

ArtRino



Redefining Ownership of Art.

01. Introduction

We at ArtRino, believe that all the great Masterpieces should not be owned, bought, sold or stored in vaults between chaebols and financial firms. The freedom to access Art should be made available to the community.

ArtRino aims to disrupt the market by creating an ecosystem where ownership, profit and decision-making capacity of and for the Art is distributed and shared. We at ArtRino Corp strongly believe in the ideology we promote, the ideology of revolutionizing the ownership of masterpieces and art. But we are not just limited to that, we want to shake the art distribution market by:

- Creating a fluid and seamless market for globalization of Art Masterpieces.
- Making ArtRino token the currency for easy cross border art transactions.
- Eliminate the borders of art trade and evolve into a system that is valued by the public by artistry, not biased towards specific states.

02. Need for a Change

Art has been an integral part of our history and so has been the fight for ownership of masterpieces. The collectors have been a part of this war and made it even more popular. Generations changed, methods

changed, mediums changed, but the one fact that did not change was that World-class masterpieces are bought, sold, and stored in vaults between chaebols and financial firms and used as a status symbol.

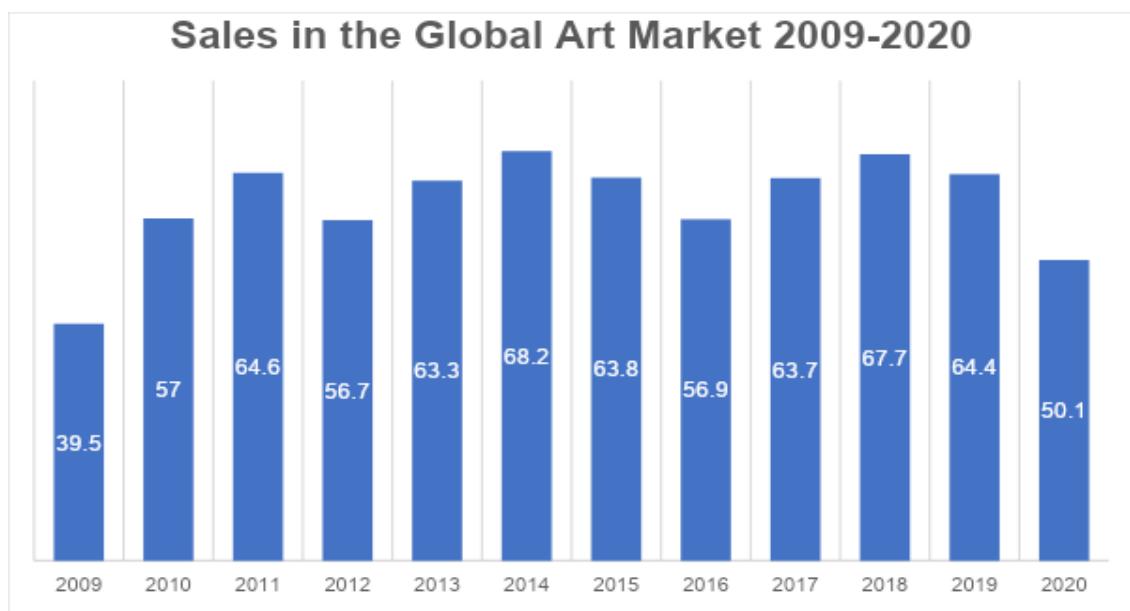


Auction room, Christies

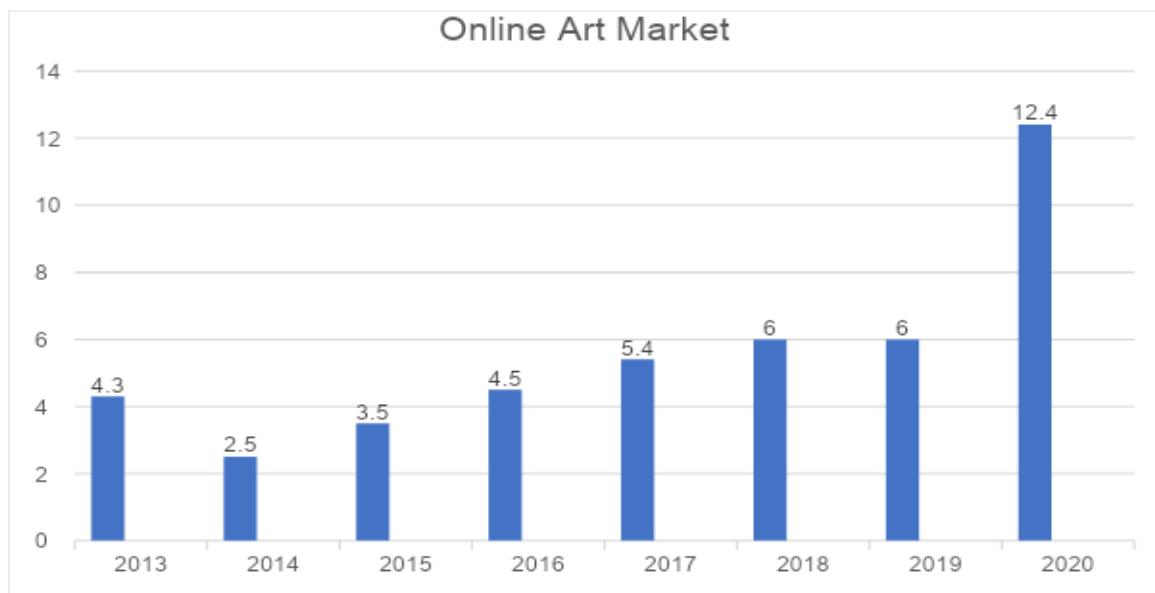
Art as an asset has remained behind closed doors and in the hands of powerful institutions for very long but NOW is the time to change it. The time calls for action and We are here to deliver. Due to the nature of auctions and sales, the access has always been limited but has been desired by many for a long period of time. The doors need to open and Blockchain has made opening of the doors 100x easier and achievable.

03. Modern day

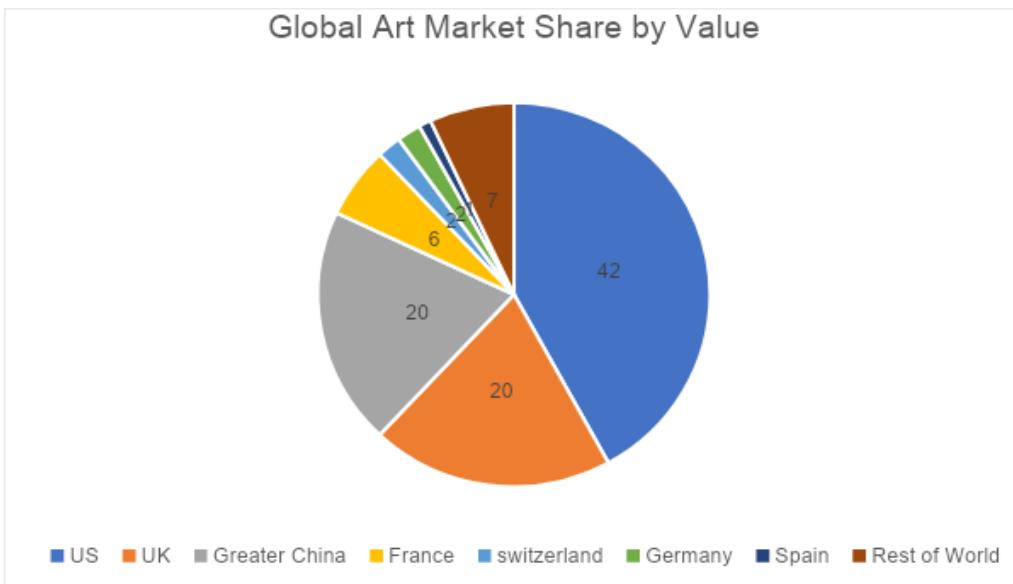
Art has changed its course along the history many times and so has the ownership, market share, availability, accessibility, cross border trades, mode of payment and market. We are listing out the data and findings w.r.t the recent status of Global Art Market, Sales and reports.



