



SZENTIA

Transition to Web3 business
models in omnichannel
beauty

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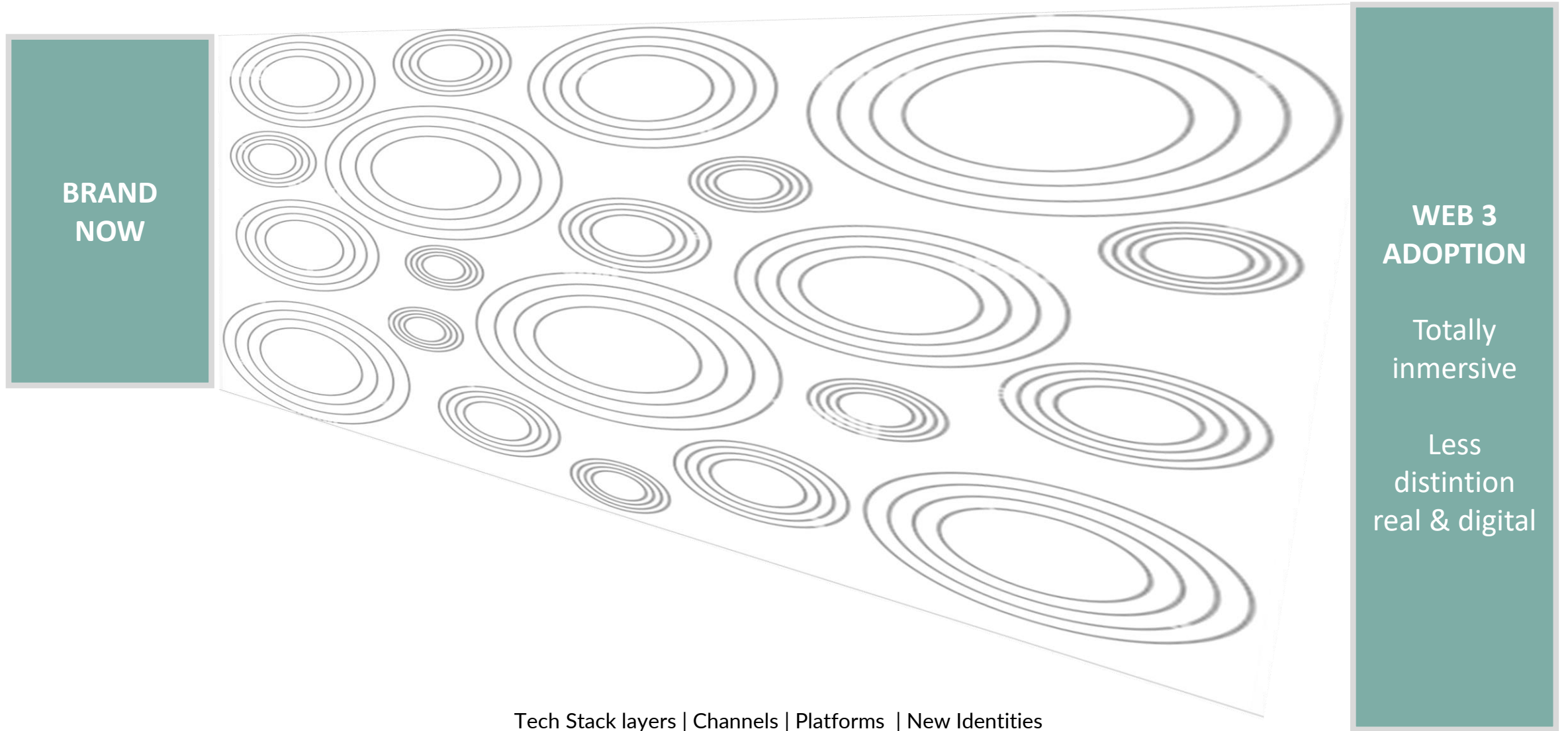


TRANSITION TO WEB 3

- Ubiquitous content is king
- **Interactive, immersive, 3D**
- **Liquid** between channels
- **(De)centralized & automated value exchange**
- Dynamic

