

TheArtToken

powered by FineArtDigital 



EXECUTIVE SUMMARY

Securing capital with the world's oldest and most stable asset - art. For the first time, investors have the option to collateralize cryptocurrencies with a real and fungible asset, using a token 100% backed by art. Everything is managed, insured and secured with Swiss precision and discretion.

The works of art, carefully curated by internationally active art experts, form the solid basis of TheArtToken (TAT). TAT already has a prefunded art collection worth USD 4.1 million, which forms the cornerstone of the asset-backed token. All funds collected via the security token offering (STO) are after investment converted directly into the tangible asset and thus protected against fluctuations and volatility on the crypto market. The funds are invested in Post War & Contemporary art, which has had a certified return on investment of +10.85% p.a. on average for more than 50 years (see Deloitte Art & Finance Report). In addition investors can trade their TATs daily on exchanges, participate in the security and annual appreciation of the assets by holding them or even redeeming TATs into artworks.

The long-term goal is to secure the crypto assets of the investors in gaining constant value through art assets without being subject to fluctuations of the crypto markets and to ensure appreciation with a minimum of speculation. Simultaneously one of the most prestigious contemporary art collections in the world will thus be built up.

CHALLENGE

The world of cryptocurrencies is characterized by the extreme volatility of the market. Therefore it is a sheer impossibility to make predictable investments in the long term and to accumulate money without speculating. The great potential for appreciation carries an even greater risk of total loss. Many cryptocurrencies, tokens and ICOs are mostly based on just an idea. A vision, whose probability of occurrence remains indefinable.

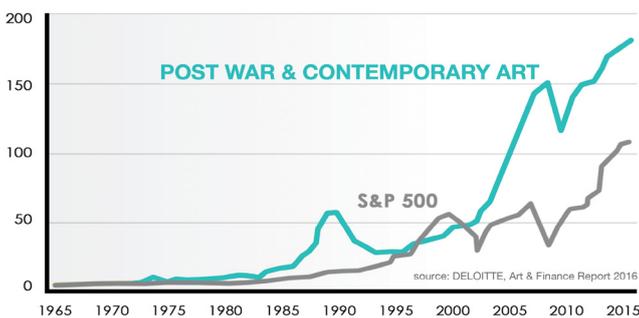
SOLUTION

With TheArtToken (TAT), a token has been created that is backed and secured in value by a solid, internationally curated art collection. Internationally traded masterworks of contemporary art form the basis for security and permanence of investors' crypto assets.

ART TOKEN HIGHLIGHTS

- 100% real value behind art tokens
- Stored and secured in the Swiss customs warehouse in Embrach
- Contemporary art with value accruing at +10.85% p.a.
- 100% asset protection
- No correlation to equities, bonds or real estate
- Tangible assets can be independently and globally traded, not bound to any currency
- Liquidity through daily trading
- High transparency through periodic valuation
- Works of art insured at 100% at replacement cost

ART IN THE LAST 50 YEARS: MEI-MOSES INDEX (POST-WAR & CONTEMPORARY ART) VS. S&P 500



PWCA = Ø 10.85% p.a.

S&P 500 = Ø 9.70% p.a.

MEI-MOSES-ART-INDEX

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

ART vs. THE STOCK MARKET (20 YEARS)

Mei Moses World® & Collecting Category Indices vs. Stocks

ART IN 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 Works Of Art Index	9.13 %

VS.

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

THE ART TOKEN

The ArtToken (TAT) is a token 100% secured by Post-War & Contemporary Art. The art collection is actively managed by professionals and shown at international art exhibitions for investors and interested parties.

TOKEN SALE FACTS

Token sales are conducted in three steps. First, TATs are offered exclusively for sale through Swarm (www.swarm.fund). In the second step, the token can be purchased through an STO. The third and final step will be token listing on partner exchanges.

Discount Offerings for a 6-Week-Presale:

- Swarm initial token sale
 - 30% discount** for the first three weeks or the first USD 4 million invested
 - 20% discount** for the next two weeks or the next USD 4 million invested
 - 10% discount** for the last week or the next USD 4 million invested

ROADMAP

2018

- Prefunded art collection value USD 4.1m
- Swarm presale campaign
- Early investor discount distribution
- Selected client events

2019

- TAT STO
- Listing on Swiss and international token exchanges
- International art exhibitions and customer events
- TAT active portfolio management

TEAM & ADVISORS



Oliver T. Roehl
Strategy & Purchasing



Sey Poellmann
Business Operations



Levent Suer
Markets & Trading



Dr. Remko van Ekelon
Financial Advisor



Philipp Pieper
Blockchain Advisor



Cyrill Troendle
Blockchain Advisor



Peter Zaugg
Strategy Advisor



Prof. Dr. Nicolai Rainov
Strategy Advisor

KEY FACTS OF TAT

Issuing Company

FineArtDigital AG, acting in the name and on account of The ArtToken (TAT)

Type of securities

Security Token (Asset backed Security)

Currency Pairs

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

Underlying

Fine Art

Asset backing

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

Redemption Process

Ongoing Liquidity

Swarm campaign

12/04/2018 (4th December 2018)
till 01/15/2019 (15th January 2019)

Issue price

USD 1

Nominal value per token

USD 1

Soft Cap

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

Hard Cap

USD 25,000,000

Security Token Exchange

Multiple entities to be announced

PARTNER





THE ARTISTS

Internationally traded masterworks of Post War & Contemporary art form the basis for security and permanence of investors' crypto assets. The art collection is actively managed by professionals and shown at international art exhibitions for investors and interested parties. This is realized through the expertise and market experience of renowned, internationally active Art Advisors.



