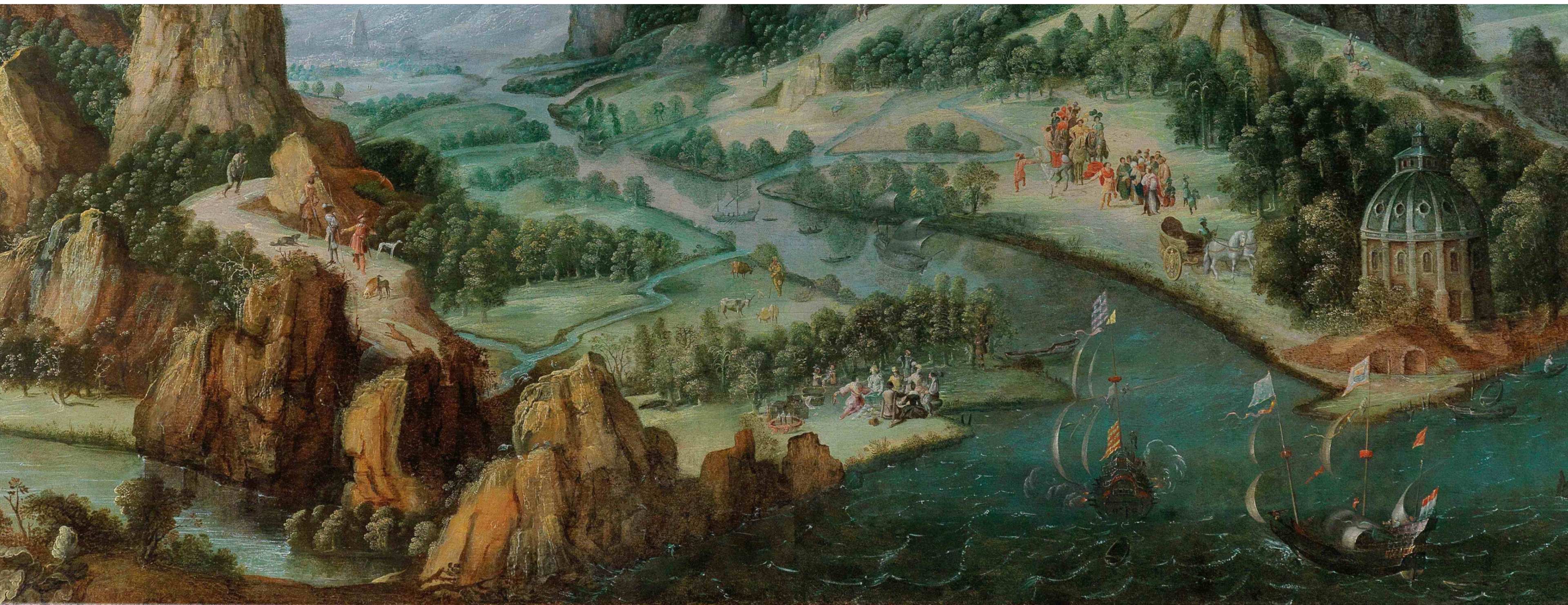
