

Digital data

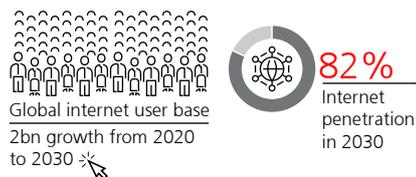
Longer Term Investments (LTI)

Driven by a desire to stay connected all the time and the need to efficiently multitask throughout a busy day, most of us are producing unprecedented amounts of data. Favorable demographics and other secular trends should drive solid data growth.

Projections and opportunities

Internet penetration

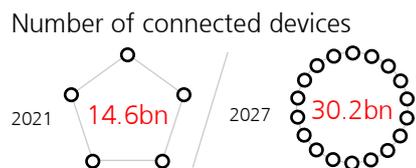
Over the next decade, the global internet user base is expected to increase by 2bn, and internet penetration to reach 82%.



Source: World Bank, UBS estimates, as of February 2022

Internet of Things (IoT)

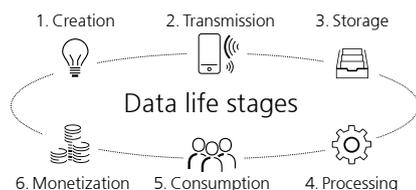
According to Ericsson, the number of IoT units is expected to grow from 14.6 bn units in 2021 to 30.2 bn units in 2027.



Source: Ericsson, UBS, as of February 2022

Data

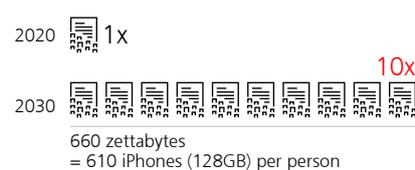
Data goes through six distinct stages during its life.



Source: UBS, as of February 2022

Data universe growth

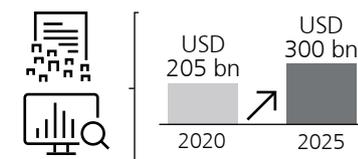
We expect the data universe to grow more than 10 times from 2020 to 2030, reaching 660 zettabytes—equivalent to 610 iPhones (128GB) per person.



Source: IDC, EMC, Bloomberg Intelligence, UBS, as of February 2022

Big data growth

Big data revenues are expected to grow from USD 205bn in 2020 to USD 300bn in 2025.



Source: IDC and Bloomberg Intelligence, UBS, as of February 2022

Data storage costs

Data storage costs generally decline by 25–30% a year.

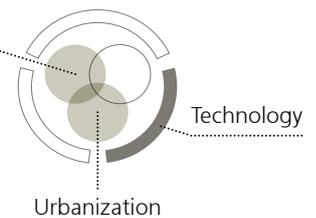


Source: UBS, as of February 2022



Digital data investment properties

Population growth



○ Influencer ⊗ Key drivers



Near-term drivers

- Internet penetration
- Changing consumer digital lifestyles
- Internet of Things

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