ARTEM COIN (ARTEM)

ARTEM is a governance token facilitating curated programs and the acquisition of blue-chip contemporary art, luxury collectibles and limited edition NFTs

ARTEM COIN IS ISSUED BY ARTEM AG, ZUG, SWITZERLAND

OUR BRANDS:

THE HOUSE OF LUXURY

KREATION HOFA ARTCELS

PARTNERS & INVESTORS

ARTEM COIN

Key Metrics

Token Name:
ARTEM Coin

Token Symbol:
ARTEM

Token Type:
ERC-20

Blockchain:
Ethereum

Smart contract address:

Max Supply:
1,000,000,000

Initial Circulation Supply:
64,841,667

Initial Circulation Supply percentage:
6.5%

Initial Circulation Supplay Market Cap:
2,917,875

Token Public Sale Price:
0,045

Token Public Round Market Cap:
45,000,000

TGE TIME:
January 11th 2022

Market making provider:
Acheron Trading

Project Category:
DeFi & NFTs

Additional issuace beyond the Max Supply:
N/A

Smart contract audit link:
ARTEMCoin.com/smartcontract

Main Trading places:
Gate.io / Uniswap

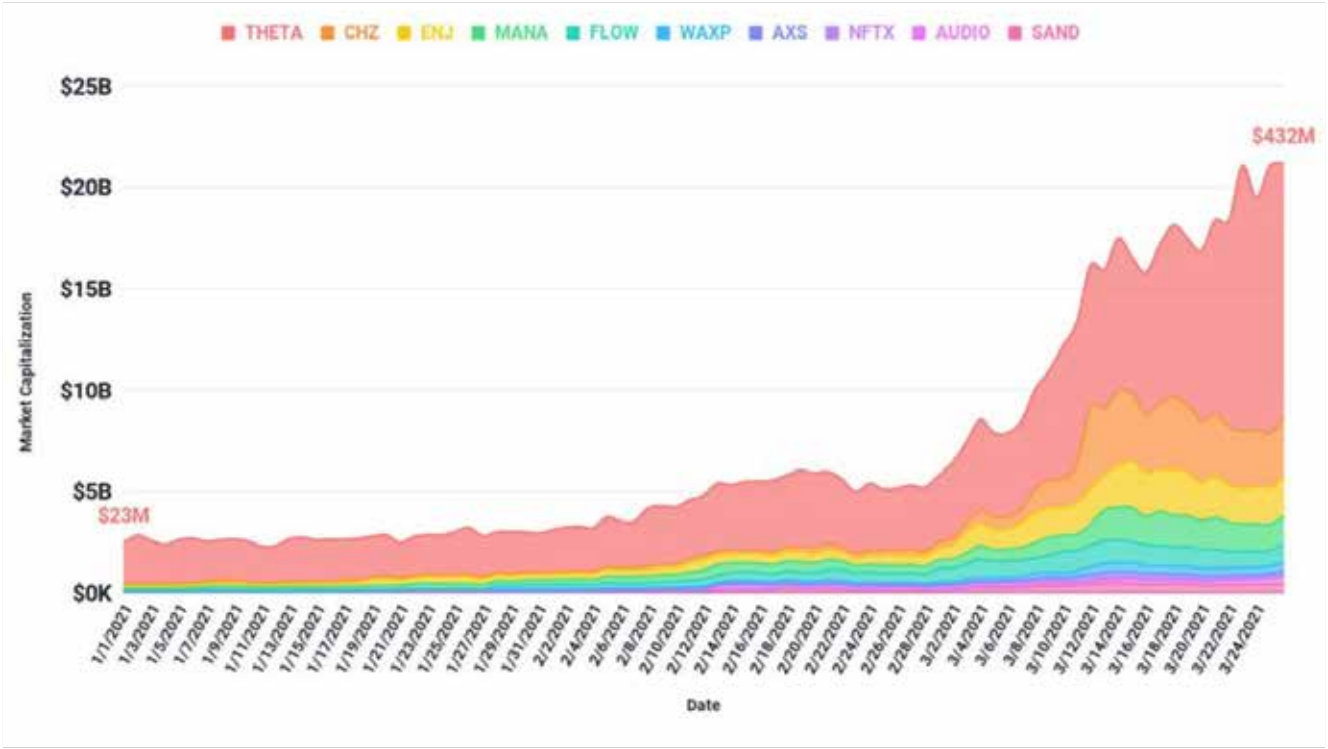
Main Token use case:
Governance

ART AND LUXURY COLLECTIBLES AS AN INVESTMENT

The art market has been a top performer among asset classes, with a compound annual growth rate of 8.8% since 1950 (as suggested by Sotheby's Mei Moses Index). Given the current financial uncertainty, and the inflationary risk posed by ultra-loose monetary policy and disparate global government responses to the Covid-19 pandemic, the desirability of art as an asset class has never been higher. With regards to other luxury collectibles, Bain & Company predicts that 50% of luxury market spend will be conducted by Millennials and Gen Z by 2025. Further, Knight Frank recorded a 129% value growth in luxury investments over the last 10 years, with Eileen Gray's Bibendum Chair selling for $687,500, and Francis Bacon's Triptych selling for $84.6 million.

In recent years, digital art has provided even more significantly lucrative investment opportunities. As they become more and more commonplace, many traditional art investors are catching wind of their potential to provide very significant returns on investment. As evidenced in the table below (source: Forbes.com), the combined market cap of prime NFT projects grew 1875% at the start of 2021.