Sales in Global Art Market 2009 – 2020 (in Billion USD)



The Online Art and Antiques Market 2013–2020



Global Art Market Share by Value (in %)

Despite the contraction of sales overall, aggregate online sales reached a record high of \$12.4 billion, doubling in value from 2019.

Global sales of art and antiques reached an estimated \$50.1 billion in 2020.

The figure was down 22% on 2019, but still above the 2009 recession low, when sales fell by 36% to \$39.5 billion. The US market retained its position as leader, with a share of 42% of global sale values. Greater China and the UK followed, on par at 20% - however Greater China overtook the US to become the largest public auction market, with a share of 36% of sales by value.

Online sales reached record highs - doubling in value.

Though the pandemic forced many auction houses, galleries and fairs to abandon in-person activity, it also accelerated digital transformation. Online sales doubled in value from 2019 to reach a record high of \$12.4

billion. The figure represented a record 25% share of the market's total value - the first time the share of e-commerce in the art market has exceeded that of general retail.

Many collectors felt the pandemic increased their interest in collecting.

Despite having fewer opportunities to buy in-person, collectors surveyed remained actively engaged with the art market in 2020, buying an average of nine works, versus 10 in 2019. 66% of those surveyed said the pandemic had increased their interest in collecting, and one third (32%) said this increase had been significant. Many intend to be active in 2021, with 57% planning to purchase more work. Foot traffic data from UBS Evidence Lab offers early indications of renewed visits to commercial galleries in 2021.

Millennial (born in 1980 - 1990s) HNW collectors were the highest spenders in 2020, with 30% having spent over \$1 million (vs 17% of Boomers). Millennials were also more likely to be active online, reporting greater use of online viewing rooms offered by art fairs and galleries, and social media channels.

According to a survey conducted on HNW(High-net-worth) art collectors, nearly half (48%) of the collectors frequently purchased artworks using online platforms, and 92% said they had purchased them online.

Millennial collectors were the most common users of online sales sites, with 71% of the world's largest collectors being HNW millennials.

With the rise of Non-Fungible Tokens, Digital Exhibitions and Galleries, the interest of millennials is going to increase exponentially over time along with ease of purchase, availability and variety.

04. ArtRino Corp.

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We have a very strong belief system and intend to follow along the lines of CPF.

- Commercialization of Exclusive Money for Artwork.
- Popularization of Art Distribution and Investment.
- Fairness of Artist Appearance Opportunities.

ArtRino is a non-profit foundation that protects the rights and welfare of artists around the world. Based on Blockchain technology, it is developing art trading platforms and commercializing platforms to manage art exchanges and subsidiary businesses. ArtRino is located in Vincent & The Grenadines, and its management and technical teams

were founded by a coalition of members from various countries including China, United Kingdom, USA and Korea.

The road that lies ahead of us will be full of opportunities and hurdles alike but nothing is going to stop us from getting what we aim for.

We will lay out our plan and next steps, our aim and vision below for you to have a clear understanding of us.

I. First World Digital Art Fair -2022

- The World Digital Art Fair aims to contribute towards the development of digital art industry by forming a desirable digital art market, fairly evaluating digital (art) works and introducing them to a large number of spectators and collectors through a digital showcase event.
- We have several prize categories and a prize pool of over \$200,000 distributed amongst winners and voters. The evaluation will be conducted out by the voters and a panel of judges.

II. World Art Competition

- Through fair competition, the World Art Competition aims to expand opportunities for artists around the world to emerge, and to lead innovation in art distribution by conducting art transactions on the ArtRino platform. The World Art Competition is operated by artists, art investors, and art lovers in a system in which art lovers use ArtRino tokens to trade art stocks of art exhibition participants and reflect transaction results in art exhibition reviews.

III. ArtRino Tax Free Zone

- ArtRino Corp. is based out of St. Vincent & the Grenadines. The entire island will discuss with the government the exemption of art tariffs and transfer taxes to create the ArtRino bonded area. ArtRino Tax-free zone will attract world-class auction companies and galleries.

