



4ART developed a technology that differentiates original artworks from counterfeits using a smartphone

# PROBLEM STATEMENT



The art market, worth over \$65 billion, faces significant challenges, presenting both a monumental opportunity and a complex problem to solve



## Lack of Transparency

Market prices are not comparable or reliable and the access to the art market is strongly fractionalized



## Missing comprehensive & affordable infrastructure

There a lack of consolidated tool to access all stakeholders



## Many Artworks are fraudulent

30% of all traded artworks are fraudulent due to counterfeits or unproven origin



**\$15 - \$20 billion market remaining underserved Annually!**

# SOLUTION



**> 80% of artworks sold from living artists**

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Create a unique digital fingerprint from the Visible Nanoparticle-Structure (VNS), merges it with a digital birth certificate to form a biometric 4ART passport, and secures it on the Blockchain, enabling secure, verifiable ownership transfers through a digital handshake.

**One artwork is bought for every 2nd car sold**

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Provide high-resolution condition reports via smartphone, detecting even minor changes in artwork. Enables instant, automated damage documentation, without costly expertise. Partnered with Munich Re, Ergo Insurance, and AON, offering up to EUR 10,000 coverage for artworks sold in the primary market across the D/A/CH region.

**Virtual Galleries for 220 Million+ participants**

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Experience and share artworks globally with integrated Virtual Reality Showrooms, combining physical and digital collections, including NFTs. Enjoy virtual exhibitions anytime, anywhere, without additional costs or setup, and connect directly with artists or owners.

**Platform to digitise an unorganised process**

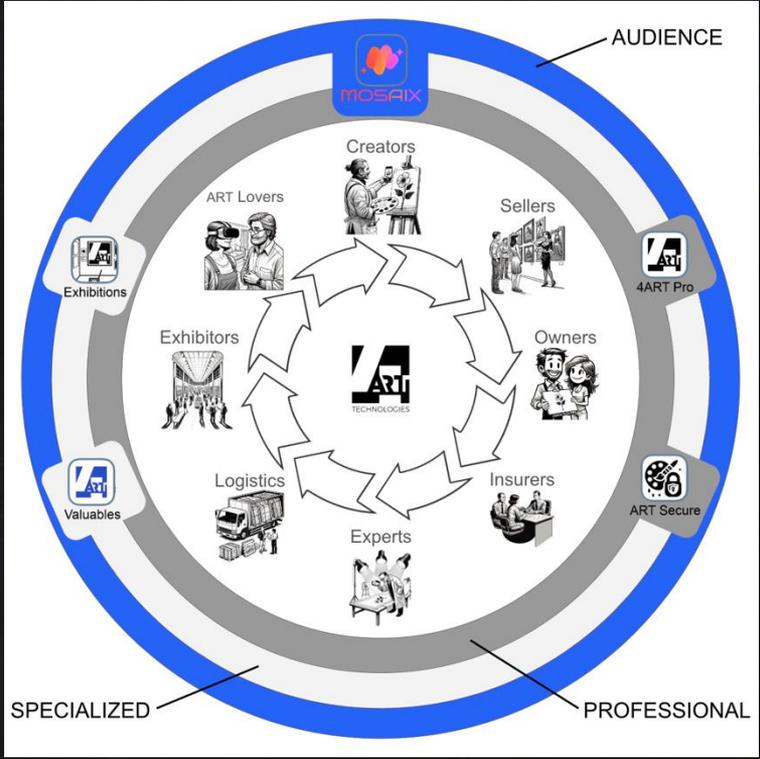
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A professional logistics platform for carriers, offering precise artwork tracking, condition reports, and seamless communication with owners. Supports all transport modes and automatically updates artwork status, directly linked to the art platform for real-time condition monitoring.

