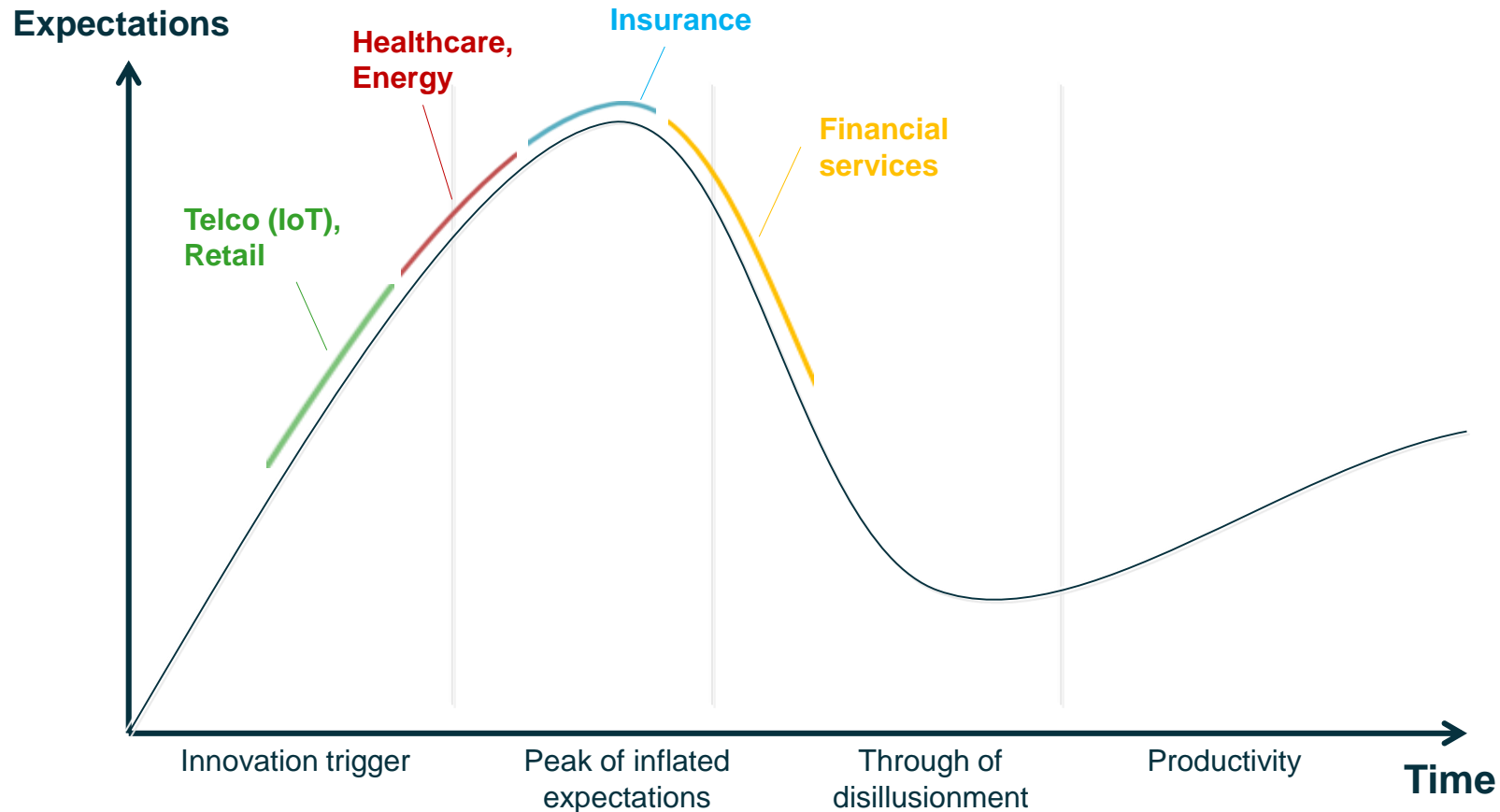


BLOCKCHAIN

MARKET EVIDENCE
CROSS-INDUSTRY OVERVIEW

INDUSTRIES HYPE TREND

