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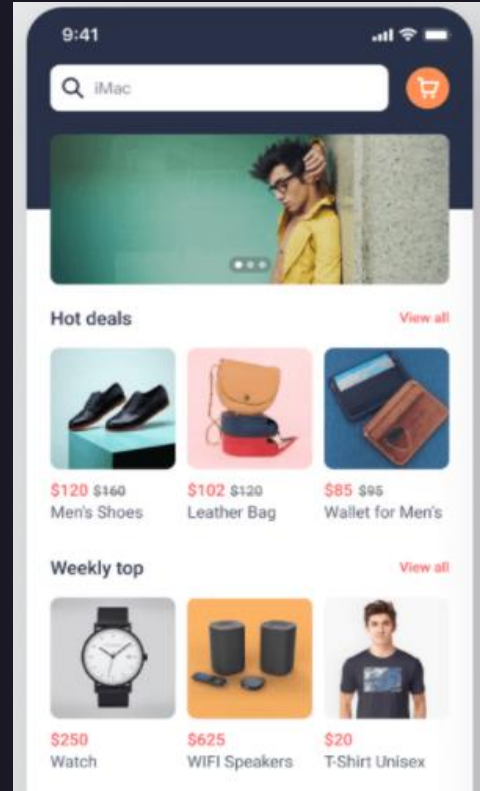
# Perfect Corp.'s Vision of Beauty in the Metaverse

June 2022

# Evolution of the Online Shopping Experience



Early 2000s:  
Text-based Shopping



From 2010:  
Mobile/Visual Shopping



Since 2020:  
AR Shopping



What's next?

Consumer demands for online shopping experiences

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## Embracing the Unexpected

Consumers are more willing to try out unconventional brands, alternative ways to buy, and innovative systems of value like NFTs than they have been at any point in the past 20 years, brands are primed to capitalize on this appetite for the unexpected.



# Luxury Brands all issued NFT!

- **LVMH** - game with NFT prizes
- **Gucci** - NFT inspired by its Fall/Winter 2021 collection
- **Dolce & Gabbana** - fashion NFT collection
- **Burberry x Mythical Games** - NFT collection of game avatars
- **Vogue Singapore** - NFT collection of covers
- **L'Oréal** - NFT art collection
- **DKNY** - new logo promotion through an NFT drop



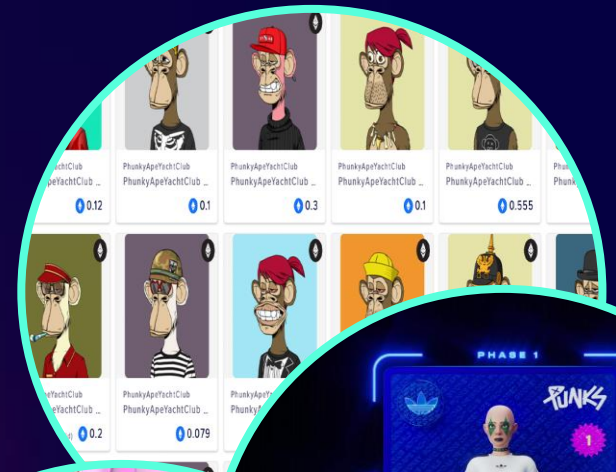


# Future Opportunities for Beauty Brands

**NFT collectables:** limited quantity digital goods

**The Metaverse:** NFTs are redefining digital ownership, identities, and spaces, tokenizing digital land in virtual reality

**Phygital revolution:** tokenizing and enabling the transfer of digital assets, like art pieces, houses, and luxury goods, opening up possibilities for fractionalization and collateralization with smart contracts

