



# ENTERPRISE & COMMERCE SHOWCASE

# CONTENT GUIDE

for ENTERPRISE & COMMERCE

## TIME MAGAZINE

01. Coming soon

## LEDGER

01. The brand
02. The experience
03. Announcement  
and landing
04. NFT giveaway

## CARREFOUR

01. The brand
02. NFT collection
03. Announcement
04. AR feature

## AXA

01. Announcement
02. Experience

## HSBC

01. The brand
02. The experience

## DBS

01. The brand
02. The experience

## CREDIT AGRICOLE

01. The brand

## PWC HONG KONG

01. Coming soon

## STANDARD CHARTERED

01. The brand

## HANA BANK

01. The brand

## HANA BANK

01. The brand

# TIME MAGAZINE

'Time' is an American news magazine and news website published and based in New York City.



**TIME MAGAZINE****NEWS MAGAZINE****ARE YOU READY TO SEE TIME  
MAGAZINE IN TSB METAVERSE?**

TIME is entering the Metaverse to fill the place with futuristic elements! An environment based 100% on current and future technology.

# LEDGER

One of the main crypto security companies.  
With a **Ledger hardware wallet**, you can  
buy, exchange and grow your crypto  
securely.



## LEDGER

**THE BRAND****WHAT THEY DID LOOK FOR?**

- Educate users on how to avoid hackers and scammers.
- Entertain the audience while they learn and discover different adventures.
- Reward people participating in the experience.