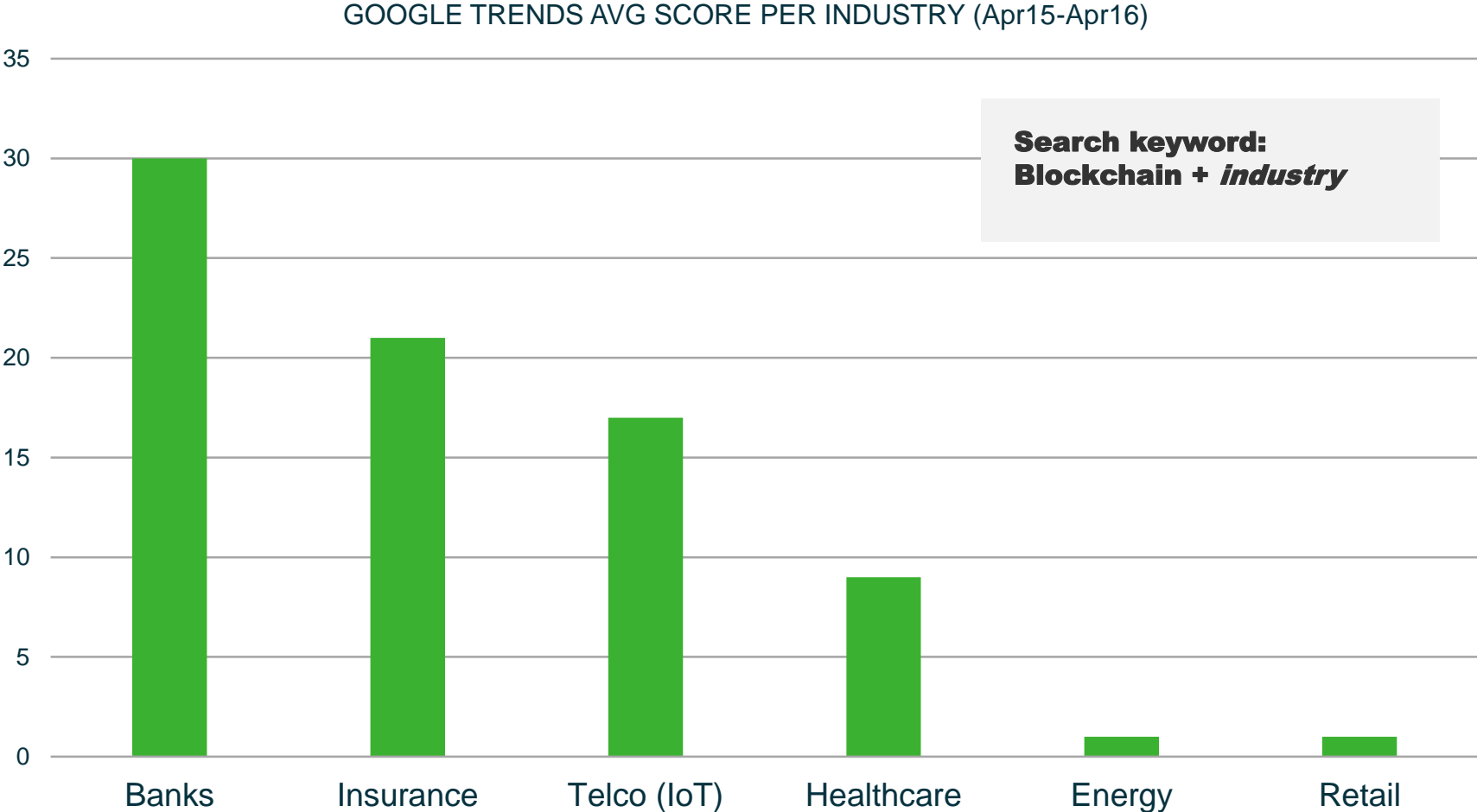
Perception of industry trends follows market analysis and can be represented with a Gartner-like curve:



