

VALUE  
THROUGH  
ARTNET  
WORTH



ART&INVESTMENT COMPANY

# MISSION

## MISSION

A pragmatic and strategic operation in the art field represents our mission, enhancing the knowledge and room for individuals, companies and institutions, through the employ of know-how and practices deeply expanded in financial and economic settings.

To define, optimize,  
monitor and integrate processes



In order to reach its aim **ArtNetWorth** avails itself of a team of highly qualified technicians specializing in the art, economics, financial, legal, insurance and technical fields.

## PREAMBLE

**ArtNetWorth** works in the arts, archaeology, antique trade and collecting fields, providing appraisals and certifications, consultancy in management, stewardship and increase of financial values - of sole masterpieces or of whole collections - and to provide strategic and operating support to exhibition areas.

Because of its interdisciplinary, **ArtNetWorth** acts through specific business management procedures, conceiving innovative plans and solutions.

Turning out as essential to the progress and improvement of the art system, **ArtNetWorth** moves on a strategic and managerial basis promoting economic exchanges and vouching for the objectiveness of operations, aiming to the best profitability of investments and goals.

Located in Milan and Rome, **ArtNetWorth** moves with its technicians and specialists all over the Country.

# WHO WE ARE

**Massimo Maggio**  
Managing director

**Edoardo Didero**  
Chief executive officer

**Caterina Nobiloni**  
Technical director

**Antoine Carlier**  
Commercial executive

**Antonio Valentino**  
Public relations director

**Giuliano Giovannini**  
Company secretary

**Enrico Battistoni**  
Ancient art

**Caterina Nobiloni**  
Modern & contemporary

**Laura Angelelli**  
Archaeology

**Francesca Pascale**  
Events & exhibitions

**Riccardo Tomezzoli**  
North East of Italy  
manager

**Antoine Carlier**  
Centre-North of Italy  
manager

**Roberto Forte**  
South of Italy manager

Press agencies

**Valentina Nicoletti**  
Company secretary assistant

## Charter members:

Massimo Maggio  
Martina Forneron Mondadori  
Leonardo Luca Etro  
Edoardo Didero  
Hisham A. Sultan  
Estropia Srl  
Fidirevisa Italia Spa  
Nexus Global Partners LLC  
New Vision Ventures Ltd  
Sunrise Holding S/A

## Board of directors:

Chairman- Leonardo Etro  
Assistant Chairman - Paolo Ligresti  
Managing director- Massimo Maggio  
Board member - Martina Forneron  
Mondadori - Sara Mazzetti - Hisham  
A. Sultan- Anacleto Francesco  
Origone

**C. Strinati, G. Mercurio**  
History of art consultants

**G. Rossi, R. Kness**  
Preservation and restore  
consultants

**L. Corbo**  
Technical engineering  
consultant

**Network of 120  
photographers**

**Fiscal office**

**Legal office**

**Royalty office**

**Insurance office**

**Auditing office**

**ART  
NET  
WORTH**

ART&INVESTMENT COMPANY

# SERVICES

## ArtNetWorth

### RESEARCH & CERTIFICATION

CERTIFICATION  
MARKET RESEARCH  
EVALUATION

### FINANCIAL CONSULTANCY

INVESTMENTS  
RESEARCH  
CREDIT TERMS  
LEASING OPERATIONS  
CORPORATE FINANCE

### ARTISTIC HERITAGES MANAGEMENT

EVENTS &  
EXHIBITIONS SET UP  
COST  
RATIONALIZATION  
EARNING IMPLEMENTATION  
STRATEGIC CONSULTANCY  
TRAINING

### INVESTMENT

PORTFOLIO  
DEVELOPMENT  
MENTORING  
MONITORING

Ancient art, modern art, contemporary art, historical residences, antique, archaeology, photography, design, jewelry, watches, ceramics, stamp collecting, numismatics.

**BUSINESS SECTIONS**

# ArtNetWorth

**FINANCIAL****ADVISORY**

Ancient art, modern art, contemporary art, historical residences, antique, archaeology, photography, design, jewelry, watches, ceramics, stamp collecting, numismatics.