NFTs/Collectibles Tokens Market Capitalization



ARTEM TOKEN

PURPOSE

ARTEM is a fungible cross-chain digital token created by Simonida Pavicevic and Elio D'Anna (founders of The House of Fine Art, Kreation, House of Luxury, and Artcels) made especially for the fine art, digital art, and luxury collectables marketplace and global artist communities.

The ARTEM token facilitates exclusive access to professionally curated programs and exhibitions by HOFA gallery and its affiliate brands. With over a decade of expertise in identifying and cultivating new and rare artistic talents, the House of Fine Art (HOFA) currently represents over fifty established and emerging artists, allowing access to the art market and a more inclusive user experience for art enthusiasts and aficionados alike.

Select works are also made available to collectors through HOFA's innovative digital marketplaces HOFA.io and Kreation.io as well as its blue-chip art division Artcels.com.

ARTEM is a fungible multifunction cross-chain token conferring to its owner the beneficial properties of (i) value (ii) access (iii) rewards, (iv) membership benefits, and (v) sponsorship.

Value: Based on ERC-20 standard, ARTEM is fungible digital token hosted on a EVM (Ethereum Virtual Machine) based smart contract with cross-chain interoperability on Cardano and Solana blockchains (synergistically supporting HOFA NFT trading).

Unlocked ARTEM tokens will be readily available to access exclusive offers and to acquire NFTs, fine art, luxury goods and experiences on all of HOFA community platforms.

Although ARTEM tokens issued through the company's TGE (token generation event) unlock as per defined vesting schedules the sale of which could adversely impact the market price of the token (see disclaimer), HOFA intends to counter selling pressure with a variety of token holder incentives including bonuses, strategically-timed announcements for exclusive offers, and random reward drawings.

Access: Access to the world of HOFA starts with investors, artists, and art lovers procuring ARTEM tokens via exchanges from the market. The token grants its holders access to exclusive curated drops and exhibitions, and the right to participate in auctions and access new offerings. All the physical works showing at HOFA gallery also come with NFT certificates of authenticity available exclusively to ARTEM token holders.

ARTEM is a central component of HOFA's fine art and luxury collectibles ecosystem, connecting investors, artists, auction houses, collectors, and partnering retailers (including Harrods, Saks, Moda Operandi, Net-a-Porter and more) to the HOFA community.

Rewards: Using ARTEM tokens to facilitate asset ownership and enable secure trusted transactions within the ecosystem, customers and suppliers accrue ARTEM as they acquire and sell goods across our platforms.

In turn, ARTEM ownership supports the digitalisation and authentication of goods using sustainable blockchain technology. Initially, the predominant objective of ARTEM is to enable a reward loyalty system across private clients, art collectors, brands and artists. For every transaction through in the ARTEM-HOFA community including HOFA, Kreation, House of Luxury or Artcels; the customer, retailer, brand, and artist will be rewarded with ARTEM, deposited into the respective user's wallet within the same month.

Membership Benefits: Aside from the facilitating access and trading, ARTEM tokens can also be used for staking in HOFA's elite community-owned DeFi pool and decentralized autonomous organization HOFA-DAO.

HOFA-DAO comprises a tiered membership, with benefits and privileges based on the quantity ARTEM tokens staked. Tiers include basic, elite, and prestige levels. Stakers unlock numerous benefits not available to the general public including:

- Monthly NFT drops sent directly to wallets (including works by some of the most collected artists)
- Early access to new releases
- Pre-announcements of upcoming auctions
- Special gifts including artist-signed collectables
- Access to special HOFA DAO members only exhibitions
- Exclusive VR and immersive art displays
- Access to gaming tokens and metaverse events
- Voting rights on monthly curations (token governance) regarding launching new emerging artists collaborations, monumental works placements, as well as international exhibitions
- Staking interest (prestige tier only)

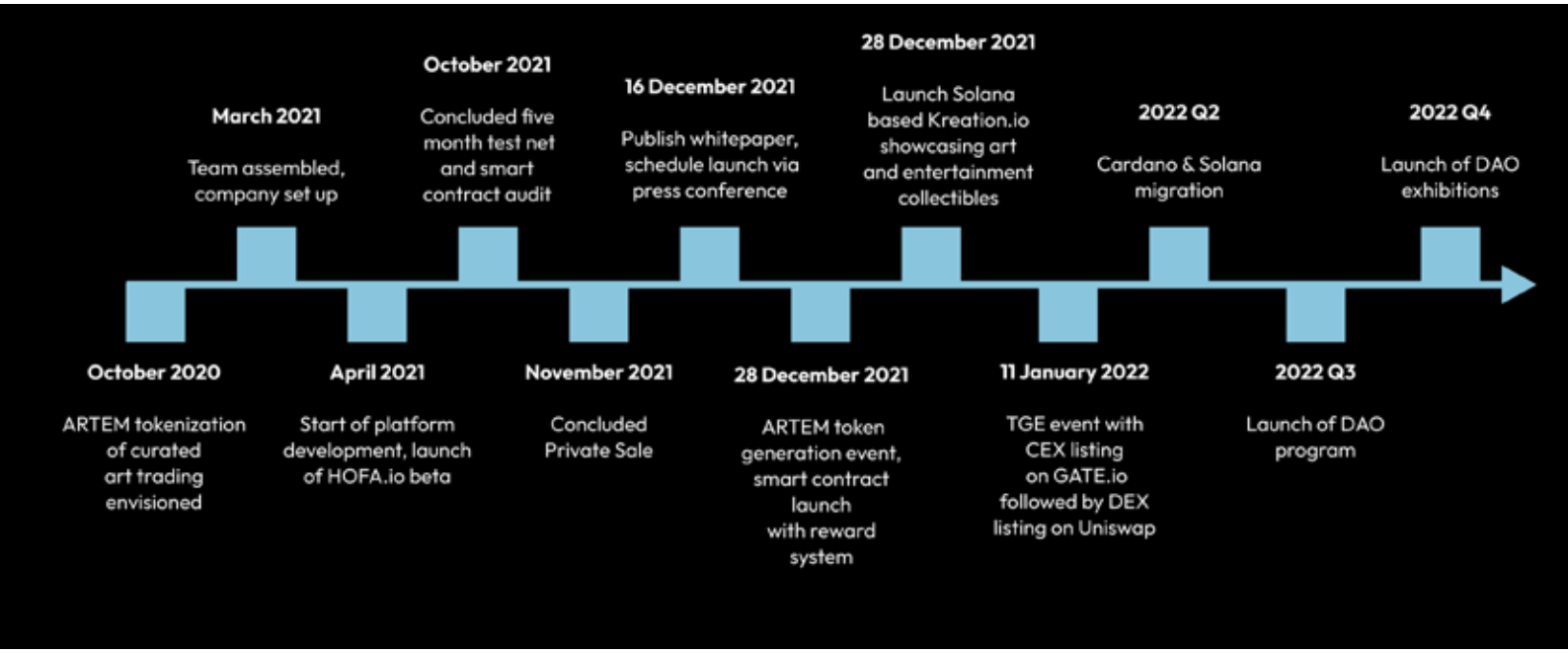
The foregoing benefits are available so long that the staked ARTEM token maintain the minimum required membership commitment for each HOFA-DAO tier.