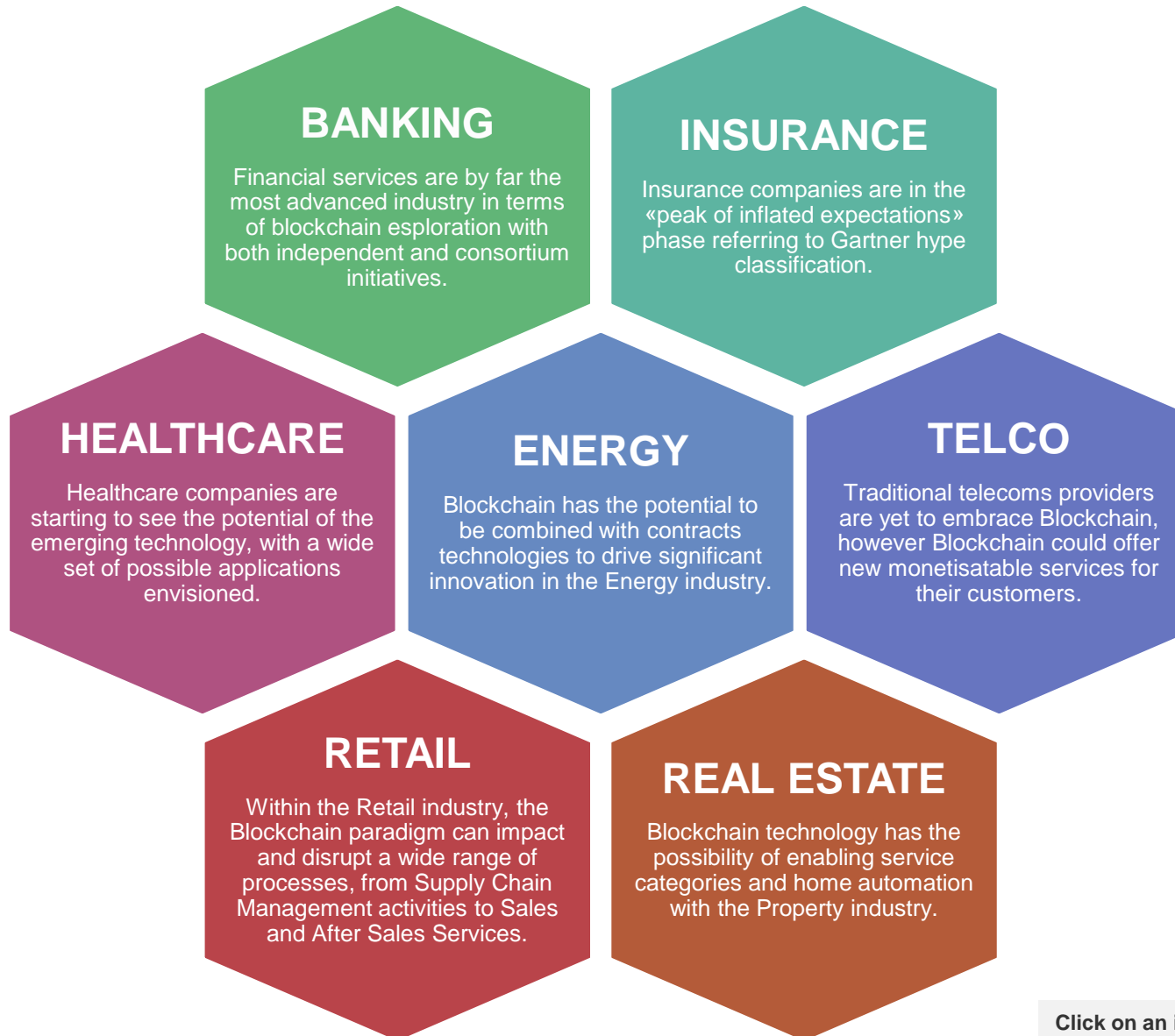
Banks have been the first ones to experiment with the technology and organize consortiums. In order to scale up to productivity phase, **regulators support is needed.**

BLOCKCHAIN & INDUSTRIES: SEARCH VOLUMES

Last year Google search trends seem to support such considerations:



BLOCKCHAIN FOR INDUSTRIES



Click on an industry for more details.

MAIN AREAS OF INTEREST FOR BANKS

Bitcoin

Use of bitcoins in traditional banking, from the integration of bank accounts with bitcoin accounts to options for making donations using cryptocurrency.

P2P/Retail payments

Using blockchain technology for creating and/or optimising a system for real-time P2P funds transfers, whether person-to-person or person-to-merchant.

Intra/interbank transfers

Use of blockchain technology for transferring funds between banks or between branches of the same bank.

