

# REINVENTING *LUXURY FASHION*



# U N M A T E R E A L I T Y

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TAKING FASHION AND LUXURY INTO THE METAVERSE



INTRODUCTION

▶ FULL VIDEO



His early work included partnering with David Jones (the creator of **Grand Theft Auto**, the world's most famous console game) to establish a Joint Venture for Realtime World Asia, which was subsequently acquired by David Jones and NEA (New Enterprise Associates) in 2006.

education platforms by converting famous IP such as SpongeBob, Dora the Explorer, Toonix, and American Idol into digital forms. BlueArk Global launched these games and platforms in more than 137 countries.

## UNMATEREALITY



## OUR MISSION

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To be the platform that expands the world of luxury fashion from  
physical to digital ...

## INTO THE METAVERSE

.... so we can all exist, play and shop  
in dual universes





## FROM RECOVERY TO RENAISSANCE

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The Pandemic has accelerated the need for digital transformation, providing the opportunity to revolutionize fashion:

### 1. DEEPER CONSUMER INSIGHTS

AI-supported data analytics bring insights enabling predictive and real-time decision-making

### 2. SUPPLY CHAIN EFFICIENCIES

3D assets are the building blocks for more efficient and sustainable processes, both upstream and downstream

### 3. SUSTAINABLE GROWTH

Brands can reach a wider, global consumer base while also delivering our industry-wide sustainability agenda



