



monart Art Community & Marketplace
ICO-STO

Private Sale Lite WhitePaper 1.0 December 2018

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INTERNATIONAL ART COMMUNITY & MARKETPLACE

www.monart.Art





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monart Presentation

The Art Platform of the
21st Century





Money + Art

monart is Creative

An Innovative Art Experience, Art Community & Ecosystem

Open to all art lovers, artists, creators, galleries,
curators worldwide: China, Europe, USA...

monart is Business

The Art Bank, Asset Management & Marketplace

The Global Art Market is 63 Billion \$ / year *,
99,9% of the population has no access to it yet!

**Source The Art Market 2018, Art Basel & UBS Report 2018*

monart brings Art to a new Era
Enter the Art Market Your Way, become a Player!





**monart is disrupting the current 63 billion \$ a year art market
with an innovative art experience, new business models
and a uniquely profitable Security Token based STO.**

Innovative Art Experience

monart transforms the art experience both online and offline to provide new ways to discover artists' universes & artworks both physical and online, real and AR, 3D & VR... monart empowers the art community to actively participate. The art experience for the 21st century!

New Business Models

monart creates new business models, allowing purchase and trading of artworks or collection of artworks shares. This opens up liquidity options for artwork collectors.

Security Token Profitable STO

Half of the STO proceeds is invested in a large art collection whose gross profits are 100% paid to token holders. A 10% share of the large monart marketplace transactions gross profits is also paid to token holders

In addition, token holders benefit from many privileges including private sales, discount sales, exclusive art collection creation, VIP events invitations and many other perks.

Very high potential

monart is disrupting the current 63 billion \$ a year art market and opening this market to the wider public, aiming to achieve 1.6% market share after year 5!

International from Day 1

Already based in Paris, Beijing, NY and Malta, monart's team is deployed on the 3 major art continents. monart runs a Beijing 2.200 m² art center in the largest Asian art district called 798.

Already started with a comprehensive team

The team already includes 20 people plus 22 international advisors and major partners (crypto, art, media)

- The team currently develops the platform MVP whose initial version will be launched shortly with an auction and other innovative experiences before the public STO
- The monart Art Collection is started. Expert board includes Christie's former contemporary art head
- The monart Art Accelerator Initiative has begun with different creative art & tech artists





AWARD WINNING STO

MONART WON THE ICO AWARDS 2018



After a long and comprehensive selection process, first on documents (website, One Pager, White Paper...), second by interviewing the candidates and out of this selection process, the best 7 ICO projects came on the big stage in Paris to present their ICOs.

And monart won the first prize! On top of that by a unanimous jury vote! A very promising step for monart international roadshow and ICO-STO.

MONART SELECTED TO PARTICIPATE TO THE MALTA BLOCKCHAIN SUMMIT START-UP VILLAGE

monart was selected among the 40 best crypto companies worldwide to be a part of the Malta Blockchain Summit Start-up Village sponsored by Malta Enterprise! 8.500 visitors!



FINANCIAL ANALYSIS OF MONART BY ENIGMA SECURITIES IN LONDON. RECOMMENDATION: BUY!

“We think this is a clever project in a market that could benefit from appealing more to a younger demographic. The ability of investors to hold part-ownership in an artwork could appeal more to millennials who invest more in experiences, rather than things. The monart model means less hassle for owners and also allows for further monetization opportunities. For example, an investors can own a share of a famous installation, while monart can manage the work of insuring and keeping the art secure. ...”





OLD ART WORLD	MONART NEW ART WORLD
Closed Secretive Private club Reserved to wealthy individuals	Open, social Transparent, secure Open community Socially responsible



The Christie's, the Art Bank,
Asset Management & Marketplace
of the 21st century!

Including:

- Art collections
- Auctions, artwork sales
- Artists & artworks discovery & promotion
- Large international art community





CURRENT PROBLEMS AND MONART SOLUTIONS

PROBLEMS

ARTISTS

- **Huge challenge** to promote themselves and their artworks
- **High dependency** on intermediaries
- Difficulty to prove and **track ownership** of artwork
- **No track records** or follow-up of the artwork
- **No resell rights**
- **Little interaction** between artists and art lovers

ART LOVERS & BUYERS

- **Art experience unchanged for centuries**
- **No opportunity** for contributions, recommendations
- **No right to discover** or propose artists
- **Unclear** artist and artworks rating system
- **Lack of trust**
- **Lack of transparency**, no historical information
- **Hard to access the fine art market.** Requires steep investments

MONART SOLUTIONS

ARTISTS

- Major viral online and offline **promotion**
- **Direct sales** or better intermediary deals
- Clear and **secure** proof of ownership
- **History** of artwork sales securely available
- Possible **resell rights** for the life of the artwork
- **Increased network** with art lovers online and **worldwide**, **receive financial** support from Art lovers

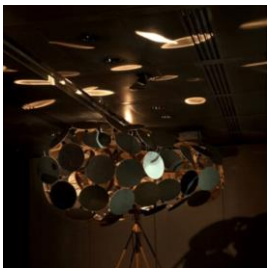
ART LOVERS & BUYERS

- **Innovative art experience in monart's galleries and online**
- **Opportunity for contributions**, recommendations
- **Encouraged** to discover or propose artists, option to sponsor artist
- Open and secure **crowdfunded** artists and artworks rating system
- Trusting the platform using the **secure blockchain technology**
- **Transparent** historical (log) information
- **Easy access to fine art market** with shared ownership, art collections, emerging artists art collections





PASSION, PLEASURE, SOCIAL, FUN & INVESTMENT



PASSION & PLEASURE

Art in all its diversity is **passion, pleasure, emotion.**

SOCIAL & FUN

Art is a **social space open to all.** **monart** organizes social events -- both offline and online, big and small – and help others **discover, have fun, share, invest** in the art community. We are an extensive online and offline looking to enjoy art.

“Art is the shortest way from man to man” André Malraux.

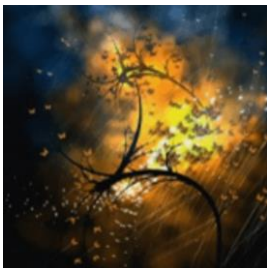
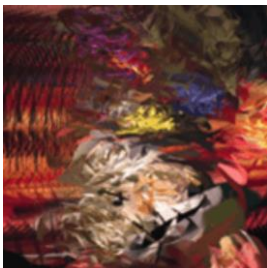
In our troubled times, Art is the way to create bridges between people.

A SOUND INVESTMENT

72% of collectors said they **bought art for passion with an investment view**

Source Deloitte Art & Finance report.

Artwork images all rights reserved and copyright to the artists we thank: M.Brondbjerg, B.Garo, V.Leroy, G.Marshall, Z.Shichao, G.Xiaowu.





ART COMMUNITY AND ECOSYSTEM

ALL ART

monart welcomes all types of art, digital and traditional.

monart organizes large artists and artworks promotion both online and offline by opening **monart** spaces in major cities around the world starting with Beijing, Paris and New York. See details below .

monart believes in blurring the boundaries between digital and physical and have the two worlds exchange experiences and culture.

LARGE ART COMMUNITY

At **monart**, art lovers participate, discover, rate, comment and support artists and their works. **monart** is creating the largest Art community and ecosystem with its own currency.

The **monart** community is a welcoming one, generating a strong engagement by its passionate members.

The **monart** community is open to all: art lovers, artists, galleries, curators, auction houses, medias, etc.