Cross-border transfers

Implementing a remittance system based on blockchain technology, with the aim of reducing the cost and time involved in systems currently on the market.

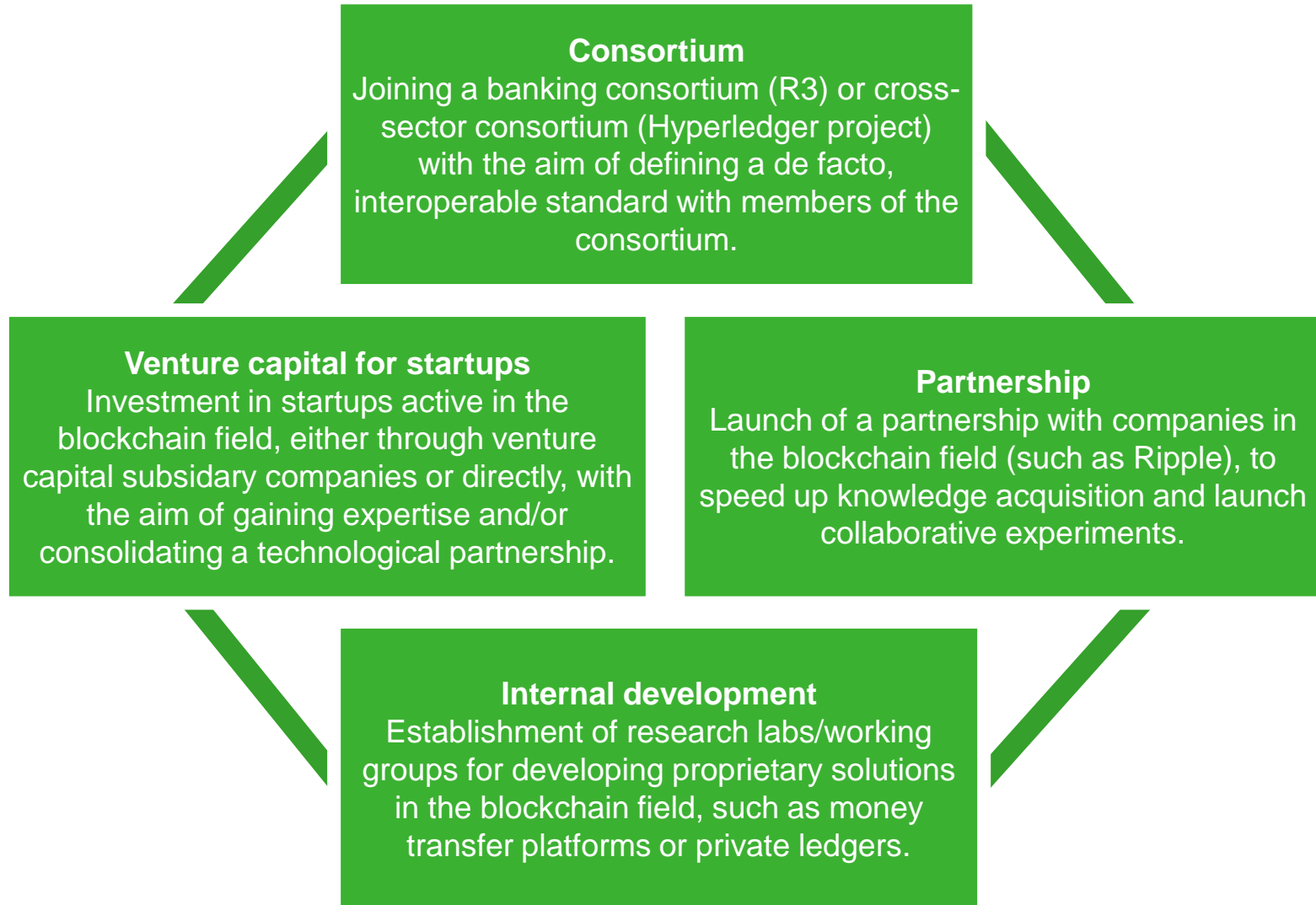
Financial trading

Exploiting the features of the blockchain in a financial context by implementing, for example, innovative platforms for the trading and post-trade processing of financial assets.

Other

Use of the blockchain in other fields, such as: risk management, back-office administration, legal document archiving, etc.