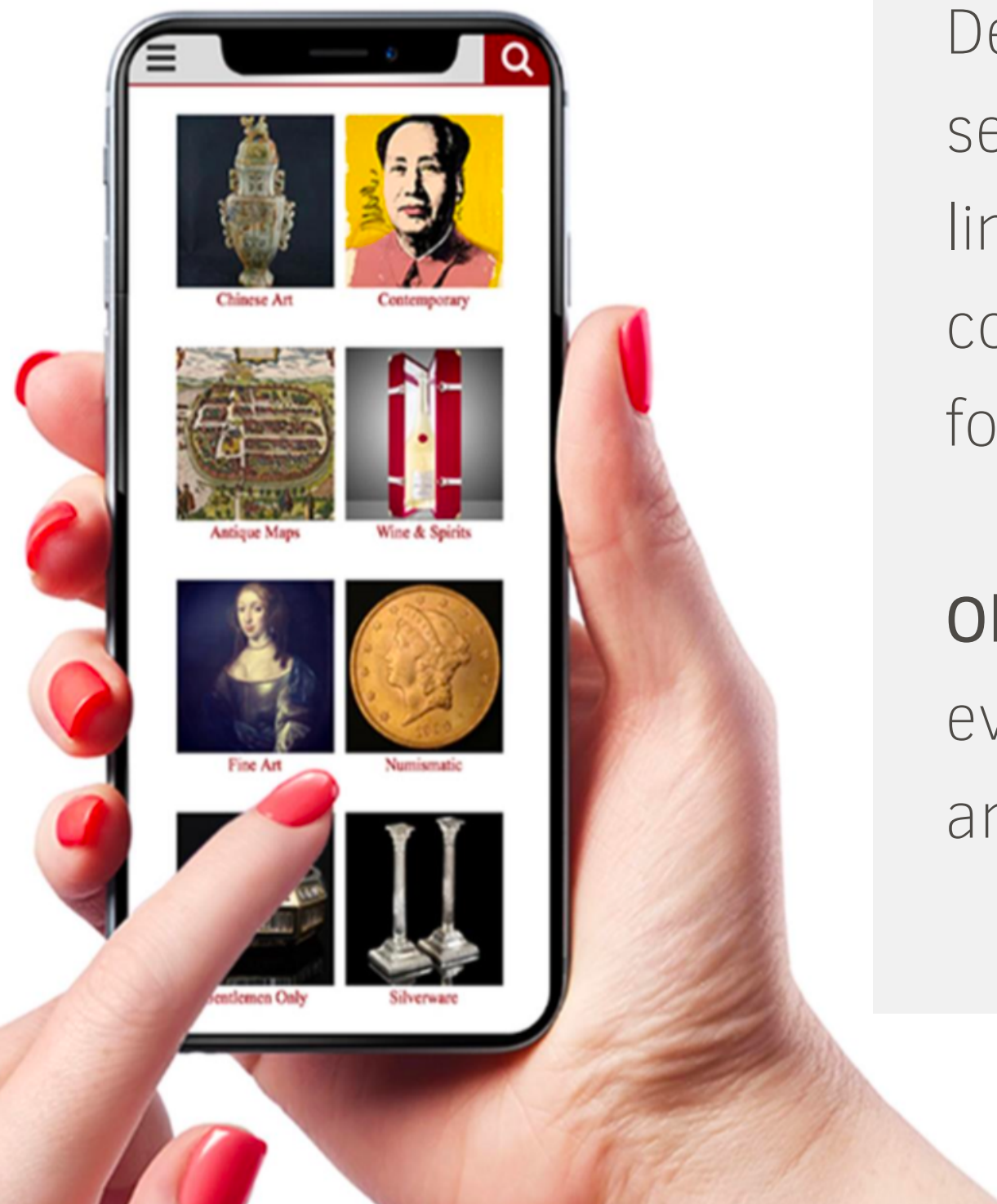


