



**Welcome to FineArtX
a profitable visual pleasure!**

FineArtX

The logo features the text "FineArtX" in a gold, serif font. The "X" is stylized with a vertical bar through its center. Below the text is a gold, curved arrow pointing to the right.

1

Welcome

3

What is FineArtX

5

Why should you invest in art?

8

**How to stay safe in the
Art Market**

10

**FineArtX
Exit Strategies**

12

Why we choose emerging artists

16

**Why FineArtX operates
in an international market**

19

Why invest with FineArtX

It is our absolute pleasure to welcome you to the world of contemporary art investment.



My name is Daniel Carnio and together with Jessica Zutton we founded FineArtX Ltd.



Not long ago we found ourselves searching, perhaps like you right now, for the **best investment** to protect our savings and achieve a competitive **economic return**.

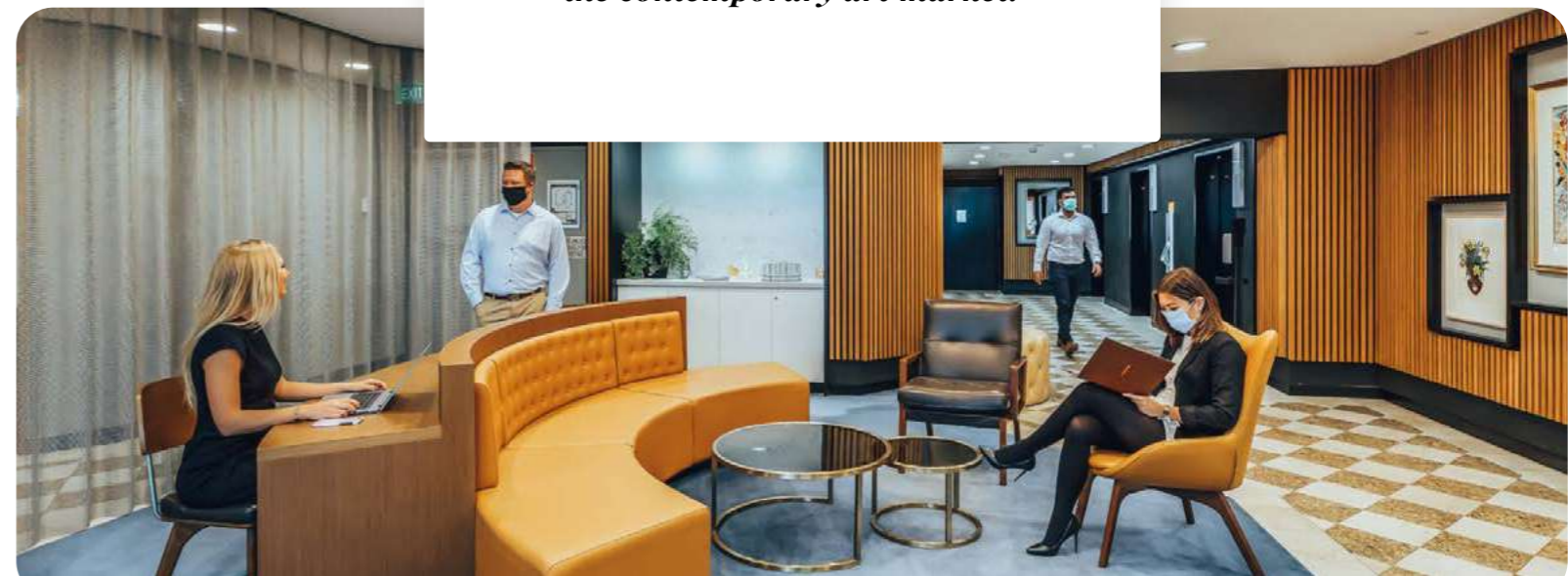
We started our journey by buying and reselling works of art by contemporary artists, and it didn't take long for us to see **success**. These impressive results inspired us to explore

We then took the time to figure out how to make the most of this **fantastic industry**, balancing risk and reward for the best results.

