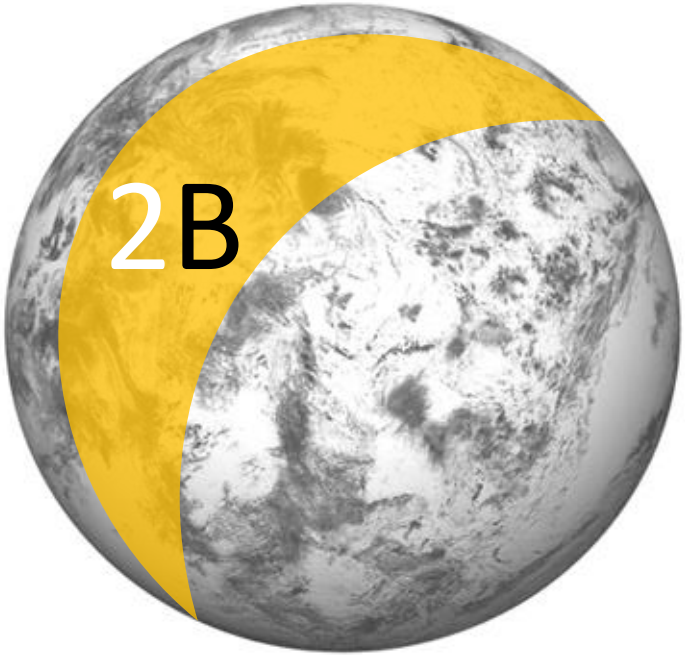

UniCredit
Get set
for the
long run
LongevityTech
Technology Enabling Strategy
in the Longevity Economy

Agenda

1. **Introduction**
2. **Four pillars beyond technology**
3. **Frontier technologies**
4. **Conclusion/Q&A**

Longevity is not (only) a healthcare issue



It's one of the biggest economic transformations of the century.

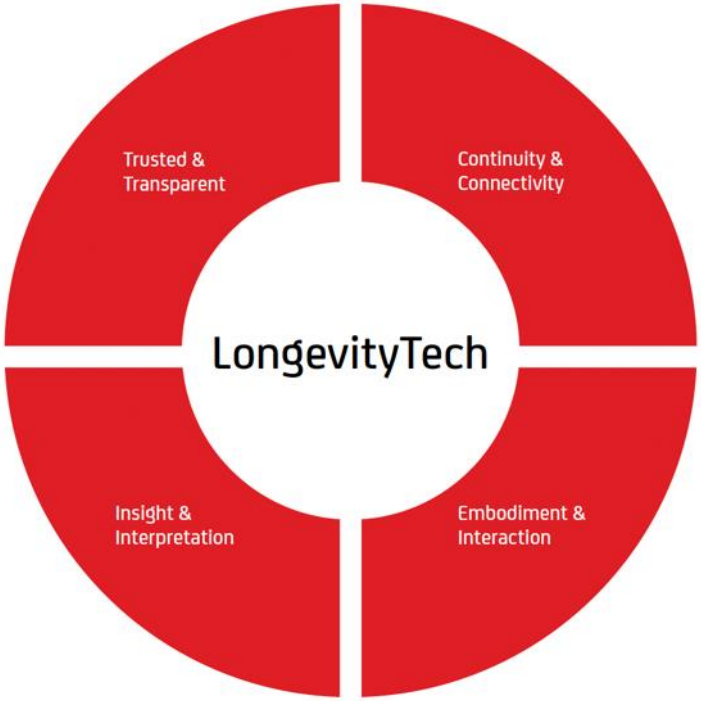
- Longevity is moving from a demographic trend to a cross-sector economic opportunity
- It now shapes investment decisions, procurement, regulation, product design and customer expectations
- Affected sectors: finance, manufacturing, retail, energy, infrastructure, housing, mobility, digital services
- Early adapters capture growth and strengthen long-term competitiveness