Sponsorship: The HOFA-DAO community encourages the development of new artists by enabling artist participation in exhibitions, events, workshops and competitions.

Issued by ARTEM AG of Zug, Switzerland, the ARTEM token facilitates exclusive access to professionally curated programs and exhibitions by the HOFA gallery. As issuer of the ARTEM token, the company is dedicated to a high-integrity fully transparent token offering. To ensure quality in its offering and in its tokenized business processes, ARTEM AG has assembled a team of technical experts and developers comprising the following:

- Stable ongoing business in art sales
- Experience in art curating
- Understanding of art collector expectations
- Expertise in online virtual art galleries
- Pioneers in the NFT tokenization of fine art
- In-house smart contract coding
- Audited Kaizen protocol and token launch tool suite
- Independent validation of smart contracts
- Smart contracts audit by 4ART technologies
- Biometric passport for each Artwork with authentication by 4ART Technologies

Timeline & Roadmap: The execution of the ARTEM token generation event and other milestones include:

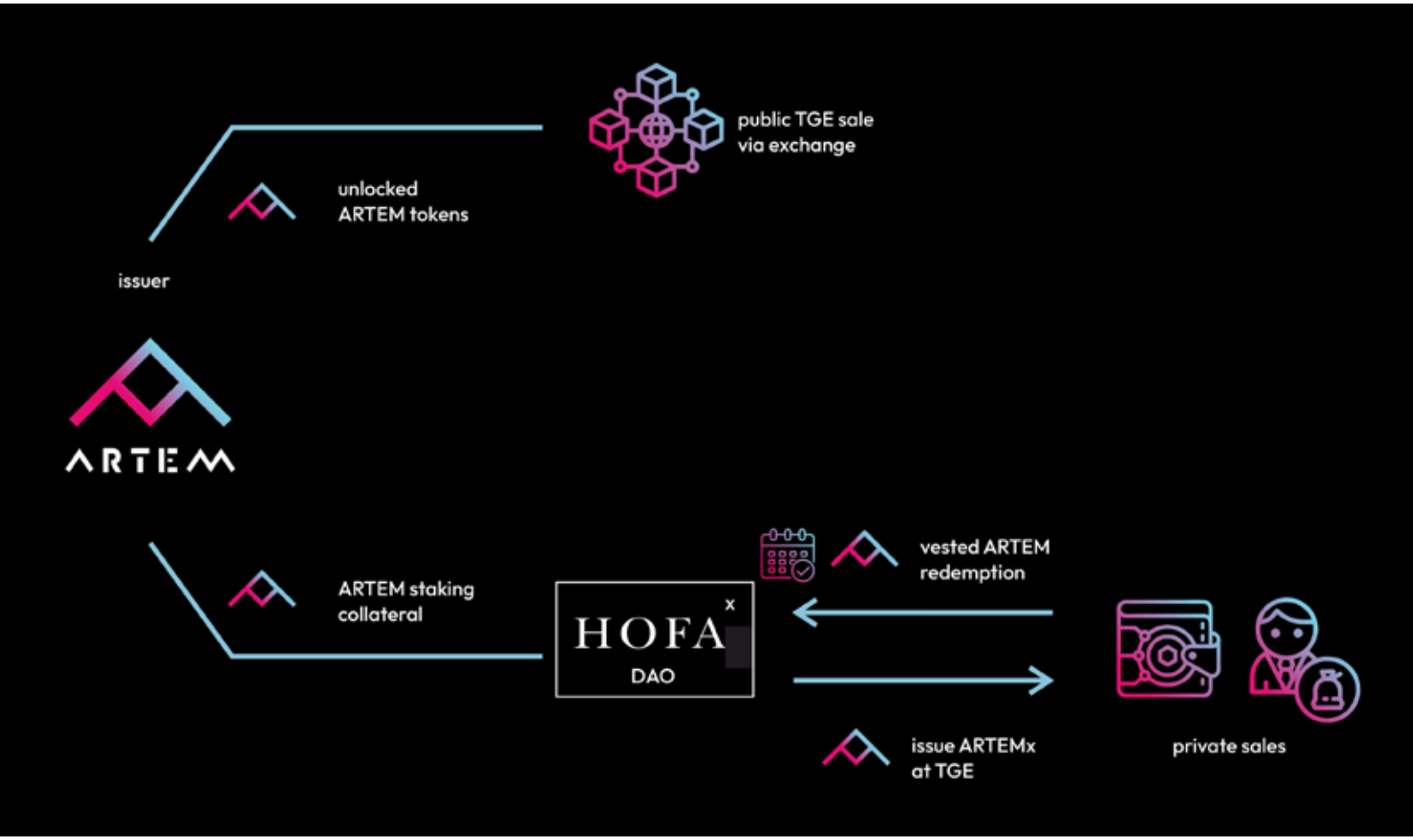


Token Launch: The ARTEM token launch comprises concurrent generation of three classes of tokens, namely:

- Public ARTEM tokens unlocked upon TGE and immediately tradable including 100% of all ARTEM tokens for the public offering and liquidity pool, and an initial fractional release of (non-sale) tokens allocated for the foundation.
- Locked ARTEM tokens immediately staked at TGE (via smart contract) as collateral in HOFA DAO with prescribed vesting plan. Staked ARTEM tokens comprises seed, private, and marketing investor private sale tranches, along with team and foundation non-sale tokens.
- Unlocked ARTEMx collateralized (proxy) tokens redeemable for vested ARTEM tokens staked in HOFA DAO pool.

Prior to TGE, no ARTEM tokens will be issued. Using the Kaizen protocol and launch platform, ARTEM tokens are issued in unlocked form via autonomous smart contract authoring. A small portion of the generated tokens are issued for sale on a public exchange. The remaining portion of the
investment tokens sold previously to private investors, are deposited to HOFA DAO, a DeFi pool, for staking. The minimum staking term corresponds to the vesting schedule of the issued token. Prior to vesting, issued tokens staked in the HOFA DAO are locked by the DeFi pool's smart contract and cannot be un-staked or swapped out until they become vested.

Unlike conventional TGE smart contracts which issue tokens to private purchasers only after they become vested (and nothing until then), in the ARTEM offering, private and pre-sale investors receive a collateralized (proxy) token called ARTEMx redeemable for tradable ARTEM upon vesting. Until vesting the token is staked in the HOFA DAO pool immediately earning benefits and rewards for the investor, even though their purchased token remains locked. In this way, ARTEM investors don't have to wait for unlocking to begin benefiting from their investment.



Although all issued ARTEM tokens can be sold on public exchanges after TGE, ARTEMx tokens remain unlisted indefinitely and cannot be sold as ARTEM tokens on any public exchange without first being swapped for their ARTEM collateral. As such ARTEMx tokens even if hypothecated can have no effect of the trading price of publicly-listed ARTEM. To encourage long investments, ARTEMx tokens are automatically staked in the HOFA DAO providing investor benefits even while the underlying asset remains locked and unvested. The benefits of HOFA DAO staking depend on the amount of investment deposited.

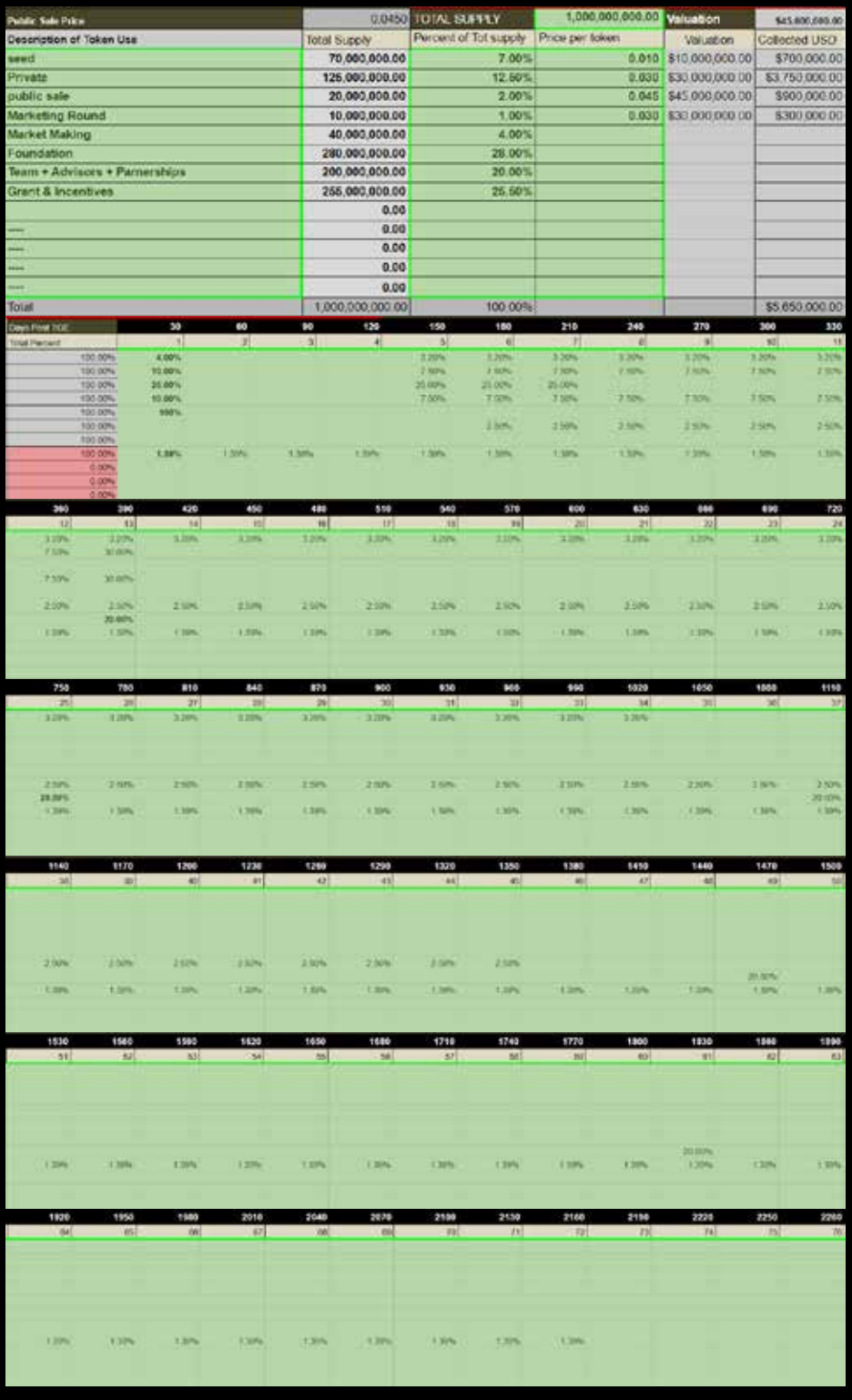
Redemption of vested ARTEM tokens is self directed, with the investor logging onto to an autonomous dApp through HOFA.io or via their wallet to un-stake and/or swap ARTEMx tokens for tradable ARTEM tokens whenever they so choose.