MEANS OF ENTRY TO THE BANKING SECTOR



WHY BLOCKCHAIN TECHNOLOGY MATTERS IN THE HEALTHCARE INDUSTRY

Blockchain could change the global healthcare industry and companies start to see the potential of the emerging technology

Blockchain experts and companies have spent a tremendous amount of time and effort focusing on the financial industry. More and more the innovative leaders see the possible benefits for the healthcare industry

From direct healthcare service payment, supply chain tracking, patient identity validation over medical product service customization there are several ideas how Blockchain applications could facilitate various applications in the healthcare industry

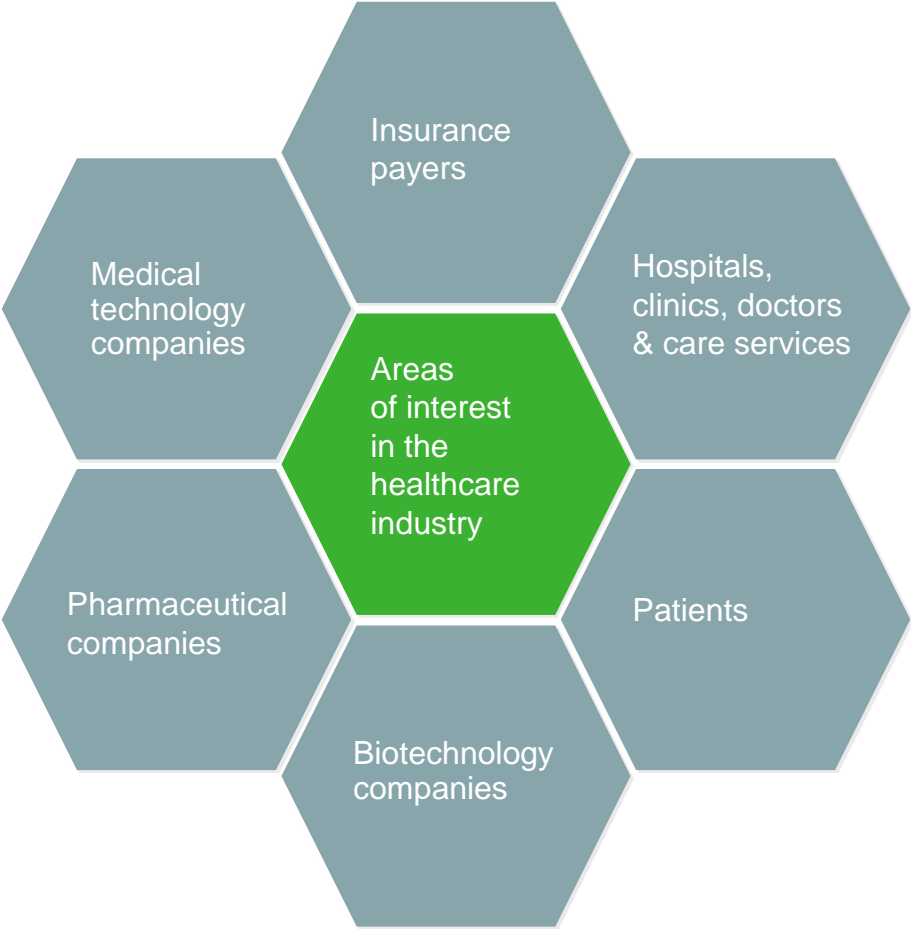
At the moment mainly startup initiatives in the healthcare industry are published and communicated

"... one of the most challenging environments"
(Pavlo Tanasyuk, Founder of Blockverify)