**Millions of artworks waiting to be secured**

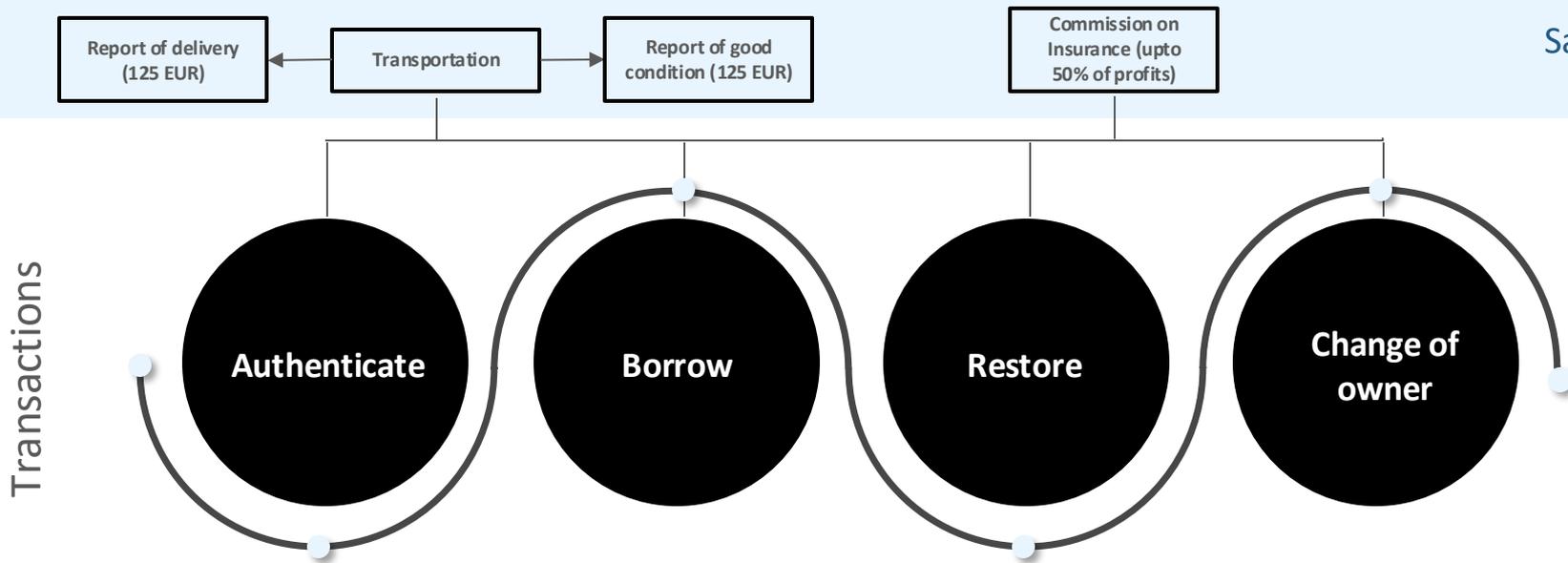
NFT+ offers a legally secure framework for rights and ownership on and off blockchain, linked to physical objects via 4ART Passport Technology. Owners can securely access, share, and exhibit their NFT+s, with data protected on blockchain. The platform includes optional royalty systems and cross-marketplace trading capabilities

# THE 4ART ECOSYSTEM & ITS PRODUCTS



# BUSINESS MODEL

87%  
Cost  
Savings



405 Mn+ artworks

Authentication Report - (12 EUR)

80 Mn+ annual changes

Outgoing condition report (125 EUR)

Incoming condition report (125 EUR)

Change of possession (No Charge)

Restoration report (125 EUR)