ART PASSION, EVENTS, INVESTMENTS & FUN

monart, develops an original large international art community to discover, enjoy, promote, buy, sell, lend, gather together, exchange and have fun!





monart Strategic Market Positioning

The Innovative Art Experience





MONART - REVOLUTIONIING THE ART EXPERIENCE

SPECTACULAR ART COMMUNITY AND MARKETPLACE

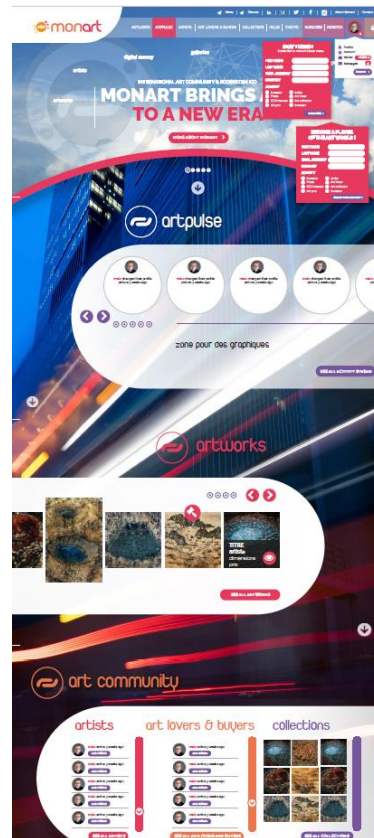
monart develops a beautiful, technology rich environment and innovative experience to promote artists and their creations worldwide.

AN INNOVATIVE ART EXPERIENCE

Today, everybody wants more than just product information! **monart** provides a game changing experience to enter the art world, discover the artists' universe and participate actively. Available both online and in **monart** galleries around the world!

DISCOVER THE ARTISTS UNIVERSE

monart Art Community presents the artist's work and environment.





MONART ONLINE ART CHANNEL

MONART LAUNCHES AN ONLINE ART CHANNEL

Ultra High Definition (UHD) screens enhance home multimedia experience

- 4x full HD resolution, deepest color range and dynamic
- 30 million UHD TV are to be sold in 2018, 50% of them XL size

Connected home & wearable devices bring interactivity

- 25 billion connected home & wearable devices will be sold in 2020

Top content is lacking, user engagement is fading fast

- Few 4K content of high quality
- Connected devices usage dropping sharply after a few months

DIGITAL ART EXPERIENCE BRINGS VALUE AND USER EMOTION

monart offers Artists and Art lovers a new platform:

- Easy to use, both to create artworks and to exhibit them
- Secure and open artworks distribution is controlled by Artists and Art lovers
- Able to monetize artworks with multiple business models

MONART ART EXPERIENCE ENHANCES CONNECTED HOME EXPERIENCE

- Top UHD quality digital artworks
- Interactive artworks empowering connected devices





MONART MARKETING STRATEGY

monart will combine many different ways to promote it's disruptive art operations.

ONLINE COMMUNITY BUILDING

monart is already followed by more than 30.000 people as of end of October 2018 on Facebook, Twitter, Telegram, etc! All co-founders have worked for years in the art - tech field and have vast networks that will be the base to create the **monart** community. This includes:

- personal contacts
- special relationship with international art companies, online sites, media sites and more.

A growing number of people will participate in the community building including:

- Referral from artists themselves especially with the artists whose works are purchased for the **monart** collection
- Referrals from community members and buyers
- Partnership with art institutions like museums, art associations, galleries and more
- Institutions and cultural government institutions joining **monart**'s Art Accelerator Initiative will also actively refer to **monart**
- Art lovers worldwide eager to actively participate.

RELATIONSHIP MARKETING

monart is also working with KOL (Key Opinion Leaders) to increase Monart's reputation, audience and buyers contacts.

ONLINE MARKETING

As mentioned, **monart** is already followed by more than 30.000 people. Large online marketing campaigns will increase this initial reach.

PR OPERATION

monart is launching a large PR campaign to let the **monart** experience be known worldwide.

ART FAIRS

monart will strongly participate in many of the large art fairs worldwide to contact with buyers, artists and partners.

ART MAGAZINES

monart will also build a strong presence in many of the main art magazines to attract recognition from art fairs, buyers, artists and partners.



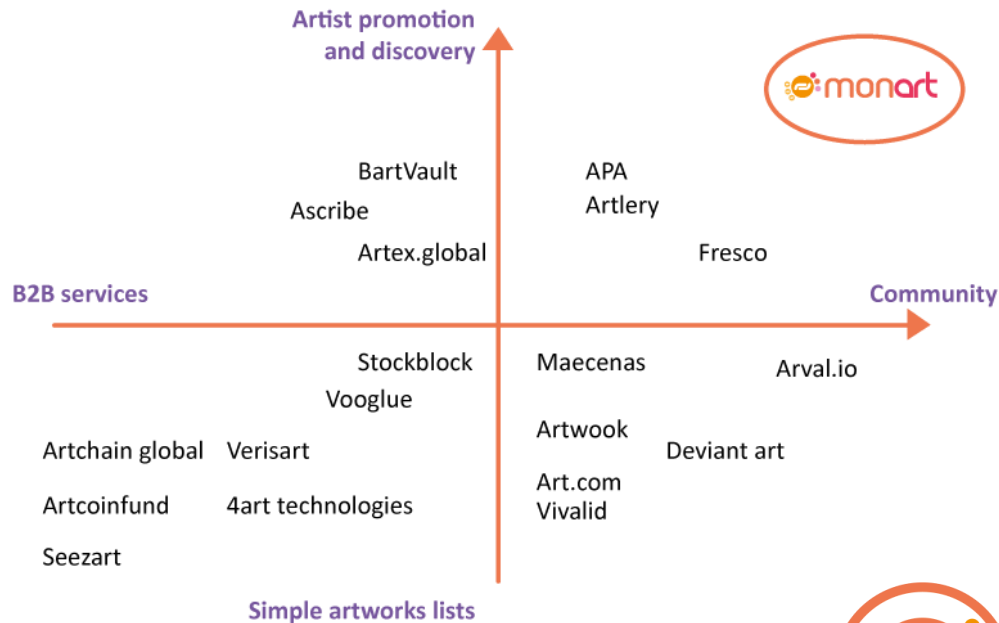


COMPETITIVE ANALYSYS

Our competitive analysis shows that **most of the art ICOs and Blockchain usages** (20 different projects analyzed, detailed bellow) **are all very different from the monart project which stands above as a unique platform for artist discovery, community, experience and marketplace.**

THESE COMPETING PROJECTS ARE:

- B2B solutions for the trade
- Specialized initiatives dedicated to one part of the art market
- Only selling artworks rather than promoting artists
- And are usually based in one country, not beginning as an international like **monart**.





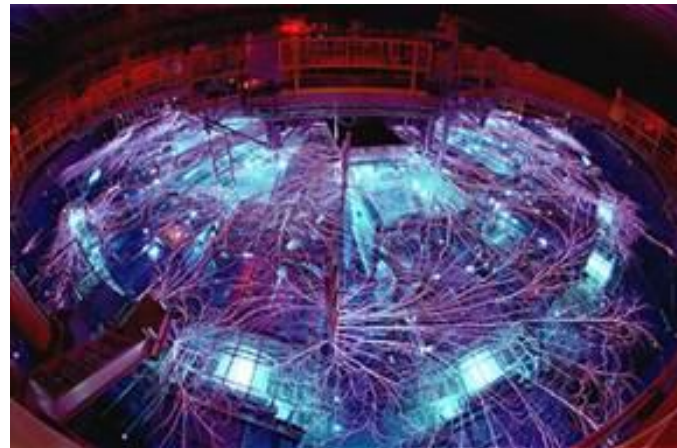
MONART ART ACCELERATOR INITIATIVE

monart will reserve a percentage of the initial STO and of each transaction to the **monart Art Accelerator Initiative (AAI)**.

The **monart Art Accelerator Initiative's** mission is to help artists from all over the world to create their innovative art projects. The **monart** AAI aims to support, promote and finance innovative art & tech creations to be sold exclusively on the **monart** platform. The initiative will provide grants, promotion and exhibition to selected artists worldwide.

monart is already working with 3 innovative artists who are experimenting and creating new types of artworks at the intersection of art & tech with their creative visions and tech expertise. Stay tuned to discover their amazing creations!

monart plans to develop the art world in parallel with a strong social responsibility to promote a global and inclusive art community. The Initiative will be managed in **monart** coins.