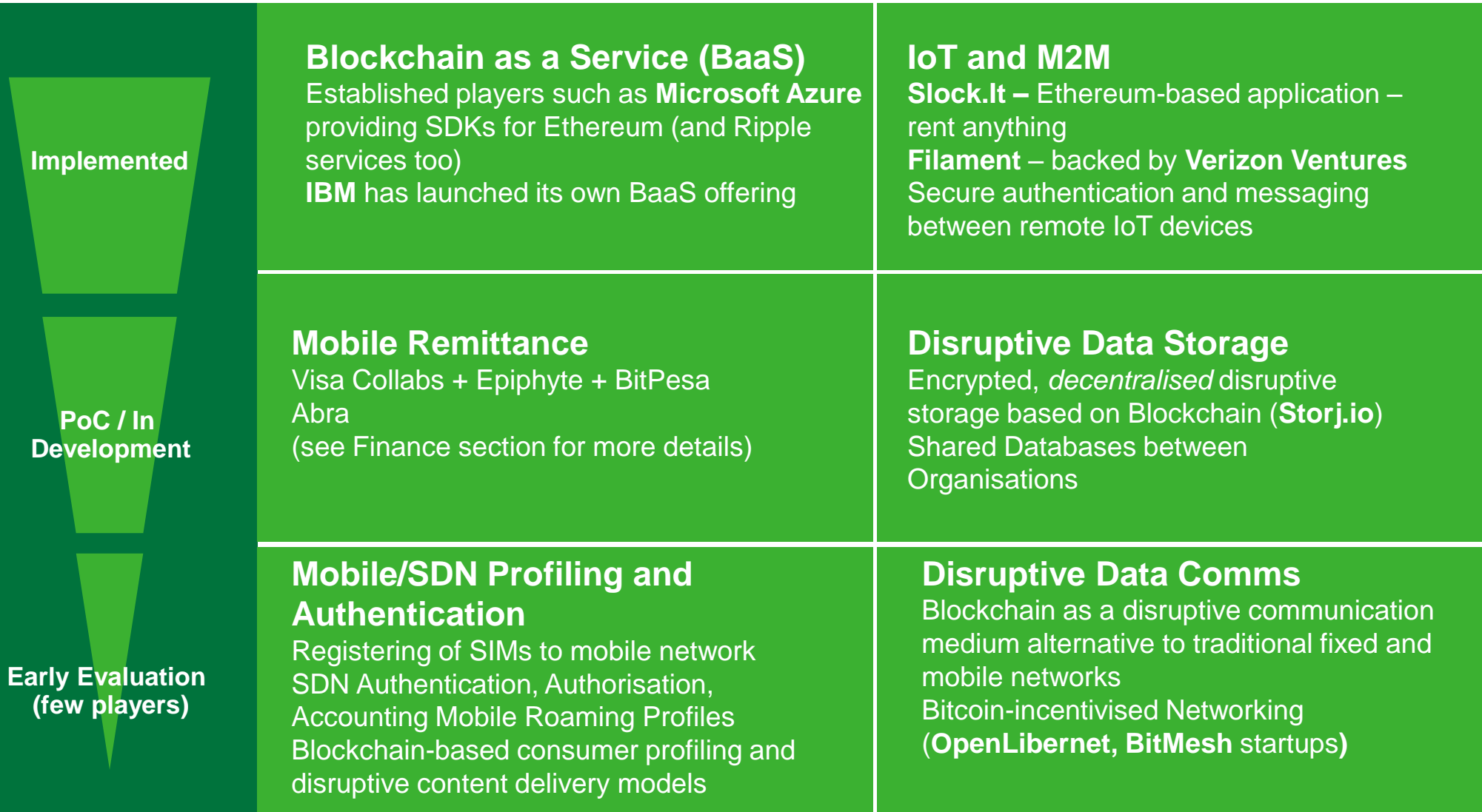
"The healthcare industry is looking at how they can use blockchains in a number of ways"
(Micah Winkelspecht, CEO Gem)

MAIN AREAS OF INTEREST IN THE HEALTHCARE INDUSTRY

The Healthcare industry is characterized by diversity and six different areas of interest.



MAIN AREAS OF BLOCKCHAIN INTEREST FOR TELCO



HOW BLOCKCHAIN CAN BENEFIT THE RETAIL INDUSTRY?

Specific areas of blockchain benefits to Retail are shown below:

Trust the Supplier

Identify counterfeit products and prove provenance

To enable attractive purchasing journeys for the customer

Trust the Consumer

Trust Aggregators

To reduce supply-chain costs and to allow easy forensic verification of process

MAIN AREAS OF INTEREST FOR RETAIL

In Retail applications, any proposed Blockchain solution has to very clearly answer a problem, and be value-led, not technology-led. Four areas in Retail in particular which blockchain can touch, and improve, are shown below.

