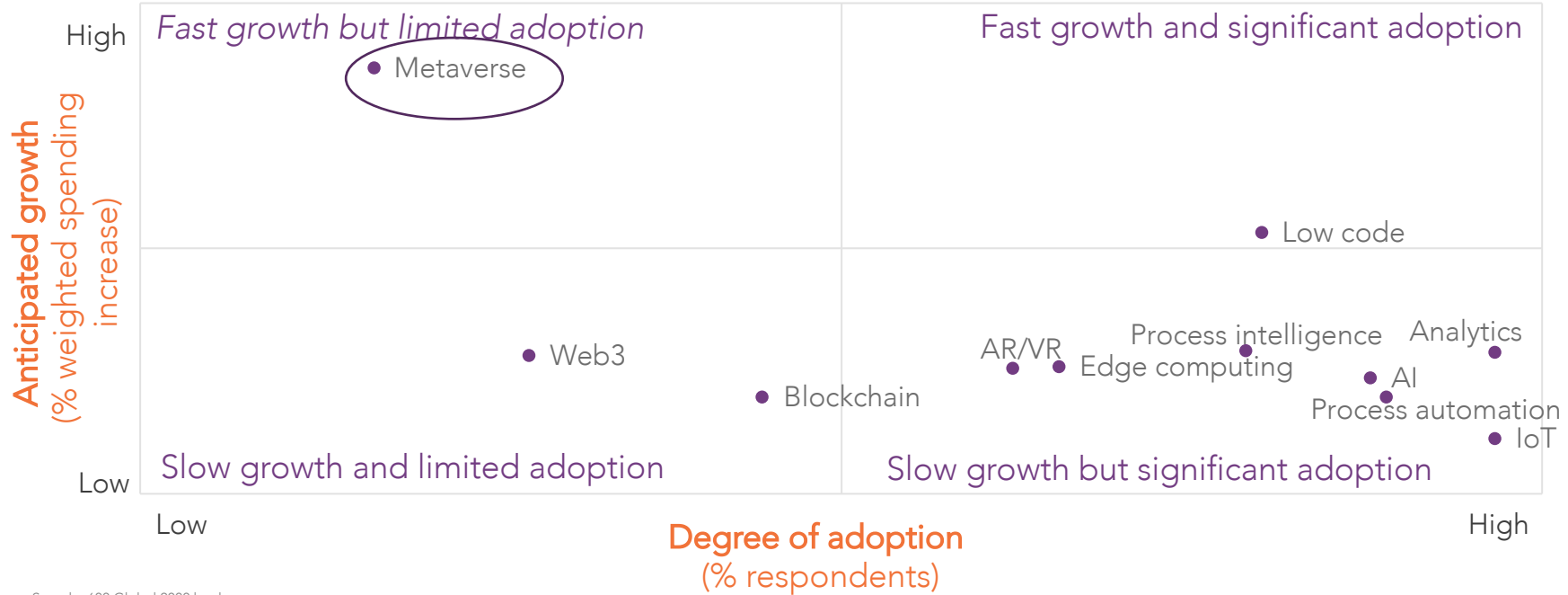
## \$1 trillion opportunity



\$2.45 billion reality

# Metaverse is expected to grow fast but not everyone is bought in

To what extent will you increase spending on emerging tech over the next two years?



Sample: 600 Global 2000 leaders  
Source: HFS Research, H1 2023

# Our panel questions

## Can the metaverse pay its way?



What use cases are you seeing?



What's the ROI?

# Our panel questions

What could the return to the office mean for all those employee-experience use cases?



Headset? Or head into the office?



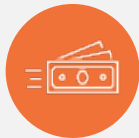
What are the EX cases IF hybrid becomes the norm?

# Our panel questions

Will we really see one billion customers zipping around metaverse stores by the end of the year?



Do we believe the 40% of Americans who say they will engage in the metaverse this year?



What benefits is retail getting from the metaverse?

# Our panel questions

## Is data visualization the real killer app?



What are the wins of digital twins?



Does the industrial metaverse deliver a new realm of data experience?