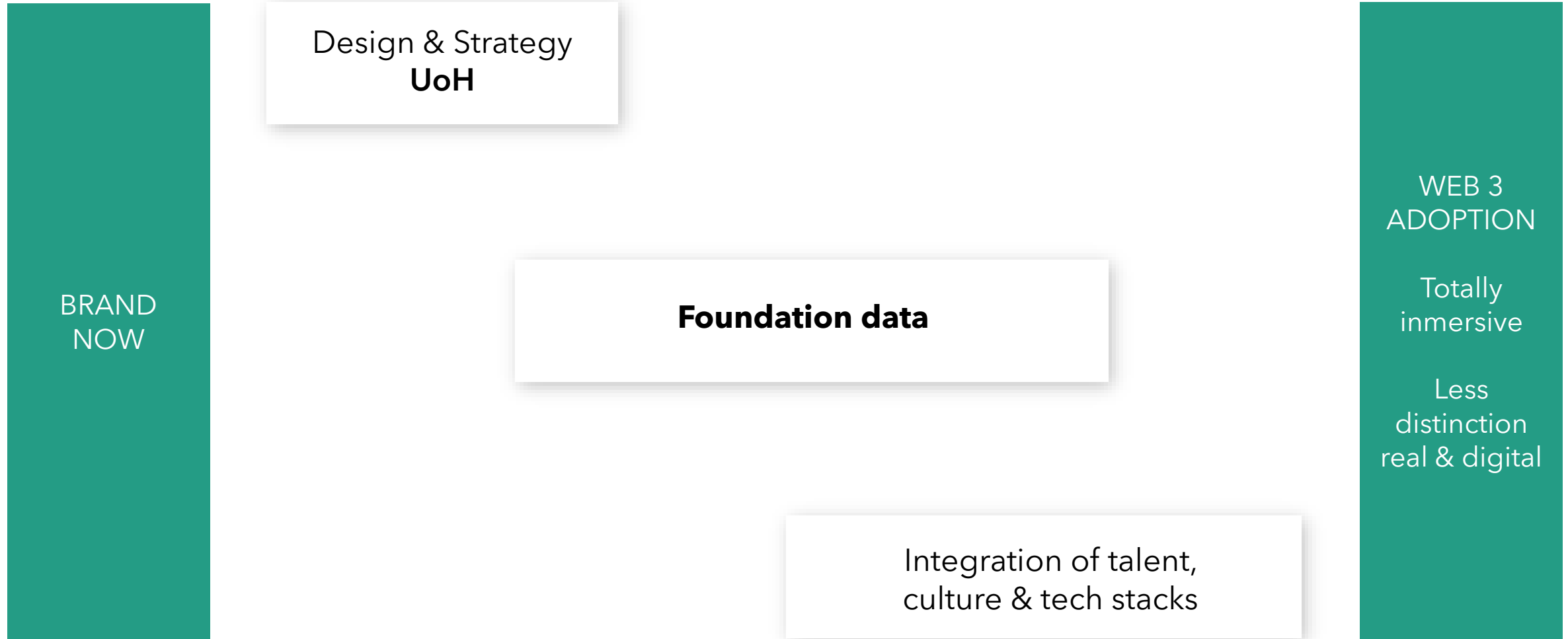


EXPECTED JOURNEY TO WEB 3.0





3 STEPS APPROACH FOR TRANSITION TO WEB 3





FROM PRODUCT TO EXPERIENCE +



From

Product

Digital
services



To

Web 3
Phygital
Products &
Experiences



THE TRANSITION

For you, for your body



Physical Product

For your virtual being



Digital version / Avatar wearables

Benefits, digital services, experiences

THE WALL

For you, for your body



Convergence

For your virtual self



DATA RIGHTS INNOVATION

New asset class
Create relevant
foundation data
you can control
1PD

VALUE CREATION

VS

MARGIN EXTRACTION



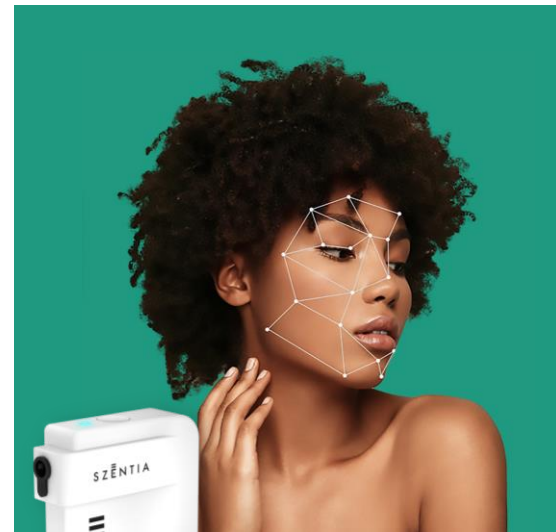
FOUNDATION DATA AS THE KEY: DIGITAL TWINS