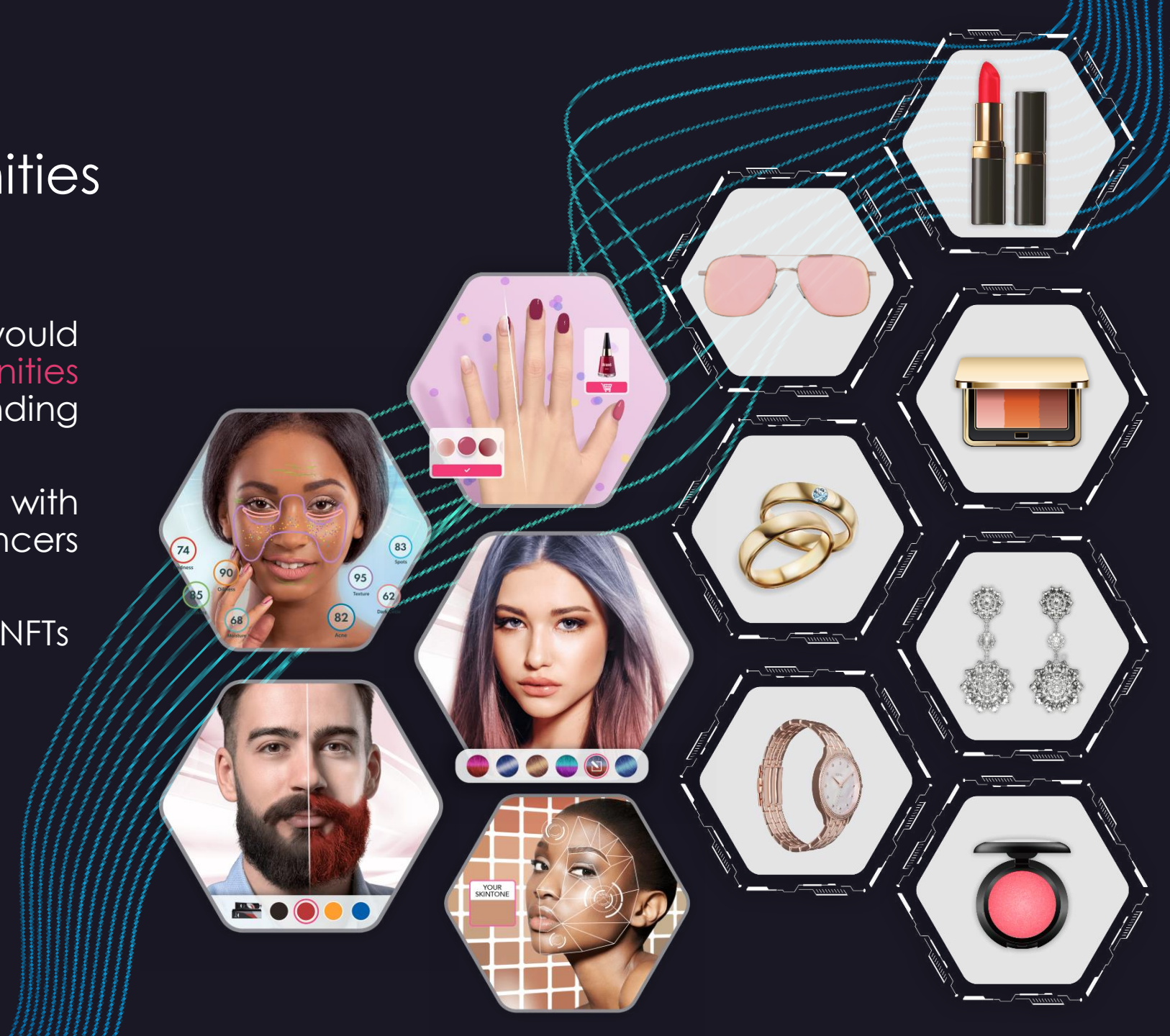


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# Plethora of Opportunities

- Beauty and Fashion brands would be wise to **seize the opportunities** being created by the expanding virtual reality
- New avenues of **collaboration** with various brands, artists, influencers and service providers
- New **revenue streams** through NFTs



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# A Glimpse into the Future

- **Metaverse partnerships** and digital-first designs influencing physical goods
- **Merchandise** for both **virtual and physical** worlds
- **Vcommerce** and **virtual real estate**
- **Profile pictures** (PFPs) as membership badges - brands will dress them or create their own
- **Customization** of spaces and products influenced by users and consumers - inclusivity, diversity, collaboration
- AR and **smart glasses** (Ray Ban Stories, Snap Spectacles)
- **Personalized** recommendations, experiences, and products