IV. ArtRino Auctions

- The ArtRino Auction will be held in the form of an open recruitment over a period of time, and small investors can participate in the competition by dividing the shares of the artwork. Public recruitment takes place online on the ArtRino Exchange platform. At the end of the open recruitment, transactions are made between individuals in the form of stock trading.

V. ArtRino Bank

- We will establish ArtRino Bank by country and carry out rental business of works listed in ArtRino, and distribute profits to art stockholders every year.

VI. ArtRino Insurance

- Artists with ArtRino insurance can enjoy lifelong benefits.

05. ArtRino Token

ArtRino is the utility token implemented as a BEP-20 Token on the Binance Smart Chain and we will launch the ERC 20 version of ArtRino Token too.

ArtRino native token is a revenue-sharing Virtual Financial Asset (VFA), which is currently based on Binance Smart Chain ecosystem (BSC). The basic attributes are complied with the above ecosystems. ArtRino can be swapped with any of the BEP 20 Tokens on CEX and DEX that it is listed. The token serves as the means of transactions, profit sharing, stock token trades, liquidity mining, early access to events hosted by ArtRino and many other activities in the ecosystem apart from market token appreciation.

ArtRino is all about redefining ownership and our approach to that is by providing shared ownership, profits and decision-making power by using Art Stock Tokens.

Art Stock Tokens will be created and deployed on Pancake Swap and be available as a trade pair only with ArtRino which in turn is tradable with any BEP20 token.

ArtRino Token will act as a MOM Token producing several Child Tokens (Art Stock Tokens) for artists and their artwork.

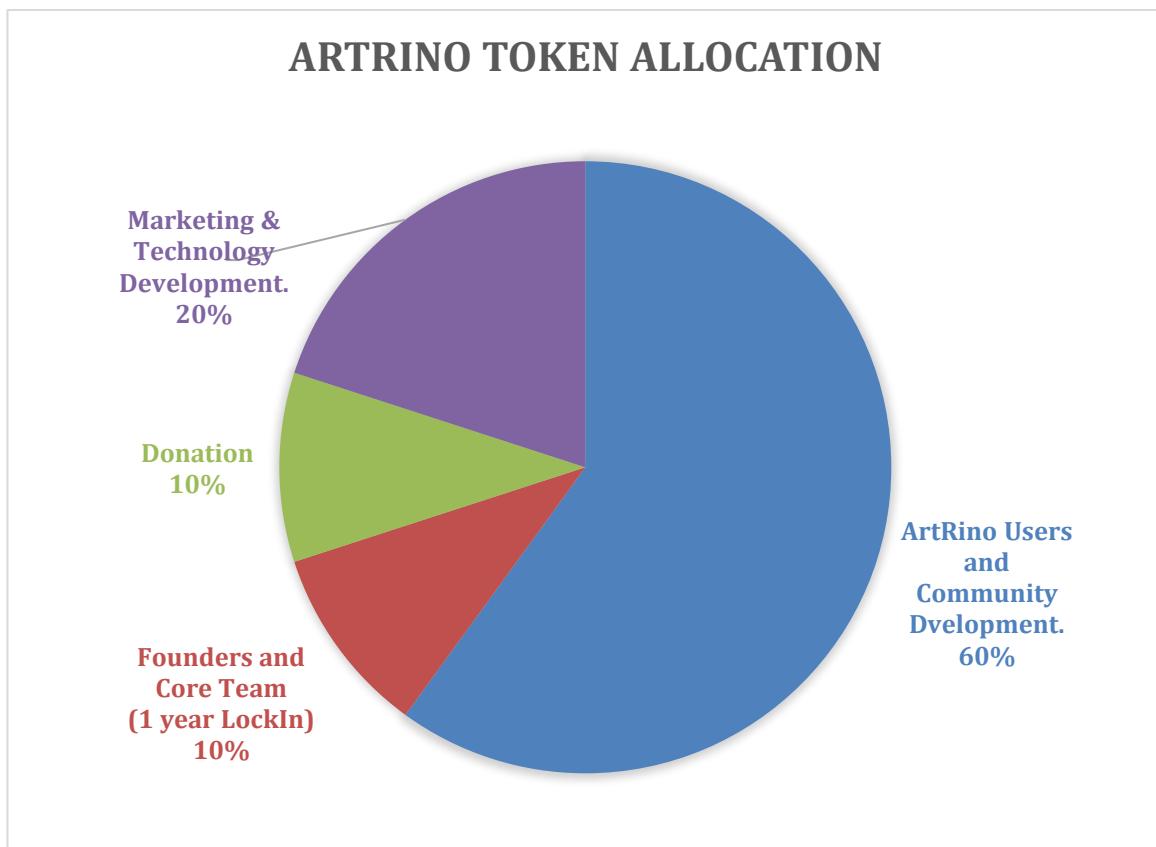
ArtRino token offering will be done in two phases as below:

