

Changing Consumers in a Changing World



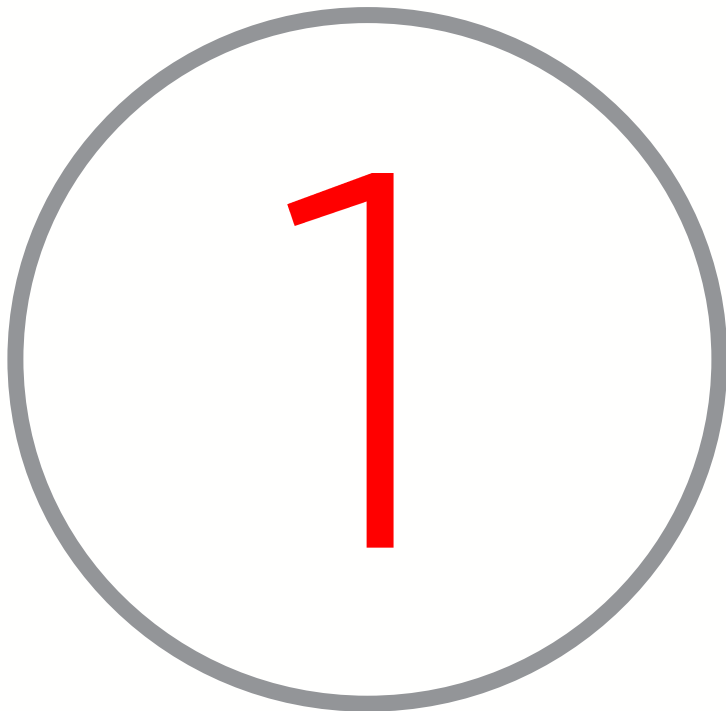
Hello

I am Jo Upward

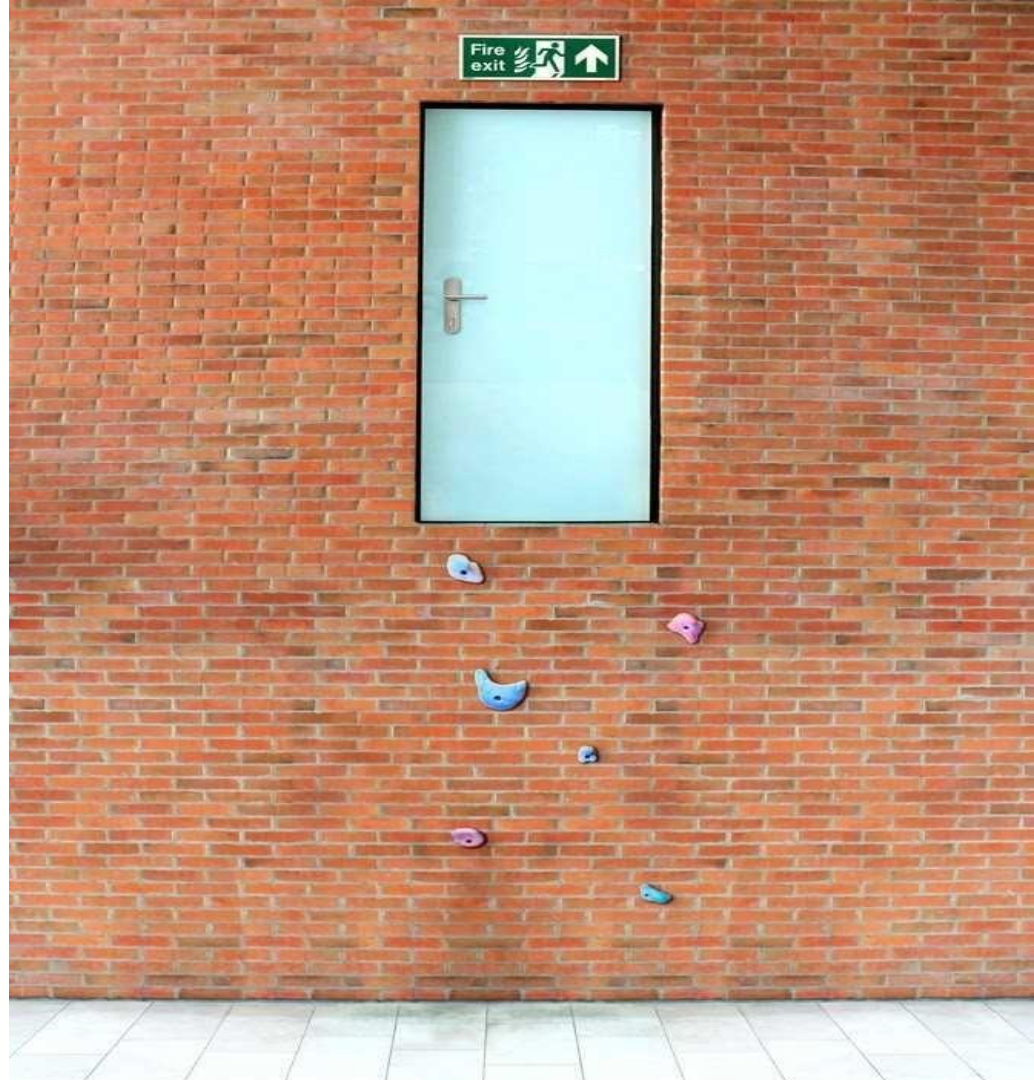
platform



10 things.....