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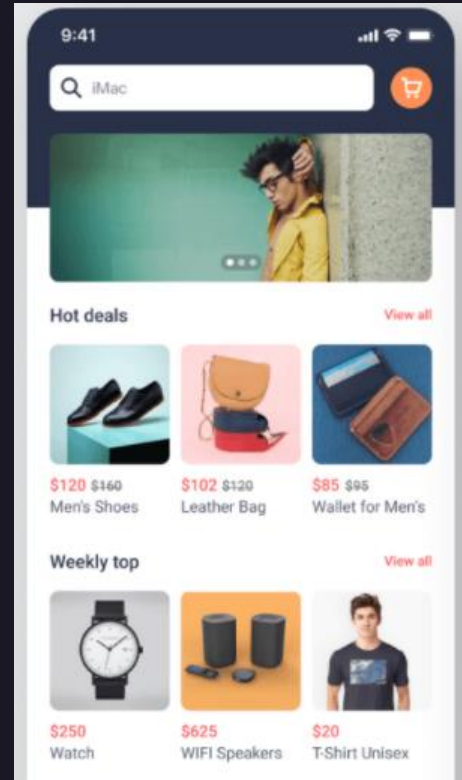




# Evolution of the Online Shopping Experience



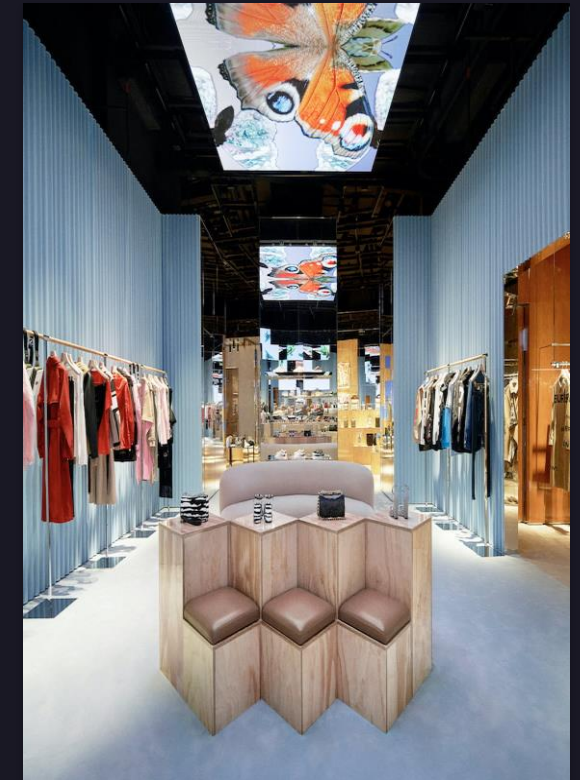
Early 2000s:  
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Future:  
3D Immersive  
Shopping

Enriching the online shopping experiences



# Reinventing the NFT Experience



Introducing the world's first  
**Virtual Try-On Enabled NFTs**  
for beauty and fashion  
accessories.

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# Benefits of VTO NFT Adoption



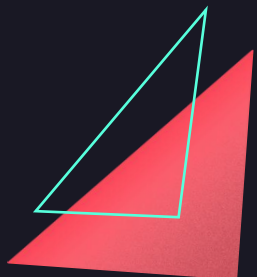
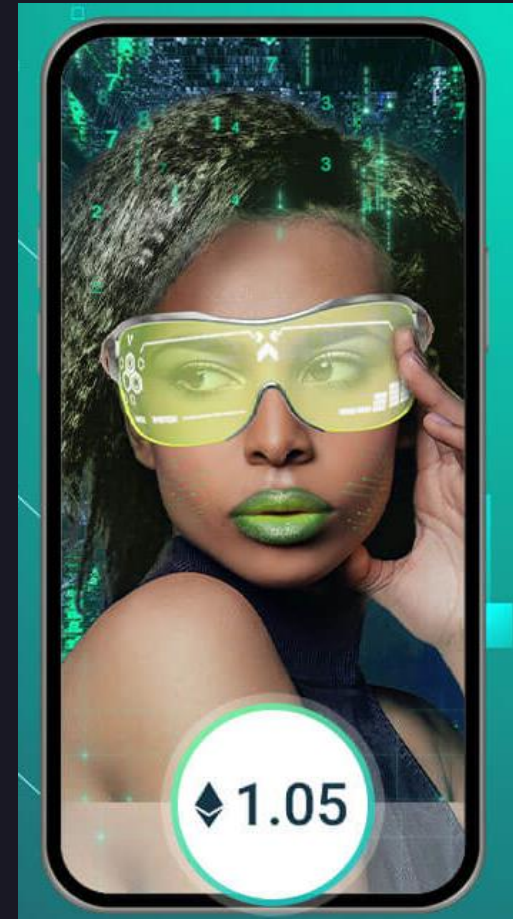
Offer renewed NFT ownership and connect with consumers through digital collectibles