Prior to launching, ARTEM founding investors underwent a round of strategic investments by Animoca Brands, Morningstar Ventures, Genblock, Spark Digital Capital, LD Capital and Shima Capital, launching with a $45,000,000 valuation.

During issuance, the ARTEM token will be officially released through well known launchpads DaoMaker and Cardstarter.

TOKENOMICS

The following tables define the tokenomics distribution of the ARTEM offering.



Public Sale Price		0.0450	TOTAL SUPPLY	1,000,000,000.00	Valuation	$45,000,000.00
Description of Token Use		Total Supply	Percent of Tot supply	Price per token	Valuation	Collected USD
seed		70,000,000.00	7.00%	0.010	$10,000,000.00	$700,000.00
Private		125,000,000.00	12.50%	0.030	$30,000,000.00	$3,750,000.00
public sale		20,000,000.00	2.00%	0.045	$45,000,000.00	$900,000.00
Marketing Round		10,000,000.00	1.00%	0.030	$30,000,000.00	$300,000.00
Market Making		40,000,000.00	4.00%			
Foundation		280,000,000.00	28.00%			
Team + Advisors + Parnerships		200,000,000.00	20.00%			
Grant & Incentives		255,000,000.00	25.50%			
		0.00				
----		0.00				
----		0.00				
----		0.00				
----		0.00				
Total		1,000,000,000.00	100.00%			$5,650,000.00

Days Post TGE	30	60	90	120	150	180	210	240	270	300	330
Total Percent	1	2	3	4	5	6	7	8	9	10	11
100.00%	4.00%				3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%
100.00%	10.00%				2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
100.00%	25.00%				25.00%	25.00%	25.00%				
100.00%	10.00%				7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%
100.00%	100%										
100.00%						2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
100.00%											
100.00%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%
0.00%											
0.00%											
0.00%											

360	390	420	450	480	510	540	570	600	630	660	690	720
12	13	14	15	16	17	18	19	20	21	22	23	24
3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%
7.50%	10.00%											
2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
	20.00%											
1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%

750	780	810	840	870	900	930	960	990	1020	1050	1080	1110
25	26	27	28	29	30	31	32	33	34	35	36	37
3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%			
2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
20.00%												20.00%
1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%

1140	1170	1200	1230	1260	1290	1320	1350	1380	1410	1440	1470	1500
38	39	40	41	42	43	44	45	46	47	48	49	50
2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%					
1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	20.00%	1.39%

1530	1560	1590	1620	1650	1680	1710	1740	1770	1800	1830	1860	1890
51	52	53	54	55	56	57	58	59	60	61	62	63
1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	20.00% 1.39%	1.39%	1.39%

1920	1950	1980	2010	2040	2070	2100	2130	2160	2190	2220	2250	2280
64	65	66	67	68	69	70	71	72	73	74	75	76
1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%	1.39%				