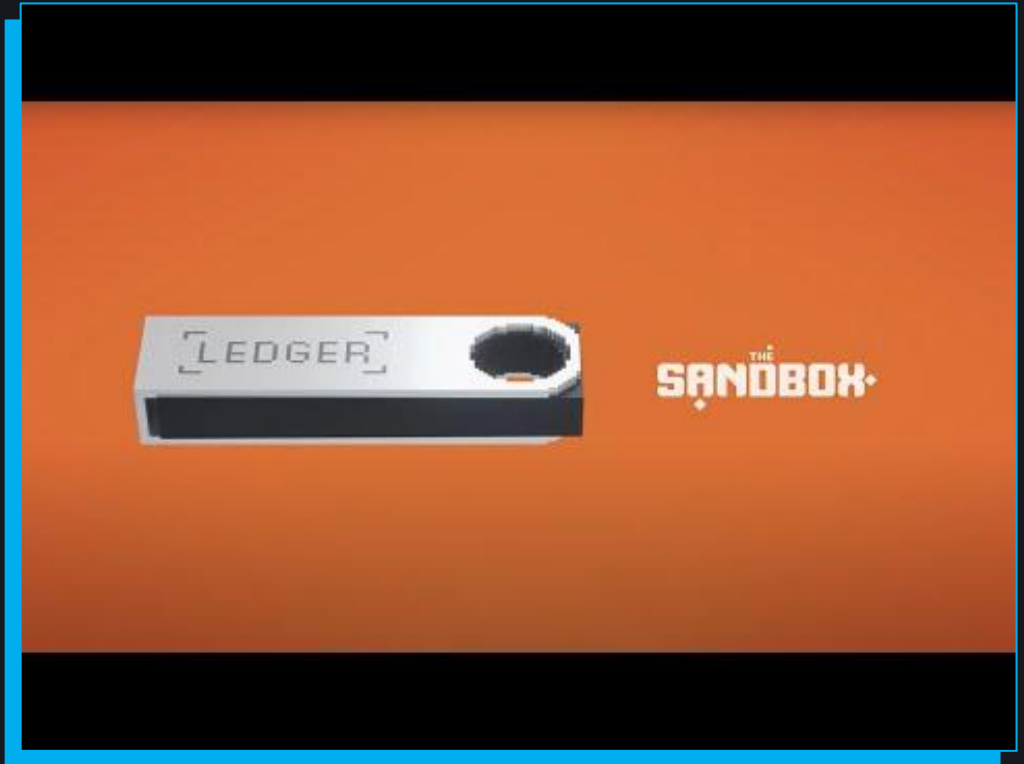


## LEDGER

 **THE EXPERIENCE**

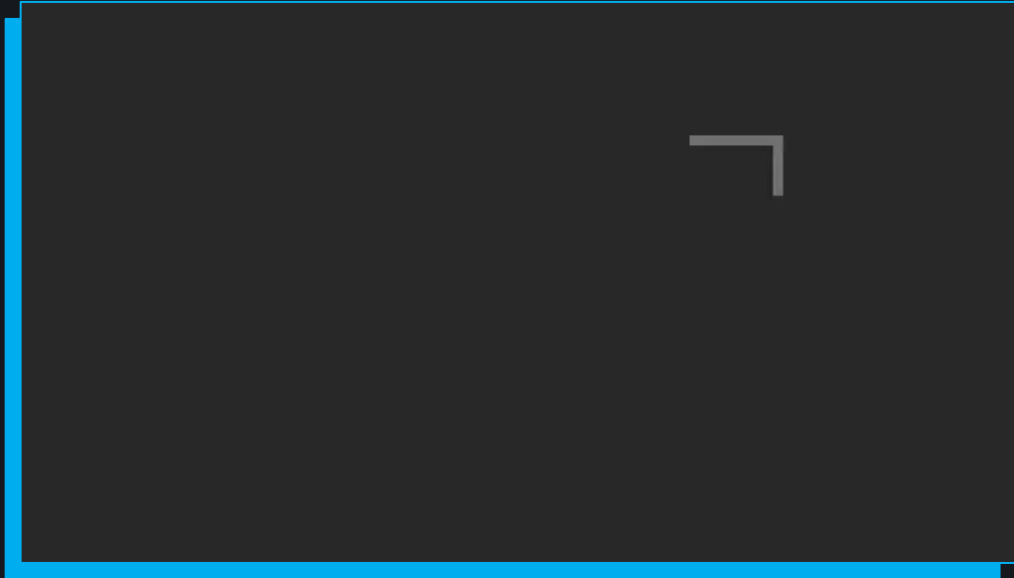
**WE HAVE BUILT LEDGER'S  
EXPERIENCE WITH THE AIM OF  
EDUCATE USERS ON CRYPTO  
SECURITY.**

Ledger's School of Block is opening its doors. Go on a series of adventures, complete all the quests and fight off hackers and scammers to earn exclusive NFTs.



LEDGER

ANNOUNCEMENT AND LANDING-PAGE





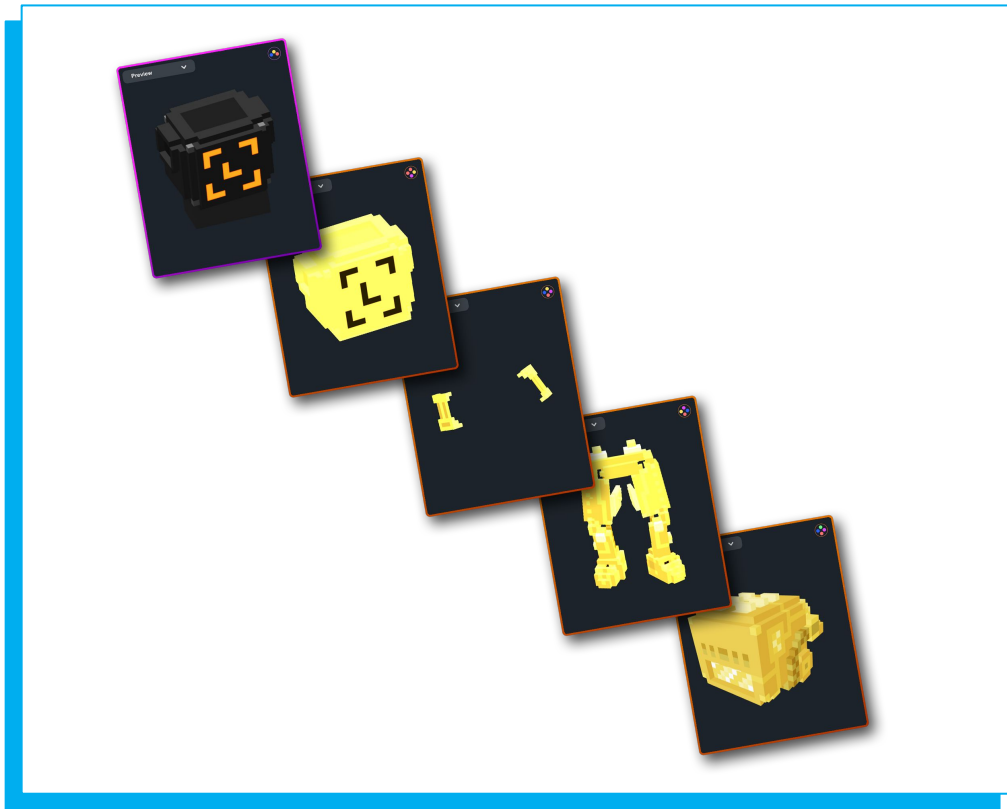
**LEDGER****NFT GIVE AWAY**

LEDGER CHOOSE TO DELIVER NFTS AS GIVE AWAY, AND NOT AS AN NFT COLLECTION IN THE MARKETPLACE.

