



Executive summary

January, 2019

Arteia is an independent Swiss-based company that provides a professional cataloging system for Fine Art Collectors in a SaaS model. Arteia has already developed an application, launched in October 2018 and adopted by a wide range of customers. The Company has raised over 3 M\$ in seed capital, has been selected by KPMG Luxembourg fintech incubator, The KHUBE, and is a member of Luxembourg's based Fintech Innovation Hub, The LHoFT. Arteia's team gathers long-term specialists in Art, Finance, and Entrepreneurship, and is working with well-recognized advisors and business partners.

The art market is one of the last vastly unregulated markets still barely touched by the digital revolution. Art is a very profitable asset class, and art sales have been booming in the past years in part due to the gradual introduction of online sales and online-only auctions. However, this market suffers from three main problems: the lack of transparency, liquidity and provenance. Data is centralized and hard to obtain, reselling artworks is a difficult process complicated by the scarcity of information about the existence, authenticity and history of artworks.

The nature of these problems paves the way for blockchain technology to make a critical and long-lasting impact on the industry by bringing more trust and liquidity to the art market, therefore allowing new entrants to expand.

Arteia aims to develop innovative decentralized peer-to-peer services for artists, collectors, and professionals of the fine art ecosystem, forming a comprehensive platform that serves the needs of all players in the art market.

The platform will enable matching between the various actors of the art ecosystem, and create an immutable provenance tracker and a peer-to-peer lending platform. ARTK tokens will be the fuel for smart contracts running on the platform, while peer-to-peer transactions will be mediated in a pseudonymous manner and allow for use of popular cryptocurrencies such as ethers. This solution will help bring much-needed transparency and liquidity to the art market and reduce transaction fees.

To accelerate its development Arteia is launching a sale for its token, ARTK, which will act as a utility token on its future platform. The funds raised will be used for the development of our solution, marketing operations, new partnerships and team expansion.

We believe technology brings value, transparency, and efficiency to the art market. It will aggregate some existing and new innovative solutions into a complete platform allowing users to work efficiently within this fast-evolving ecosystem. In this way, Arteia puts the relationship between collectors and artists at the heart of the art market.