THE FIRST ARTIST: VIVIAN MAIER

„The most outstanding discovery in the history of photography“

Within a few years, Vivian Maier has risen to become one of the most important American photographers of the 20th century. During her lifetime, she has not shown anyone her over 150,000 esteemed negatives and has never seen much of her work herself. In 2007 several thousand undeveloped film rolls and negatives were in a foreclosure case, which was acquired by John Maloof. Together with the renowned gallery owner Howard Greenberg, he paved the way for a worldwide meteoric rise, which was of enormous public interest.

EXCERPTS OF HER ART WORKS



OTHER ARTISTS ON THE WATCHLIST (excerpt)

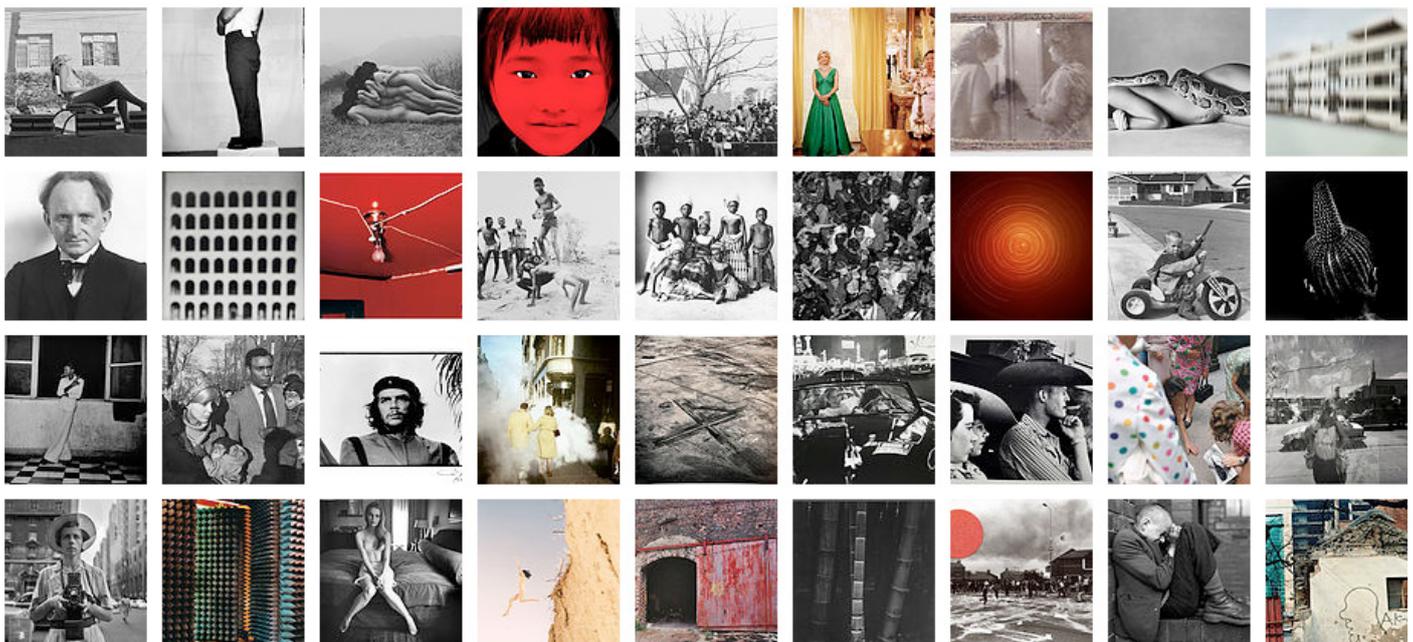
Doug Aitken
Manuel Álvarez Bravo
Diane Arbus
Richard Avedon
Lewis Baltz
Balthasar Burkhard
William Christenberry

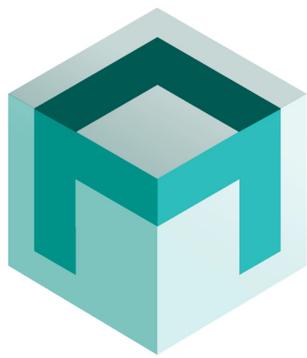
Zhang Dali
Mitch Epstein
Louis Faurer
Robert Frank
Lee Friedlander
Stephen Gill
Emmet Gowin

Zhang Huan
Ola Kolehmainen
Alberto Korda
Vivian Maier
Ryan McGinley
Joel Meyerowitz
Sultan & Mandel

Bill Owens
Trevor Paglen
Tod Papageorge
Irving Penn
Thomas Ruff
August Sander
Cindy Sherman

Hiroshi Sugimoto
Larry Sultan
Miroslav Tichy
Andy Warhol
Henry Wessel
Garry Winogrand
...





START PROTECTING YOUR WEALTH