LOT-ART

THE ART INVESTMENT PLATFORM



01 THE OBJECTIVE



Developed by experienced art collectors, **LOT-ART** is the leading search engine for fine art and luxury collectibles, offering direct links to selected auction houses, art galleries and private collectors worldwide, together with a **synergic cluster of tools** for optimal **investment decision-making** in art related assets.

Objective: Identify the best investment deals and profit from every geographical arbitrage and information asymmetry arising in **the global art market**.

02 THE TOOL

LOT-ART enhances **Transparency** and **Efficiency** in the art market by providing collectors with an all-round view of the art & luxury sales worldwide, disclosing strategic information about each item (**Price - Place - Time**).

Investors will acquire art-related assets which are sound **financial investments**, leveraging on LOT-ART's extensive price database, advanced search algorithm and **market expertise**.



“BUY THE ART YOU LIKE WHERE IT’S SOLD AT THE **BEST PRICE!**”

03

WHY SHOULD YOU INVEST IN **FINE ART** **AND LUXURY COLLECTIBLES?**

Fine Art offers financial and risk diversification benefits for capital conservation and return on investment strategies but only if accomplished with the proper tools and the right expertise.

LOT-ART can help you to:

- Exploit Geographical Arbitrage & Asymmetries of Information in the Globalized Art Market
- Identify the Best Investment Deals in the Primary and Secondary Market Worldwide

04

WHY INVESTING IN ART IS A **WINNING STRATEGY** **OF PORTFOLIO DIVERSIFICATION**

More rewarding than standard financial products

- Aesthetic Pleasure (beauty & harmony of the colors, shapes, composition)
- Prestige of Ownership (artwork as non-fungible and unique asset)
- Historical Value (age and provenience)

Art offers financial and risk diversification benefits (capital conservation)

- Less sensitive to macroeconomic factors affecting stocks, bonds, funds (inflation, interest rates)
- Less Volatile in Economic Value (when proper diversification strategies are followed)
- Capital protected from extreme economic events (currency depreciation, company bankruptcy)
- Art can hold long-term multigenerational wealth (tax incentives in some countries)
- Source of liquidity in hard currency (collateralization for secured lending, international resale)

05

WHY SHOULD YOU INVEST **WITH LOT-ART?**

LOT-ART selects the best art deals tailored to individual taste, budget, risk profile and financial objectives (capital conservation or short term speculative), assuring the artworks will carry a substantial price gap with the primary market to **guarantee the highest degree of liquidity** and opportunity of **return on investment**.

We can **identify the best investment deals** and take care of every detail of the process of acquisition from item selection to bidding and delivery.

06

ART INVESTMENT **KEY SUCCESS FACTORS**

- ❑ **Expertise:** Don't buy what you don't know (positive asymmetry of information buyer/seller)
- ❑ **Capital Conservation:** hold it as a long term investment (inflation & forex risk protection)
- ❑ **Short Term Speculative:** capital gain based on price gap primary / secondary market
- ❑ **Liquidity:** purchase price Vs. average sale price at auction (forced sale value)
- ❑ **Risk Management:** Diversify in old masters, modern art, contemporary art, luxury collectibles
- ❑ **Collective Value:** $1 + 1 > 2$ related items together are worth more than single objects alone
- ❑ **Geo Arbitrage:** buy in country of low relevance & resell in the market of highest relevance

07 IDENTIFY THE BEST **ART INVESTMENT** DEALS WORLDWIDE



Art investors will profit on every **Price Gap** arising in the global art market, leveraging on Geographical Arbitrage & Information Asymmetries to acquire art-related assets which are also sound Investments in terms of **Liquidity** & opportunity of **Financial Return**.

Art Investment - Liquidity - **Price Gap** - Big Data Analytics

08 THE METHOD

Capital Conservation: hold the artwork as a long term investment (5 - 15 years) to benefit from its unique feature of holding wealth as hard currency deposit protected from extreme economic events

Short Term speculative investment: profit from geographical arbitrage and the price gap between primary / secondary market (< 5 years)



09

DIVERSIFICATION STRATEGIES IN LINE WITH INVESTOR'S RISK PROFILE

A

OLD MASTERS &
MODERN ART

- ✓ Lower price volatility
- ✓ High price gap primary/secondary MKT
- ✓ Capital conservation (long term)