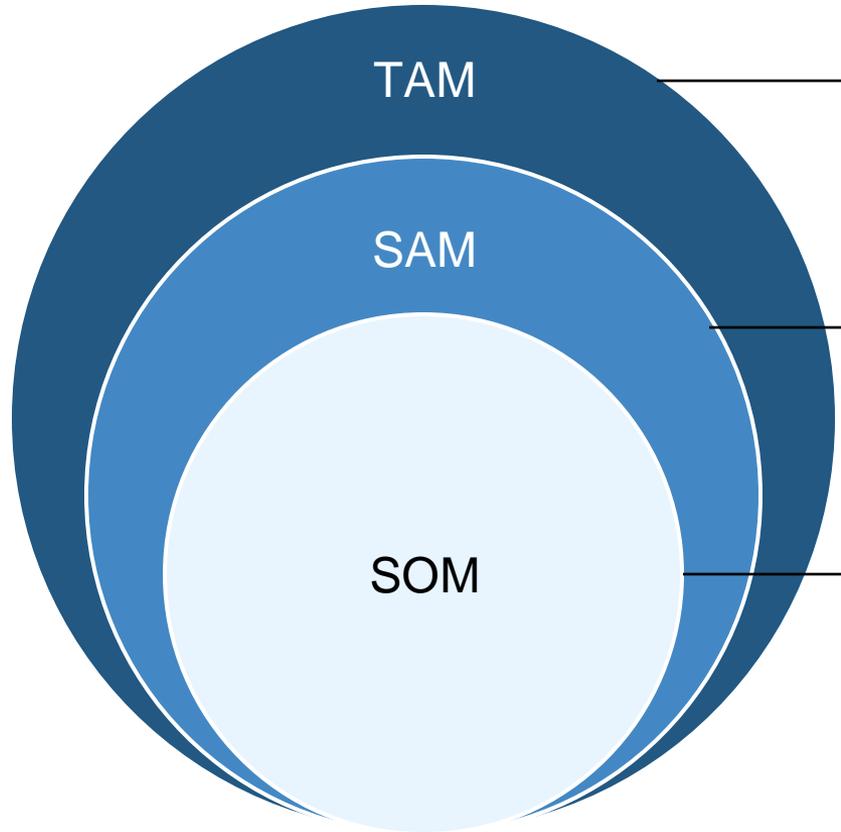
40 Mn+ annual changes

Authentication Report (12 EUR)

Change of ownership (125 EUR)

99%  
Time  
Savings

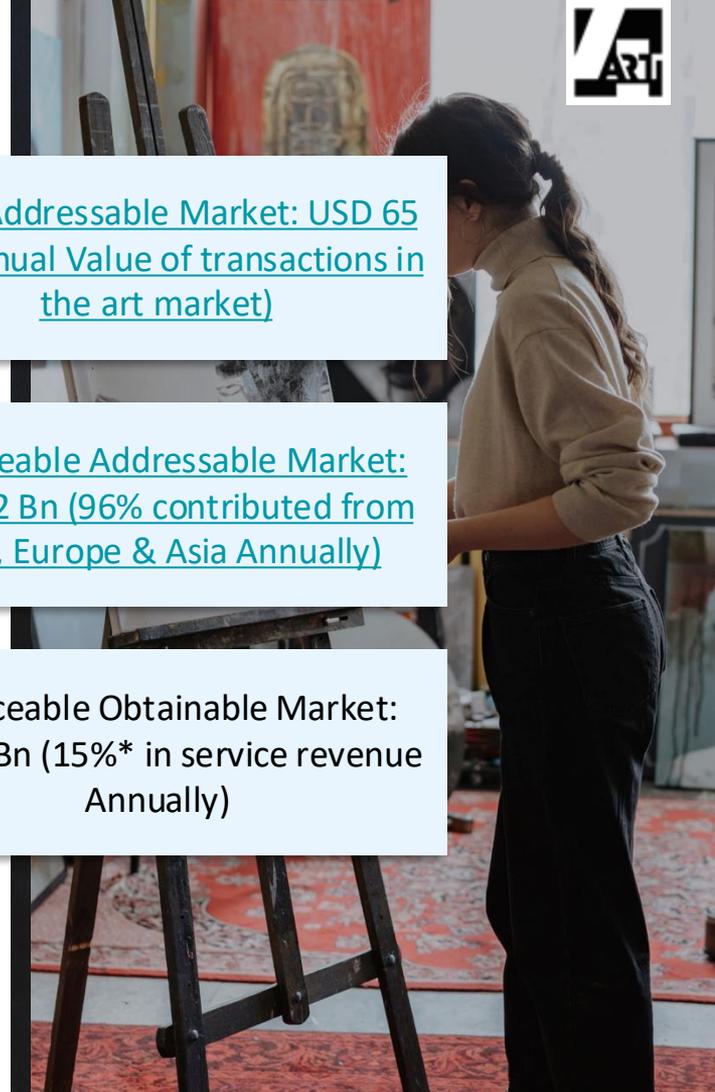
# MARKET SIZE



Total Addressable Market: USD 65 Bn (Annual Value of transactions in the art market)

Serviceable Addressable Market: USD 62 Bn (96% contributed from USA, Europe & Asia Annually)

Serviceable Obtainable Market: USD 9 Bn (15%\* in service revenue Annually)