Foster exclusivity and community among brand's loyal followers through personalization



Solidify your brand's forward-looking position in the Metaverse







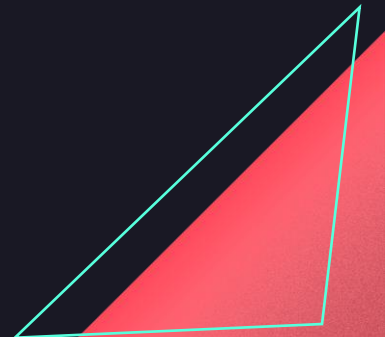
## Why **Perfect Corp.** is an ideal partner

- ✓ Extensive AI & AR expertise
- ✓ Wearable products via AR
- ✓ Hyper-realistic VTO
- ✓ Seamless & omnichannel
- ✓ Social commerce integration
- ✓ Large beauty and fashion digital SKU collection

# Asset Digitization: Creating NFTs of Digital Product SKUs



- Transforming brands' existing digital product SKUs into NFT assets
- Creating AR/MR versions of brands' products for the Metaverse (jewelry, eyewear, makeup, watches, etc.)
- All digital assets (2D & 3D) are compatible with our VTO experience





# Enabling VTO in V-Commerce

Creating **AR/MR versions** of brand's products ready to **be tried-on in virtual spaces**, such as virtual stores.