ARTEM

Token Symbol
ARTEM

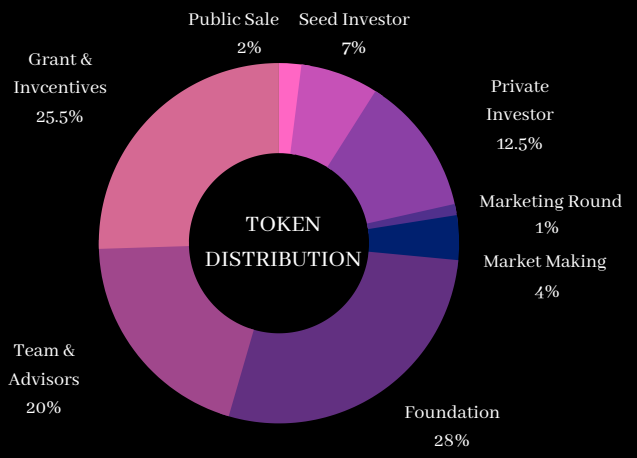
Total Supply
1,000,000,000

Tokens offered in public sale
20,000,000

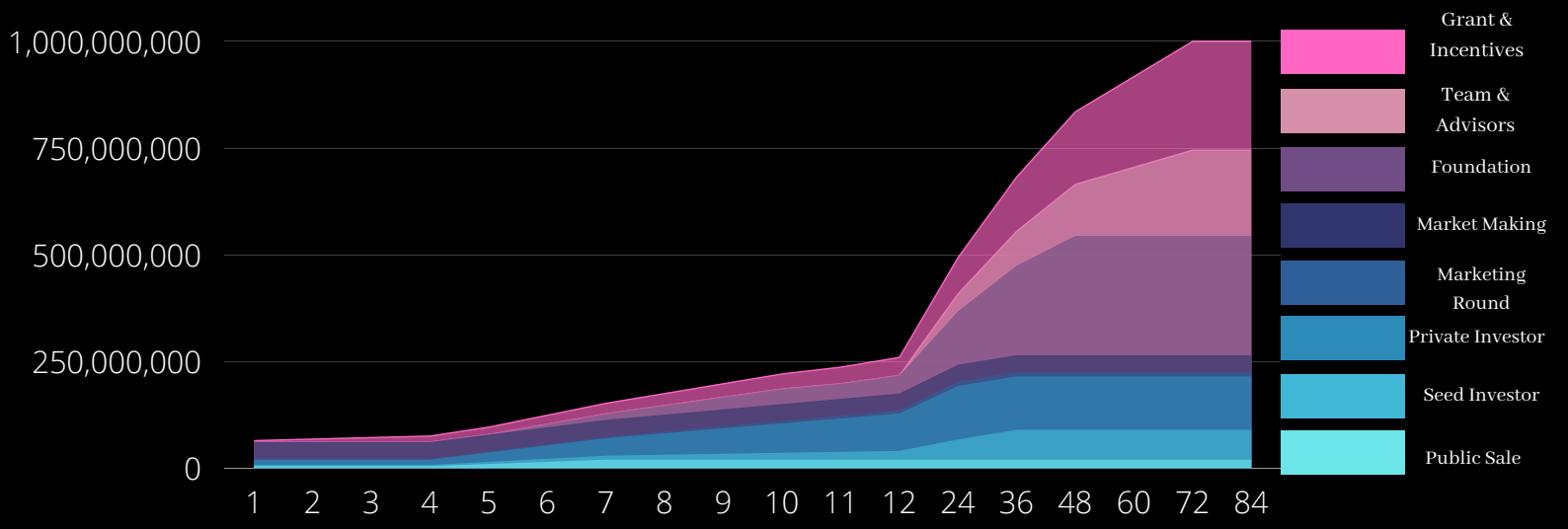
Initial Circulating Supply
64,841,667 (6.5%)

