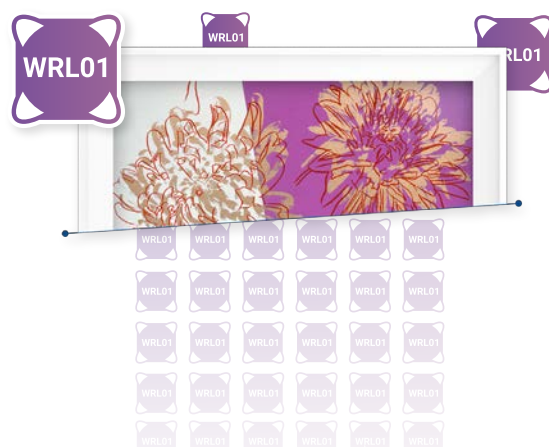


ARTSQUARE JOURNEY

ArtSquare is creating a new market for Fine Art and collectibles by transforming these illiquid assets into thriving financial realities available to most. Our primary marketplace enables Art Owners to turn their Artworks into profitable assets to be enjoyed by a new generation of Art Investors. ArtSquare's totally-redesigned investment experience does not end with the listing of artworks as small digital shares. We are creating a dynamic Secondary Market where Art Investors can divest their Digital Art Shares at any time and can see the real value of their Artworks' DAS change over time.

ARTSQUARE FIRST DIGITAL ART LISTING

ArtSquare's first digital art listing will go live on June 3, 12.00 (GMT+1): our Art Investors will be able to buy 28,000 Digital Art Shares for Andy Warhol's Kiku (1984) for €1 each. As soon as the listing ends and the 28,000 shares are allocated successfully in the Art Investor's Portfolio we will launch the ArtSquare Exchange. Our Secondary Market brings about a whole new scenario of profits for our players. Through the Exchange, Art Investors who did not have chance to grab up shares of Kiku will be able to finally do so by buying them from others in the community. The Exchange is your chance to partake in the artwork's new life as a liquid asset, start trading, and make your portfolio grow.



**YOUR FIRST WARHOL
IS JUST €1 AWAY**

THE ARTSQUARE EXCHANGE

We introduce the ArtSquare Exchange, ArtSquare's own Secondary Market. The Exchange is a digital forum where Art Investors can start trading their Digital Art Shares and enjoying the results of their disinvestment.

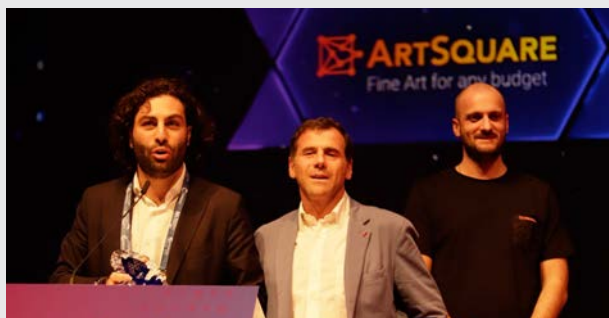


The ArtSquare Exchange is the final and most exciting component of our new approach to art investments. Buyers and Sellers, offer and demand, come together in the Secondary Market, bringing about processes of uninterrupted, real-time price formation that are unprecedented for the art market. In the traditional art market, price tags for objects are formed as a result of a number of unclear, unstable and highly subjective factors. In addition to provenance (the track record of ownership of an art object) the inclusion in exhibitions and recent market performances of similar objects influence pre-sale estimates of an artwork, making any consideration, on its real value and market potential, highly speculative.

These indirect processes of price formation are also dangerously discontinuous as they take place only when the artwork comes up for auction or is sold through a gallery. For instance, contemporary art pieces from the 1980s might have been re-sold no more than 3 or 4 times to this day. The scarcity and infrequency of transactions create huge liquidity gaps which commission fees, such as buyer's premiums, and advising fees, only exacerbate by blowing the artwork's price tag up without positively conditioning its actual value.

ArtSquare's system of digital listing of artworks wants to ease the pains of small Art Investors who struggle with the market dynamics described above. By turning the artwork into tradable shares, ArtSquare brings about a process of continuous price formation which eliminates liquidity gaps and high brokerage fees system that plague the traditional art market. We see Fine Art as a new asset class of uncharted potential: through digital fractionalisation, investing in art will guarantee as good a performance as investing in shares of a company on the traditional stock exchange.

SPOTLIGHT



“Malta A.I. & Blockchain Summit”

Malta, May 22nd 2019

ArtSquare Wins the Blockchain & A.I. for Art 2019 Award at the Malta A.I. & Blockchain Summit. ArtSquare's vision of a digitally-powered art market keeps gaining international recognition. On May 23, ArtSquare was awarded the Blockchain & A. I. for Art 2019 Award during the A.I. & Blockchain Awards Gala hosted by the Malta A.I. & Blockchain Summit. The prestigious summit attracts international leaders of the A.I. and Blockchain industries, welcoming 5000 attendees, 300 exhibitors, and 700 investors into one unparalleled showcase of the field's most innovative ideas. We are honoured to say that the potential for innovation of ArtSquare's project was acknowledged by such an illustrious international jury; the award fuelled even more our enthusiasm for the launch of our first digital listing.⁹



“Blockchain-the New Frontier of Asset Management and Venture Capital”

Rome, May 9th 2019

On May 9, Art Palazzo Brancaccio in Rome. The event, hosted by IDP Financial Solutions LTD in collaboration with Swiss Crypto Advisors SA, covered various topics on the role of Blockchain technology as a tool of positive change in the world of Asset Management and Venture Capital. Across four panels economists, lawyers, and members of the Italian government involved in the recent budget bill discussed Blockchain's potential for bringing together Venture Capital and start-ups, with particular attention to its effects on the Italian social-economic scenario.

HOW DOES THE SALE OF DIGITAL ART SHARES ON THE SECONDARY MARKET WORK?

When the sale of Digital Art Shares on the ArtSquare Primary Market ends, we will bring on the secondary market phase. Through the ArtSquare Exchange you can disinvest your Digital Art Shares, allowing others in our community to own fractions of Artworks even if they did not get the chance to buy them through the primary sale during the listing stage. The ArtSquare Exchange relies on a business model based on sale and purchase orders. A Digital Art Share is placed on the Secondary Market at a predetermined price. The sale of a DAS is successful when the Art Investor's offer meets the seller's proposed cost for the share. Alternatively, the Digital Art Share can be sold at market value, with the selling order processed instantaneously based on the best available buy offers.

SAVE THE DATE

FIRST DIGITAL ART LISTING JUNE 3, 2019, 12PM (GMT+1)



ANDY WARHOL - KIKU (1984)

Market estimate: € 28.000

Total number of shares: 28.000

Value per share: € 1,00

Minimum investment amount: € 1,00

Upcoming Event:



“London Tech Club Art innovation breakfast”

@Royal Academy of Arts, London, June 20th 2019

On June 20, ArtSquare will attend an exclusive event organised by the London Technology Club as part of the club's leadership event series. The breakfast and panel discussion will focus on the impact of new technologies the art community and the role of technology in changing the ways in which art is created, experienced, shared, collected and invested into. The talk will be followed by a visit to the Summer Exhibition at the Royal Academy. We look forward to this exciting networking opportunity and to sharing ArtSquare's project with people who are interested in changing the art market by using digital technologies.