Their strategy was to stimulate users to play to earn.

All those users that finished all the quests, would win a “Black Chest”.

The user that has more points completing the quests, will win a Golden Armour.



# CARREFOUR

As one of the main retail companies in France with presence across the World, with its Act For Food program, among multiple other commitments, cares about bees and biodiversity.



## CARREFOUR

 **THE BRAND****WHAT DID THEY LOOK FOR?**

- Have presence in the metaverse educating people about nature care.
- Raise concern around Bees' increasing endangerment and the need to protect them to preserve biodiversity.



## CARREFOUR

 **AR FEATURE**

**CARREFOUR ANNOUNCED THE PARTNERSHIP TO ITS AUDIENCE WITH AN AR FEATURE.**

They manage to create an innovative idea to experience a new way of visiting your favourite retail store.

**“Innovation is in the heart of our company model”**

Alexandre Bompard, CEO of Carrefour



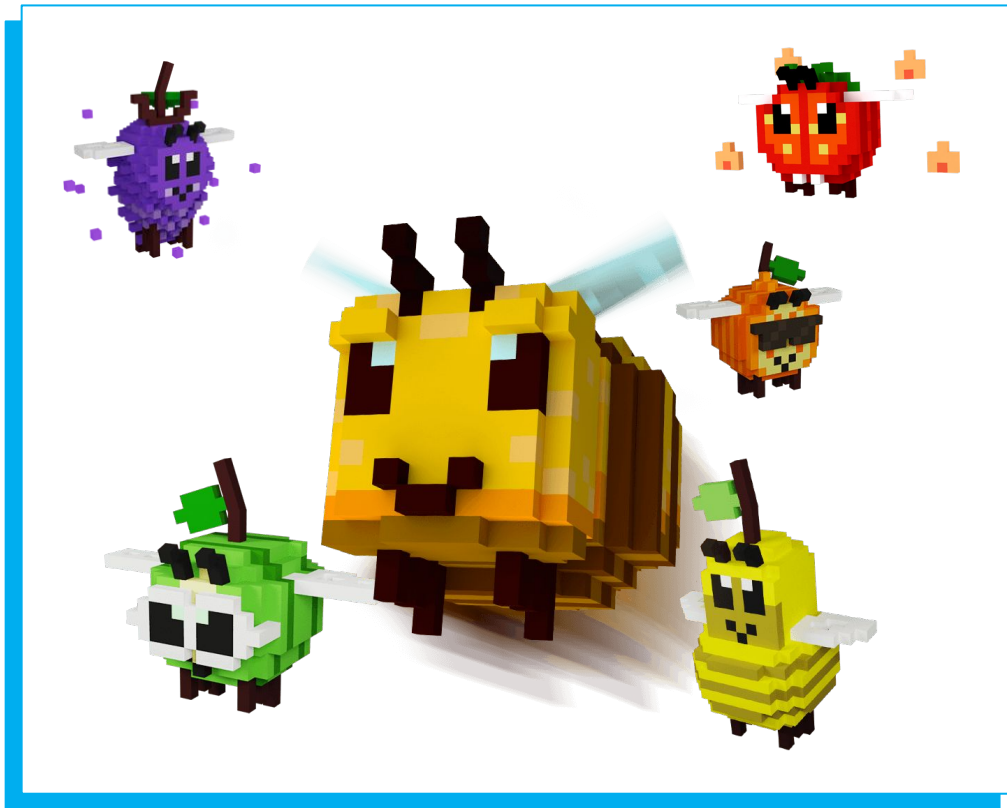
## CARREFOUR

## THE CARREFOUR NFBEEES SUPERMARKET

NO BEES? NO FRUITS AND VEGETABLES!