Longer Lives are reshaping every industry

UniCredit identifies the four technologies that will define the Longevity Economy

Horizoning™ Observatory - LongevityTech: Technology Enabling Strategy in the Longevity Economy

Four pillars beyond technologies



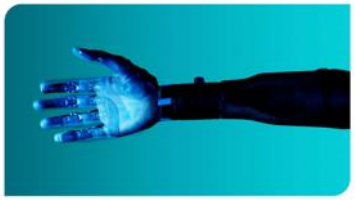
The LongevityTech framework rests on four pillars:

- **Trust & Transparency:** systems that are understandable and accountable
- **Continuity & Connectivity:** reliability across changing conditions
- **Insight & Interpretation**: turning data into long-term decision advantage
- **Embodiment & Interaction**: intuitive, inclusive user experiences

Frontier technologies are not about novelty or speed They are tools for strengthening systems that must endure

Frontier 01: Artificial Intelligence

AI interprets data, improves prediction, and automates decisions. It reduces friction, enhances clarity, and supports responsive services that adapt to people's changing needs across longer lifecycles.

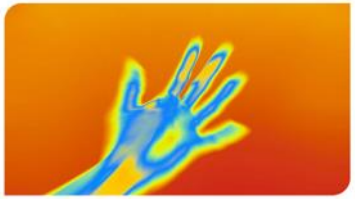


Frontier 02: Robotics

Robotics supports safer work, enhances precision, and improves daily living through assistive devices. It strengthens resilience, protects workers, and expands capability for consumers and organisations across longer, varied lifecycles.

Frontier 03: Quantum Technologies

Quantum technologies enhance modelling, optimisation, and security. They support better forecasting, protect long lived data, and help organisations plan and operate effectively as system complexity and lifecycles expand.



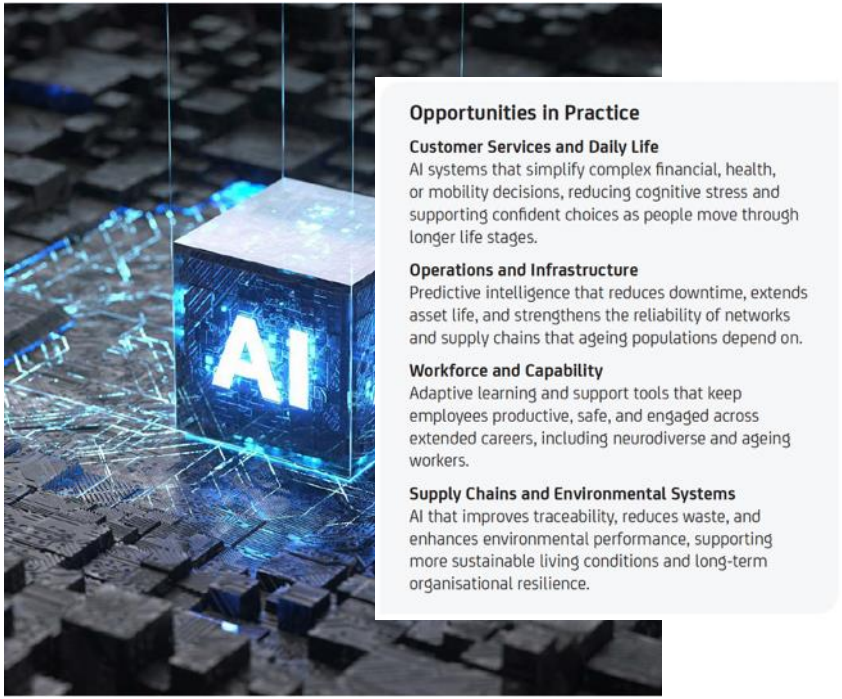
Frontier 04: Next Generation Controls

Next generation controls widen how people interact with technology. They improve accessibility, reduce effort, and create intuitive, responsive systems that remain usable across diverse needs and longer lives.