PEOPLE

PLANET

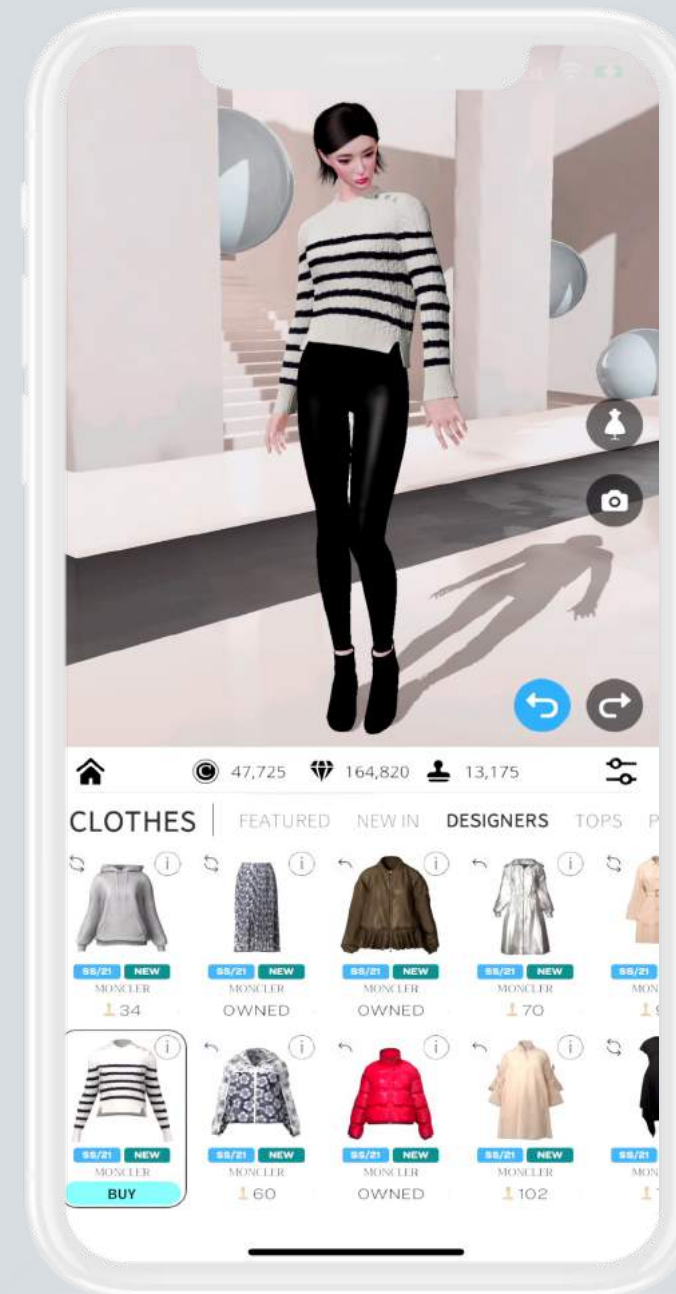
PROFIT

## ADA - YOUR PERSONAL FASHION AVATAR

ADA is a 3D fashion gaming-app that features real-world branded items from the most recognized global luxury fashion brands.

With more than 40 brands currently signed with the platform and a growing number set to join, ADA is the only fully interactive 3D platform available for brands to feature their latest collections straight off the runway.

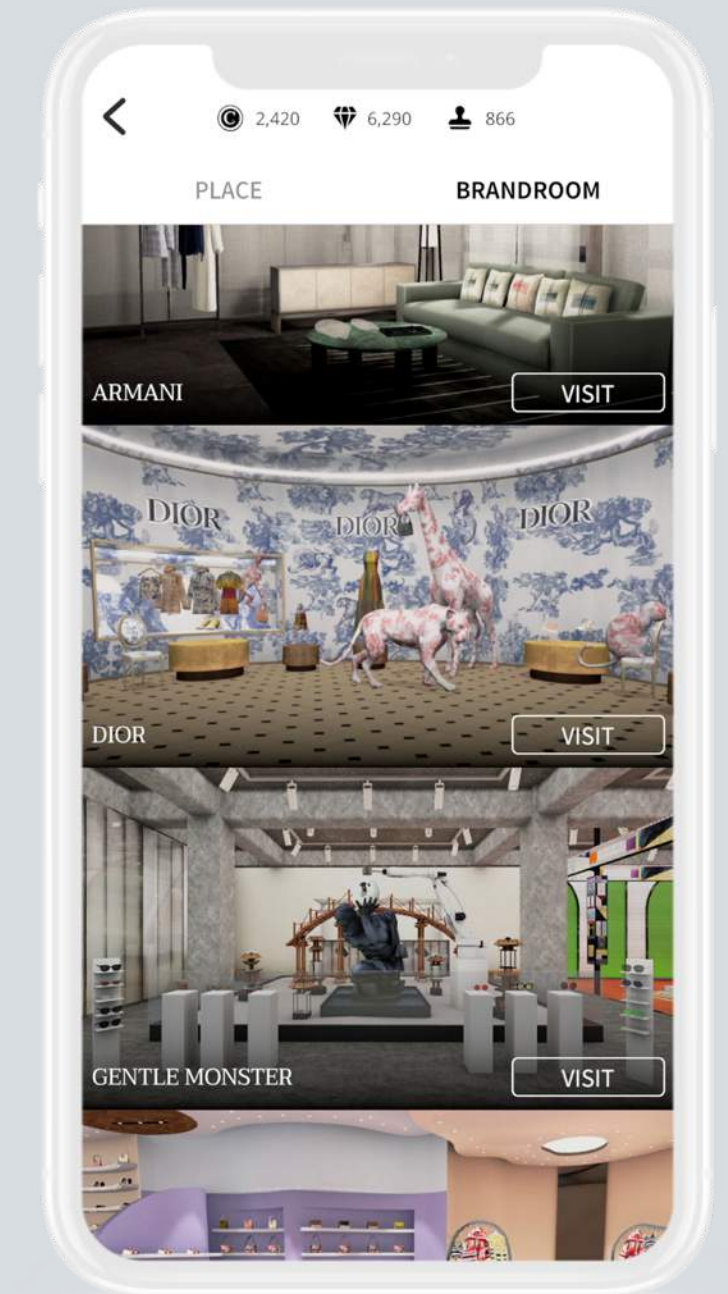
### ADA PLAYER AVATAR



Using a customizable game avatar, users can virtually try on and buy products or collections and add them to their in-game virtual closets.

