

As a trusted source for artists as well as collectors, we would like to start working with you. Our curation team is impressed by your artworks and we would like to offer you a cooperation.

At ARTOUI, we promote the work of both emerging and established artists through **fine art exhibitions, art representation, curating and advising**. Until we start selling your art, we don't ask for any money. And once we sell your artworks, we charge well below average commissions.

## WHAT DO WE DO FOR ARTISTS?

- Art exhibitions
- Selling originals, limited and open editions
- Paintings, photography and sculptures
- Art-related online marketing
- Art blog, image videos and artist interviews
- Own creation hub

## WHAT ARE OUR ACHIEVEMENTS?

- **Multi-city art exhibition in China** in 2019 with photos of one of the most successful bands of the 21st century
- Exhibitions with **widely acclaimed painters and photographers** in Europe, some of them being global brand ambassadors of multinational brands
- The Head of Arts of ARTOUI has placed several artworks in **3 of the global Top 5 auction houses** and co-operates with several top auction houses in the UK, Germany and Switzerland
- **Art collections** have been sold to several 5-star hotels
- **Exhibitions** at special venues with sponsoring deals

In other words, **we empower artists** with the necessary professional tools to drive the growth of their businesses and **create value** through their artistic practice. We increase awareness on unrecognized talented artists, which helps artists and collectors alike. Using our international art network, artists increase their global reach and sell more art.

## WHAT IS THE ARTOUI ART PLATFORM?

We are currently working on the transfer of our success in the offline art world to the online world. That's why we have put together a group of **art loving investors** and created a **disruptive platform** where artists will be able to **sell their artworks**. We **curate** artists' works and **participation is free of charge**.

Our business model is **transparent and fair**. Artists focus on creation, **earn well above average** and even make money when our customers decide to buy a frame together with their artwork. At ARTOUI we want artists to benefit from the entire customization (e.g. sizes, materials, hanging options, ...) of their artwork.

Thanks to our production hub **near Munich**, artists have a choice from a wide variety of exclusive materials to print on, such as stone, stainless steel, ceramics as well as photo papers and well-known gallery standards.

Through our curation we create distinctive **collections of art** that can be discovered by art lovers who are looking for truly different artworks.

At ARTOUI, established as well as young, talented artists sell their originals and may offer selected artworks as limited editions. For every single artwork it's 100% artist's choice: Which of our materials best matches the artwork? What sizes do look perfect? Is a hand-finished surface recommendable? **Art lovers find a curated selection** where imagery and materials are the perfect fit.

## WHAT ARE YOUR BENEFITS?

**We would like to show you our disruptive platform in a video call.** Our investors provide us with the funding allowing for extensive marketing on all channels. **Curated artists will benefit automatically** from this budget by the end of this year.

*Just one quick calculation example: When we sell one of your original artworks, you receive 50% of the revenue. So far, old news. This is new: We keep only 30% for our expenses and invest 20% in your marketing on Google/ Facebook/ Instagram and drive future customers to your artist profile on ARTOUI.*

## WHAT ARE THE NEXT STEPS?

We propose the following stages of development and cooperation. We see this as a step-by-step process leading to a long-term business relationship.

### INITIAL COOPERATION

#### Increase online and offline visibility

- Social media collaboration
- Testing response to your artworks with our audience
- Attract art galleries, collectors and art lovers
- Finding the right artistic partners to leverage your reach
- Create unique and fresh blog content on art-related subjects
- Creating collections for exhibitions and art fairs
- You benefit from our online marketing campaigns

### 2020 AND BEYOND

#### Sell your artworks

- Launch of the curated art platform ARTOUI.com early 2020
- Group exhibitions
- Potential solo shows, depending on our audience's response

We show our personal **commitment**. We would like to present to you what we can do for you in a **personal video call** via Skype or Whatsapp. Subjects could be: Behind-the-scenes of our past exhibitions, details about the functions and back-end of our art platform, what we can do to promote your artworks – or discuss any questions you might have. In addition, once a month, we do a conference call with several artists where we show what we can do for artists.

**Would you like to collaborate? We are looking forward to get to know each other.**

The logo for ARTOUI features the word "ARTOUI" in a bold, sans-serif font. The letters "A", "R", "T", and "I" are black, while the "O" is a vibrant blue. A small white vertical bar is positioned to the right of the blue "O", creating a stylized effect.

WHERE ARTISTS AND ART LOVERS MEET.