These technologies are already influencing how businesses manage complexity, protect systems, maintain assets, and design services that remain reliable over extended lifecycles.

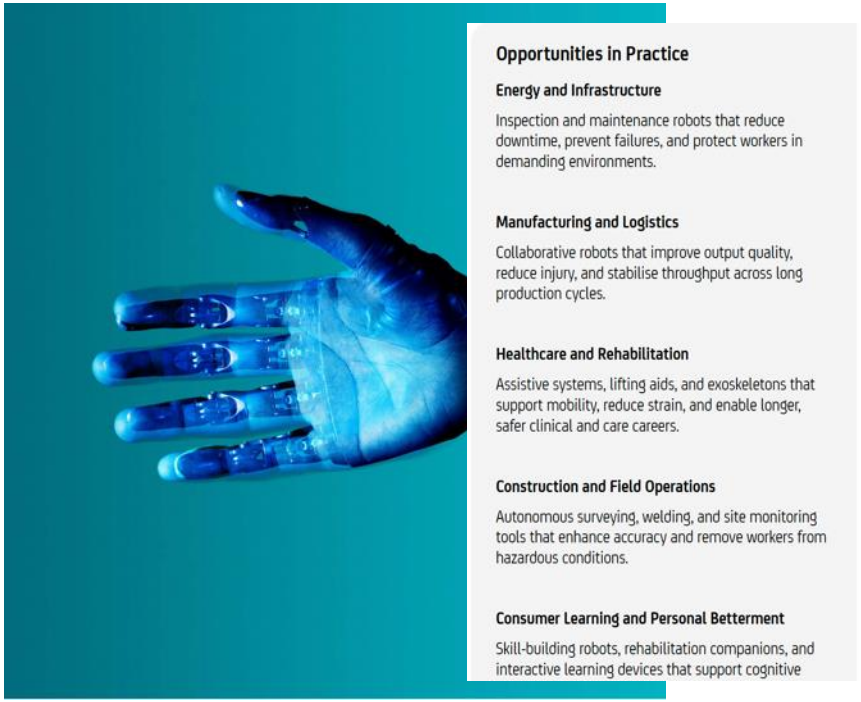
They are not isolated innovations, but practical tools that help organisations respond to longer lives, ageing workforces, and rising expectations for continuity and trust.

AI: the cognitive infrastructure of the Longevity Economy



- 88% of companies worldwide already use AI in at least one operational area
- Global AI market projected to reach **$813.8bn by 2030** - more than tripling from $244bn in 2025
- Applications: predictive maintenance, fraud detection, personalised healthcare guidance, long-term financial planning, ageing-workforce support
- Case study: **Longr blēo:** AI-driven personalised longevity guidance