Unlike many others, we realised that it was not enough to create a gallery committed to sponsoring only a few artists. To receive an optimised economic return we had to create partnerships with **diverse companies, galleries and artists** from across the globe.

Once we had fully-developed and honed the right approach for generating consistent returns, we decided to offer our services to like-minded investors so you too can **benefit** from our expertise.

This is how Fineartx was born, an innovative project connecting investors with enticing and sustainable returns in the contemporary art market.





WHAT IS FINEARTX

FineArtX was born as an **evolution** of a traditional business model. We aim to **improve** on outdated aspects of the traditional art market, taking advantage of a **solid network** of galleries and professionals in the sector to obtain excellent returns for our investors.

Why did we adopt this approach?

The traditional approach sees artists work closely with the gallery itself, creating an exclusive relationship in which the gallery supports the artist as they develop their career.

This helps the artist to build his public profile and therefore also his success, but at the same time it can leave the investor in a high-risk situation.

The collector is usually exposed to a very small selection of artists. This limits **diversification**, and in the event that the artist stops collaborating with the gallery, his market price could drop drastically.

Instead, we decided to set up an investment system that was **as strategic as possible**. We began from the assumption that the diversification of our investments is always necessary, and we have built a service that is able to fully respond to this need.





HOW FINEARTX WORKS

FineArtX creates relationships with **prestigious** art galleries around the world. These galleries work with different artists, giving us access to a **wide network** of opportunities for the investor. Simply put, we give the investor the ability to create a diversified and optimised portfolio, taking advantage of every opportunity that the art market has to offer.

ART AS AN INVESTMENT

Are you thinking of investing in art? Let's analyse the key reasons why art can be a very interesting investment for both **experienced** investors and those **beginning** their journey.



Why should you invest in art?

HIGH POTENTIAL RETURNS

Turnover for contemporary art has **increased dramatically** in the last two decades, from around £66 million in 2000 to £1,448 million in 2019 - that's an increase of **1,452%**!

According to the Citi Global Art Market, the sector performed better in December 2020 than the stock market over the same period, offering an annual return of 14% over the past 25 years, compared to 9.5% for the S&P 500.

INFLATION PROTECTION

Works of art are **tangible** assets just like real estate, coins, gold, or other precious metals. At the same time we have the money market which includes bonds, certificates of deposit, shares. Unlike material goods, these assets are more sensitive to devaluation due to inflation.

Art is an appealing asset when it comes to creating a **balanced** investment portfolio that can positively overcome periods of especially high inflation.

ART IS A SAFE HAVEN

The art market has a very low correlation with other globalised markets.

It can therefore be a great tool to diversify your investment portfolio and balance the losses suffered by sudden collapses in the more traditional markets. Blue chip works and those of many established artists tend to hold their value during times of economic uncertainty. The Citi Global Art Market Report found that, even during the first seven months of 2020, contemporary art posted an average return of 6.7%, **beating all other asset classes**. From a technical point of view art can be considered "**countercyclical**" compared to the usual cyclical nature of financial markets. For this reason, it is advisable to have some art in your portfolio to achieve sufficient diversification.

TAX ADVANTAGES

Not many people know that investing in contemporary works of art is extremely **beneficial** from a tax perspective. This is because any gain obtained from the purchase contract often **does not attract taxation**. In many countries art investment is thus an excellent solution to minimise taxes paid on capital gains. In the same way, even possession of pieces of contemporary art of great value does not require inclusion in the income declaration of private individuals. Tax situations vary according to many specific factors, so we always recommend consulting with your tax advisors to help you make the most of the potential tax advantages of this investment.

NOURISHMENT FOR THE SOUL

As well as the financial advantages, investing in art has a unique benefit not found in more traditional asset types. Purchasing art allows you to connect with the artist on an intimate level and benefit from the **intrinsic beauty** offered by your chosen artwork. This may well be an opportunity to acquire a stunning piece that will change the look of your home or office space, providing aesthetic pleasure for years to come.