First ever **NFBeeS**:

- The Carrefour NFBEE Supermarket is the first metaverse supermarket where you can buy and collect NFBEEs: a special NFT collection dedicated to saving bees.
- 100% of the money raised by NFBEEs will go directly towards BeeFund from the Fondation de France, a French NGO committed to finance projects for the preservation of bees.



## CARREFOUR



## THE CARREFOUR NFBEEES SUPERMARKET

NO BEES? NO FRUITS AND VEGETABLES!

First ever **NFBeeS**:

- 7 unique NFT collectibles.
- 254 assets.
- All SOULD OUT in the very same day of the Drop.



# AXA

AXA Hong Kong is a leading global insurer with presence in 50 markets and serving 95 million customers worldwide.



## AXA

**ANNOUNCEMENT**

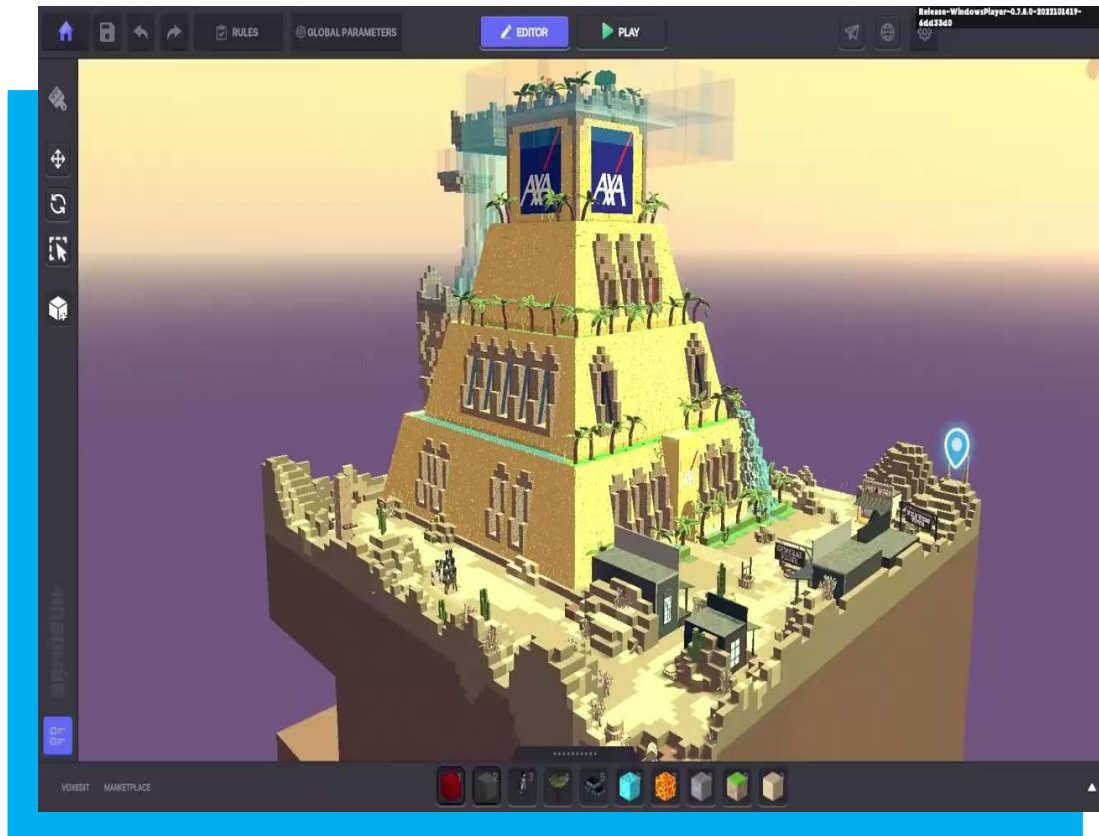
**AXA TO BECOME THE FIRST INSURER IN HONG KONG TO ENTER THE METAVERSE!**

AXA has acquired a 3x3 LAND, upon which it will provide an innovative interactive space for its customers.





HSBC



# HSBC

The traditional bank is a great supporter of the team sports, specifically they wanted to sync with the community through rugby.



HSBC



## THE BRAND

### THEIR OBJECTIVE

HSBC presents immersive **Rugby** quests in **The Sandbox**!

Riding on the momentum of the Hong Kong opening up and **Hong Kong Sevens**, HSBC is synergistically bringing the elements of Hong Kong Sevens into The Sandbox metaverse.