Robots are moving beyond factories into care and everyday life

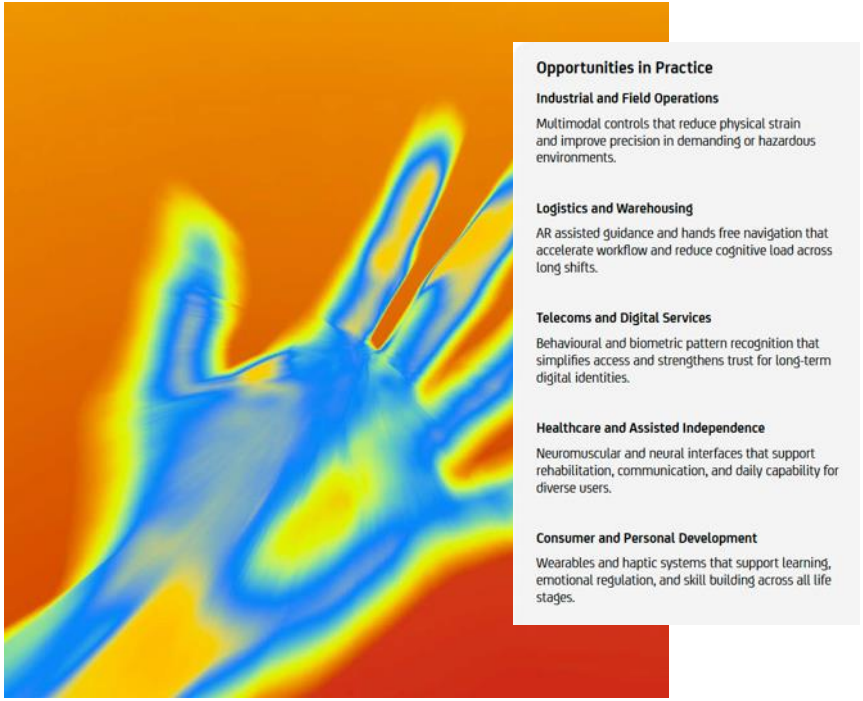


- Global robotics market expected to grow from **$74.1bn (2024) to $476bn (2035)**
- **80% of people** expected to interact with smart robots daily by 2030, up from under 10% today
- Extends operational capacity while reducing physical strain on workers
- Case study: **1X Neo** - a consumer-ready humanoid robot that autonomously handles household chores and offers conversational assistance.

Quantum into the mainstream with unprecedented investment

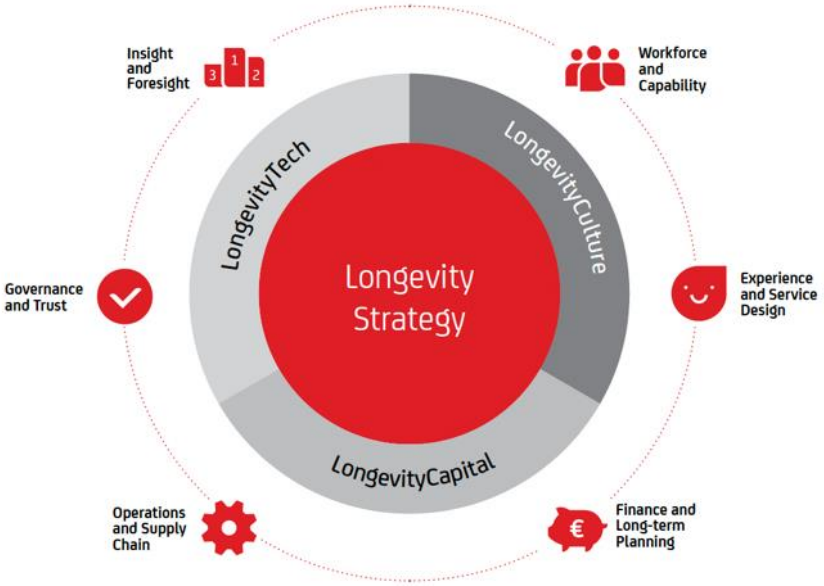
- Quantum computing market projected to reach **$7.3bn**
- Governments worldwide have already committed **$44.5bn** in public funding
- Role in financial modelling, risk management, infrastructure planning, cybersecurity and optimisation problems classical computing can't solve
- Case study: **BT, Toshiba & Equinix** — quantum-secure data link

As societies age, accessibility becomes a strategic business issue



- Next-gen interfaces: voice control, gesture recognition, wearables, brain-computer interfaces
- Keep products and services usable across all life stages
- Brain-computer interface market expected to reach **$506m by 2029,** nearly doubling from $262m in 2024
- Case study: **HaptX Gloves G1:** realistic touch for training and robotics

What it means for business



Competitive advantage will belong to organisations built for decades, not just years.

Winners will be those that can:

- Design products and services for longer life stages
- Maintain performance and trust over extended time horizons
- Reduce avoidable risks
- Adapt operations to demographic change

Q&A

Thank you