# KEY PARTNERSHIPS



Munich RE 

- Partnered with Munich Re, the world's largest insurance company, to create online insurance solutions for the global art industry
- Developed the first MVP featuring insurance based on the 4ART passport, incorporating comprehensive data and digital condition reports for claims reference
- Future plans include establishing a global ART insurance system leveraging the existing 4ART Insurance Application, offering a wide range of online services and products



- Teamed up with Hasenkamp Logistics, Europe's largest art logistics provider with operations across 4 countries.
- Co-developed a specialized ART Logistic application as part of the 4ART ecosystem, designed to enhance processing efficiency and reduce costs by approximately 50%.
- Aimed at optimizing logistics operations for art companies worldwide, ensuring smoother and more cost-effective transportation of valuable artworks.

Google

- In Spring 2024, we started talks with Google about the use of the GeminiPro AI in the 4ART Products.
- With the start of the Beta program of the MOSAIX Application in Q4 2024 the technology will be experienced first time by 4ART users.
- Global Release of MOSIAX in Q2 2025 is the kick off to the Google success story aftermath.
- The Launch event for the MOSAIX App was hosted with great success at the Google Campus @ Zürich.

# 4ART X GOOGLE GEMINI 1.5 PRO



## Real-time Valuation of Artworks

AI-powered Real-time Valuation delivers up-to-date artwork values, analyzing market trends and demand to provide accurate investment indicators, continuously reflecting current market conditions

## Dynamic Curation of Art Exhibits

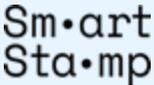
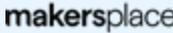
AI-driven Dynamic Curation offers personalized, expert-tailored art exhibition experiences, customizing content to individual preferences

## Intelligent Content Moderation

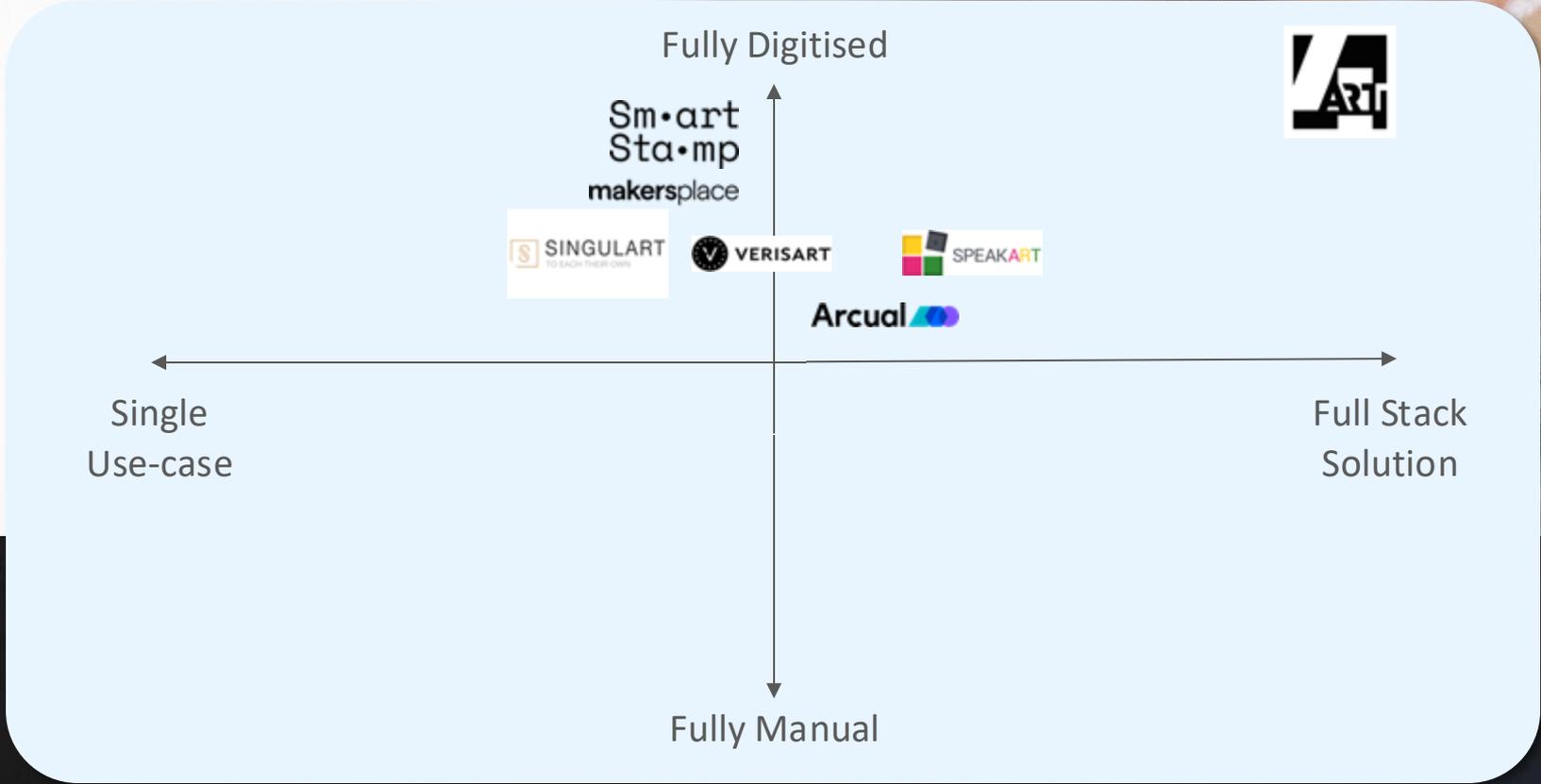
AI-driven Intelligent Content Moderation uses advanced algorithms to analyze and filter online content, ensuring compliance with community guidelines

