

## **Artprice obtains innovative company investment status**

As of Thursday 12 November 2015, Artprice, world leader in Art Market Information and a Standardised Marketplace, has obtained the BPI investment label “Innovative company”.

This prized label will make Artprice accessible to Innovation Funds (FCPIs in France) for a 3-year renewable period. Apart from their potential return, these funds enjoy attractive tax investor advantages.

By virtue of Article 26 of the French Law on Economic Modernisation, this label also gives innovative SMEs access to public procurement markets in the domains of high-tech, R&D and technological studies.

The BPI’s Innovative Company status is a highly selective State label with strict admission criteria. France’s State-run Public Investment Bank (BPI) was set up to accelerate the development of innovative companies.

The label is awarded only after a detailed examination of candidate companies which must prove they have created products, processes or techniques that have undisputed innovative economic potential.

Artprice’s history by thierry Ehrmann Founder and CEO Artprice:

In 2015, Artprice (via its parent company Groupe Serveur founded on 11 March 1985) is celebrating 30 years of Internet activity. As a European Internet pioneer using standardised data banks, Data Mining and Big Data, Artprice has created a disruptive economy that art historians and sociologists agree has forever changed the nature of one of the oldest markets in the world. Artprice is one of the primary applicants for software patents, sui generis copyright protection on databanks and intellectual property rights.

Via its numerous acquisitions all over the world since 1997 and a strong commitment to R&D, Artprice has taken just 18 years to build and impose a standardisation of the global Fine Art market.

This standardisation, now in its tenth year, has allowed Artprice to construct a global Intranet/Extranet that gives art market participants the opportunity to dematerialise the entire exchange process (information, traceability, transactions) in a completely secure and confidential environment, primarily through its Standardised Marketplace, today the leading Fine Art Marketplace in the world.

Artprice’s loyal shareholders are perfectly aware of the innovative and unique nature of its business model and they understand the consequences of establishing a disruptive digital economy in the heart of an Art Market, which compared with many other economic sectors, has remained entrenched in the principles, methods and habits that prevailed in the 1970s.

In fact, the digital era has precipitated an economic revolution in the Art Market and, as France’s Minister for the Economy, Industry and the Digital Sector, Emmanuel Macron, recently pointed out, This economic revolution is a major transformation that is accelerating because it is not only technological, it is also completely changing the way we function... This transformation is having multiple consequences: it is affecting how we innovate and breaking down the barriers between disciplines... in short, profoundly changing our productive model.

Artprice’s R&D not only validates the company’s entire economic model, but also, at a broader level, the complete game change that Artprice has imposed on the Art Market. Remember that today

Artprice accounts for 90% of all art market data exchanged in the world.

Artprice: reminder of principles applicable to thread information on Artprice's Twitter account (50 info tweets per day)

In accordance with AMF recommendations, Artprice, listed on the Eurolist Paris SRD Long Only has re-announced its new official Twitter address which provides reliable and transparent information. Its new Twitter address is:

<https://twitter.com/artpricedotcom>

To follow the evolution of Artprice and the global Art Market, for all shareholders and all markets (7.5 million print-outs for October 2015 [certified Twitter USA figures]).

This address has been indicated on all Artprice press releases and all of the company's regulatory information for the past five years and notably that information published via Actusnews, the AMF's official authorised information channel (Diffuseur Professionnel d'Information Réglementée).

**www.artprice.com (c) 1987-2015 thierry Ehrmann**

### ***About Artprice:***

Artprice is listed on the Eurolist by Euronext Paris, SRD long only and Euroclear: 7478 - Bloomberg: PRC - Reuters: ARTF.

Artprice is the global leader in art price and art index databanks. It has over 30 million indices and auction results covering more than 604,000 artists. Artprice Images(R) gives unlimited access to the largest Art Market resource in the world: a library of 118 million images or prints of artworks from the year 1700 to the present day, along with comments by Artprice's art historians.

Artprice permanently enriches its databanks with information from 4,500 auctioneers and it publishes a constant flow of art market trends for the world's principal news agencies and approximately 7,200 international press publications. For its 3,600,000 members, Artprice gives access to the world's leading Standardised Marketplace for buying and selling art.

Discover the Alchemy and the universe of Artprice <http://web.artprice.com/video>, which headquarters are the famous Museum of Contemporary Art, the Abode of Chaos <http://goo.gl/zJssd>  
<https://vimeo.com/124643720>

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**<https://www.facebook.com/artpricedotcom>**

<https://plus.google.com/+Artpricedotcom/posts>

<http://artmarketinsight.wordpress.com/>

The 2014 Art Market Report contains the famous Artprice ranking of the world's 500 most sought-after artists, the top 100 auction results, market breakdowns by country and by city, by period and by medium, Artprice indices and 21 chapters that provide an uncompromising analysis of the Art Market. It is available free of charge in PDF format at

[http://imgpublic.artprice.com/pdf/rama2014\\_en.pdf](http://imgpublic.artprice.com/pdf/rama2014_en.pdf)

The Contemporary Arts Museum The Abode of Chaos on Facebook:

<https://www.facebook.com/la.demeure.du.chaos.theabodeofchaos999>

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