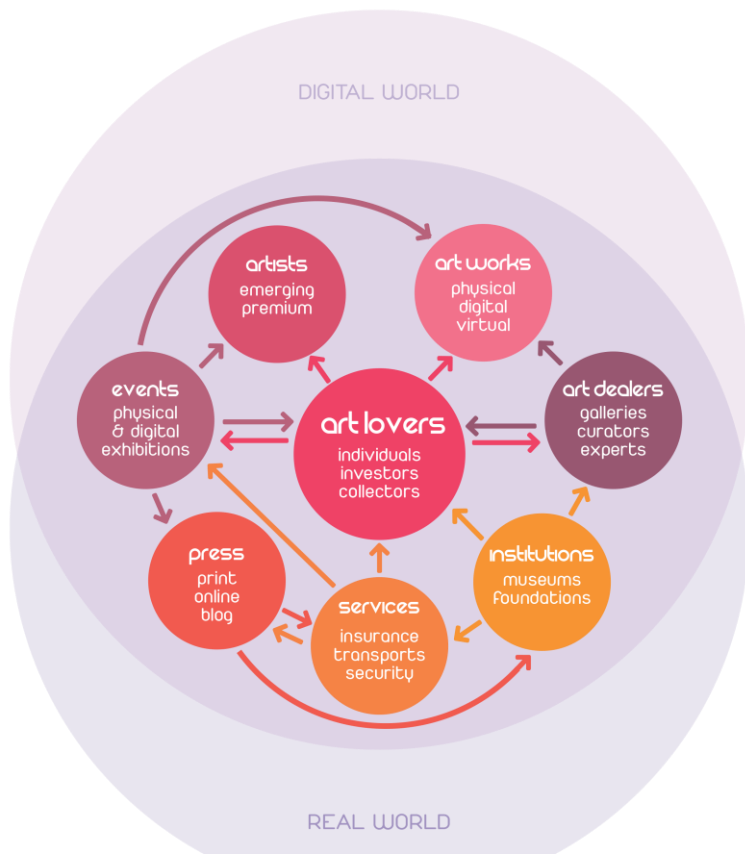


monart Value Proposition





NEW ART ECOSYSTEM



monart ecosystem benefits all participants:

Art lovers discover, enjoy, promote artworks and receive special deals to buy, sell, exchange, rent, and invest in art collection shares.

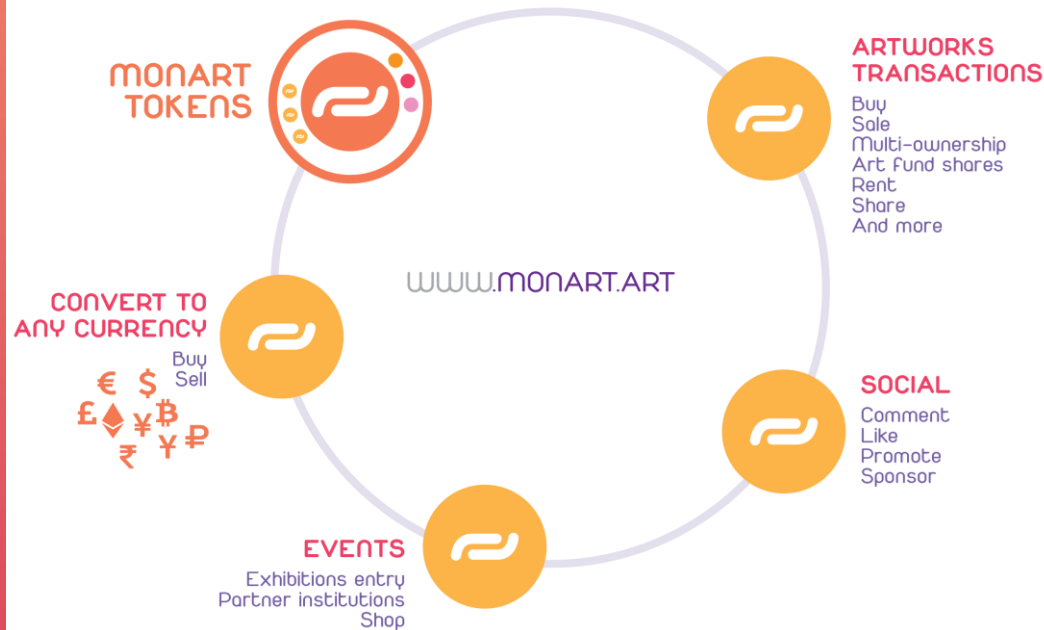
Artists have their artworks widely promoted during large international events and online, and participate in community marketplaces where their artwork is purchased by monart funds.

Art dealers participate and sell their artist's artworks offline and online with special promotion.

Investors benefit from early purchase opportunities both from artworks and art collections shares and from the organization of large promotional events to enhance the global reputation of artists and their artworks.



A WHOLE NEW ART MARKET WITH MONART TOKENS



OPEN THE ART WORLD WITH YOUR MONART TOKENS

Discover, select, invest, buy, sell

Participate in the art market your way. Buy and sell fractions of artworks in co-ownership, share art collections, etc

Participate in world class art events

monart sponsored or partnered events will rely on **monart** tokens for entry fees, artworks purchase and more.

Multiple additional innovative token usages

monart works on many innovative ways to empower the community from artwork suggestions to event participation and follow up rights for artists, galleries, curators....

Convertible tokens

With a growing number of security token online exchanges, **monart** will work to provide the convertibility of the tokens to Fiat currencies (euro, dollar,...).

**MONART TOKENS AIMS TO BECOME
THE DE-FACTO STANDARD PAYMENT OF THE ARTWORLD**

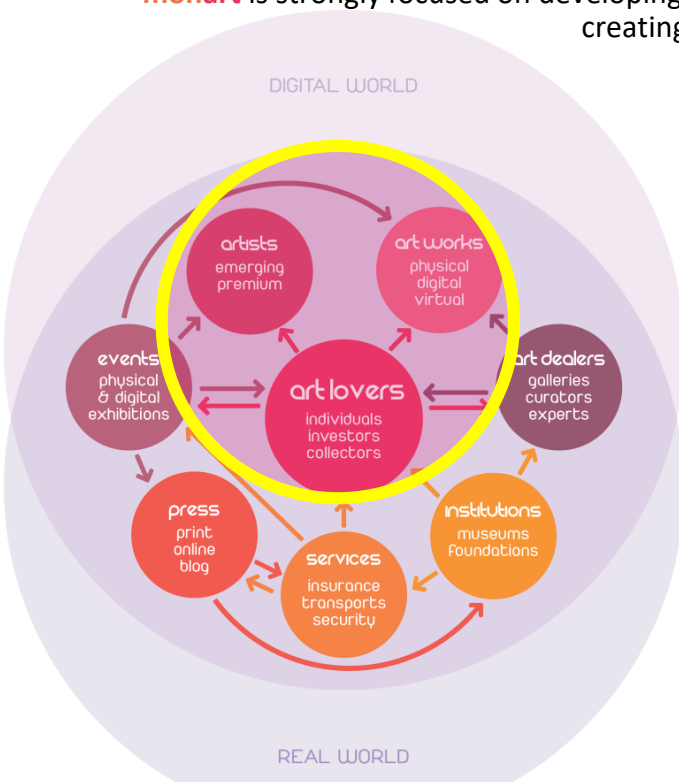
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MONART INITIAL FOCUS

monart is strongly focused on developing the online community for art lovers & buyers and living artists creating contemporary art artworks.



DYNAMIC INTERACTIONS

This focus ensures a strong engagement of the art community from day one.

WEALTH OF REAL TRANSACTION DATA COLLECTED

Among the reasons for large platform successes like Amazon, Netflix and others are the wealth of data accumulated from client's realtime transactions. **monart** will accelerate its market knowledge with this focus on the most dynamic segment of the art market.