# COMPETITIVE LANDSCAPE



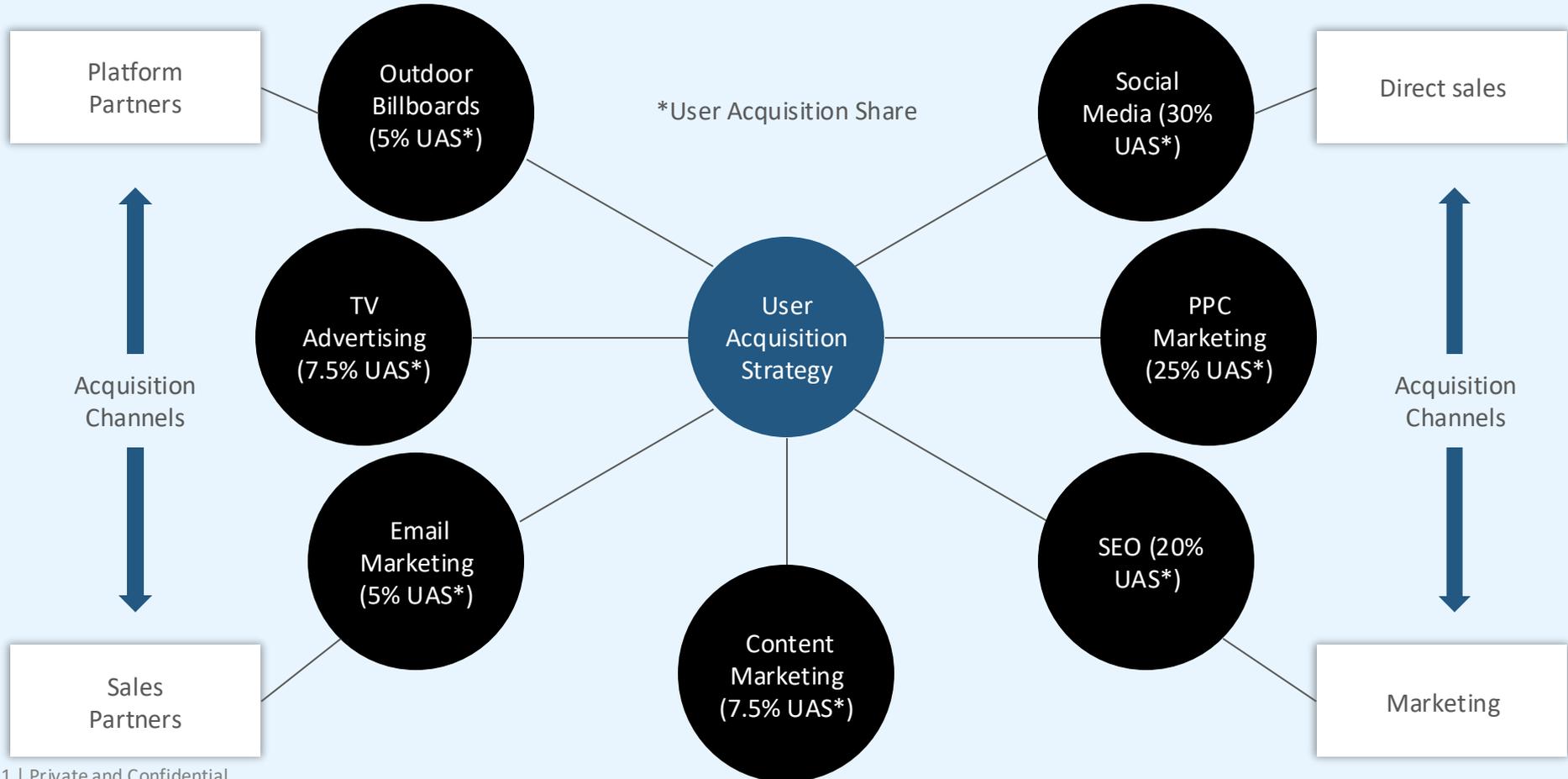
|                                     |  |  |  |  |  |  |  |
|-------------------------------------|---|---|---|---|---|---|---|
| Authentication                      | ●   | ◐   | ◐   | ◐   | ◐   | ⊗   | ⊗   |
| Digitisation & Security             | ●   | ◐   | ◐   | ◐   | ◐   | ⊗   | ⊗   |
| NFT Creation & Marketplace          | ●   | ◐   | ⊗   | ⊗   | ⊗   | ◐   | ◐   |
| Provenance Verification             | ●   | ●   | ●   | ●   | ⊗   | ⊗   | ⊗   |
| AR/ VR Functionality                | ●   | ⊗   | ⊗   | ⊗   | ⊗   | ⊗   | ⊗   |
| Digital Condition Report generation | ●   | ⊗   | ⊗   | ⊗   | ⊗   | ⊗   | ⊗   |