# CERTIFICATION

**Every market is endowed with practices for the evaluation of underlying assets, capable of guaranteeing information and transparency by combining qualitative and quantitative research tools.**

**The ArtNetWorth certification is established on a transparent and unambiguous practice, capable of absorbing those asymmetries and irregularities that the art market suffers, and that are generated by human mistake and heavy speculation.**

Our procedure entails the attainment of the art work value through the weighted average of three esteems gathered from various evaluation sources, each one with a specific weight. That weighted average get neutralized by sensibility coefficients. Besides the certification offers to both the purchaser and the vendor a major guarantee of objectivity, and accordingly major confidence in facing the transaction.

### **The ArtNetWorth Certification is made up by:**

**Expertise**  
**Due Diligence**  
**Fair Value**  
**Liquid Ratio**

It guarantees the actual authenticity of the work of art;  
 A general survey on origins, conservation and comparables;  
 The objective value of the work of art;  
 Market trend and liquid ratio of the work of art within the next 12 months.

**ArtNetWorth** takes charge of every information included in its certifications.

**The ArtNetWorth certification currently represents the only renewed document at international level, and it is able to provide the fair value of the work of art.**

The ArtNetWorth certification model also received a value recognition from the Italian Department of Cultural Activities.(MIBAC).



**Our certification is generally used for:**

- Inheritance divisions and patrimonial divisions
- Patrimony severances spawn from divorce or legal separation
- Administration of confiscated family goods
- Reorganization and administration of patrimonies
- Access to structured insurance products
- Access to credit lines and other financial services
- Rationalization of different choices of investment and possibility to create a briefcase
- Access to privileged selling network and independent circuits
- Calculation of the performances for art investment funds.

FINANCIAL

# EVALUATION AND MARKET RESEARCH

**In order to evaluate a work of art our specialists analyze a wide range of data and ratios, also with support from different technicians.**



**The main purpose of the ArtNetWorth evaluation is to achieve the effective market value of a work of art.**

Differently from the certification, the ArtNetWorth value evaluation doesn't take charge of the authenticity of the analyzed goods, as the activity is limited to an analysis on the materials and information provided by clients, plus a formulation of the value according to the market quotations and to the consultancy of its technicians.

ArtNetWorth evaluations are recognized and accepted by all the insurance companies operating in the field. (Lloyd's in London, AxaArt, Assitalia, Fondiaria SAI, National Suisse, and so on).

**Using different informative and consulting sources, we develop a constant analysis of the purchase behaviour observed on national and international level, in order to be able to make conjectures about the market or a slice of it.**

ArtNetWorth produces a series of inquiries, analytic reports and market indicators dedicated to collectors, private investors, companies, banks and art funds. In that way we are able to provide them an individuation of the development potential of the economic value related to an artist or his artistic movement.

ADVISORY

## FINANCIAL CONSULTING

**Placing itself as the natural connection between the world of art and the financial one, ArtNetWorth provides its clients with the possibility to gain access to specific financial products.**

**The research of financial solutions is developed analyzing each position case by case, providing the client with the best available products on the market.**

**ArtNetWorth developed solid relationships with several financial Italian and International institutions, to jointly cooperate in order to achieve the obtainment of the following financial products:**

- Credit lines, using as the only guarantee the piece of art.
- Credit products for the purchase of pieces of art.
- Leasing operations on pieces of art.

**ArtNetWorth supports its clients advising them in the wild finance and risk management world.**

# PRIVATE COLLECTIONS MANAGEMENT

ADVISORY

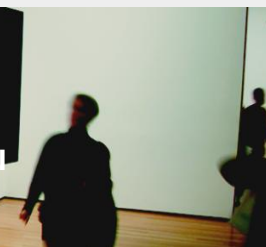
**We develop for our clients - collectors, families, Foundations, legal entities – practices and solutions aimed to the maximization of the operational efficiency and to the creation of earning and incomes.**

**To support the managerial development of a collection, ArtNetWorth advises a set of services through a consultancy that combines the guide lines of asset management with deep knowledge of the art market.**

**ArtNetWorth elaborates and implements the necessary support practices and project operations through:**

- Development of income and valorisation models
- Fiscal, legal and corporate consultancy.
- Rationalization of management costs.
- Advisory for the maintenance of the works of art.
- Advisory for financial operations.
- Advisory for import/export operations.
- Advisory in the activities of market withdrawal.