THE FASTEST GROWING SEGMENT OF THE ART MARKET

The market for works by living artists reached \$2.6 billion in 2017, up 19% year-on-year, a more substantial rise than the wider Post War and Contemporary sector.

Source The Art Market 2018, Art Basel & UBS Report 2018





LARGE EVENTS WORLDWIDE

**WITHIN MONART'S PERMANENT GALLERIES IN BEIJING, PARIS & NY AND AT TEMPORARY PARTNER SITES
LARGE PHYSICAL AND ONLINE EVENTS ARE BUILD FOR THE LARGE MONART COMMUNITY**

NEW YORK

**monart gallery to be opened +
4.000+ sqm Partnership under
discussion**

**WORLD TRADE CENTER
ART PARTNERSHIP**



PARIS

**monart gallery to be open +
13.000+ sqm Partnership
under discussion**

**GRAND PALAIS
ART CENTER**



BEIJING

**Existing monart art center
2.200+ sqm**

**+ 10.000+ sqm with
Existing Strategic Partner: 798,
LARGEST CHINA ART DISTRICT**





THE GROWING GLOBAL ART MARKET

A LONG TIME GROWTH TREND

Big auction houses grew **14.5% annually since 2000!** See graph.

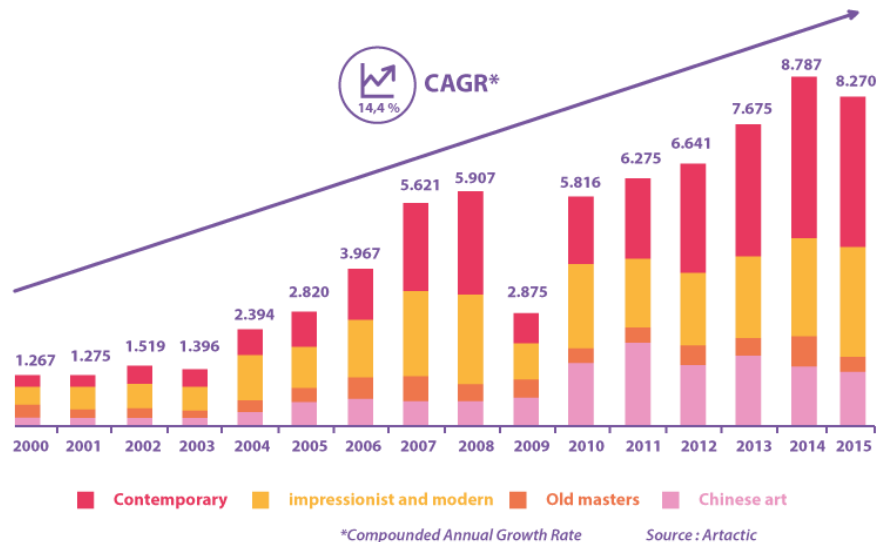
Over a 20-year period, post war & **contemporary works of art delivered a compound annual return (CAR) of 10.7 %** above the Standard & Poor total return of 8.3%. *Source Deloitte Art & Finance report.*

Sales in the global art market reached **\$63.7 billion in 2017, up 12% from 2016.**

Post War and **Contemporary art was the largest sector by value in 2017, accounting for 46%, followed by Modern art (27%),** *Source The Art Market 2018, Art Basel & UBS Report 2018*

A CONTINUING TREND, OFFLINE AND ONLINE

73% of wealth managers expect their client to **include art and collectibles as part of their overall wealth reporting** (up from 58% in 2014 and 40% in 2012). *Source Deloitte Art & Finance report.*



“ For those who say the online art market has had its day – it hasn’t even had its morning yet, it’s still waking up.”

Online art market sales reached an estimated \$3.75 billion in 2016, up 15% from 2015. \$9.1 billion is the estimated value of the online art market by 2021.

Source The Hiscox Online Art Trade Report 2017.





PROVEN AND SECURE TECHNOLOGY

STO PLATFORM

monart STO will run on a highly secure platform including important features such as AML and KYC.

TOKEN INVESTMENT LIQUIDITY

monart will work with a growing number of exchanges and with a market maker to ensure the liquidity of the **monart** tokens (MART) between **monart** tokens and Ethereum, Bitcoins, Fiats, etc.

WEBSITE

The current **monart** website is hosted by one of the largest hosting company, OVH, offering a solid and secure infrastructure including DDOS protection and more.

monart's team is currently working to develop the platform MVP to showcase the future site.

The database for subscription and emailing is hosted by one the standard emailing tool, mailchimp. **Data is secure, private and never sold or rented.**

COMMUNITY ART PLATFORM

The platform will provide **a vast and secure environment including redundant servers, advanced database solutions, encrypted data.**

WALLETS

For their tokens, **monart's** users will be provided with simple to use and **highly secure wallets, accessible both on smart phones/tablets and Mac/PCs.**





MONART ARTWORKS SECURING METHOD

monart builds a highly secure artwork protection, verification, traceable system based on a rigorous proprietary security protocol.

ARTIST VERIFICATION

Based on proprietary enhanced KYC methods, **monart** certifies the artist identity and work.

ARTWORK VERIFICATION AND CERTIFICATION

The artwork is certified using proprietary technology and high definition pictures taken by our large network of certified professional photographers worldwide, encrypted in the blockchain to be tamper proof. **monart** proprietary technology allows for later verification and certification of the artwork in the database.

The physical artworks will be secured by combined methods: a digital footprint by our worldwide network of certified professional photographers registered with a military grade digital hash in the blockchain transaction, an RFID - NFC tag and an ID tags integrated in the work depending on its nature. For digital artworks, the secure footprint is produced and registered in the blockchain transaction, enclosed in a secured shell that may be executable or not, depending on ownership.

CERTIFIED PROCESS

The entire secure process will be certified by a recognized international certification companies such as UL (www.UL.com).



MONART CERTIFICATION SYSTEM IS MORE SECURE THAN TRADITIONAL PROPOSED SOLUTIONS

Some current proposed blockchain based security systems are solely based on individual's validating the artwork. There is little security in such a system that can be easily forged. Others issue a unique ID to an artist and secure it on the blockchain, ultimately with decreased trust that the artwork is truly genuine.





MONART FULL SERVICE

MonArt provides complete solutions
to ease all transactions and to facilitate artists and art lovers needs.

TRANSACTIONS SERVICES

- Payment securing
- Transaction recording
- Insurance policy for all transactions, shipping, storage
- Shipping worldwide
- Storage

ARTISTS SERVICES

- Artist portfolio and online innovative presentation
- Creation of digital derivatives of physical artworks
- Access to our network of accredited professional photographers worldwide
- Artist participation to exhibitions, events

MONART GALLERY SERVICES

Inside Monart's galleries:

- Events
- Corporate partnerships and promotions in the galleries and online
- Artist exhibitions

ART LOVERS, BUYERS, COLLECTORS SERVICES

- Collection display and management
- Artworks valuation
- Participation in art events
- Lending and borrowing of artworks
- Subscribe to specific themed or all art collections on online **monart** channels

SERVICE TO THE ART INDUSTRY

monart provides these numerous services to the art industry including curators, galleries, art centers, art associations and nonprofits, auction houses, etc.

Secure online auction functionalities will be brought to auction houses, artists, art collectors or art dealers.





