

AI & Tech Impact 2035

British Beer and Pub Association
'PintTech' Conference, London
May 22 2024

Suraj Ramaprasad
Partner and AI Leader, EY Parthenon

Prepared for

British Beer and Pub Association (BBPA)

 **Parthenon**
Building a better working world

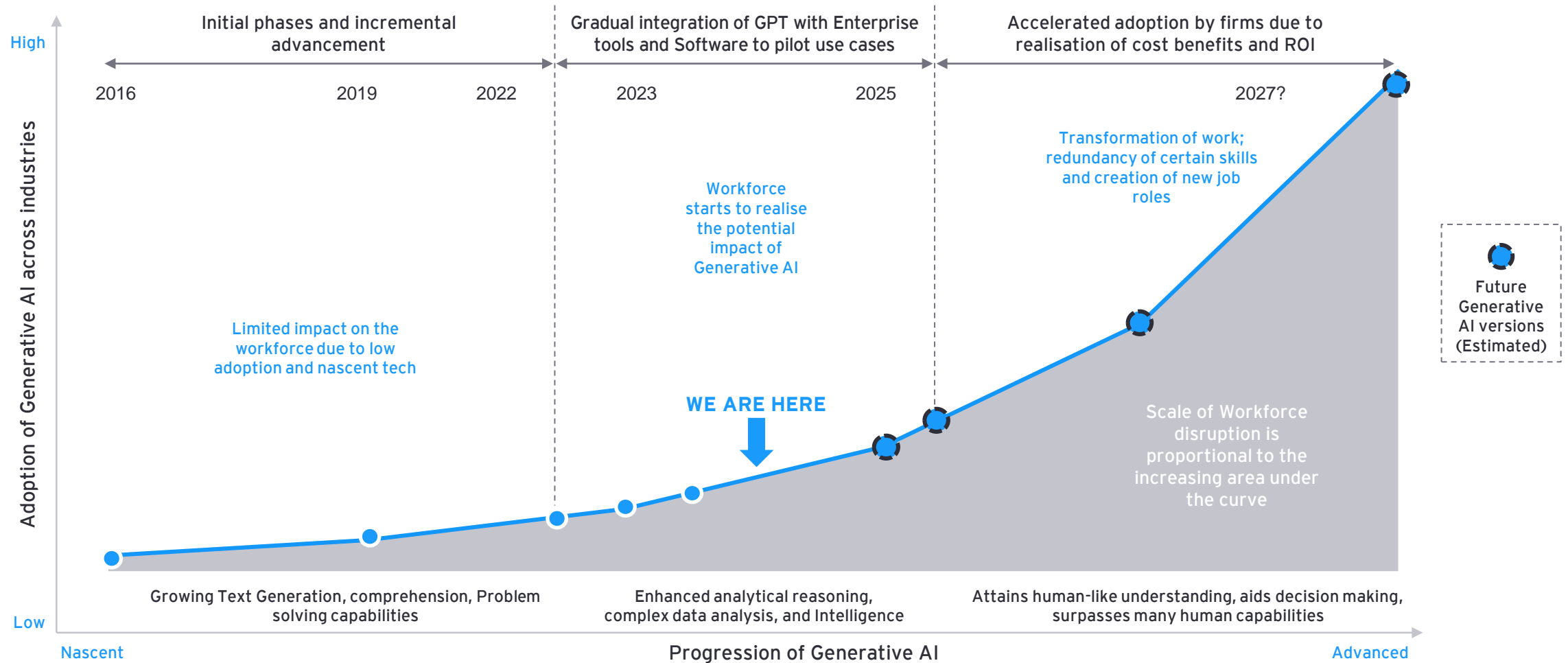
Important information

- ▶ The information in this pack is intended to provide only a general outline of the subjects covered. It should not be regarded as comprehensive or sufficient for making decisions, nor should it be used in place of professional advice
- ▶ Accordingly, Ernst & Young LLP accepts no responsibility for loss arising from any action taken or not taken by anyone using this pack
- ▶ The information in this pack will have been supplemented by matters arising from any oral presentation by us, and should be considered in the light of this additional information
- ▶ Given that the topic of GenAI is evolving so rapidly, the contents could become out of date for the reader
- ▶ If you require any further information or explanations, or specific advice, please contact us and we will be happy to discuss matters further

AI is not new¹, but it's democratisation is; the Generative AI landscape is evolving at pace with mass adoption looming