HSBC



## HSBC

## THE EXPERIENCE

THE EXPERIENCE COINCIDED WITH THE RETURN OF THE CATHAY PACIFIC/HSBC HONG KONG SEVENS.

To celebrate the highly anticipated return of the Hong Kong Sevens, HSBC staged a virtual stadium to activate its first community initiative there.

The public is able to immerse themselves in rugby through **6 exciting quests** that take place in different locations around the stadium, comprising action-packed challenges, engaging mini games and educational quizzes related to the sport.





# DBS

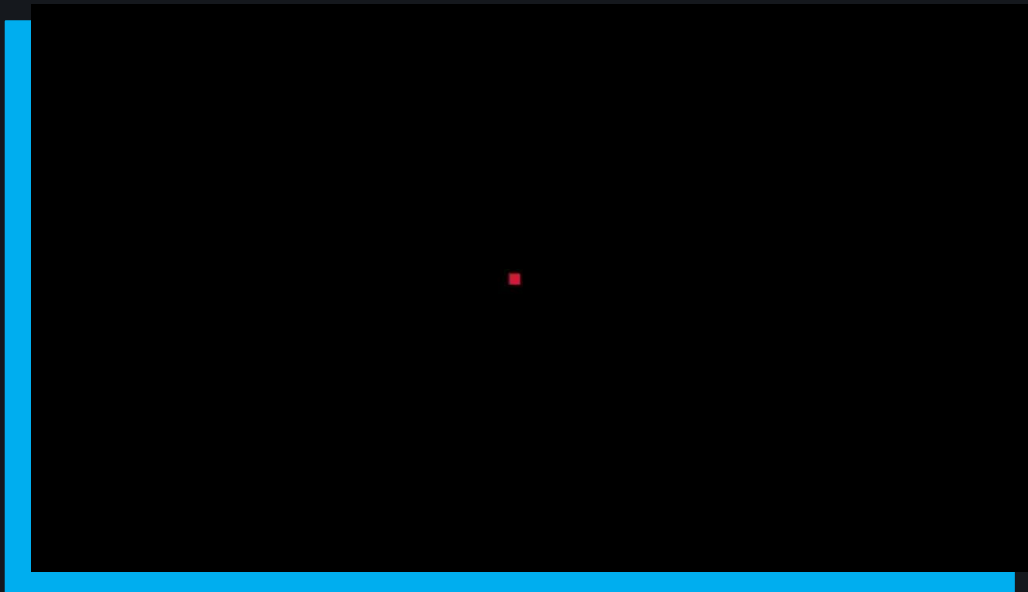
DBS Bank from Singapore, partners with The Sandbox to launch 'DBS BetterWorld' to demonstrate how the metaverse can be used as a force for good.



## DBS

**THE BRAND****THEIR OBJECTIVE**

- Create DBS BetterWorld, an interactive metaverse experience showcasing the importance of building a better, more sustainable world, and inviting others to come alongside.
- Groom the next generation of tech talent who will eventually lead DBS in tapping on new and emerging technologies to usher in the future of banking.