MONART ARTWORK DISPLAY

SHOWCASE YOUR COLLECTIONS AND FAVORITE ARTWORKS

- Choose specific themes, all artworks or your own selection
- Subscribe to **monart** online channels to display great selection of artworks similarly to how Spotify, Deezer, Netflix and many others offer monthly subscriptions

DISPLAY ON ALL DEVICES

- Phones
- Tablets
- PCs, Macs
- TV screens
- Large 4K – 8K TVs
- Home cinema





Business Plan

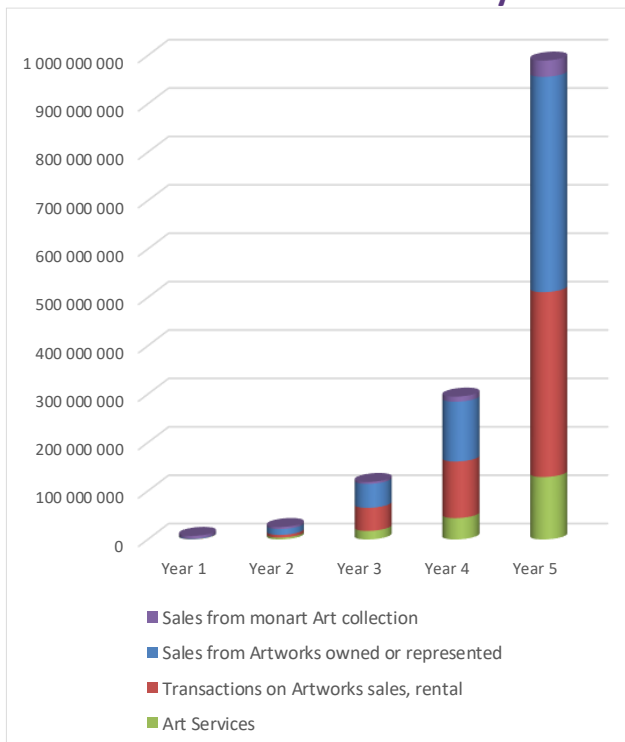




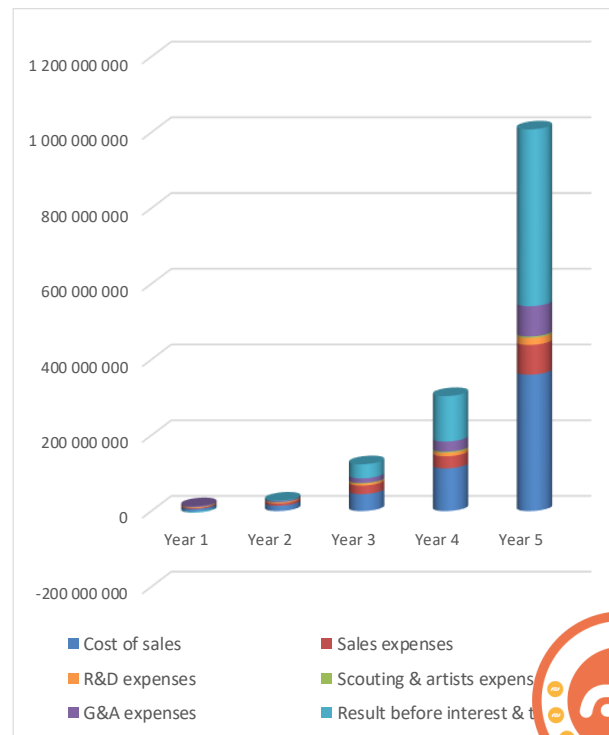
MONART BUSINESS PLAN

5 year Detailed Business Plan available upon request.

SALES ANALYSIS (€) 1.8% market share after 5 years



EXPENSES ANALYSIS (€)





monart Token Economics





MONART TOKENS YOU CAN TRUST



Vast and real ecosystem

MonArt creates a real ecosystem to vastly increase the current 63 billion \$/year art market worldwide.

Art investment

monart creates an art financial institution you can trust. 50% of the token STO proceeds are invested in an art collection whose 100% of gross profits are paid to token holders in addition with 10% on gross profits of all transactions on the marketplace as a strong value base for the **monart** token stability and valuation.

AML & KYC Compliance

As for financial institutions, **monart** dedicates important resources to AML (Anti Money Laundering) and KYC (Know Your Customer).

Secrecy

All transactions are safely recorded for optimal security and secrecy.





TOKEN ECONOMICS

There are 3 types of Security Tokens: based on assets, based on revenues or based on debts. **monart** Token (MART) is a Security Token based on revenues with 2 large sources of revenues as described below.

Revenues for token holders

Revenues combine:

- 100% of gross profits from the large **monart** art collection (purchased with half of the STO proceeds).
- 10% of the marketplace transactions gross profits is also paid to token holders

In addition, token holders benefit from many privileges including private sales, discount sales, exclusive art collection creation, VIP events invitations and many other perks, see below.

Revenues payments to token holders

Revenues are available for payment any time the token holders wishes to request for them provided there is a minimum amount of revenues to be shared. Monart publishes on a regular base this minimum to redistribute.

Revenues are paid in **monart** tokens, directly to the token holder wallet.

As for the Business Plan, all detailed revenue forecasts are available on request.

monart token economics examples

▪ Revenues paid to token holders from the art collection

Example: an artwork purchased 5.000 euros and sold 10.000 euros after tax, VAT and platform fees.

Gross profit is 5.000 euros. This whole amount is paid back to token holders.

▪ Revenues paid to token holders from the transactions on the marketplace

Example: an artwork is sold on the marketplace for 10.000 euros after tax & VAT. The marketplace commission is usually 35% for artists that **monart** represents, promotes and sells.

Gross profit is 3.500 euros. 10% of this, ie 350 euros, is paid back to token holders.





TOKEN ECONOMICS

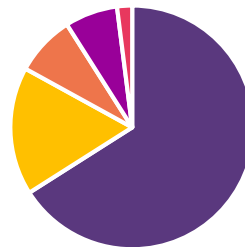
For the STO initial hard cap, 1 billion **monart** tokens (MART) will be created.

Token initial price, at this stage of the private sale: 0,04 €

Private sale bonus: 50% free tokens.

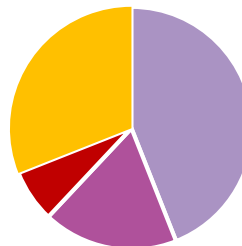
Tokens

- Tokens sold 66%
- Community 12%, advisers & bounties 5%
- Founders locked up 1 year, 2 year vesting 8%
- Reserve for platform, rewards, liquidity 7%
- Monart Art Accelerator Initiative 2%



Use of STO proceeds (art collection not included)

- Sales expenses including promotion 44%
- R&D expenses 18%
- Scouting & artists expenses 7%
- G&A expenses 31%





TOKEN ECONOMICS

The STO hard cap will be set, depending on market conditions, to a large bracket around 20 million €,
The STO proceeds usage will be:

Art work purchases 50%

Operational expenses 50%

**MONART ART COLLECTION WITH REVENUES TO
THE MONART SECURITY TOKEN HOLDERS**

Artwork purchase 50%

OPERATIONNAL EXPENSES

Expenses to build, power and promote the
platform & art community 50%

monart STO Phases

The monart STO private sale starts beginning of December 2018

The monart STO public presale will start around beginning of February 2019

The monart STO public sale will start around March 2019





TOKEN HOLDERS PRIVILEGES

In addition to the revenue based token economics, token holders will be rewarded with many privileges during the year including:

	Silver	Gold	Platinum
Required tokens, in €	10 000	100 000	500 000
Required hold period	Since STO or one year	Since STO or one year	Since STO or one year
Art collection committee participation		★	★
Private sale	★	★	★
Invitations to monart and partner events	★	★	★
VIP artists & events		★	★
Exclusive collection			★
Exclusive artists visits			★
Discount on artworks owned or represented by monart	2%	3%	5%





PROVEN AND SECURE TOKEN TECHNOLOGY

monart Token (MART) is based initially on the current and most used blockchain standard Ethereum **ERC20**. **monart** Security Token relies on the Ethereum protocol to provide the safest environment and ecosystem for all art related transactions and activities. **monart** will later create its own Blockchain to better serve the art community with even faster solutions.

monart uses 2 token types:

- **Security tokens based on standard ERC20 tokens** sold through the STO as revenue based security tokens providing large revenues from the collection profits and from the platform transactions. They can also be used by everyone to purchase artwork, help promote artists, buy event entries, pay in art shops, etc.
- **Standard ERC721 unique security tokens** are used to represent each artwork proposed or presented on the **monart** platform. One ERC721 **monart** token can represent one or more artworks. Each ERC721 **monart** token can be the property of one person or of a group of persons sharing the same artwork or group of artworks.