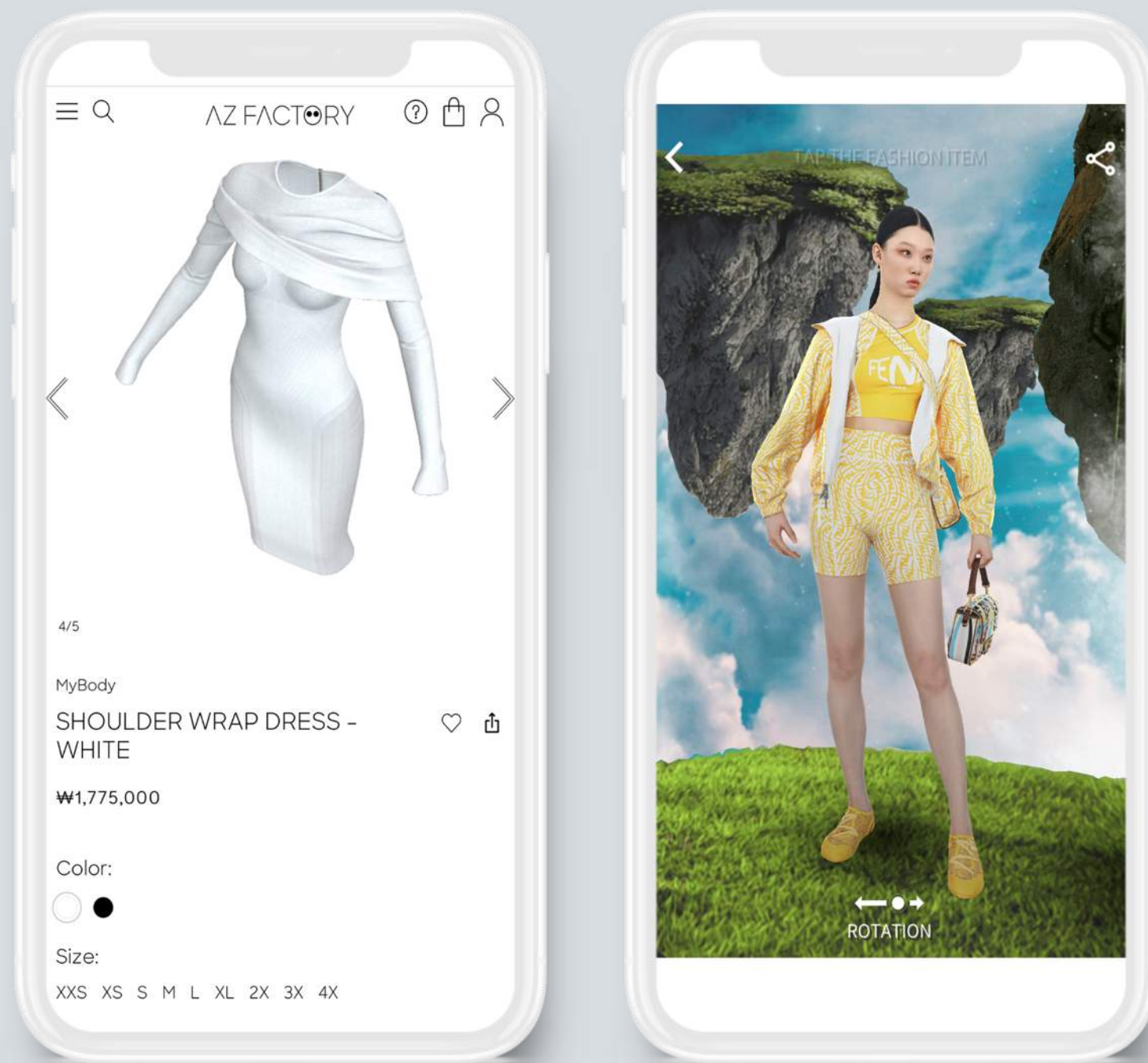
 FULL VIDEO

### BRANDED VIRTUAL POPUP STORES



Shoppable virtual spaces, branded missions and challenges, branded content, in-game advertising, and promotional campaigns provide additional revenue opportunities.