Packaging &
Product DT



Routine & habits DT

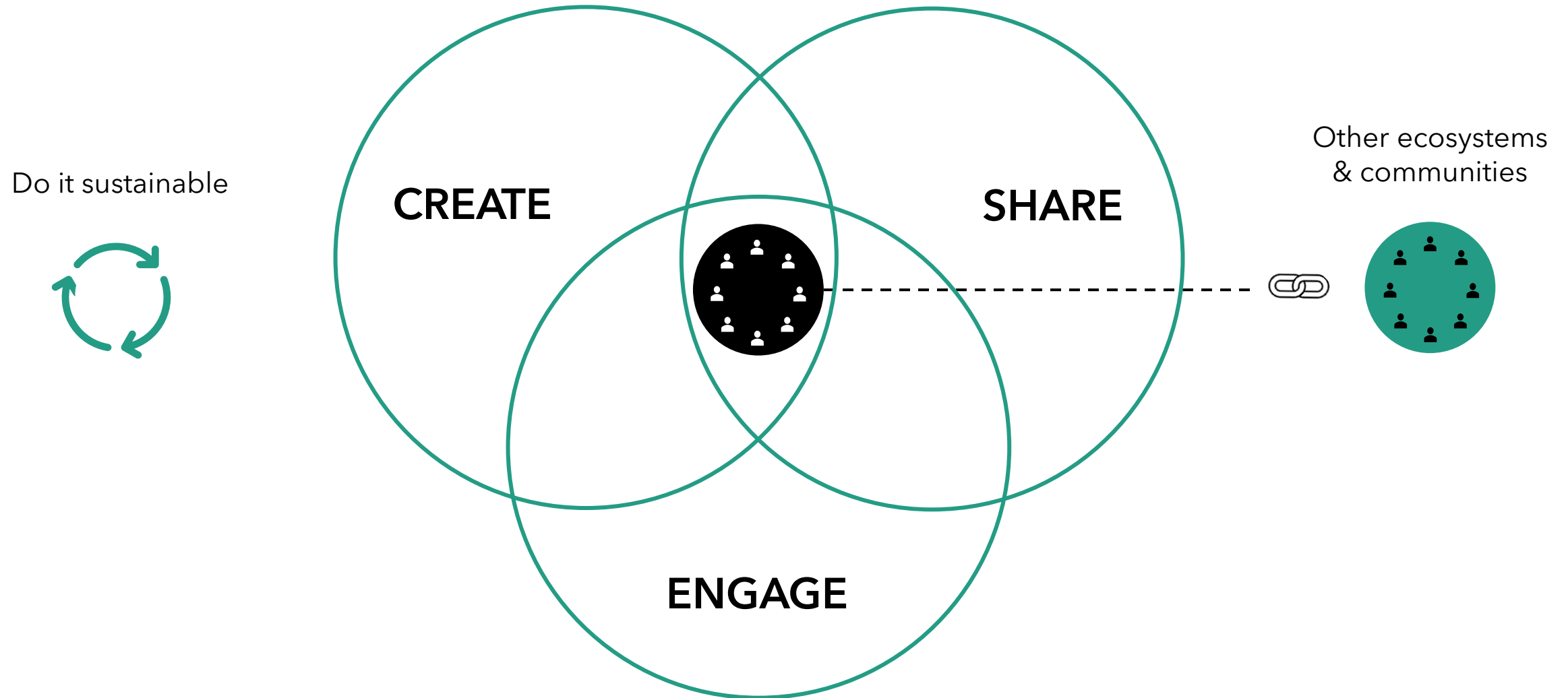


Consumer skin
evolution DT



Consumer digital
footprint DT

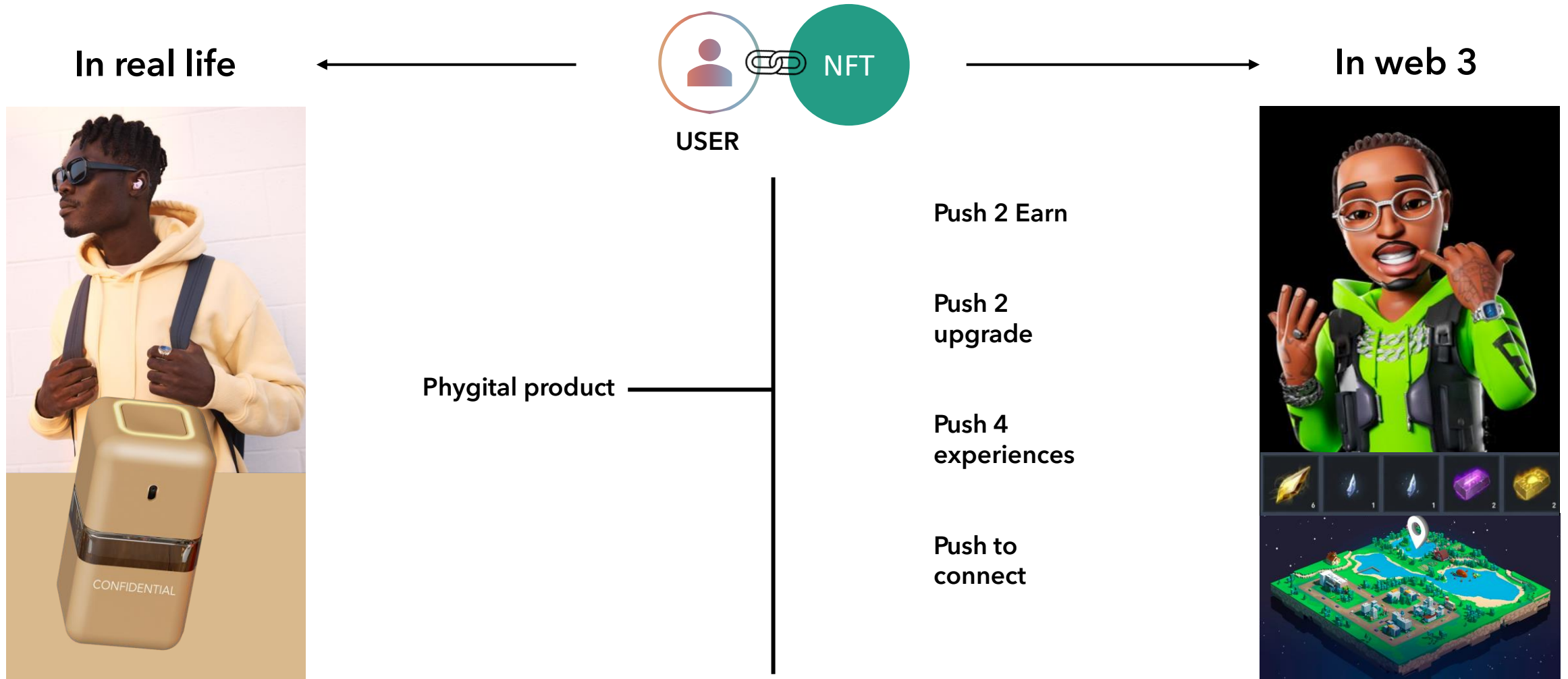
TARGET WEB 3.0 BRAND ECOSYSTEM



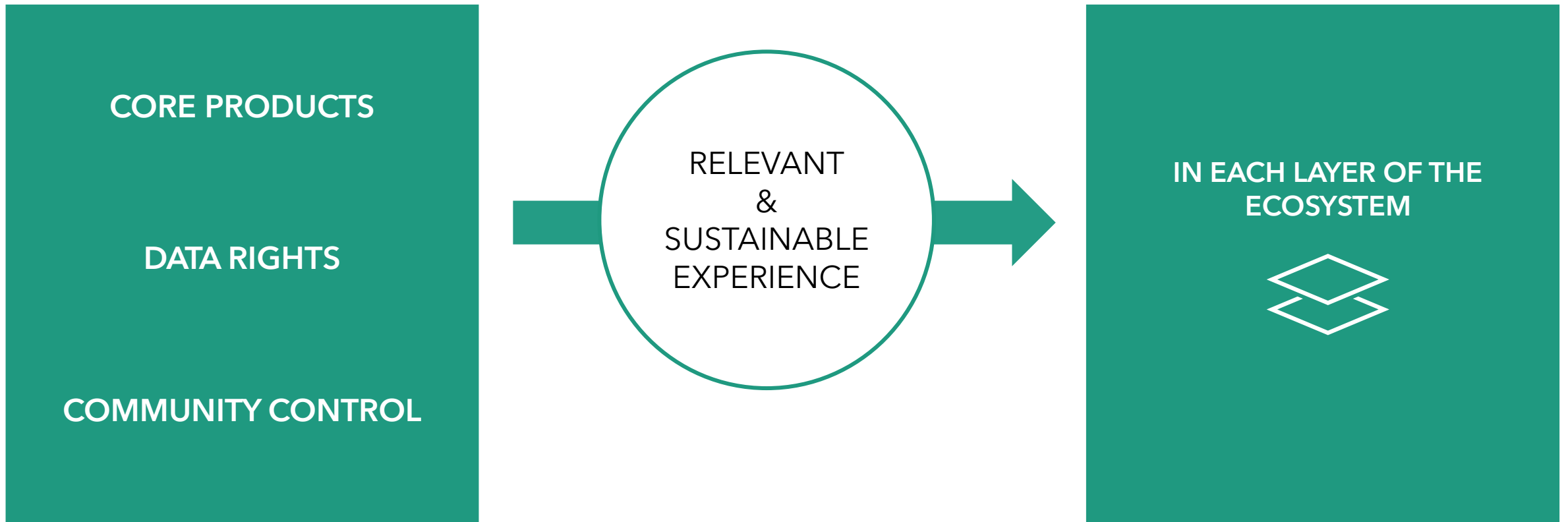
Relevant data / consistent value creation / loyal community / community = braiganing power

PHYGITAL UTILITY BY DESIGN

Example: Perfume and Metaverse life interconnected



ECOSYSTEM LAYER INTEGRATION



Storage vs Gas

CLOSING REMARKS



- No Play-Book
- Transition to hybrid & UBD
- The 3-step strategy



Thanks for your attention



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