The difference between those two types of tokens is what is called **fungible and non-fungible tokens**. Fungible tokens are all representing the same thing like bank notes; a 10 euro bank note is equivalent to another one. ERC20 are fungible tokens. A non-fungible token is a different type of token which represents something unique; non-fungible tokens are thus not directly interchangeable. ERC721 tokens are non-fungible tokens.

For share of artworks or of groups of artworks, **monart's** experienced development team is coding a special proprietary implementation and addition to the ERC721 standard. The **monart** development team is also analyzing new emerging ERC standards as the ERC998 and ERC1155 which may be used later, depending on services rendered and stability.





PROVEN AND SECURE TOKEN TECHNOLOGY

BLOCKCHAIN

A blockchain is a public ledger of all transactions in a given system that have ever been executed. It is constantly growing as completed blocks are added to it. The blocks are added to the blockchain in linear, chronological order through cryptography, ensuring they remain beyond the power of manipulators.

ETHEREUM

Building on the foundation created by Bitcoin, initiated in 2008, Ethereum, introduced in 2014 and launched in 2015, is the largest and most well-established, open-ended decentralized software platform that enables Smart Contracts and Distributed Applications (DApps) to be built and run without any downtime, fraud, control or interference from a third party. Ethereum is not simply a platform but also a programming language for smart contracts.

SMART CONTRACTS

Smart contracts are automatic and digital executions of a binding agreement between two or more parties. Ethereum is a much more sophisticated environment than Bitcoin but is based on the same secure foundation of the blockchain. Ethereum is also significantly faster than Bitcoin as an Ethereum transaction is confirmed in seconds compared to minutes for Bitcoin. monart smart contracts are audited to provide for the safest, most secure transactions.





Roadmap & Roadshow





ROAD MAP AND GOTO MARKET

STEPS AFTER STO	STEP 1 Q2 2019	STEP 2 Q4 2019	STEP3 Q2 2020	STEP 4 Q4 2020
PLATFORM DEVELOPMENT	MVP before the STO, Beta 1 version after	Beta 2	Version 1	Version 2
COMMUNITY GROWTH	Open to early adopters by invitation	Open to all	Large launch and promotion	Worldwide development
ART MARKET PROMOTION	Presentation and promotion to the art market Large launch events Beijing, Paris, NY, Malta	Participation to major art trade fairs, large online promotion	Welcoming of the art community at large Major deals with partner art Institutions worldwide	Worldwide promotion and development, more major international partnerships

To get more information on the upcoming STO timeline, please subscribe to our
monart newsletter @ monart.art/subscribe





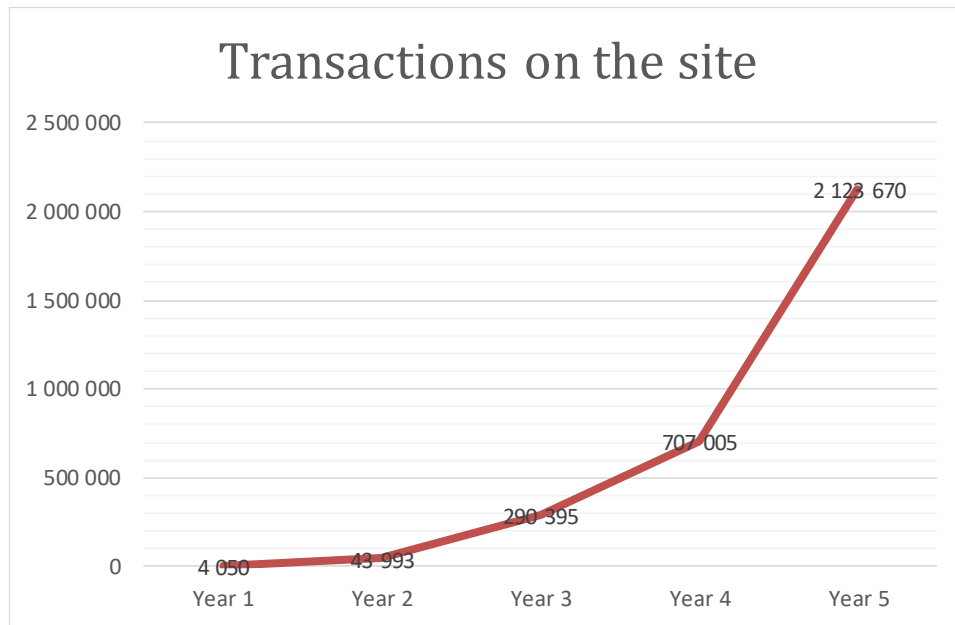
ROAD MAP AND GOTO MARKET

TIME	BEFORE STO	STEP 1 Q2 2019	STEP 2 Q4 2019	STEP3 Q2 2020	STEP 4 Q4 2020
VERSION	MVP	Beta 1 version	Beta 2	Version 1	Version 2
PLATFORM DEVELOPMENT	<ul style="list-style-type: none">- Community functionalities- Artists & artworks presentations- Simple online auctions- Simple sale of shares of artworks- Payments in Fiat (€, \$) or crypto (BTC, ETH)- Initial 3D environment	<ul style="list-style-type: none">- Management of monart tokens- AR artwork vision- 3D exhibitions- Enhanced artist & artworks presentations- Enhanced auctions & sales of shares of artworks- Payment options with monart tokens- Purchase within 3D gallery	<ul style="list-style-type: none">- Enhanced Beta version- Additional community functions- Enhanced options for artists and artworks presentations- Enhanced trading options- Enhanced 3D, AR & VR environments	<ul style="list-style-type: none">- Enhanced and stable version- Dedicated mobile iOS and Android versions	<ul style="list-style-type: none">- Enhanced version





ART WORK TRANSACTIONS ON MONART ROADMAP



monart becomes the
de-facto standard of
the art industry.

MonArt artworks Transactions planned to follow the roadmap above.





ROADSHOW

INTERNATIONAL LARGE ROAD SHOW TO PRESENT THE **MONART** STO



NORTH AMERICA, USA

USA

First event:

- New York, November 11

Next event:

- New York, date TBD

EUROPE

FRANCE, UK, SWITZERLAND,
MALTA

First events:

- Paris, October 2,
- Malta, October 4, 5
- Geneva, October 9
- Paris, October 10
- Malta, November 1&2
- Paris, November 27&28

Next events

- Geneva, December
- London, February date TBD

ASIA

CHINA, TAIWAN, KOREA,
SINGAPORE, THAILAND, INDIA,
PHILIPPINES

First event:

Beijing, November 1

Next event:

Beijing, December 1





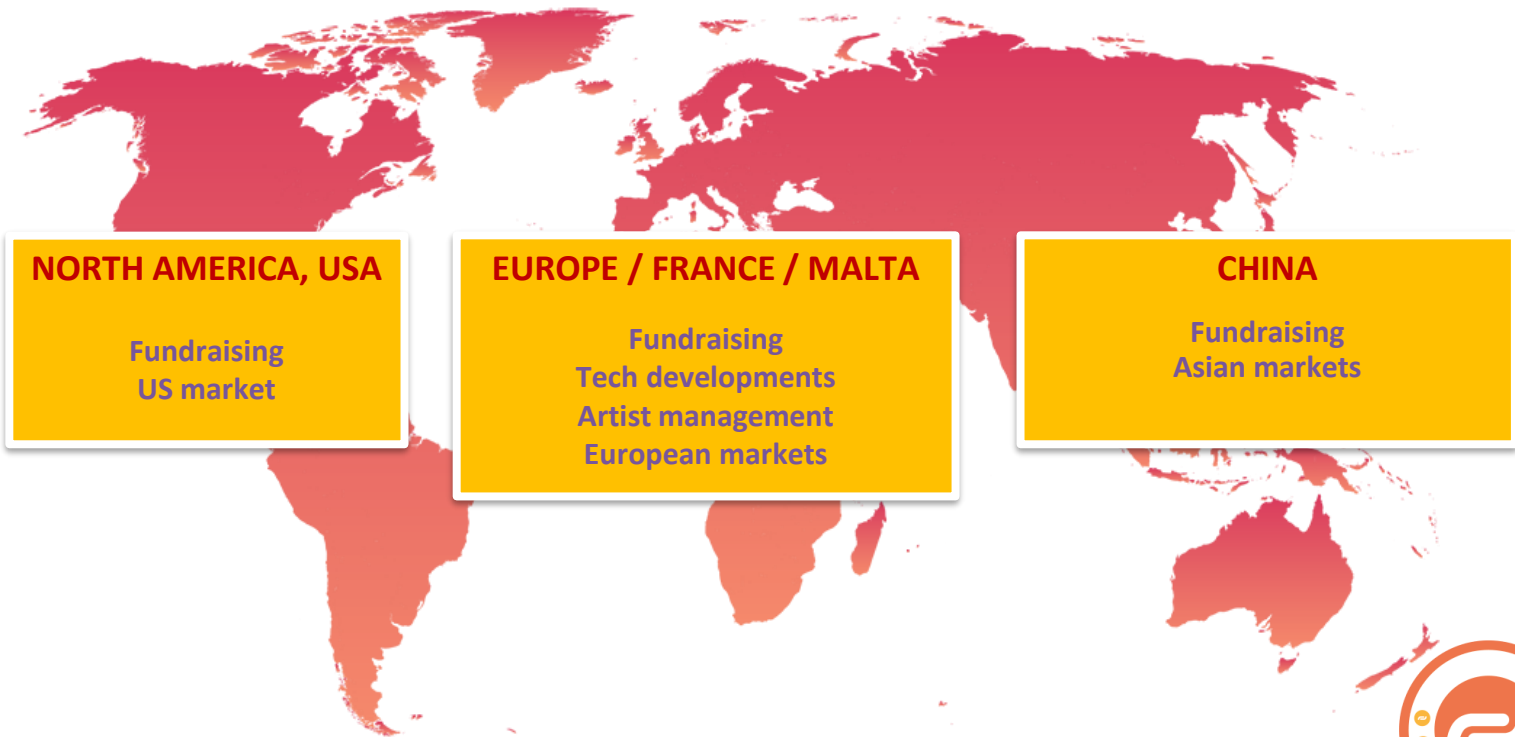
International Team & Partners





GLOBAL COMPANY FROM DAY 1

UNIQUE GLOBAL POSITION TO DEVELOP THE GLOBAL MARKET





INTERNATIONAL AND EXPERIENCED TEAM

A 20 PEOPLE TEAM TO DEVELOP THE GLOBAL ART MARKET INCLUDING:

AMERICA, USA

Alexis de BERNEDE
Business Developer, NY

Guy KENNEDY
Strategy Advisor

EUROPE / FRANCE

Malo GIROD DE L'AIN
Co-Founder & President

Bertrand SCACHE
Co-Founder & CTO
Chief Technology Officer

Christian BRUGERON
Co-Founder & CCO
Chief Cryptography Officer

Laurent HENTZ
Co-Founder & Web Developer
and SEO

CHINA

Pauline HOUL
Co-Founder & CEO

Aden KIM
CBO Asia, Chief
Business Development
Asia





INTERNATIONAL AND EXPERIENCED TEAM

CHINA

Pauline HOUL
Co-Founder & CEO

With 20 years of experiences, Pauline built an extensive knowledge in corporate finance, private equity, trust and private wealth structuring, growth management, Sarbanes Oxley Act (SOX), SAS70 and Anti-Money Laundering Act. She has a strong expertise on Western and Asian market especially Chinese market where she successfully established partnership with the Chinese government for 8 years. Managing Partner China Eurohold, and General Secretary of Swiss Chamber of Commerce in China, Board. Graduated from IMD, and French Certified Public Accountant (CPA).

Aden KIM
CBO Asia, Chief Business Development Asia

After years in finance and high tech, Aden works in art and fashion including as CEO of clubelysee.com. University of California, Berkeley.

USA

Alexis de BERNEDE
Business Developer, NY

Co-founder of Darmo Art. Bsc International Management @ Warwick Business School.





INTERNATIONAL AND EXPERIENCED TEAM

FRANCE, EUROPE

Malo GIROD DE L'AIN,
Co-founder & president

Founded and managed various tech, content & multimedia companies in Paris, San Francisco and Sao Paulo including the leading digital and new media art company, Digitalarti. Participated in the management of a VC fund. Prospective book 2010 Virtual Future. MSc engineering Centrale.

Bertrand SCACHE
Co-founder & CTO - Chief Technology Officer

20+ years manager of multiple large digital projects for multinational companies, Credit Agricole (one of the largest European Bank), Danone, L'Oréal, SYSECA,... and for SMEs. MSc in engineering Centrale

Christian BRUGERON.
Co-founder & CCO - Chief Cryptography Officer

Cryptography expert with 20+ years experience developing digital security, platforms and cryptography solutions for major clients including Banque de France (French State Bank), the European Parliament, the French Post Office, Orange and many publishing companies.

Laurent HENTZ.
Co-founder & Web developer and SEO

10+ years SEO, Web and WordPress development and consulting for media, art and entertainment companies.





INTERNATIONAL AND EXPERIENCED TEAM

FOR OVER A YEAR...

Malo, as President, leads the corporate creation and organization, co creates the **monart** strategy and positioning, assists with the White Paper writing, and helps build the **monart** European network.

Pauline, as CEO, leads the growing contacts for monart fund raising and partnerships, co creates the **monart** strategy and positioning, and builds the **monart** network in China, Asia, and Switzerland.

Pauline and Malo share the management of the company and all decisions as a joint team.

Christian, as CCO (Chief Cryptography Officer) or **CSO** (Chief Security Officer), is developing our own Ethereum blockchain and the smart contracts to implement the project.

Bertrand, as CTO (Chief Technology Officer) and **CPO** (Chief Product Officer) is analyzing the platform development needs, the technical solutions and implementing them first for the **STO** itself and then for the **monart** platform after that. He is working on the detailed road map of the project.

Laurent, as Web developer and SEO (Search Engine Optimisation) specialist is developing the Web site with Arnaud, a talented graphics designer and Damien, developer.