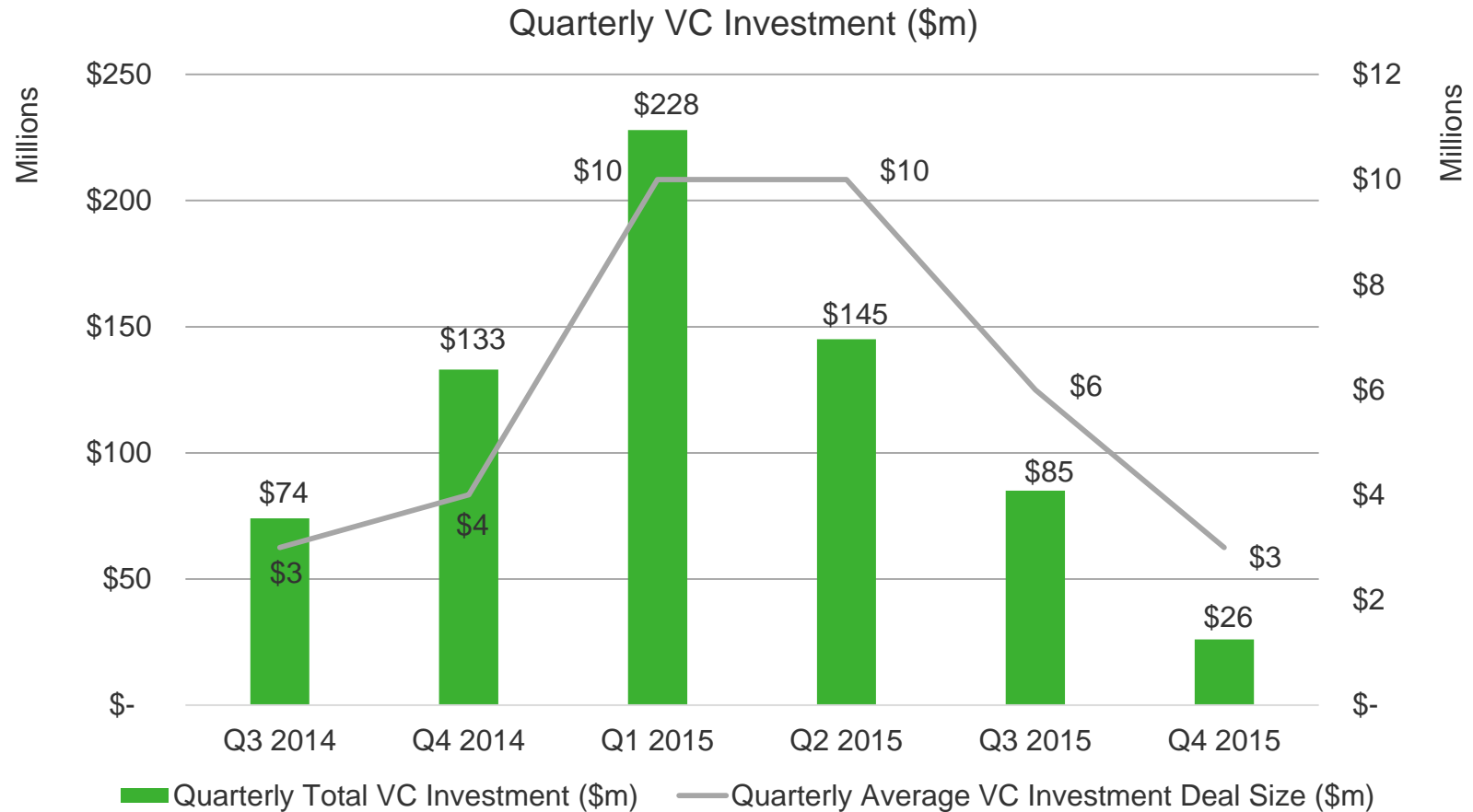
Provenance & Authenticity

Purchasing Experience

Identity, Loyalty and Trust

Supply-Chain Transparency & Efficiency

BLOCKCHAIN STARTUPS



Data Source: CoinDesk; CrunchBase

Since 2012, more than **\$900 million** has been invested in the blockchain market.*

2012
\$2.13 million

2013
\$95.05 million

2014
\$361.53 million

2015
\$481.55 million

REPLY

Reply specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Banks & Insurance, Industry & Services, Telco & Media and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, Digital Services and System Integration.



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