ILLUSTRATIVE

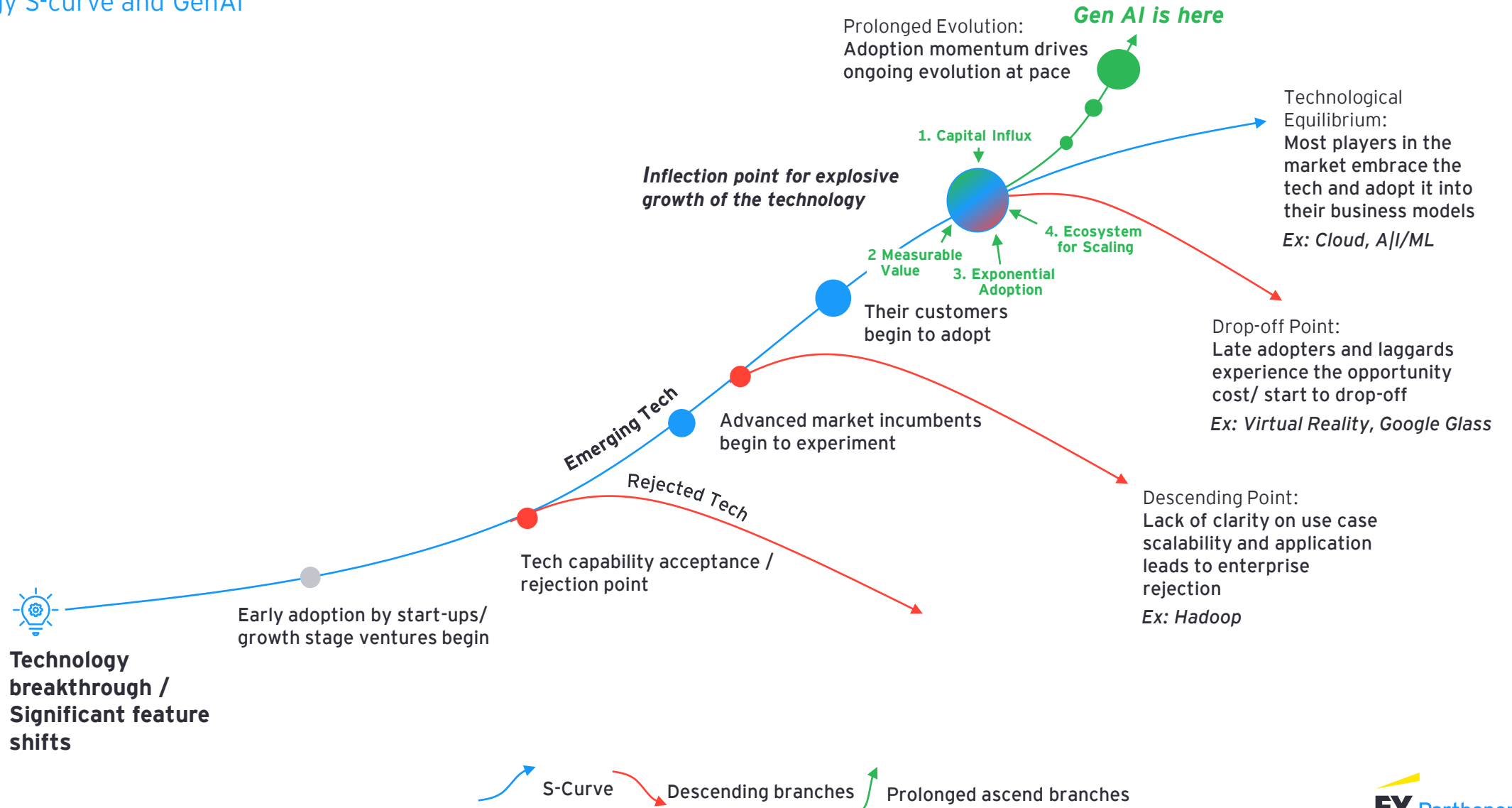
Impact of evolving Generative AI capabilities on the workforce



¹ Origins in the 'Turing test' in 1950 with Artificial Intelligence first coined in 1955, followed by Deep Blue in 1997, Alpha Go in 2016, Siri in 2011, Amazon Alexa in 2014, etc.