# COMPETITIVE LANDSCAPE





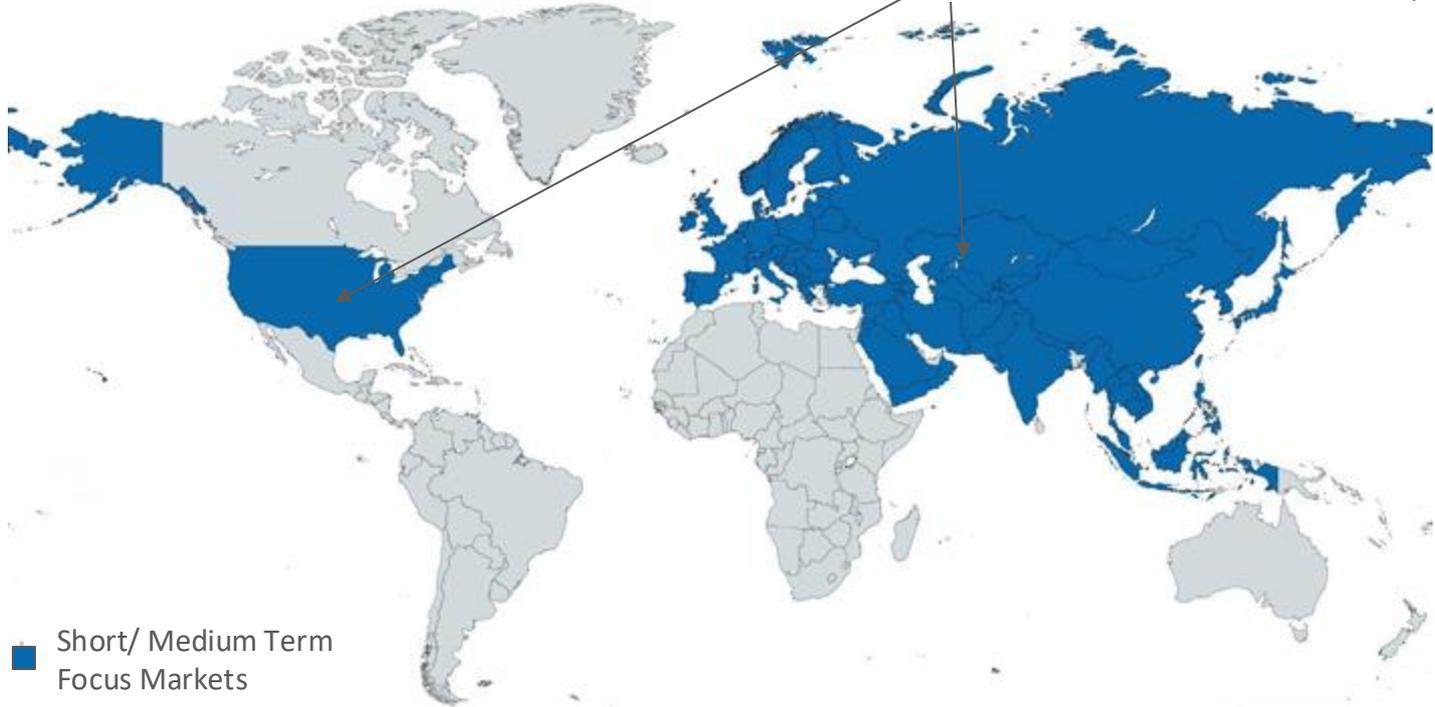
# GO-TO-MARKET STRATEGY



# TARGET MARKET



Contribute to over 96% of the volume of art transactions annually



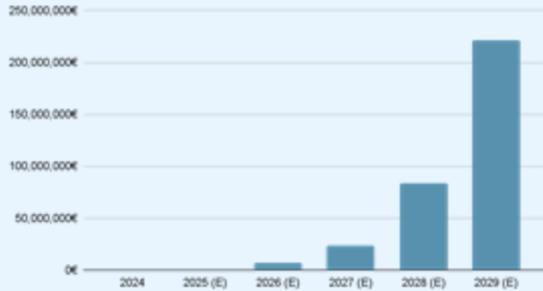
■ Short/ Medium Term Focus Markets



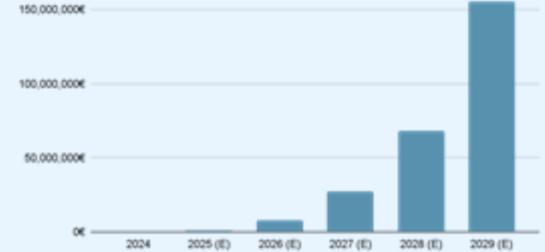
# FINANCIAL PROJECTIONS

4ART is poised for rapid expansion in an deserved market with the help of their partnerships and holistic suite of products