**ArtNetWorth becomes partner in the management of all the practices and operations aimed to a saving and to the attainment of incomes and capital gains**



ADVISORY

# EXHIBITION CENTRES MANAGEMENT

**We work jointly with museums, Foundations, cultural and religious institutions which undertake exhibition activities, for the achievement of a governance structure capable of integrating cultural aims with business development.**

**In order to run this kind of activities we ask the client the agreement on a preliminary analysis, aimed to define the fields we can operate within, in both the short and the long terms.**

The analysis comprises of the spotting of a project, of some data of general management, of human resources, of financial needs and of the necessary range of time.

## **By way of example:**

### **Museums, Foundations, religious organizations and different kinds of cultural institution.**

- Programming: planning of exhibition activities aimed to increase the profitability
- Rationalisation: activity of reorganization of costs and valuation of the providers
- Organizational consultancy: study of the organizational systems aimed to reach an efficiency maximisation
- Strategic consultancy: planning for the re-launch of the brand
- Financial consultancy: development of corporate financial projects
- Law consultancy regarding the protection of copyright, image right and loyalties.

### **Companies, commercial enterprises and other commercial structures:**

- Priming of marketing plans using art as an essential driver
- Setting up of the brand using art as direct channel
- Planning of exhibition activities aimed to a return of image and communication, both direct and indirect
- Professional training concerning the preservation and the conservation of cultural heritage and cultural management.
- Development of projects for the promotion of the brand (awards, fairs, competitions).

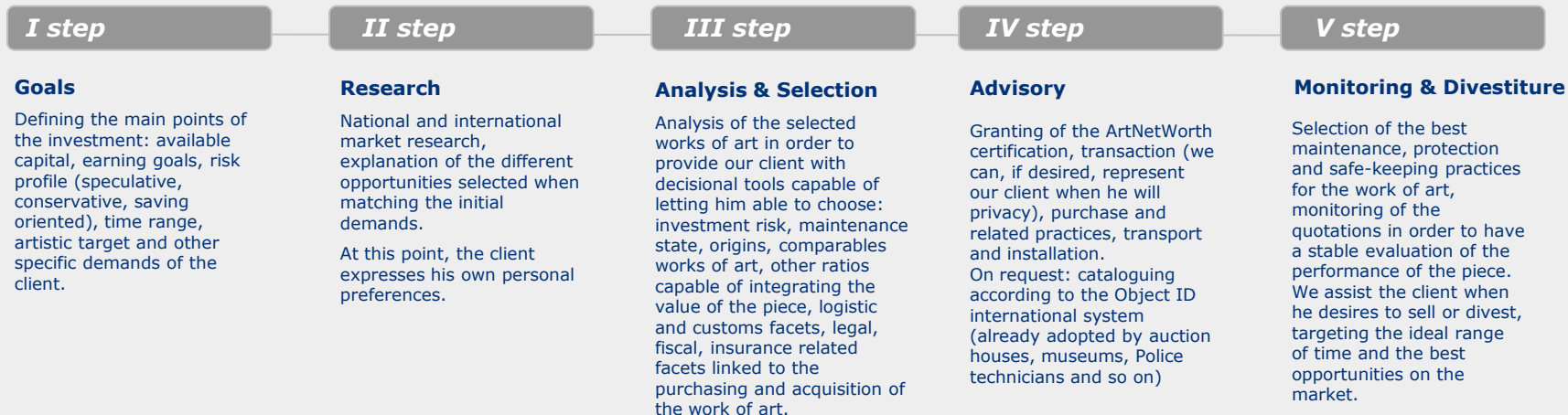
ADVISORY

# INVESTMENT AND RESEARCH

The investment and research branch provides our clients with the possibility to diversify their investment portfolio, through a thoughtful purchase of works of art.

Our specialists sustain the investments through different analysis and evaluation , from the beginning to the certification, featuring great objectivity while facing each transaction.

The process described can be analyzed step by step as it follows:



# CLIENTS

Some clients of ours:

Julius Bär

BancaProfilo

BANCA ALETTI

inter *hannover*



BOSCOLO HOTELS



FORTIS

50 **PKB**  
1958-2008

Fondazione *Ettore Paratore*



RESIDENZE DELLA FAMIGLIA FENDI VENTURINI

# VALUE THROUGH ARTNET WORTH

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