- Private token sale, estimated to take place until the end of Aug 2021, where 10% of tokens are planned to be sold and investors will benefit from a bonus of 10% free tokens. The price on this stage will

be determined by the agreement or contract of the investors and team

- Public sale beginning on 1st Sep 2021. ArtRino tokens will be sold on decentralized exchange platform Pancake Swap. Please note that in this phase, it is not necessary to do KYC and AML.

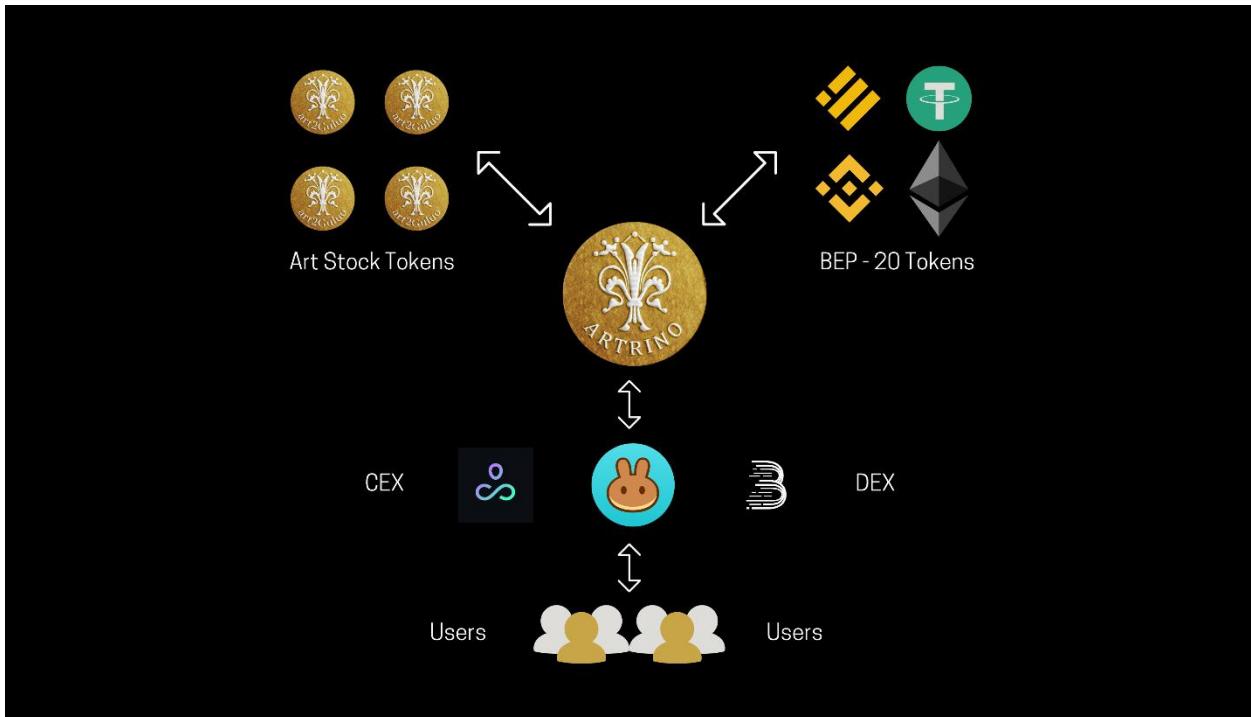
The ArtRino token allocation will be done according to the following criteria:



ArtRino Token Allocation chart

ArtRino Token is an integral part of the whole ecosystem. Our mission does not stop at creating a Marketplace and environment for Art Stock

Trading and redefining Ownership. We aim higher and to continuously evolve.