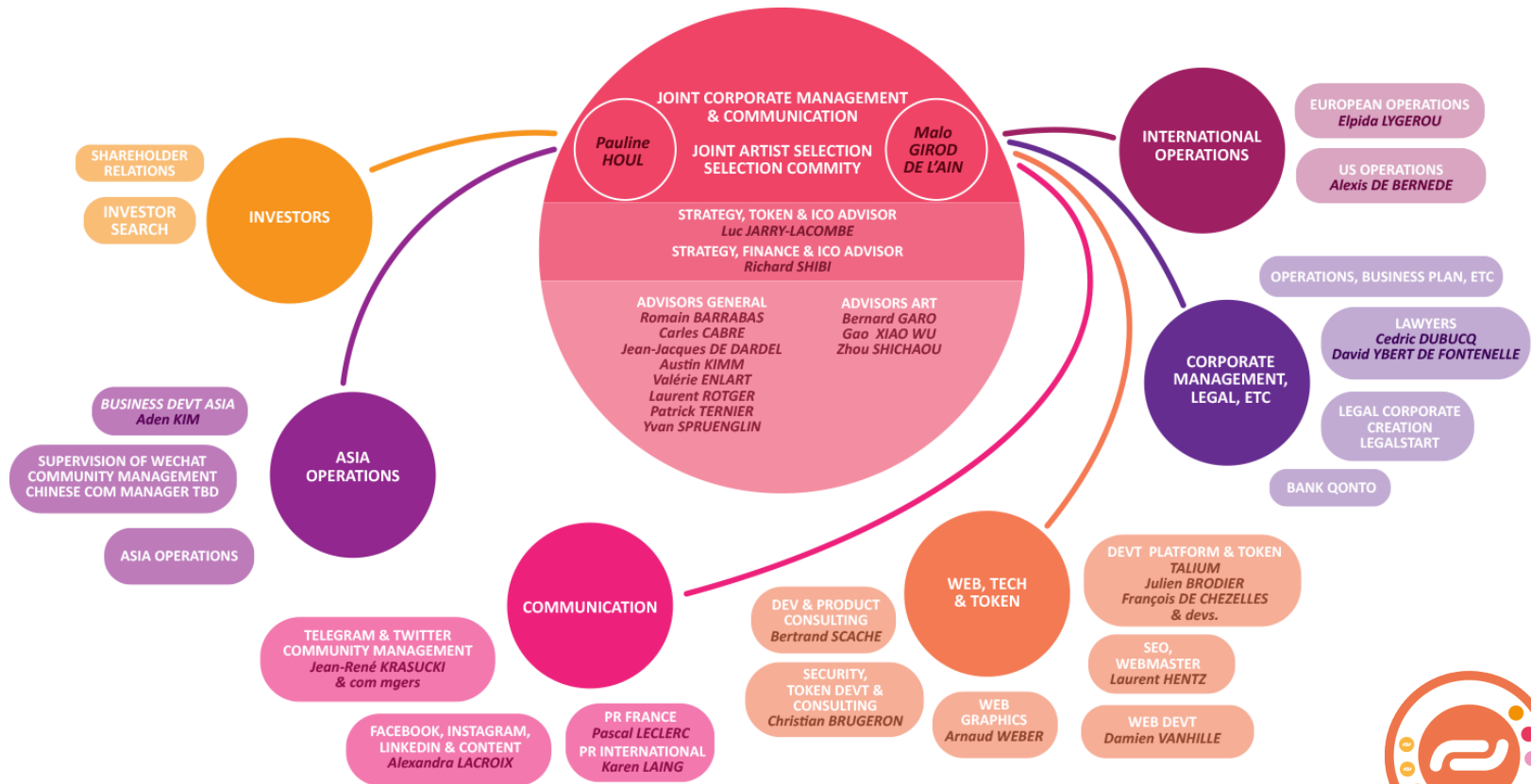
Alexis, as NY business developer, develops our **monart** US network of artists, investors and partners.

Even pre-STO, we are already growing the team and planning the future hiring.





PARTIAL TEAM PRESENTATION





CORPORATE GOVERNANCE

BOARD OF DIRECTORS

Malo GIROD DE L'AIN,
Co-Founder & President

Pauline HOUL
Co-Founder & CEO

EXPERT ART SELECTION COMMITTEE

Initially the Art Selection Committee will be composed of art experts. Its functions will be progressively transferred to the online community with voting systems rewarding permanent holder of the **monart** token (MART) and contemporary art experience.

- Pauline HOUL & Malo GIROD DE L'AIN, co-founder monart
- Christophe Durand Ruel, contemporary art gallery owner, 15 years Christie's head of contemporary art
- Catherine Bastide, contemporary art gallery owner
- Bernard GARO, international artist
- Valérie ENLART, Hermès Home international development
- An experienced contemporary art collector

BOARD OF ADVISERS

Romain Barrabas
Catherine Bastide
Carles Cabre
Jean Jacques de Dardel
Christophe Durand Ruel
Valérie Enlart
Bernard Garo
Luc Jarry-Lacombe
Guy Kennedy
Austin Kimm
Celine Lippi
Richard Shibi
Zhou Shichao
Yvan Spruenglin
Patrick Ternier
Gao Xiao Wu





INTERNATIONAL AND EXPERIENCED ADVISORY BOARD

REPRESENTING THE GLOBAL ART MARKET.

AMERICA, USA

Guy Kennedy
Serial Novator & entrepreneur, Head of a British new tech & digital solutions, patent holder. MSc Computer science.

Carles Cabre
15+ years of experience in high-tech, investment banking, seed and late stage funding & business development. San Francisco bay area.

EUROPE

Luc Jarry-Lacombe
Expert & Co-founder @Blockchain Networks, CEO @BCDiploma. France.

Richard Shibi
ICO & STO Adviser, Fundraiser, 15 years in IT Industry

Christophe Durand Ruel
Contemporary art gallery owner, 15 years Christie's head of contemporary art

Bernard Garo
International artist, Switzerland
Valérie Enlart
Intl devt Home Coll., Hermès, France

Patrick Ternier
CEO Innovation management co Tokyo, Paris, NY, managed a US Nasdaq listed company. France

Austin Kimm
Co-founder Crypterium, Cryptocurrency Banking & Platform. Prev. CEO Renaissance Insurance Group, 3,000 employees, \$1bn annual. UK

ASIA, CHINA

Gao Xiao Wu
International artist
Zhou Shichao
International artist
Jean Jacques de Dardel
Swiss ambassador to China, Mongolia and North Korea
Yvan Spruenglin
General Manager Swiss multinational company in China










Additional advisory board members to be announced





MAJOR PARTNERS WORLDWIDE

CRYPTO	ART	GENERAL
<p>Smile Expo Leading international blockchain conference organizer https://smileexpo.eu/ </p> <p>Blockchain-networks Blockchain project accelerator : Token design, Strategy, Social Media & Telegram management http://blockchain-networks.io/</p> <p>Talium IT, middleware, Backoffice, platform, blockchain and smart contracts expert developers http://talium.fr/ </p>	<p>Cornette de Saint-Cyr One of the leading European auction house, based in Paris.  http://www.cornettedesaintcyr.fr/</p> <p>798 Leading Chinese art district, Beijing. http://www.798district.com/ </p> <p>Filmfestivals Leading media covering movies, animation & new media events worldwide since 1995. http://www.filmfestivals.com/ </p>	<p>Global Times Leading Chinese daily newspaper published in Chinese & English. http://www.globaltimes.cn </p> <p>Club Génération CEO International organization that connects European and Asian leaders to foster and strengthen the economic and cultural ties between Europe and Asia. http://clubgenerationceo.org/ </p>

Additional major partners worldwide to be announced. Stay tuned!





monart Corporate Identity





MONART CORPORATE

monart SAS is a French, Paris based, corporation. The two main shareholders and managers are:

- Malo Girod de l'Ain
- Pauline Houll

Members of the team, advisors and Business Angels joined **monart** as shareholders to provide the means to develop this large international project.

monart Limited is a Maltese corporation, 100% subsidiary of **monart** SAS Paris, opened to benefit from Malta's more advanced ICO – STO laws and expertise and to run the artists' management operations. After submitting white paper and detailed information, **monart** Limited is already officially allowed by the MFSA (Malta Financial Services Authority) to continue to undertake our activity and services, in or from within Malta.





MONART TOKEN DISCLAIMER

INTRODUCTION *

The purchaser of monart tokens understands and accepts that monart has no intention of substituting the purchaser in the knowledge that the latter must hold for his purchases on the crypto-active market.

Thus, the buyer of monart tokens undertakes and acknowledges understanding the field of crypto-assets, systems developed by monart as well as the mechanism of the Blockchain. It includes the risks associated with STO (Security Token Offering) as well as the mechanism related to the use of crypto-assets and, more specifically, monart tokens (including storage).

monart SHALL NOT BE LIABLE FOR THE LOSS OF monart TOKENS, PIRACY, AND/OR SITUATIONS CAUSING THE BUYER TO BE UNABLE TO ACCESS monart TOKENS THAT MAY RESULT FROM ANY ACTIONS OR OMISSIONS OF THE monart TOKEN BUYER AND THE USER OF THE SERVICES OFFERED BY monart.

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Contacts:

info@monart.art