INTEGRATED 3D VIEWER FOR ALL PRODUCTS

## B2B INTERACTIVE SOLUTIONS

UMR leverages its unique knowledge and experience with highly innovative and state-of-the-art technology to work hand in hand with clients, delivering turn-key solutions at an affordable price through a variety of revenue models.

Our product portfolio stands apart from competitors in providing tailor-made applications to brands, delivering a unique proposition and increasing the engagement level of target consumers:

- Brand specific mobile app development
- AR integrated virtual events
- PaaS/SaaS modeled solutions
- Small scale stand-alone components
- Branded D2C stores
- End-to-end service from setup to launch: design, development, operation, marketing and logistics



# UNMATEREALITY NFT MARKETPLACE

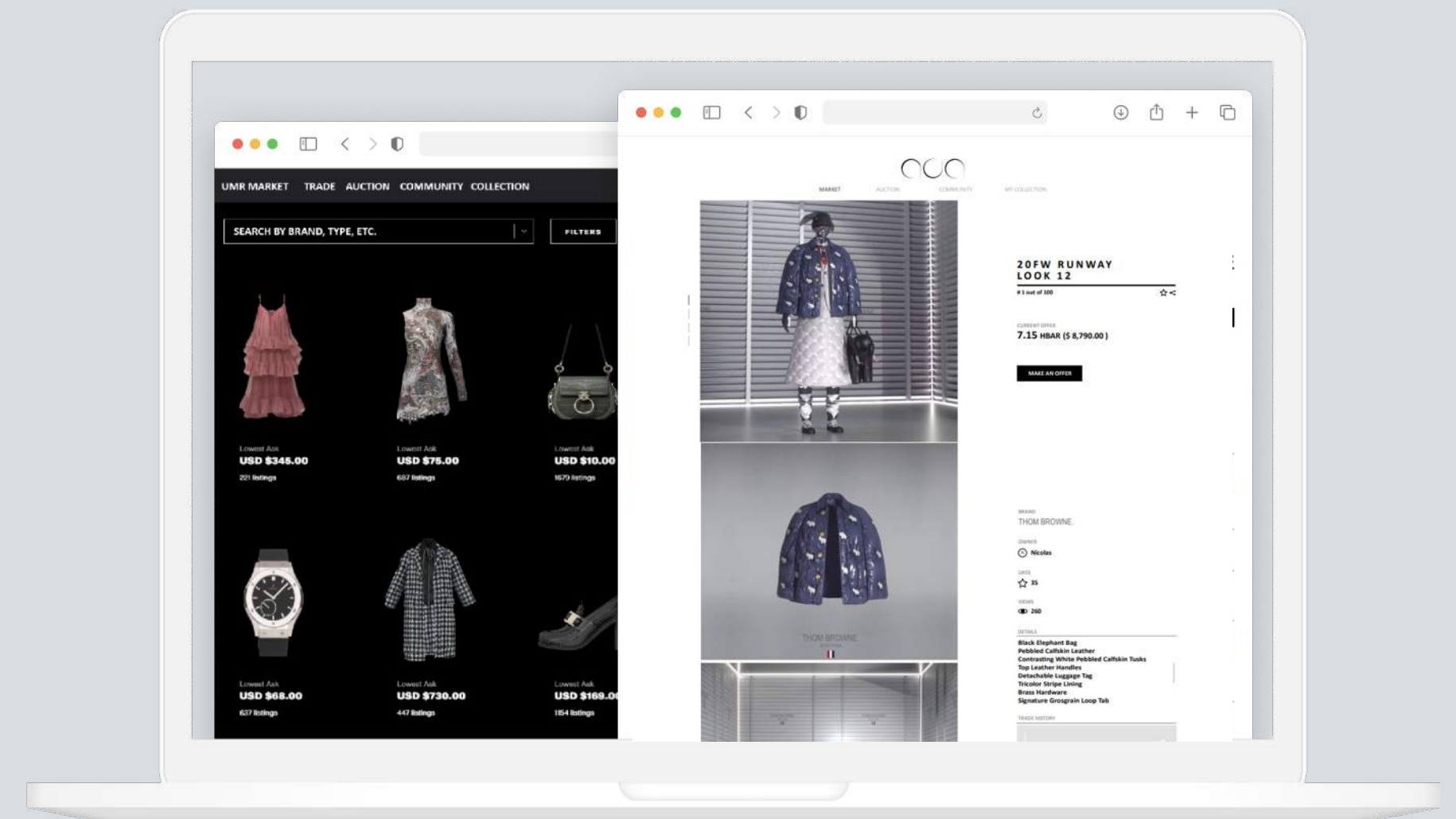
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The first global digital marketplace for real world digitized goods - with a focus on luxury multi-brand, branded/IP goods that will become the one stop-shop for brands and users to promote, sell and trade items.