THE JOY OF SUPPORTING AN ARTIST

If you choose to invest in emerging talent, you also get added satisfaction of having helped the career of a young artist and of being an integral part of their journey as they grow and develop.





HOW TO STAY SAFE IN THE ART MARKET

The art market can be an extremely rewarding place to invest. Yet entering the market without sufficient experience and expertise puts you at risk of making costly mistakes.

Here at FineArtX we help our investors stay safe while investing in the market, making sure that every transaction is thoroughly checked and verified according to pre-established criteria.



Authenticity and provenance.

Authenticity and provenance are key when it comes to protecting your investment. Here at FineArtX every purchase is always accompanied by an official Certificate of Ownership & Authenticity.



Storage and delivery.

In FineArtX we offer a free storage service at dedicated warehouses where your works can be stored in controlled climatic conditions to minimise any risk of damage. The works of art stored by us can also be delivered to your home at any time. All you need to do is contact us and request their return.



Exit strategies.

As with any investment, it is crucial to have a solid exit strategy in place before parting with any capital. In the following section you'll find an overview of the main exit strategies for your investment.

For your peace of mind, we are on hand to take care of every detail of the liquidation of your artworks as well as advising you on the best strategy for your individual financial goals.

FINEARTX EXIT STRATEGIES

ONLINE SALES

The COVID-19 pandemic has resulted in **booming online art sales**. Artworks can be listed online by a gallery or artist via their website or a well-known platform such as Artnet or Artsy. The benefits of these platforms include low sales commissions, high visibility and optimised earnings.

PRIVATE SALES

Another popular exit strategy is to sell artwork directly to **private** buyers. At FineArtX, we identify investors or collectors looking for specific works and facilitate the sale on your behalf. This can be an excellent option for owners of high-profile works of art since private buyers are often willing to offer an above-market price to secure that particular piece.

EXHIBITIONS

Clients' works of art can also be included in solo or group exhibitions held at a particular gallery. This is a good way to secure a **prompt sale** and raise visibility for that piece.

AUCTION HOUSES

This option is typically used for blue-chip or established artists who have already made significant sales in the market. Auction houses can be a great option to **cash out your investment**, although it's worth mentioning that auction house fees can amount to up to 25% of the final hammer price.

GALLERY SALES

A great alternative to auctioning is to place your artwork in a dedicated space within a gallery. This choice allows you to **show your artwork** to a greater number of potential buyers and can help you get **great returns**.



WHY WE CHOOSE EMERGING ARTISTS



We often have **exclusive agreements** with the artists we work with, and we support them closely as they develop and mature. Emerging artists are in the early stages of their careers and are still making a name for themselves in the art world. Emerging artists' work is usually sold on the primary market via a dealer or by the artist themselves.

This can be one of the most **exciting categories** for investors since you can get in early before the artist becomes well-known and prices increase. There's potential for **very large returns** on your investment. Emerging artists who are suitable for investing have usually **won prizes**, attracted some **press coverage**, and are starting to build a following of important collectors.

FineArtX selects its **emerging** artists with care, partnering only with those who have strong potential to succeed in a competitive marketplace as well as rare artistic talent.

Our collaboration with our artists does not merely stop at the point of purchase. We work alongside our artists to **help them grow** and thrive by organising supporting **exhibitions** and events and assisting them in entering competitions.

These activities help to raise their public profile and develop their career, which ultimately benefits investors with higher sale prices for their works.

In the following pages, you will discover some selected examples of our artist growth profiles.