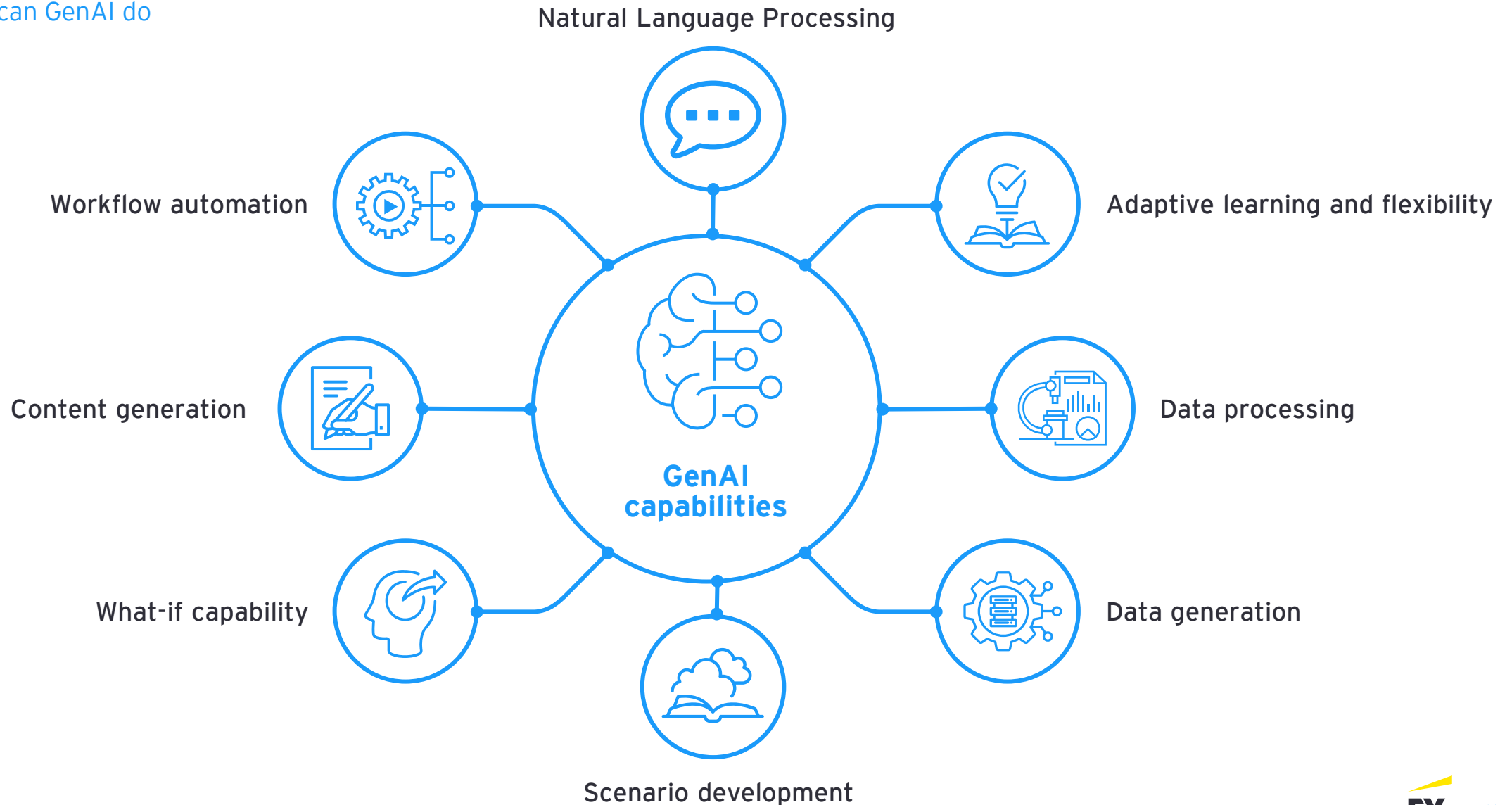
Generative AI is at a breakthrough stage of the technology S-curve, with the exponential growth driven by four supportive forces - capital, value, adoption and ecosystem

Technology S-curve and GenAI



GenAI's ability to perform tasks that traditionally require human intelligence or significant manual effort has potential to disrupt processes and redefine value chains in businesses