The UMR marketplace customizes the assets to fit into a variety of 3D Virtual Worlds, enhancing the user experience and usage across ADA's own metaverse and 3<sup>rd</sup> party platforms.

An NFT is a unique, irreplaceable identifier created by an algorithm based on blockchain technology. It is a certificate of authenticity proving ownership of a virtual item.

## NFT MARKETPLACE



NFTs SPECIALIZED IN BRANDED / IP BASED /  
LUXURY ITEMS



# UNLOCKING NEW SOURCES OF VALUE FOR BRANDS

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## DIGITAL LUXURY

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The luxury fashion industry has grown exponentially over the past 10 years, driven by e-commerce and social media, but it has failed to build user-centric, highly-immersive, and interactive experiences to optimize sales conversion.

## NEW COMMERCIAL OPPORTUNITIES

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A massive opportunity exists for companies to deliver highly-interactive online solutions that go beyond traditional e-commerce.



## NEXT GEN RELEVANCE

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Customer engagement, close-to-market analytics and insights, and other KPIs have too often been ignored. We deliver these critical components to reach Gen Z and Millennial customers in new, engaging ways.



## SUSTAINABILITY AS STANDARD

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3D design, virtual 3D asset planning and digital prototyping: all directly reduce the need for sampling and lowers overstocking and manufacturing investment.



 FULL VIDEO



# OUR UNIQUE PROPOSITION

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## ONLINE LUXURY KNOW-HOW

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With our specialized knowledge and know-how in 'next generation' omnichannel commerce technology and platform development, UMR is quickly becoming an in-demand partner to the luxury fashion sector. Today, UMR's client portfolio includes over 40 of the world's most respected global independent luxury brands, as well as the largest fashion conglomerates.

## ADVANCED DIGITIZATION

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We efficiently digitize and integrate 3D asset components (including virtual viewers, fitting rooms, mix and match capabilities) into both existing and new e-commerce platforms to help brands monetize their products across multiple platforms. We are a leader in Web 3.0 technologies and enable these capabilities to be accessible for brands.

## TRAFFIC GENERATION

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In parallel, UMR generates and directs online traffic along the customer journey, via game-driven missions and/or traditional gamification activities that push users towards e-commerce and/or offline stores.

## CUSTOMER DATA VALUE EXCHANGE

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Our embedded "user passport" technology allows a brand to optimize the consumer experience across online channels while collecting key metrics on activity, preferences, and behaviors, resulting in higher sales conversions while lowering the cost of engagement.