SOME OF OUR EMERGING ARTISTS

FEDERICO APRILE



+42%
ROI

1.4
CURRENT COEFFICIENT

2
ESTIMATED COEFFICIENT

UPCOMING EVENTS:

- Exhibition in the metaverse curated by Nicola Bigliardi, October 2022
- Uniqui Metafair, October 2022 curated by Spatial Port di Stefano Pesci

GRETA BOATO

UPCOMING EVENTS:

- Giudecca art Festival, Venice September 2022
- It's liquid international Art Fair, Venice September 2022
- OAA ouverture ateliers d'artistes, Marseille, September 2022



1.8
ESTIMATED COEFFICIENT

1.3
CURRENT COEFFICIENT

+40%
ROI

TIZIANA PERS

4.7
COEFFICIENT AT 24 MONTHS

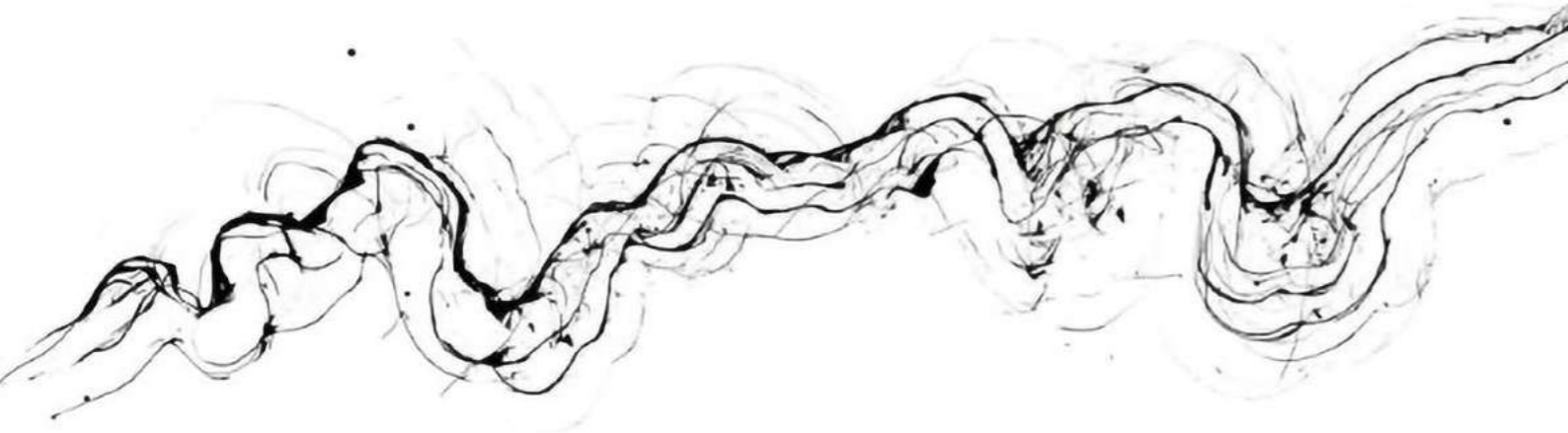
3.8
CURRENT COEFFICIENT
(blocked at 3,5 until end of ear)

+22.857%
ESTIMATED ROI

UPCOMING EVENTS:

- Villa Romana, Florence, September 2022
- Triennale, Milan 2023
- Monograph presentation with international guests at international level, 2023



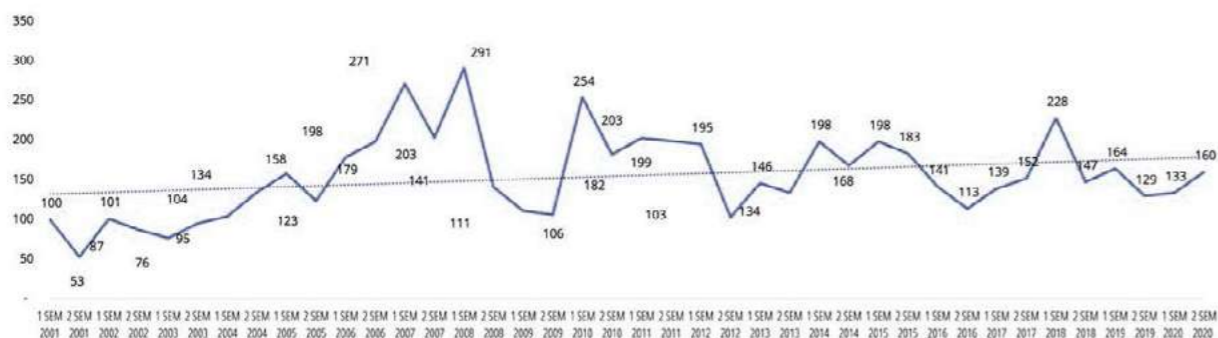


WHY FINEARTX OPERATES IN AN INTERNATIONAL MARKET

Operating on an international footing is a strategic choice, giving our investors greater access to enhanced opportunities for excellent returns.