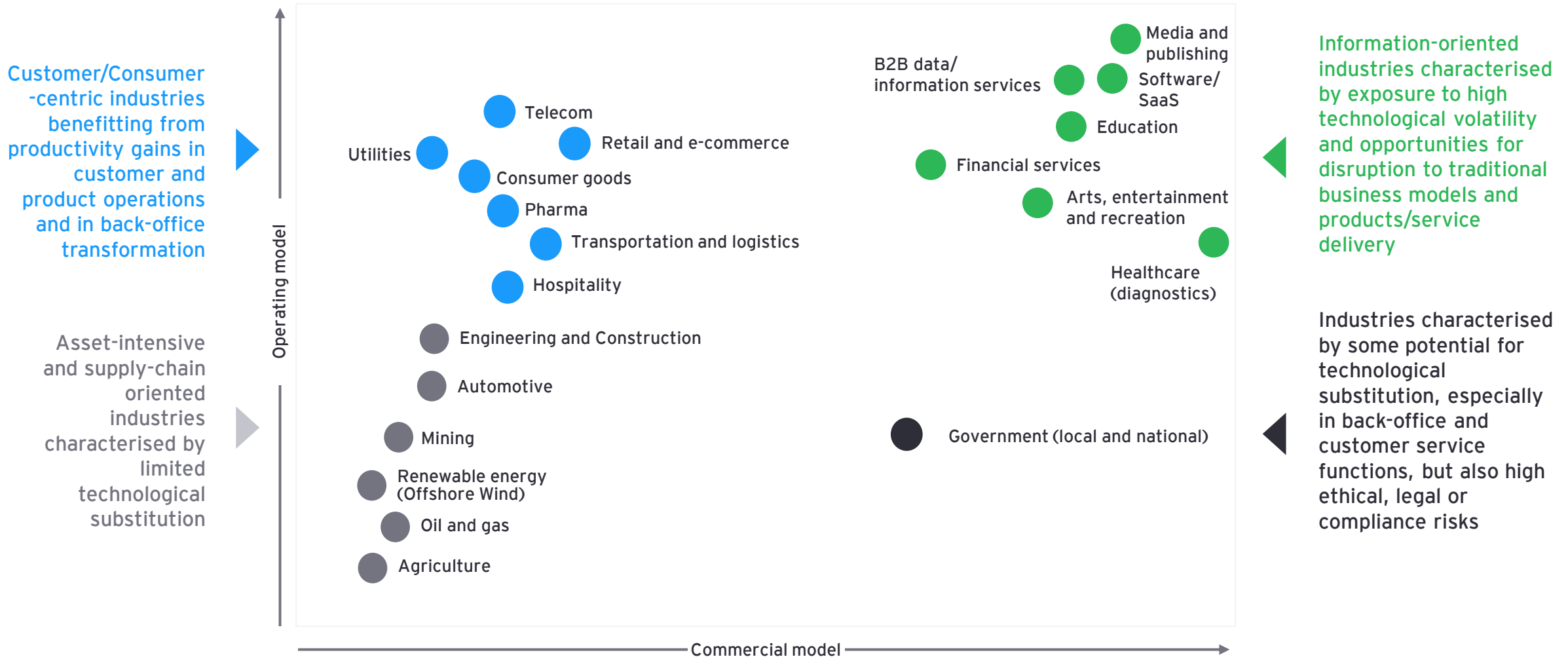
What can GenAI do



Certain industries will experience fundamental disruptions in their commercial business models while others will experience more organic impact on their operating models

Anticipated impact of GenAI by industry¹

ILLUSTRATIVE



¹ The visual is an illustrative indication of relative disruption with sectors grouped into clusters; the exact positioning of sectors is not the key takeaway as the underlying individual companies will vary widely

Imagining the pub experience in 2035

What does the pub visitor experience feel like in 2035?

- ▶ **Visitor experience**
AI greeters, voice-activated assistants, robotic servers
- ▶ **Personalisation**
Facial recognition for personalised greetings, mood-based service customisation, tailored drink recommendations
- ▶ **Entertainment**
Virtual live performances, interactive tables with games and holographic displays
- ▶ **Automation and Safety**
AI-monitored environments ensure efficiency and safety