# REVENUE MODEL

## Brand Virtual Worlds

Commission on content purchasing across all virtual worlds



ADA

- Brand Onboarding Fee
- Branded Item Sales
- Commissions from Brands for E-Commerce Sales
- In-app Branded Content Branded Missions / Challenges
- Digital and Brand Merchandize Sales (Real Items)
- Additional Branded Items digitization

NFT

- Mint NFT Tokens
- Commissions on purchased items
- Commissions on P2P Transactions

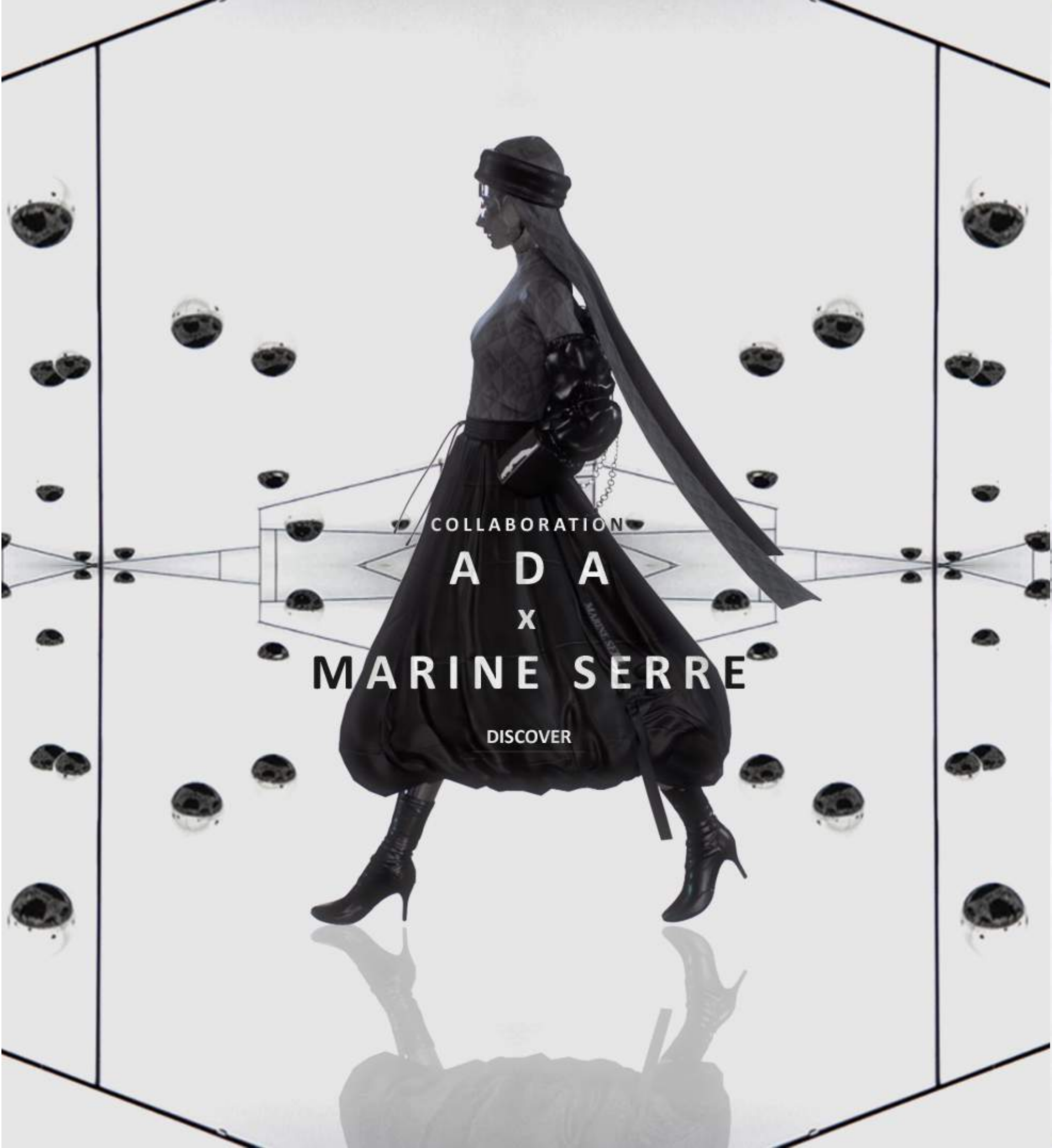
B2B

- NRE and Revenue Sharing Models
- Commission on Revenue for Brand Apps and D2C Platforms



## Brand E-Commerce

Commission on goods purchasing across all E-Commerce





# TRACTION

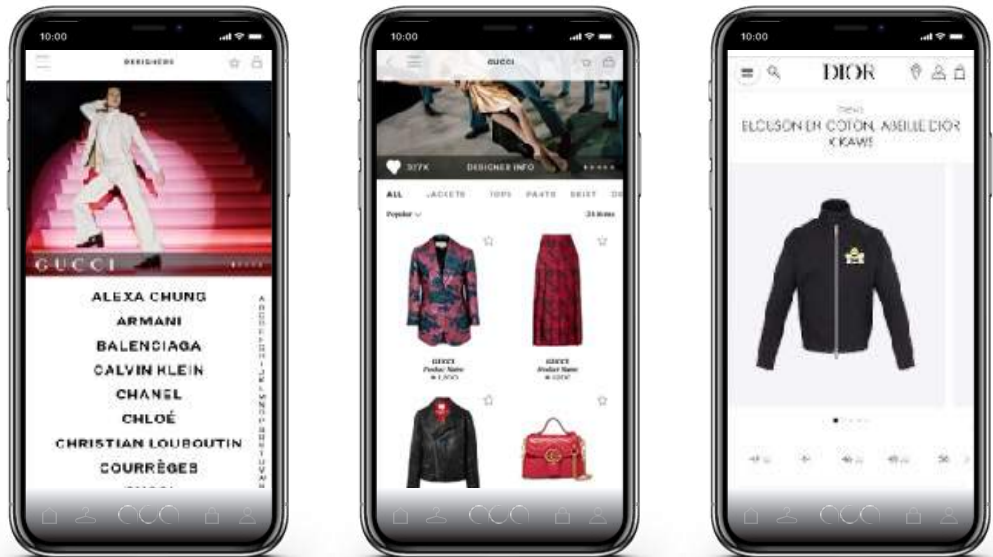
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## PROVEN USER ENGAGEMENT

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In Korea, ADA has an average user time of 40 minutes per month, and an average of 370K try-ons/interactions per item



## HIGH GROWTH INDUSTRY

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The global virtual goods market is set to generate \$190 billion by 2025



## STRONG GLOBAL PARTNERS

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Partnerships with SINA-WEIBO (China’s leading social media platform), Netmarble, Farfetch and Translatio (China).



# FUTURE ROADMAP

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## ADA: GLOBAL LAUNCH

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After successful pilots in China and Korea, we will launch ADA into Western and other APAC markets in September

## NFT MARKETPLACE

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An upcoming update will add an NFT marketplace to ADA, presenting our luxury brand clients with incredible new engagement and revenue opportunities

## VIRTUAL WORLDS

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Initial focus: ‘curated’ digital items developed for brands using their most recognized and coveted IP

## INTEGRATION AND INTEROPERABILITY

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UMR will oversee and handle full digitization, and tokenization of metadata (minting) to create unique NFTs, and provide all transactional services for our NFT marketplace.

## VIRTUAL WORLDS as PaaS (Platform-as-a-Service)

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UMR will oversee and handle full digitization, tokenization of metadata (minting) to create unique NFT’s, and all transactional services for this marketplace.



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