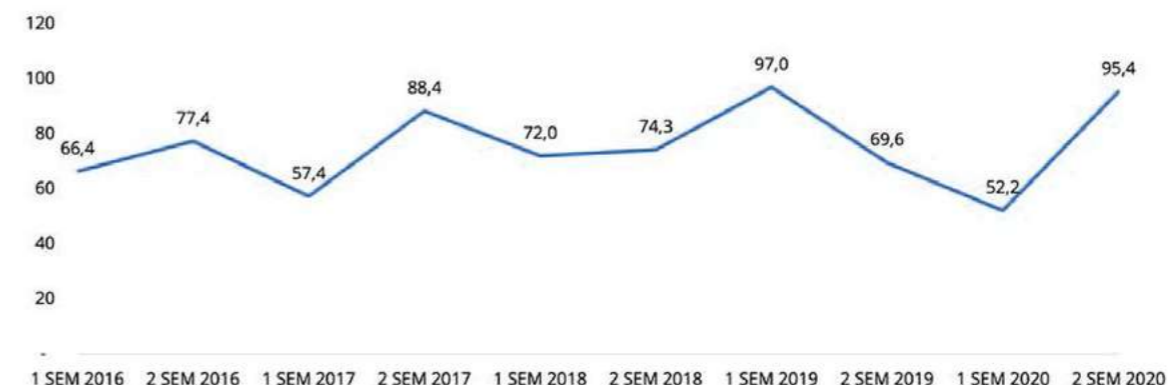
For a more detailed explanation, consider the following graphs which illustrate the broad trends of the global art market over the last few years.

THE GLOBAL PAINTING INDEX



Growth in 2021 in paintings sales culminated in turnover that far exceeded 2019 levels. International auction houses in particular have played a key role in capturing collectors' interest, resulting in solid growth since the beginning of 2021.

THE GLOBAL PAINTING UE INDEX



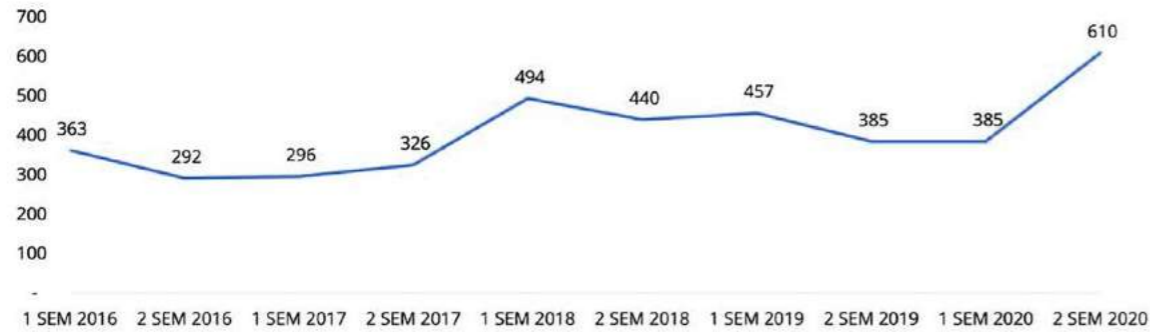
Focusing on the European market, growth has matched and even surpassed the global growth rate compared to 2018. This makes it a strong option even for investors taking their first steps in the art world.

THE GLOBAL PAINTING USA INDEX



The US market has taken on the role of undisputed leader in collector's auctions in recent years, a fact also confirmed by 2021 market performance. Despite the turbulence generated by COVID-19 and ongoing growth in the East, the US has continued to generate record-breaking results. New York, in particular, continues to attract the most important and wealthy collectors in the world.