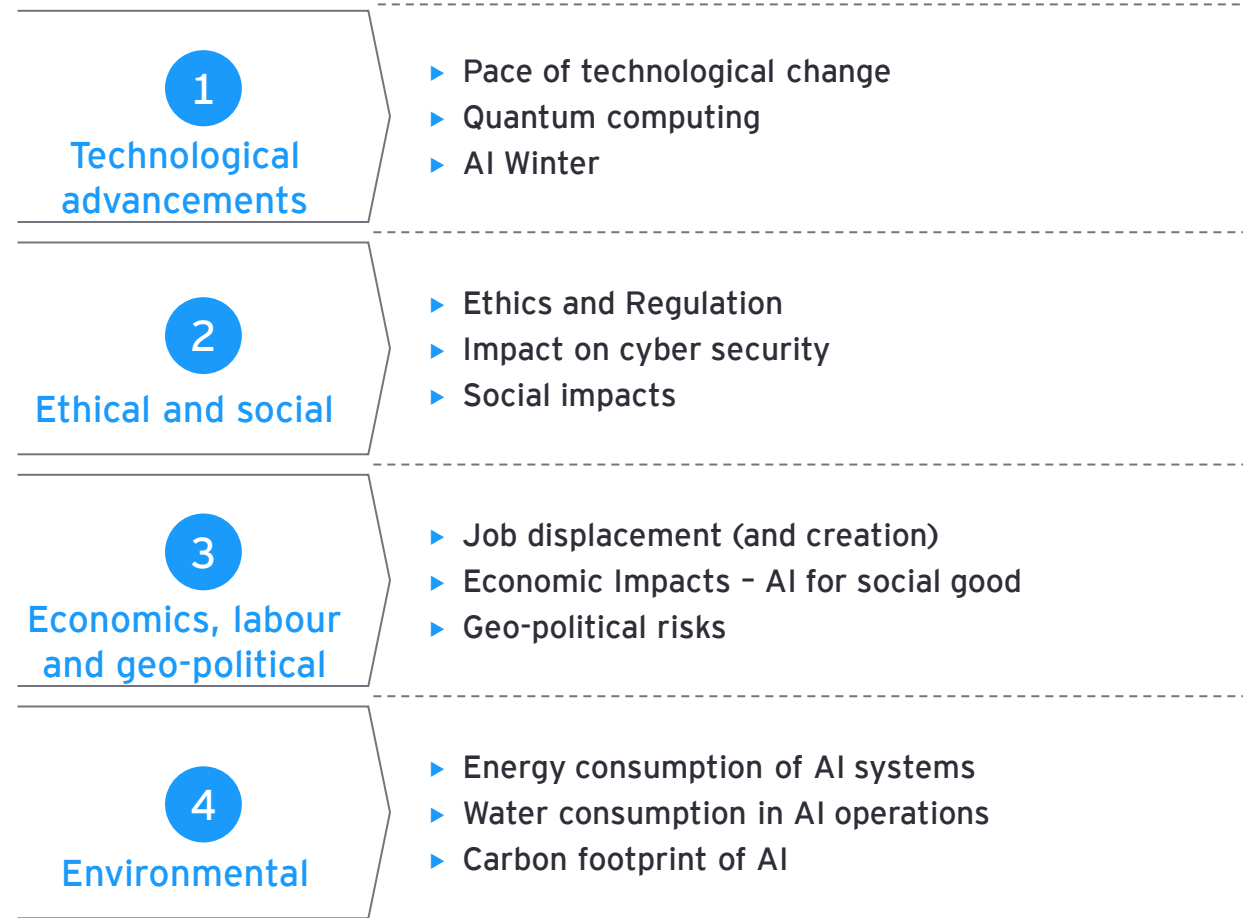


What does this mean for pubs in the future?

- ▶ **Experiential focus**
- ▶ **Community and connectivity**
- ▶ **Craft and customisation**
- ▶ **Digital-/Tech-enabled versatile venues**
- ▶ **Health and sustainability**
- ▶ **Regulatory adaptation**

AI has significant potential to create value but the technology is still evolving; there are hurdles and ethical considerations that require close monitoring and careful navigation

NON-EXHAUSTIVE



EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.



EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

About EY-Parthenon

EY-Parthenon teams work with clients to navigate complexity by helping them to reimagine their eco-systems, reshape their portfolios and reinvent themselves for a better future. With global connectivity and scale, EY-Parthenon teams focus on Strategy Realized – helping CEOs design and deliver strategies to better manage challenges while maximizing opportunities as they look to transform their businesses. From idea to implementation, EY-Parthenon teams help organizations to build a better working world by fostering long-term value. EY-Parthenon is a brand under which a number of EY member firms across the globe provide strategy consulting services. For more information, please visit ey.com/parthenon.

© 2024 EYGM Limited.
All Rights Reserved.

SCORE No. XX0000 or EYG No. XX0000
CSG No. XXXX-XXXXXXX
ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax or other professional advice. Please refer to your advisors for specific advice.

ey.com