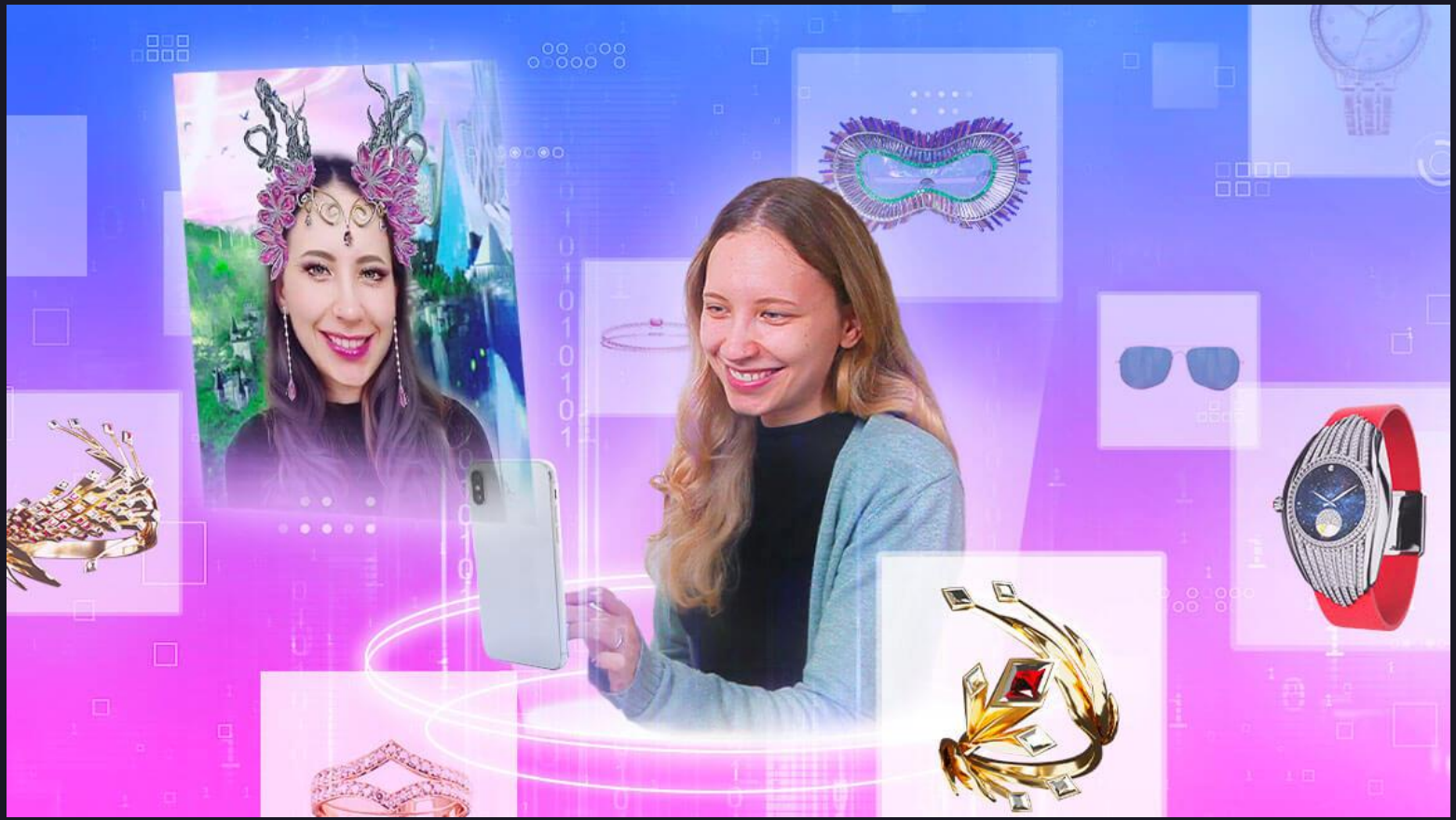
Consumers able to **interact with, try, and test** products while visiting the virtual space, before committing to buying an **NFT version**, or a **physical version** of a product.

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# Offering Industry-Wide AR NFTs

- ✓ Full Makeup Looks
- ✓ Adorned Headbands
- ✓ Floating Tiaras

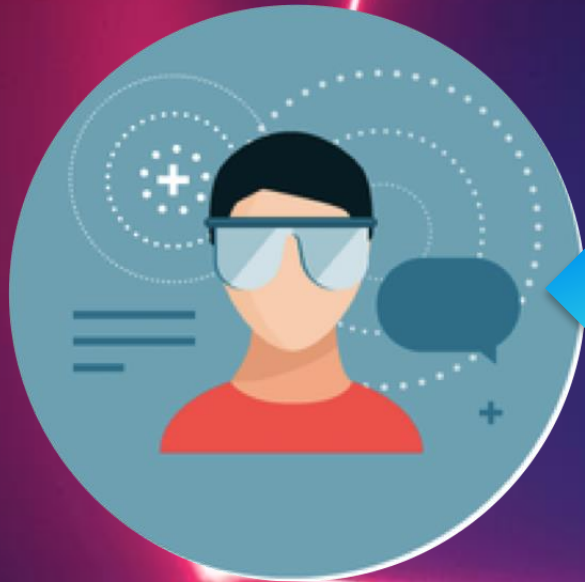


- ✓ Watches, Rings and Bracelets
- ✓ Eyewear
- ✓ Earrings

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Real World



Limited only to owner of the NFT (makeup looks, watches, jewelry, eyewear, etc.) VTO via Perfect Platform

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AR  
Powerhouse

Metaverse



User with Perfect digital assets (makeup looks, watches, jewelry, eyewear, etc.) for use within all major Metaverse platforms

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# Thank You

**Louis Chen**

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VP  
Perfect Corp.



***Get in touch!***

[www.PerfectCorp.com](http://www.PerfectCorp.com)