



Future Banking by Emirates NBD and Emirates Islamic

Exhibit: Urban Farming (Connected Food Ecosystem) Theme: Sustainability and Opportunity



As the race to solve food security and water sustainability intensifies, Future Banking by Emirates NBD and Emirates Islamic demonstrates the opportunity for UAE residents to become urban farmers. In line with the UAE's aim to be the world's leading hub in innovation-driven food security.

The exhibit will feature a hydroponic vertical farm powered by smart technology, with

interactive screens alongside to provide visitors a hands-on experience of the complete value chain of urban farming. Aspiring urban farmers in the UAE can benefit from a designed for purpose marketplace embodying the principles of a Connected Food Ecosystem powered by E20., the digital business bank by Emirates NBD. The marketplace aids aspiring urban farmers to choose their farm set-up, apply for a trade license and set up their business, and sell their produce online. . The data-driven concept demonstrates how new farmers can monitor crop health and sell farm harvest to B2B clients through an online marketplace, thus creating opportunities for climate conscious residents to contribute to the UAE's food security agenda and join the thriving SME sector.

Exhibit: Future of Investing

Theme: Opportunity

The 'Future of Investing' exhibit welcomes visitors with a hologram of a sculpture showcasing various art pieces, allowing



them to experience an unparalleled journey of investing in and owning an alternative asset class such as art.

In a bid to provide customers across segments with new asset classes as opportunities to invest, this concept democratizes high-ticket asset classes such as art which are currently unavailable to retail investors due to barriers of entry. Based on careful consideration of existing customer data and risk profiling, the new asset class will be introduced as a new investment opportunity for the user to diversify portfolio and reduce cash over-weight. Through an interactive platform leveraging the power of blockchain tokenisation, visitors can experience collecting, trading and sharing alternative asset classes that are currently not easily available to purchase due to high cost of entry.

Exhibit: Quantum Computing

Theme: Opportunity

Cybersecurity threats have exponentially compounded the risks of financial crime and fraud. With the advent of 5G and connected devices, as customer transactions increase, so will the challenge of managing data and and deriving real-time actionable insights. This is where the increasing computational power of Quantum Computing (QC) comes in.



This gamified educational concept is underlined by Emirates NBD and Emirates Islamic's long-term advocacy of financial wellbeing and security. Visitors will take on the persona of the bank's fraud prevention officer and learn how to spot real life fraudster attempts, using a Sherlock Holmes style method of solving scenarios. The concept will challenge visitors to match wits with the QC, man against machine, to detect and block fraudulent transactions from being processed, while balancing customer experience to prevent false negatives.

Exhibit: Personal Data Economy

Theme: Opportunity

As our lives turn increasingly digital, we each leave behind a data footprint – a precious and highly sought-after resource by companies looking to engage, market and sell to us. While individuals have had very little control of how their data is used so far, the Personal Data Economy concept imagines how digitally active individuals can control and monetise their personal data, with the bank's platform acting as a broker to negotiate contracts on aggregated, anonymised data and generating a source of

income from interested parties for willing customers.

In contrast to most retailers, banks are entrusted with sensitive financial information and deeply invested in robust security protocols which, in a future economy, would enable them to act as impartial intermediaries to aggregate, analyse and manage data consent while adhering to privacy and transparency guidelines. This way, customers can finally have a say in their personal data worth if they wish to monetise their information footprint in currency or kind via discounts and loyalty rewards.



Exhibit: Green Citizenship

Theme: Opportunity

As the climate crisis grows and sustainability takes centre-stage, the Green Citizenship concept enables visitors to envision how their daily individual choices can contribute to collective action that will benefit both their own health and that of the planet.

Underpinned by Emirates NBD and Emirates Islamic's long-term commitment to sustainability and wellness, the initiative is aligned to the UAE's Green Agenda and aims to educate and incentivise visitors towards positive impact and change. The concept employs a smart mirror that sits in our future home and is connected to smart home appliances as well as wearable fitness

and health apps to reflect, advise, track and reward good green behaviour. Positive green actions such as recycling, going paperless, conserving energy and water, as well as positive health actions such as eating healthy and protecting mental health, exercising regularly are tracked and rewarded through the bank's Eco and Health points in their bank wallet to encourage a healthier and planet-friendly lifestyle.



Exhibit: Music Marketplace

Theme: Opportunity

The Music Marketplace concept harmonizes creativity and enterprise to bridge the gap in banking services for gig economy workers



by enabling self-employed music artists – the original gig workers – to independently manage both their music and their money. Visitors can enjoy a virtual experience of a musician's journey – from creating and composing tunes (in a creativity-inspiring, futuristic underwater villa environment), through to monetising music, and managing financial success through investments based on individual risk profile.

Artists can learn how to leverage real-time data trends of public choice segmented by past releases, popular genres and forecast revenues to better create and monetise their tunes on a subscription basis. The interactive concept illustrates the power of ecosystems and the role they will play in the future in supporting independent musicians with the right marketing strategy to reach their audience, and further with investment options to manage incoming revenue and royalties.

*This exhibit will be accessible to visitors only till 15th January 2022.