How ArtRino Tokens Work

06. ArtStock Token

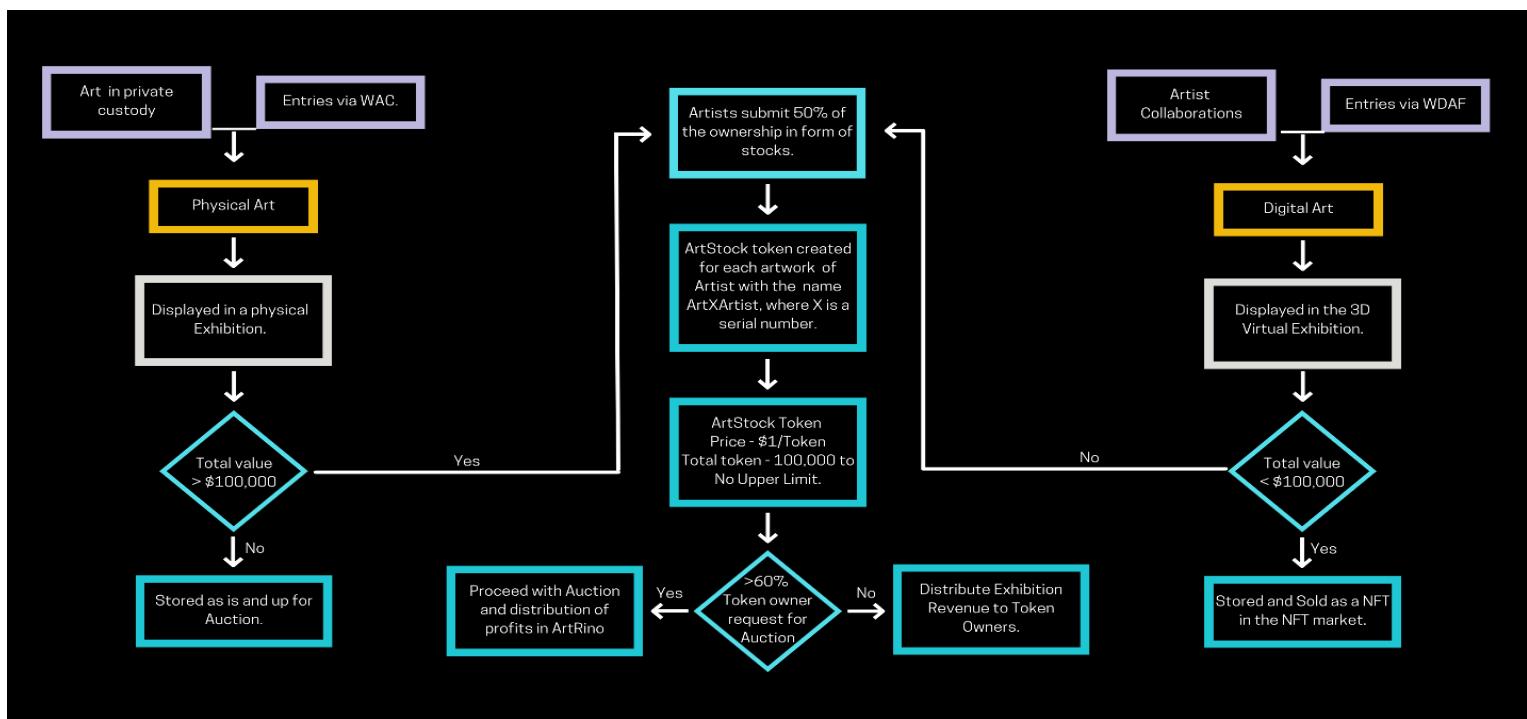
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ArtRino aims revolutionize the market by creating an ecosystem where ownership, profit and decision-making capacity of and for the Art is distributed and shared.