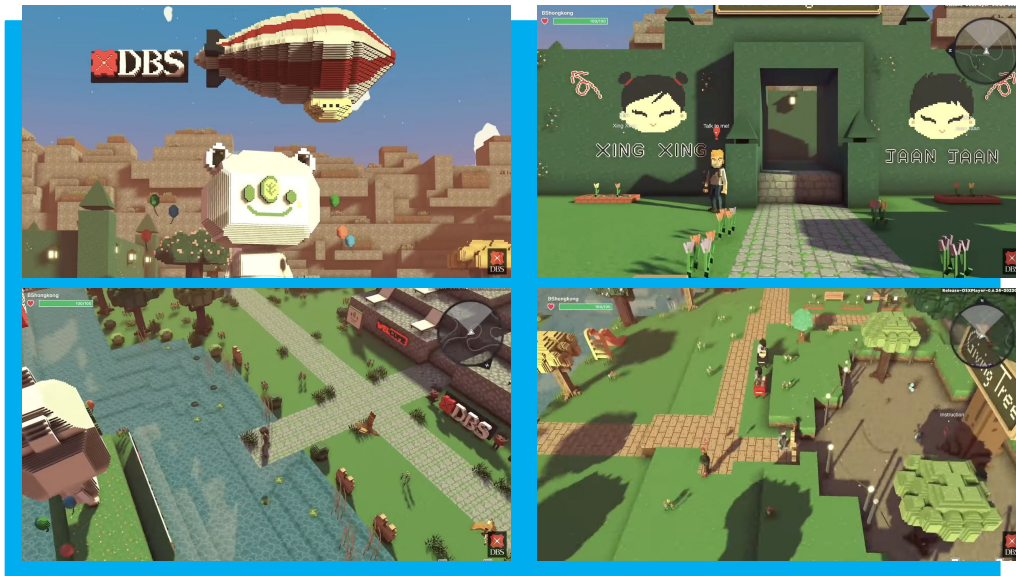
## DBS

 **THE EXPERIENCE**

**DBS WILL PARTNER THE SANDBOX TO PURCHASE CARBON OFFSETS SUCH THAT THE LAND AND PRODUCTION ON DBS BETTERWORLD WILL BE CARBON NEUTRAL.**

DBS looks to work with partners and collaborators from the Government, community, business, and technology sectors to develop meaningful concepts to enrich the DBS BetterWorld experience.

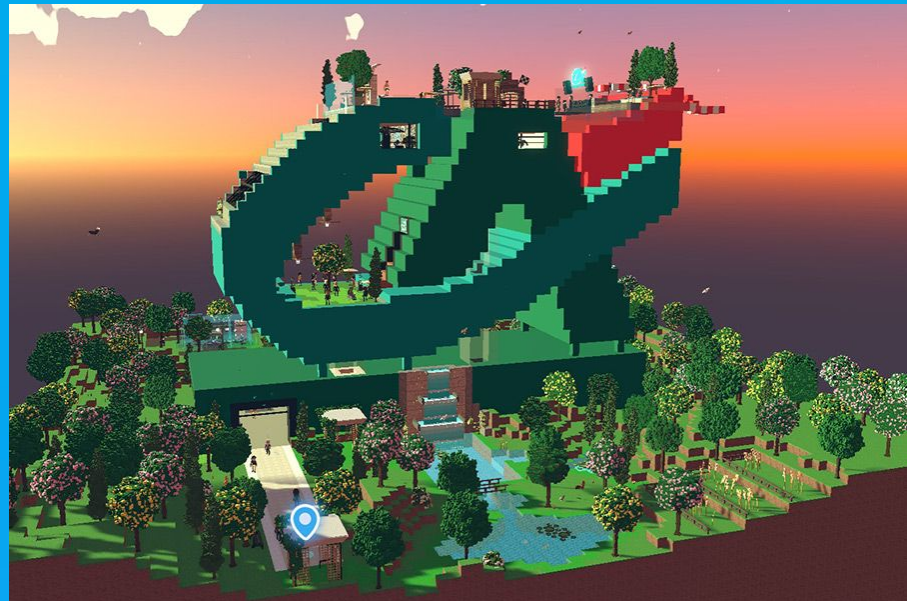
Through LiveBetter, the bank's customers can easily access a suite of tools to help make the shift towards a more sustainable way of life, including handy eco-friendly tips, channels to donate to sustainability causes, as well as investment opportunities in sustainability-themed funds.





# CREDIT AGRICOLE

The first french bank entering The Sandbox.