Convenience





Increasing Customer Power





Pluralisation of Society





Network Economy





Fast and Central





**From Hardware
to software**





Artificial Intelligence



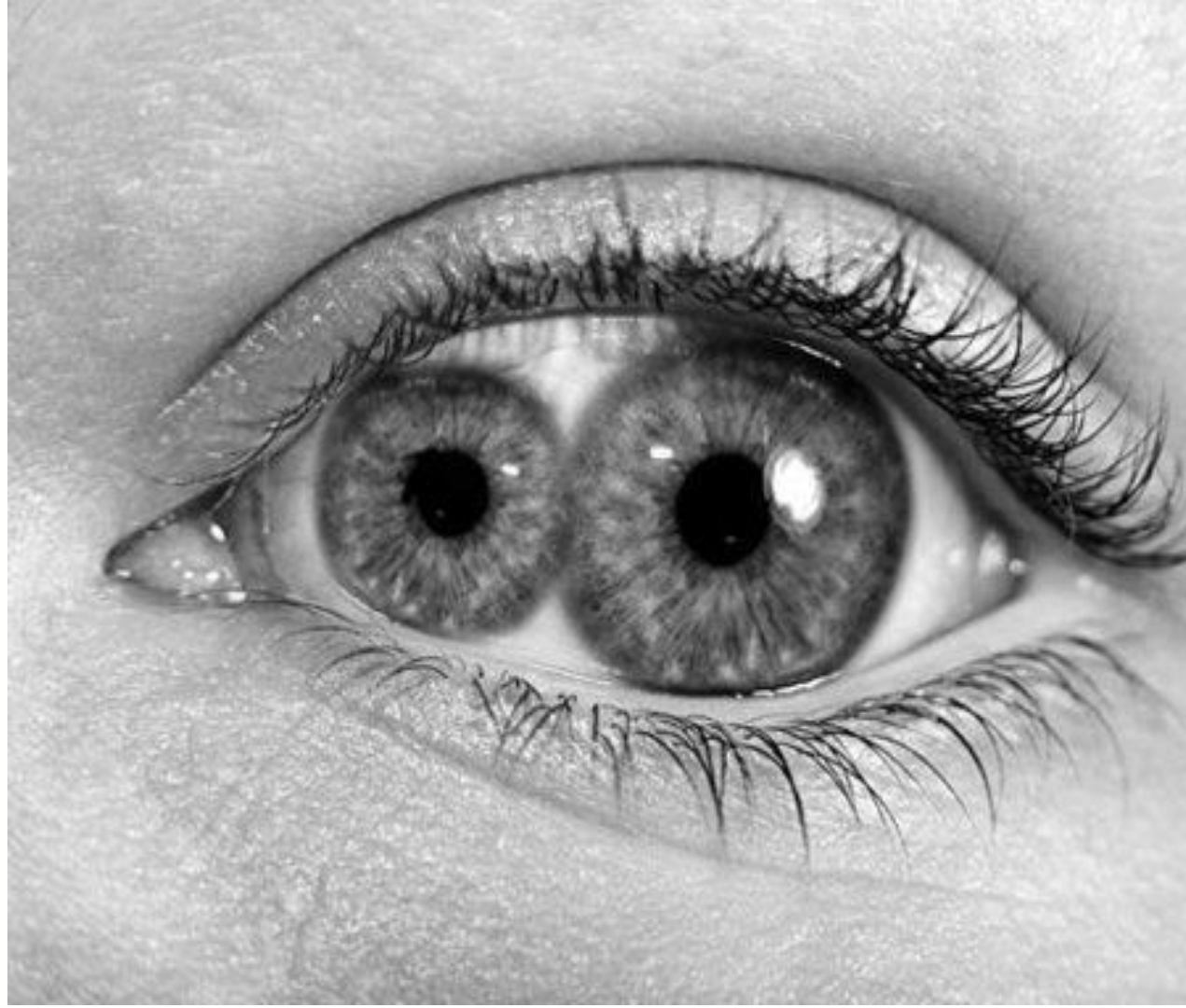


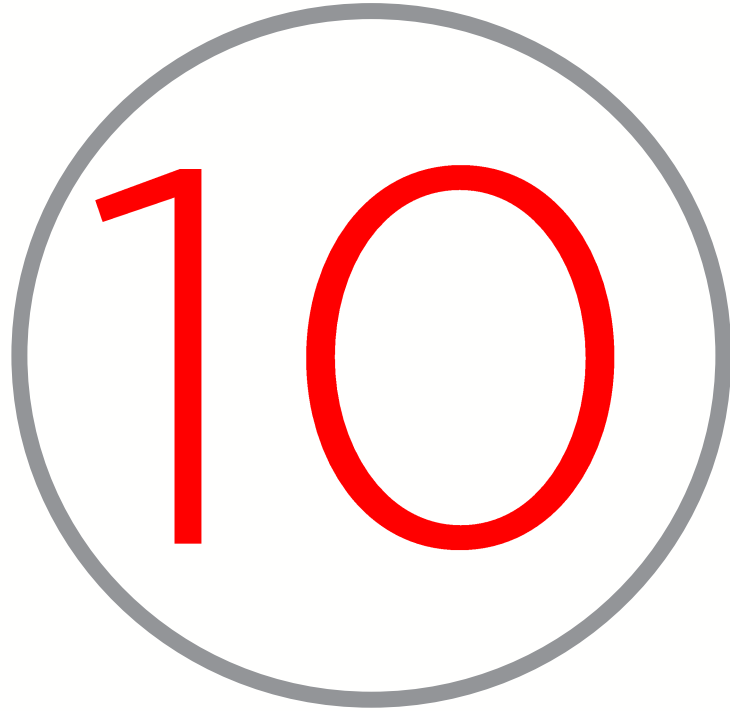
AR





**Rising
Regulatory
Demands &
Scrutiny**





10

Cyber Wars



Thank you