

ARTBLOC is a secure marketplace platform for the purchase and sale of fractionalised ownership interests in investment-grade private artwork with the accessibility and liquidity of public markets.

ART AS AN INVESTMENT ASSET CLASS

It is estimated that the outstanding value of art and collectible wealth is in excess of USD 3 trillion; however, only a fraction of that value – averaging USD 66.4 billion annually over the last ten years¹ – is purchased, sold or traded in the global art market.

A fundamental challenge in the growth of the global art market is that any investment-grade fine art piece – defined as valued north of USD 100,000 – has to be purchased and sold in its entirety, that is to say the price of art pieces is non-divisible. A prohibitive sticker price makes it difficult for average investors to not only afford the artwork, but also to liquidate their investment as well as manage their investment risk.

What if ownership of a piece of art could be fractionalised, bought, and sold in a similar way to how shares of a public company are in the stock markets? It would open access to a much broader set of investors who have previously been reluctant to investing in art because of the market's low liquidity coupled with its lofty entry price.

CREATING REAL LIQUIDITY

ARTBLOC Marketplace issues and sells fractionalised ownership interests in artwork represented in cryptographic token form. These tokens will be sold and traded through ARTBLOC's over-the-counter desk or other affiliated external trading platforms.

¹ Arts Economics 2019

By offering fractionalised ownership interests in art pieces, ARTBLOC expands the universe of potential investors while also providing investors the optionality to more precisely determine their exposure to that particular asset. Moreover, by establishing a liquid marketplace where such tokens can be easily traded, ARTBLOC aims to build a more accessible and transparent market for art investment.

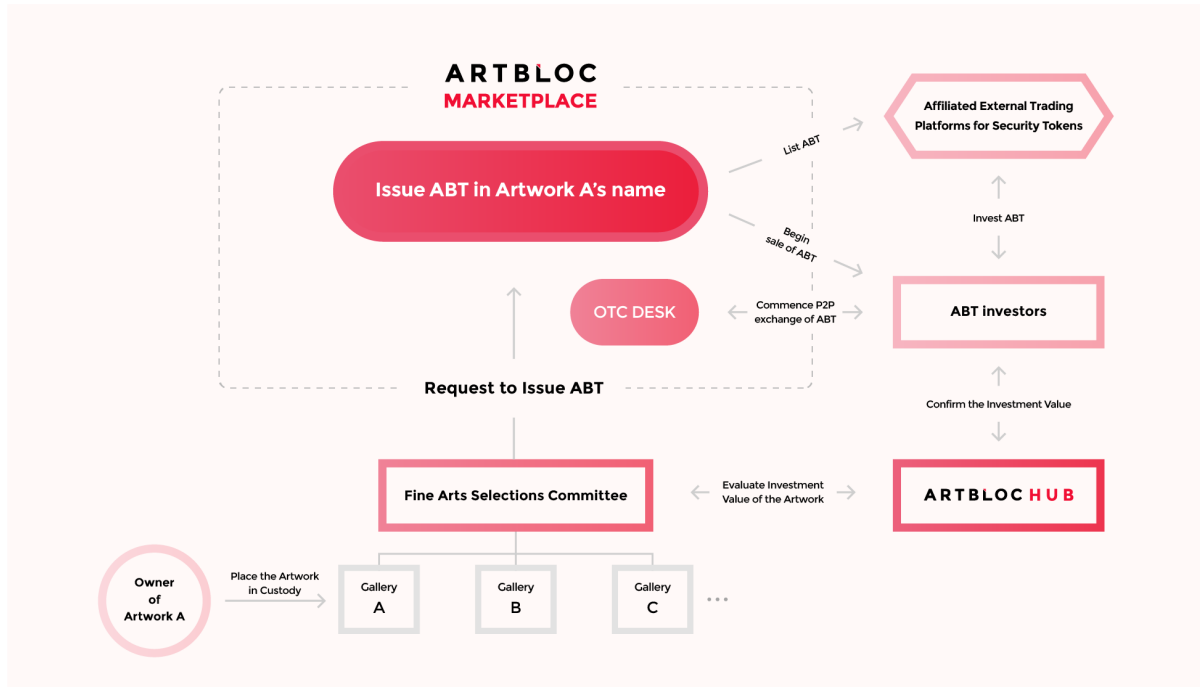
Through ARTBLOC, investors will now have the ability to purchase and sell tokens representing fractionalised ownership of investment-grade artwork and further diversify their investment portfolios through exposure to art as a liquid asset class.

FOSTERING A TRANSPARENT, INCLUSIVE, AND ACTIVE GLOBAL ART COMMUNITY

ARTBLOC's mission is not simply facilitating the purchase and sale of investment-grade artwork to a broader investor universe, but rather aspiring to build an open and borderless art community which will connect the diverse and fragmented art communities scattered across the world.

Today, the commercial market for investment-grade art is restricted by a very high barrier to entry where the burden of discovery, due diligence, and transaction falls heavily on the individual investor. Additionally, the fragmented state of the global art market makes it challenging and expensive for investors to access the right information and networks to understand what they're investing into.

ARTBLOC Hub is an interactive, global community built to interconnect the diverse user base of ARTBLOC – artists, collectors, curators, auction houses, galleries, among others – where ecosystem members can earn utility tokens as rewards for their contributions to the community. Contributions can range from media content creation to art reviews and open houses. ARTBLOC HUB can then provide verified ARTBLOC users access to the robust information flow being created and accumulated on the underlying artworks. Ultimately, ARTBLOC HUB would serve as the data repository accessible for investors to make increasingly objective and data-driven investment decisions when investing in valuable art pieces.



ART INSIDERS DRIVING CHANGE FOR A MORE OPEN ECOSYSTEM

The founder and CEO of ARTBLOC, Jun Kim, is an art aficionado, collector and veteran art dealer having established and operated an online art trade platform with 10,000+ artists from over 30 countries and 45,000+ artworks registered. Having built and maintaining an extensive global network of artists, galleries, and collectors in the art market, Jun possesses a robust understanding of the various pain points each participant in the ecosystem faces.

ARTBLOC is building a global alliance consisting of influential artists, collectors, critics, auction houses, and galleries. Together with members of this alliance, ARTBLOC seeks to solve the inefficiencies and friction existing in today's art commerce market and change the paradigm of art investing.