Starting Price (IDO)
$ 0.045

Initial Market Cap
2,917,875



ARTEM VESTING SCHEDULE



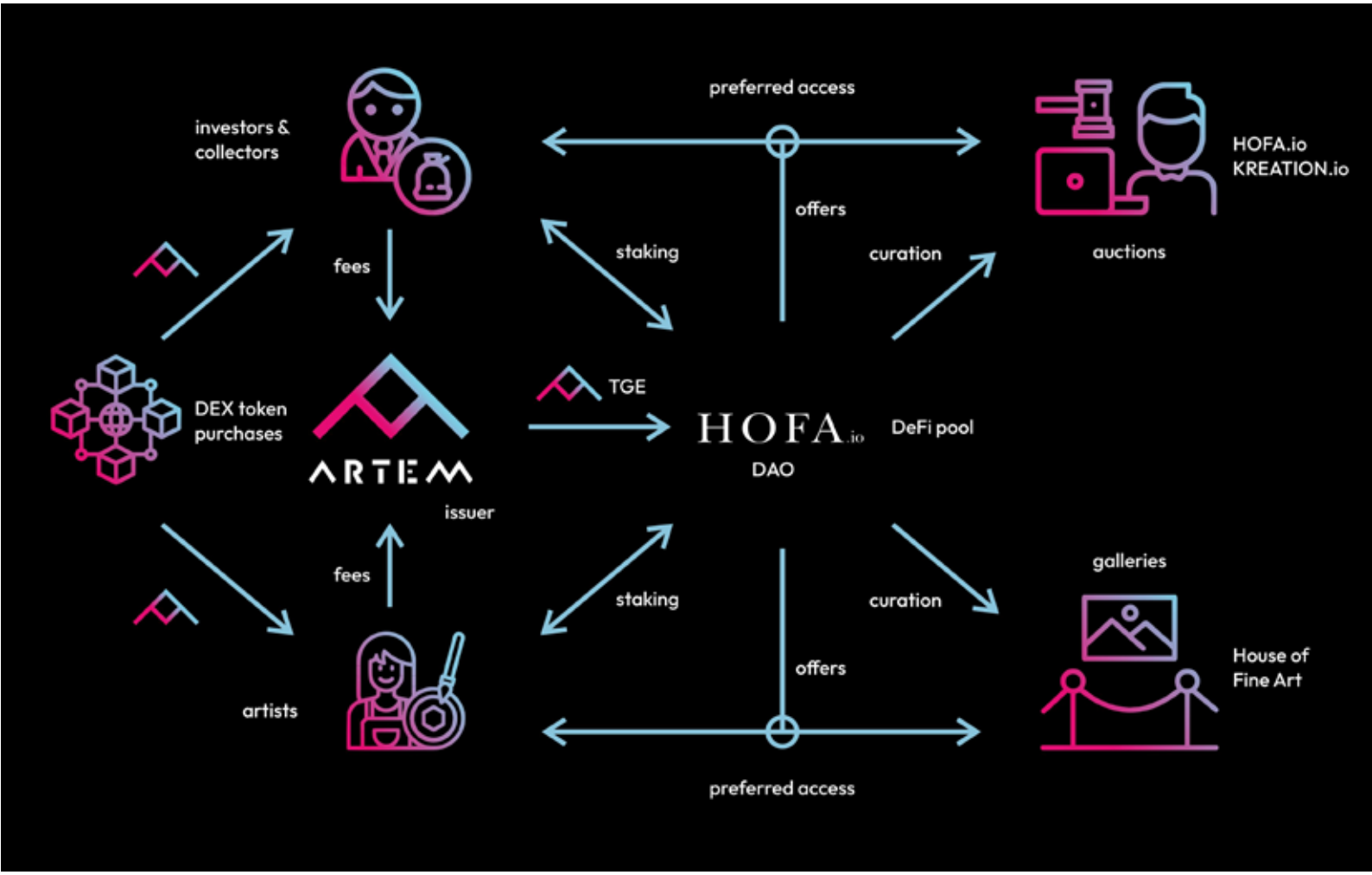
TOKEN VESTING SCHEDULE %

Months After Token Release

	0-1	2	3	4	5	6	7	8	9	10	11	12	24	36	48	60	72	84
Public Sales	25%	3 MONTHS CLIFF			25%	25%	25%											
Seed Investor	4%	3 MONTHS CLIFF			LINEAR VEST - 30 MONTHS (3.2%)													
Private Investor	10%	3 MONTHS CLIFF			LINEAR VEST - 12 MONTHS (7.5%)													
Marketing Round	10%	3 MONTHS CLIFF			LINEAR VEST - 12 MONTHS (7.5%)													
Market Making	100%																	
Foundation	5 MONTHS CLIFF				LINEAR VEST - 40 MONTHS (2.5%)													
Team + Advisor + Partnership	12 MONTHS CLIFF												20%	20%	20%	20%	20%	
Grant & Incentives	LINEAR DISTRIBUTION - 6 YEARS (1.4%)																	

HOFA TOKENIZATION MODEL

The token community of ARTEM and HOFA DAO represent a new way of reaching and encouraging artists and art lovers facilitating preferred access to curated art auctions, galleries, and special exhibitions, while helping match prospective buyers and sellers. By tokenizing access to art, new investment and business opportunities are created for artists, investors, and aficionados alike.



ARTEM Token: ARTEM is a multifunction token facilitating access to and governance of exclusive curated art programs, making the acquisition of blue-chip contemporary art, NFTs & luxury collectibles transparent and secure. The ARTEM token also stores value in proportion to monetization of the ARTEM-HOFA ecosphere.

Applications: The ARTEM ecosystem comprises blockchain-based platforms HOFA.io and Kreation.io where all NFTs can be bought and sold on-chain. The NFT platforms HOFA.io and Kreation.io create rewards programs for all active HOFA DAO members in the form of exclusive releases.

HOFA's smart contract platform allows artists to release limited-edition digital artwork tracked on the blockchain as well as certificates of authenticity for physical artworks, making the art verified and collectible. Artists are provided with a new revenue stream, helping to fund new creative projects.

Artists are provided with a new revenue stream, helping to fund new creative projects.

1. HOFA.io (Ethereum native) and Kreation.io (Solana native) are NFT marketplaces empowered with blockchain technology that ensures a safe trading environment.

2. Collectibles can be bought and sold from the two NFT platforms.

3. The assets listed are real and unique. They can not be replicated or misused in any digital platforms as they are built on blockchain technology with security and authorised with digital ID.

4. The in-app wallets are supportive and easy to manage transactions in the NFT platforms.

5. Creators can send, receive, and manage NFTs.

6. The community is governed under the token ARTEM and HOFA-DAO, which is the primary governance of NFTs.

7. Social media features can gain rewards and fractal ownership.

8. Through voting mechanisms, the users can voice their opinion on exhibitions, curation and governance decisions.

HOFA is the first traditional art gallery to launch its own native token as well as two new metaverse platforms: HOFA.io and Kreation.io, enabling collectors and users to participate in exclusive art releases and serving as a rewards distribution token as well as additional security layer of the platforms.

ARTEM tokens will support collectors across HOFA's two NFT platforms and integrate with traditional art galleries – becoming the first instance of this kind of integration for NFTs. HOFA will use this cross-chain solution to bridge ARTEM and offer different networks the potential to tap into some of the leading traditional artists and digital creators.

Governance: The governance of the HOFA DAO platform is staged in three separate phases outlined below:

a) Start-up phase phase – during startup, the ARTEM team will manage the project in order to expeditiously correct bugs and respond to unexpected adverse events requiring immediate attention.

b) Community participation phase – during this phase, the ARTEM team accepts suggestions from the community, with proposed changes discussed and voted on by the ARTEM team.

c) Decentralisation phase – during decentralisation, all system changes require HOFA DAO community voting implemented by off-chain voting.

Eligibility to participate in HOFA DAO system's governance requires users to stake ARTEMx or ARTEM in the governance module of the platform.

Integrity: In order to ensure transaction integrity, the ARTEM token is executed in a full decentralized public blockchain and fully autonomous decentralized applications (dApps). To maintain full transparency, all smart contracts are made publicly available through GitHub.

As an instrument of trade, ARTEM advances art and NFT trading into a new era of art trading using state of the art blockchain transactional processing.

Revenue & Monetization: Unlike many token offerings, ARTEM is not simply an investment offering but tokenization of a well-established commercially viable business, the House of Fine Art.

HOFA related revenue streams are many and varied, as flexible as its diverse businesses.

