



ART AS A TANGIBLE ASSET INVESTMENT

Scarcely any other asset class has been able so sustainably multiply the capital invested. The value increase for artworks has been constant and even achieves an astounding profit, when other investment products suffer huge losses because of economic crises.

Especially the category „Post War & Contemporary“ is particularly suitable as an asset class. One example of this is Photography, which is part of this art category. As one of the newer types of art, photography is very well documented, i.e. the number of pictures created is known and the origin of the photographs can also be tracked. Additionally, photographic works can be purchased for a relatively low price, which enables a broad diversification of investments. All works of art of the TheArtToken are carefully and properly kept and stored safely in a bonded warehouse.

PRODUCT DESCRIPTION: THE ART TOKEN (TAT)

All raised money gets invested in carefully curated works of art. The long-term goal of the security token is to increase its value through clever purchasing policies and special market opportunities through the purchase of entire collections. This is realized through the expertise and market experience of renowned, internationally active Art Advisors. To avoid conflicts of interest, the Art Advisory & Portfolio Administration competencies are always separated. Basically, a Buy & Hold strategy is pursued, whereby market opportunities can be used in the interests of investors. Due to the very broad distribution of the purchased works of art/artists, market opportunities can be optimally utilized and risks minimized. The periodic valuation is carried out by external third parties and the insurance companies. The investor can always sell on the exchange or sell back to the issuer as a redemption.



TheArtToken

ART VS. THE STOCK MARKET (20 YEARS IN COMPARISON)

ART OVER THE LAST 20 YEARS	
All Art Index	5.26 %
Impressionist & Modern Index	5.04 %
Old Master & 19 th Century Index	1.01 %
Post War & Contemporary Index	10.71 %
Traditional Chinese Art Index	9.13 %

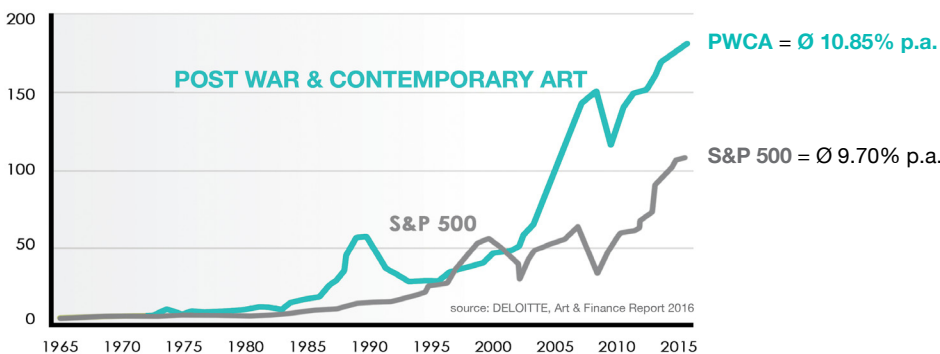
STOCKS OVER THE LAST 20 YEARS	
Dow Jones	7.54 %
DAX	8.48 %
Euro Stoxx	5.01 %
MSCI World	7.74 %
MSCI Emerging Markets	6.67 %

The „Post War & Contemporary Art“-Index showed the best performance in the last 20 years. TheArtToken focuses on contemporary photography, which assigns to the category of „Post War & Contemporary Art“.

source: DELOITTE, Art & Finance Report 2016

ART IN THE LAST 50 YEARS:

MEI-MOSES INDEX (POST-WAR & CONTEMPORARY ART) VS. S&P 500



The method of the two economists, Jianping Mei and Michael Moses, is regarded as one of the leading quantitative sources of information on the market. This method evaluates auction results by analyzing repeated sales to illustrate price developments on the art market compared to other investment areas.

source: nzz.ch

KEY FACTS OF TAT

Issuing Company

TheArtToken (company in founding), with headquarters in Liechtenstein (LIE)

Type of securities

Security Token (Asset backed Security)

Currency Pairs

EUR/TAT CHF/TAT BTC/TAT ETH/TAT

Underlying

Post War & Contemporary Fine Art

Asset backing

Every TAT is backed by Fine Art (Post war & contemporary Art) on 1:1 ratio

Redemption Process

Ongoing Liquidity: Trading TATs or redeeming art works

Issue price

USD 1

Nominal value per token

USD 1

NAV / Price Calculation

monthly, through third parties and TAT

Soft Cap

USD 16,000,000 (USD 4.1m prefunded)

Hard Cap

USD 25,000,000

Security Token Exchange

Multiple entities to be announced