THE GLOBAL PAINTING ASIA INDEX



2020 and 2021 were shaped by the seemingly unstoppable rise of the Asian market. China quickly recovered from the COVID-19 pandemic and boasts an ever-expanding network of wealthy collectors. Interest in Western painting continues to grow, making China an attractive market for both large auction houses and smaller, internationally-minded galleries.

This brief analysis of the global art market shows that a narrow geographical focus places significant limitations on and increases the risks of any art investment strategy. That's why FineArtX has chosen to give investors access to the global art market rather than adopting a more localised approach.

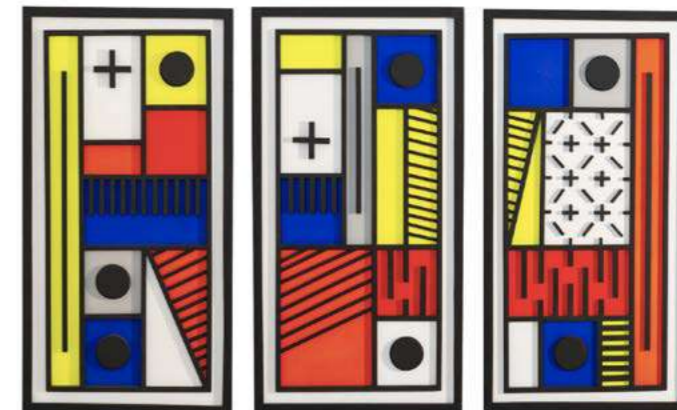
WHY INVEST WITH FINEARTX

Whether you are a seasoned collector or just starting out on your journey, FineArtX is here to help you every step of the way.

Unlike many investment-oriented galleries, we work with emerging artists from all over the world.

It is this spirit of inclusivity that makes FineArtX such a **dynamic** and **forward-looking** company. Our strategic advantage lies in our ability to identify and collaborate with these innovative artists who operate beyond the boundaries of the traditional art world.

Discovering **new talent** before anyone else ensures **excellent growth potential** for your investment and also gives you the chance to support an artist as their career progresses. Our artists regularly **double** and **triple** their prices within 48 months of choosing to work with us.



OUR PERSONALIZED SERVICE

Thanks to our **vast network** of insider contacts in the art world, we carefully curate the best art investment opportunities to meet your needs and your **personal** financial goals. Our **fully-managed** service includes scouring the market for aesthetically-pleasing works that also have exceptional growth potential.

SAFE AND SECURE INVESTING

First-time investors may not realize that the market does not have the same strict regulations imposed on other forms of investment. Working with a specialised art investment company like FineArtX **minimizes risk**, helping you avoid potential problems with forgeries, uncertain provenance, and ownership disputes.

We source works directly from the **artists themselves**. When we buy works from another gallery or art dealer, we insist on strict provenance and **authenticity verifications**.

TRUST AND COMPETENCE

Our network of experts has **decades of experience** in the art market and an extensive blackbook of global contacts in the art world. We pride ourselves on offering **first-class** service to each and every one of our customers. That's why we like to take the time to get to know you and to understand your personal requirements before you make any kind of investment with us.

YOUR DEDICATED ART ADVISOR

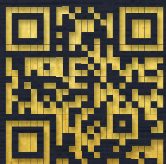
Treating our clients to a five-star service is the cornerstone of our operations here at FineArtX. We proactively assist you with every aspect of your investment journey, actively **monitoring** the market and analyzing every opportunity presented to us with special care. This **attention to detail** enables us to maximize the resale value and growth potential of your chosen works of art.

COMPREHENSIVE EXIT STRATEGY

A single gallery has a fixed network of potential buyers. Higher profile galleries typically boast a stronger exit strategy proposition. Yet despite this, liquidation opportunities are still limited to a defined geographic area or network. FineArtX's blackbook of contacts and insider access to the art world ensures the **best possible outcome** for your investment **when you are ready to exit the market**.

We are here for you





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