Pablo Picasso –
Jacqueline

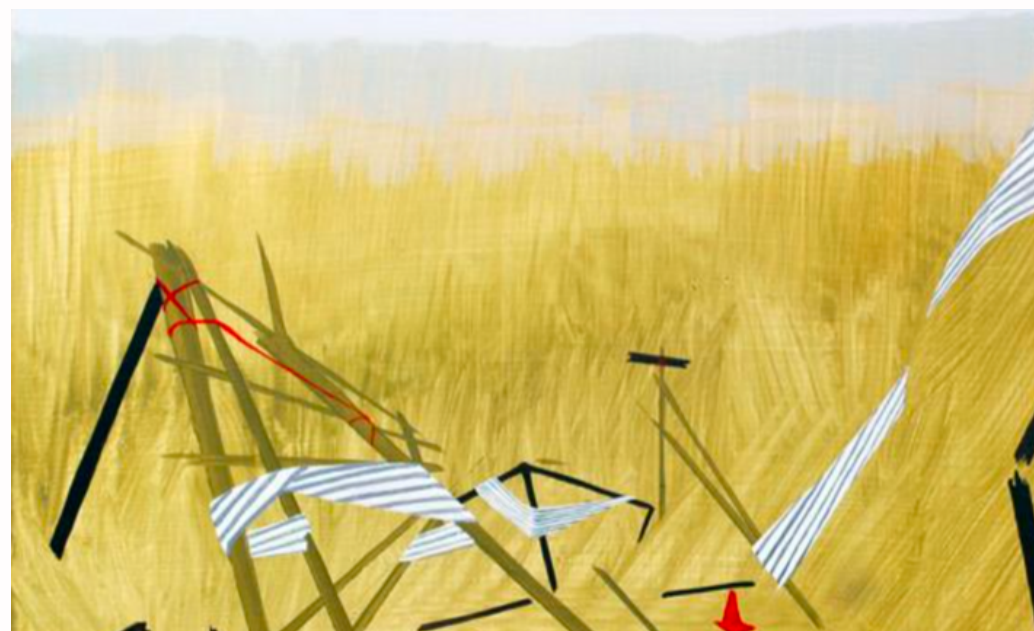


B

CONTEMPORARY
(EMERGING)

- ✓ Lower purchasing price
- ✓ Potentially higher returns
- ✓ Higher volatility / High risk

Magnolia Laurie –
a series of marks, a history of procedures

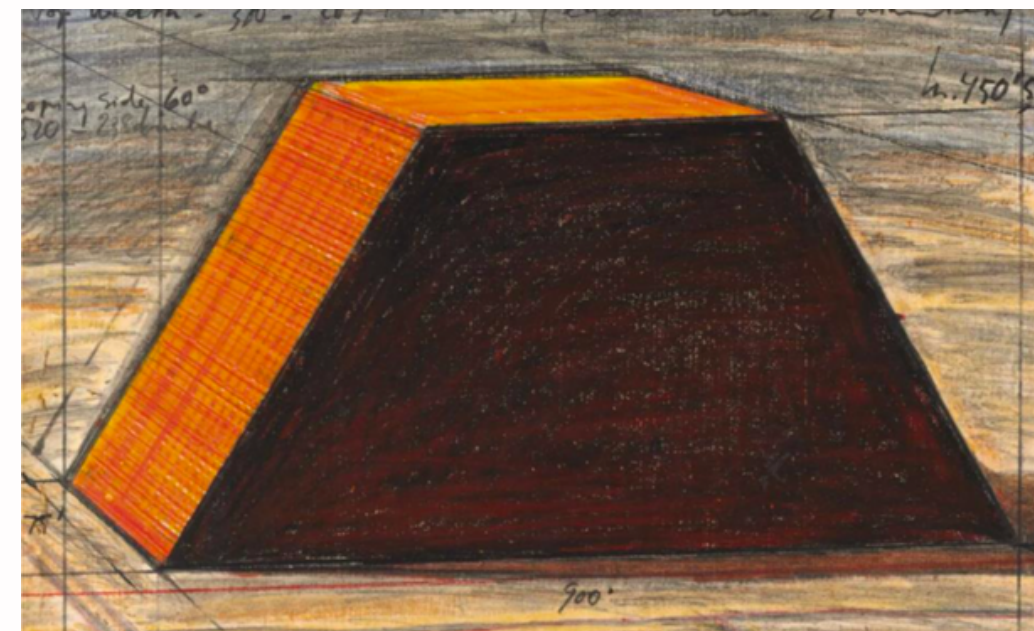


C

CONTEMPORARY
(ESTABLISHED)

- ✓ More speculative A but less volatile B
- ✓ High price gap primary/secondary MKT
- ✓ Capital conservation & profitability

Christo –
Project for the Mastaba in Abu Dhabi



10 INVESTMENT ADVISORY & **DIRECT DEALING**

- Guiding **Investors** in becoming Collectors (Selection, Purchase, International Storage, Resale)
- Portfolio Diversification into **Art-related Assets** (Fine Art & Luxury Collectibles)
- Identifying the **Best Deals** in the Primary and Secondary Art Market Worldwide

SELECTION CRITERIA

- ✓ Quality: CR, popularity of the subject, size
- ✓ Provenience, Authenticity
- ✓ Attractiveness: Price gap Auction Vs. Gallery
- ✓ Price Trend of the Artist
- ✓ Geographical Arbitrage

INVESTOR'S PREFERENCES

- ✓ Budget
- ✓ Personal Taste
- ✓ Financial Objective (Speculation / Capital Conservation)
- ✓ Risk profile - Price volatility of art segment
- ✓ Special Requirements



Contact us to enquire
further on your next art investment

Email: contact@lot-art.com

Phone: +31 (0) 6 23 07 83 25

LOT-ART

THE ART INVESTMENT PLATFORM