That's where ArtStock Token comes into picture. ArtStock Token aims to diversify and distribute the ownership of an art and in turn make the profits and decision-making process decentralized with the help of Blockchain.

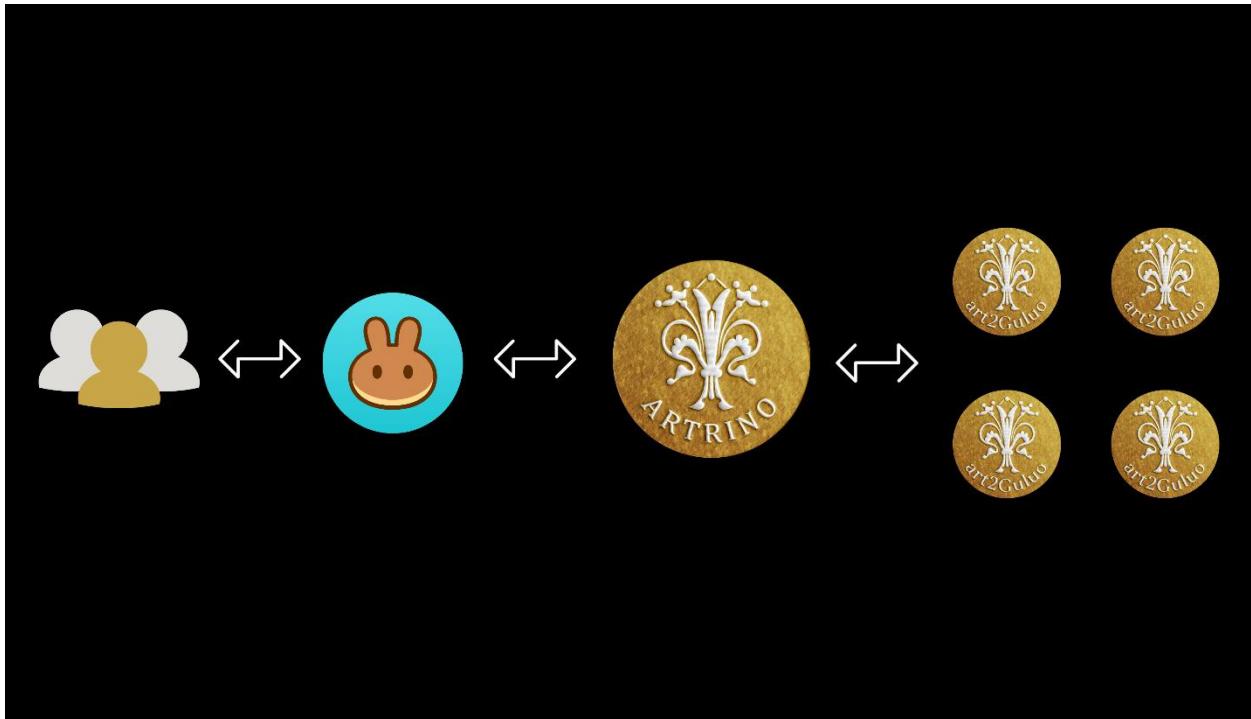
The first step is categorization of work into Digital and Physical art and then move on to the next steps as shown below.



Process of how ArtStock Tokens are created

ArtStock Tokens are listed on Pancake Swap and can be traded in pair only with ArtRino Token. ArtStock Tokens are the Child tokens and

cannot be directly traded with other pairs. We are working on creating a separate Art Stock Exchange to make the whole process smooth and seamless. For now, the facility is available via Pancake Swap.



How ArtStock Tokens are traded against ArtRino Tokens

VII. Conclusion

We are collaborating with more and more world-class Artists for Masterpieces in all the domains, Physical and Digital. We aim to bring out the best arts for people to own and disrupt the market. The Name ArtRino is inspired from Florino, which was Europe's first gold coin used in the city of Florence and was used for art trade. We embody the spirit of art & trade and aim to disrupt the norms which limit the access to a few rich families and institutions behind closed doors. We believe, everyone should have access to the masterpieces from the greatest and best artists around the world.