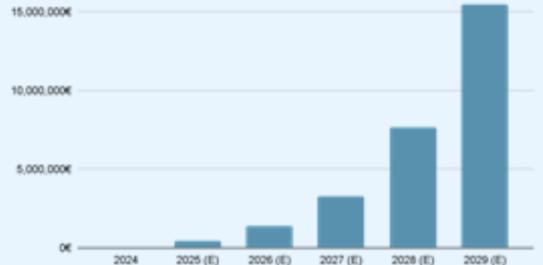
### ARTPRO - Year Revenue Growth



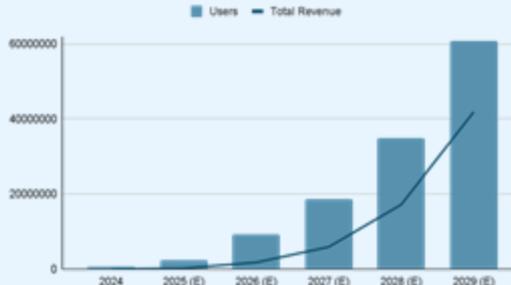
### ARTFLOW - 5 Year Revenue Growth



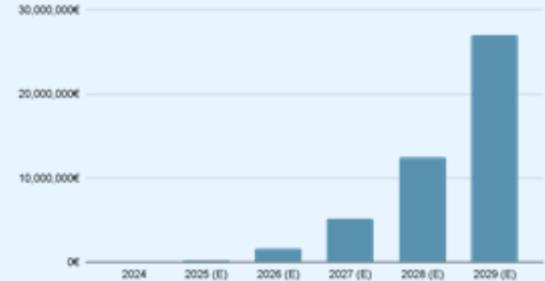
### ARTSECURE - 5 Year Revenue Growth



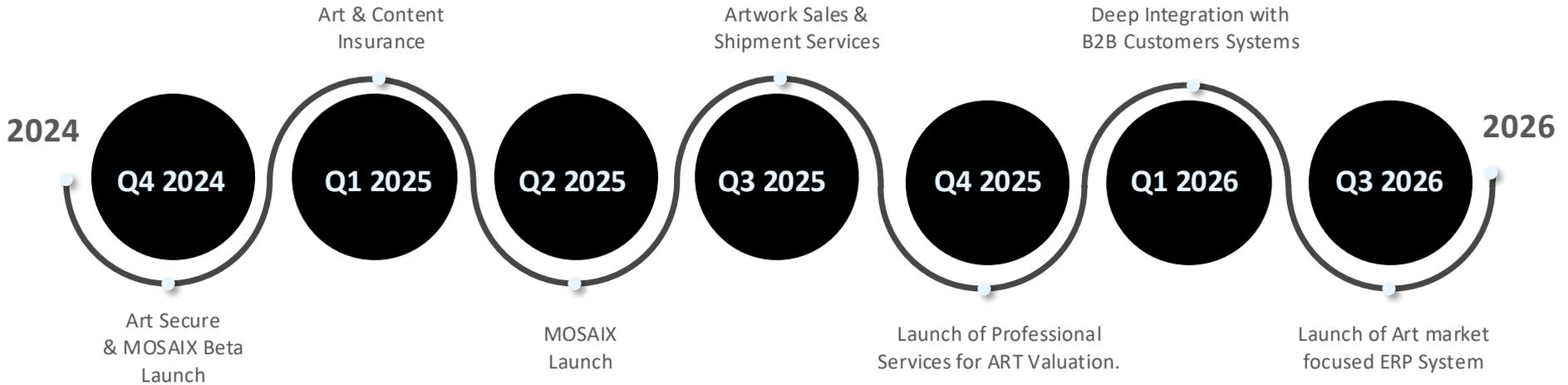
### 5 Year User/ Revenue Growth



### ARTVALUE - 5 Year Growth



# GROWTH ROADMAP



# MANAGEMENT TEAM



**NIKO KIPOUROS**

Founder & Chairman

Experienced expert (as art dealer and collector) with extensive network in the global art market. Long-time entrepreneur and investor with a portfolio of more than 50 investments



**KAI ZEH**

CEO & CTO



Over 30 years of experience. Launched >350 software and hardware solutions (e.g. for Audi, BMW, Louis Vuitton, DHL, Nintendo, etc.) Held leading positions at Publicis Group, Nintendo and WPP Group.



**VLADIMIR OSTER**

CFO



International consulting and corporate services. Held CFO positions at various Arvato / Bertelsmann companies and former commercial director at Weltbild Verlag.



**SERGE POLIAKOV**

Member of the Board

Held senior positions in hardware and software-focused companies. In-depth expertise in strategic business management, as well as intercultural customer oriented communication.



**PAUL-MARKUS  
RITTER**

Member of the Board

As a financial market expert with years of experience in the C-level of German banks and a deep understanding of the needs and requirements of the financial sector

# FUNDRAISE DETAILS

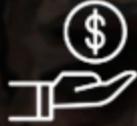


4ART is looking for funding\* of **CHF 10 Million** for expansion into the market and the development and launch of new products

At a Valuation of  
**CHF 150 Million/  
EUR 160 Million**

\*Investors can choose to invest in 4ART directly or via a Tracker Certificate issued by the company.  
Please reach out to us for additional information regarding the framework of the certificate

# EXIT STRATEGY



## Further Funding Rounds

Funding rounds can be followed by Series B and C, more which can provide exit criteria for investors.



## Merger or Acquisition

Buyout or Merger with a competitor or Acquisition by a Bigger Corporation



## Initial Public Offering (IPO)

Building a public-ready Company in 5 years with 8 - 10x ROI



4ART developed a technology that differentiates original artworks from counterfeits using a smartphone

## CONTACT:



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<https://www.4art-technologies.com>