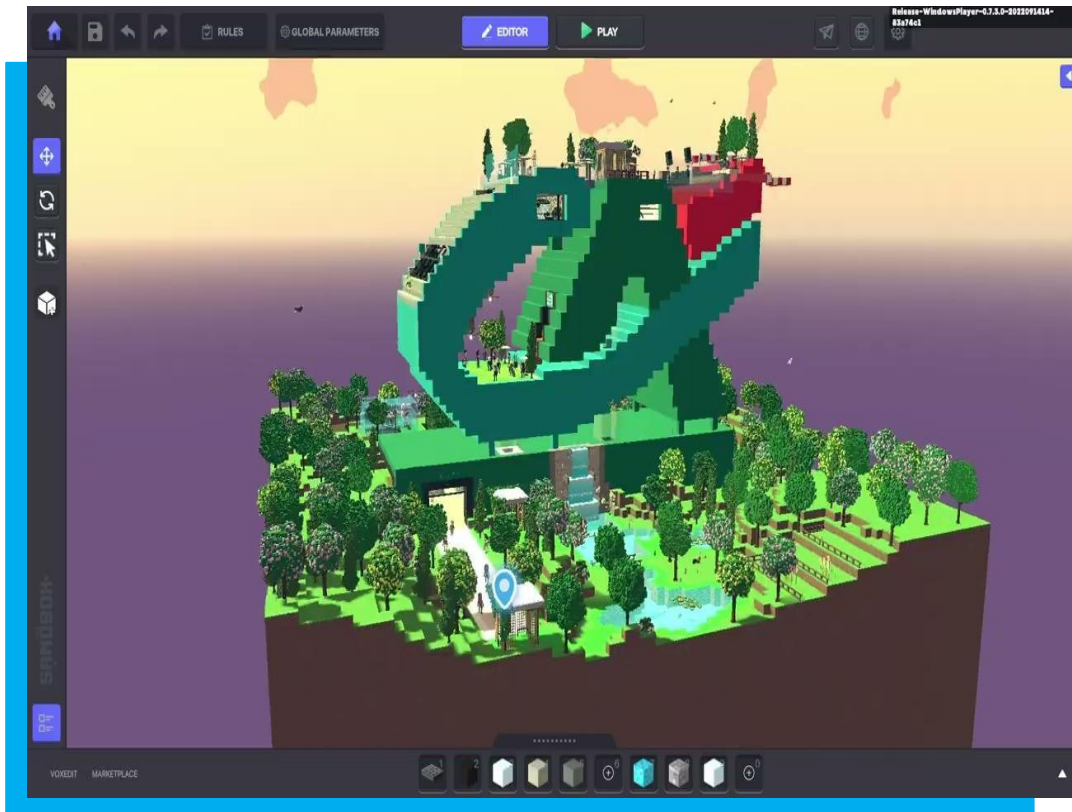


## CREDIT AGRICOLE

**THE BRAND****THEIR OBJECTIVE**

- Open a Metaverse space for its employees.
- Search for new business opportunities.

## CREDIT AGRICOLE



# PWC HONG KONG

A worldwide company that offers to people assurance, advisory, and tax services.



PWC HONG KONG



## THE BRAND

### THEIR OBJECTIVE

- Have new possibilities in the organisation to create value through innovative business models.
- Introducing new ways to engage with our customers and communities.
- Advise clients who wish to embrace the Metaverse on the full range of challenges presented by this emerging global digital phenomenon.

# STANDARD CHARTERED

The Hong Kong bank is creating innovative experiences for clients and the community.



## STANDARD CHARTERED



## THE BRAND

### THEIR OBJECTIVE

- Explore co-creation opportunities in the new space to experiment and build new experiences for clients, as well as bringing the local sports and art communities into the metaverse.
- Drive the bank's entrance into the metaverse and exploration of future Web 3.0 opportunities.

scventures

standard  
charteredTHE  
SANDBOX

# HANA BANK

The Sandbox partners with KEB Hana Bank, a Korean bank, to build global business model and provide banking service in the metaverse.





## HANA BANK

 **THE BRAND**  
THEIR OBJECTIVE

- It includes building a collaborative business model such as opening a virtual branch at The Sandbox metaverse to provide basic banking services and promoting investments or coloration opportunities with the other partners of The Sandbox. At the same time, Hana Financial Group will be introduced in K-verse, a virtual space containing all kinds of Korean content to reach Gen Z meaningfully.



# SCB10x

SCB 10X unveils its idea on headquarters in The Sandbox, presenting Thai elements in a borderless digital world and fostering a stronger Metaverse community.



## SCB10x

## THE BRAND

### THEIR OBJECTIVE

- SCB 10X seeks new growth and new business models in the future world with a focus on disruptive technology, particularly the Metaverse. SCB 10X recently unveiled its idea on headquarters in Metaverse as the first banking group entity globally to develop the headquarters in The Sandbox. The idea on virtual HQ is designed to reflect the past, present, and future of Thai culture that is influential to SCB 10X development.



SCB10x

## THE BRAND

### THE EXPERIENCE

- The virtual HQ features three zones:
  1. Virtual hub: A space for events and knowledge sharing through an immersive experience,
  2. Virtual land: A space for business partners to collaborate on activities and project development in the future,
  3. A hub to support and promote local artists in the global market through an NFT marketplace, NFT gallery, virtual concerts, and more.SCB 10X HQ expects to welcome public visits within the fourth quarter of 2022.



# THANK YOU