- Transaction processing charges

- Initial setup fees

- Curated sales

- Private sales

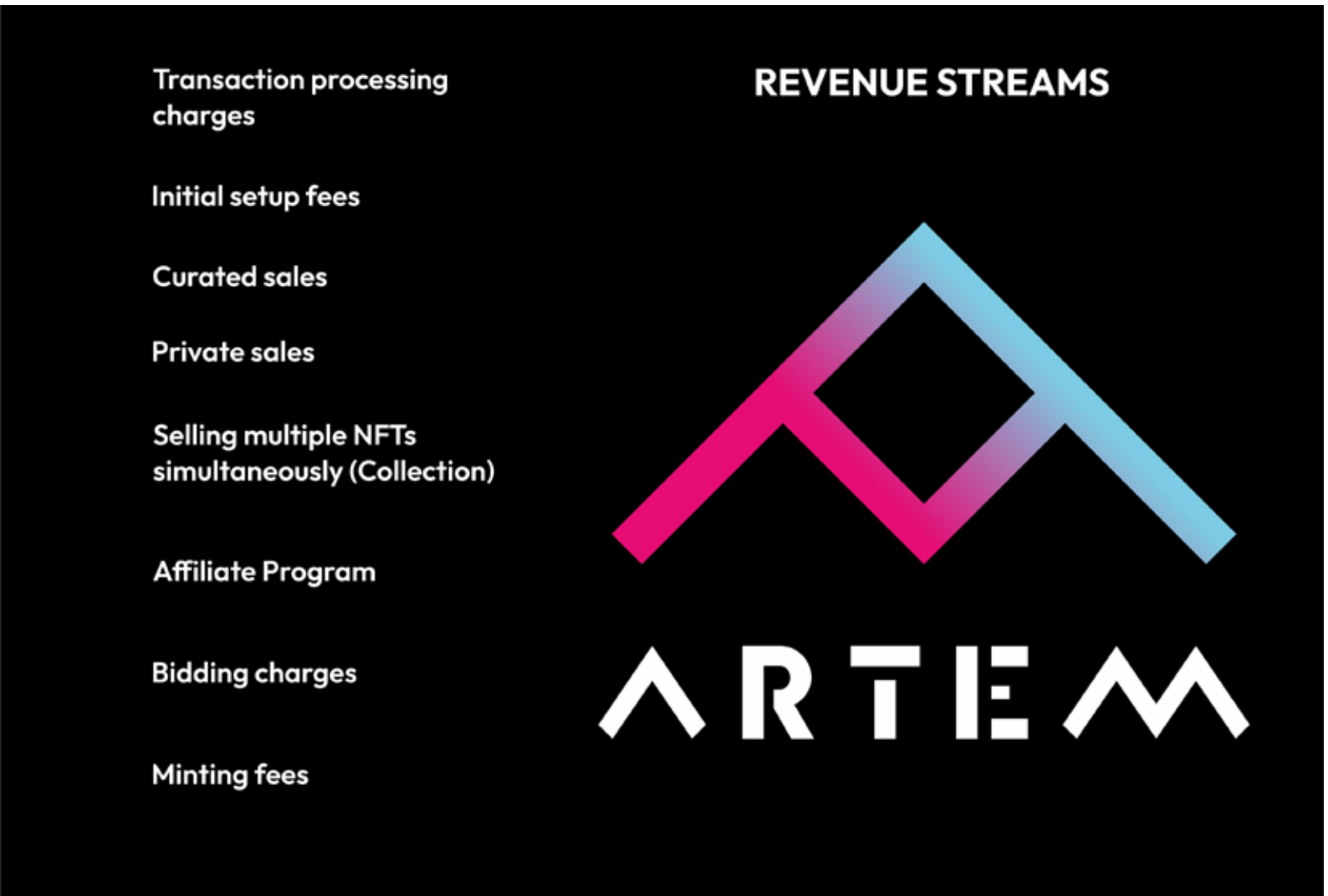
- Selling multiple NFTs simultaneously (Collection)

- Minting fees

- Bidding charges

- Affiliate Program

Expenses include a 2.5% platform fee and gas fees paid by purchasers and sellers as applicable.

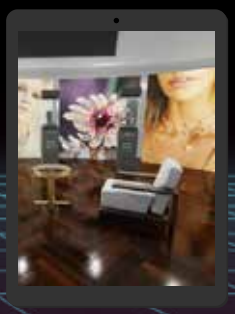


ARTEM ECOSYSTEM

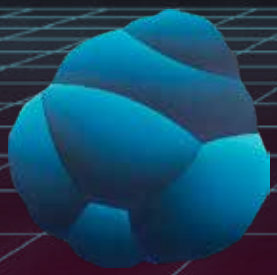
HOFA

ARTCELS

HOUSE OF LUXURY



KREATION



LUXURY BRANDS

RETAILERS

ARTISTS

COLLECTORS &INVESTORS

THE HOUSE OF FINE ART (HOFA)

HOFA Gallery, founded in 2012, specialises in contemporary art by established and emerging international artists. HOFA is determined to feature a multitude of artistic disciplines with an intent focus on exceptional talent, diversity, innovation and cultural relevance. Dedicated to supporting rare talent and making their work globally accessible, the gallery works closely with all of its artists to ensure the highest level of excellence and integrity across its locations in London, Los Angeles and Mykonos.

HOFA currently exhibits in some of the leading art fairs globally, reaching over 200k customers yearly and with a social media following in excess of 120k.

CONNECTING THE ART WORLD TO A DIGITAL FUTURE

HOFA.io

CURATED NFT ART PLATFORM FROM THE TEAM OF HOFA GALLERY

•

CROSS CHAIN PLATFORM BRIDGING ETHEREUM / CARDANO / SOLANA NFTs

•

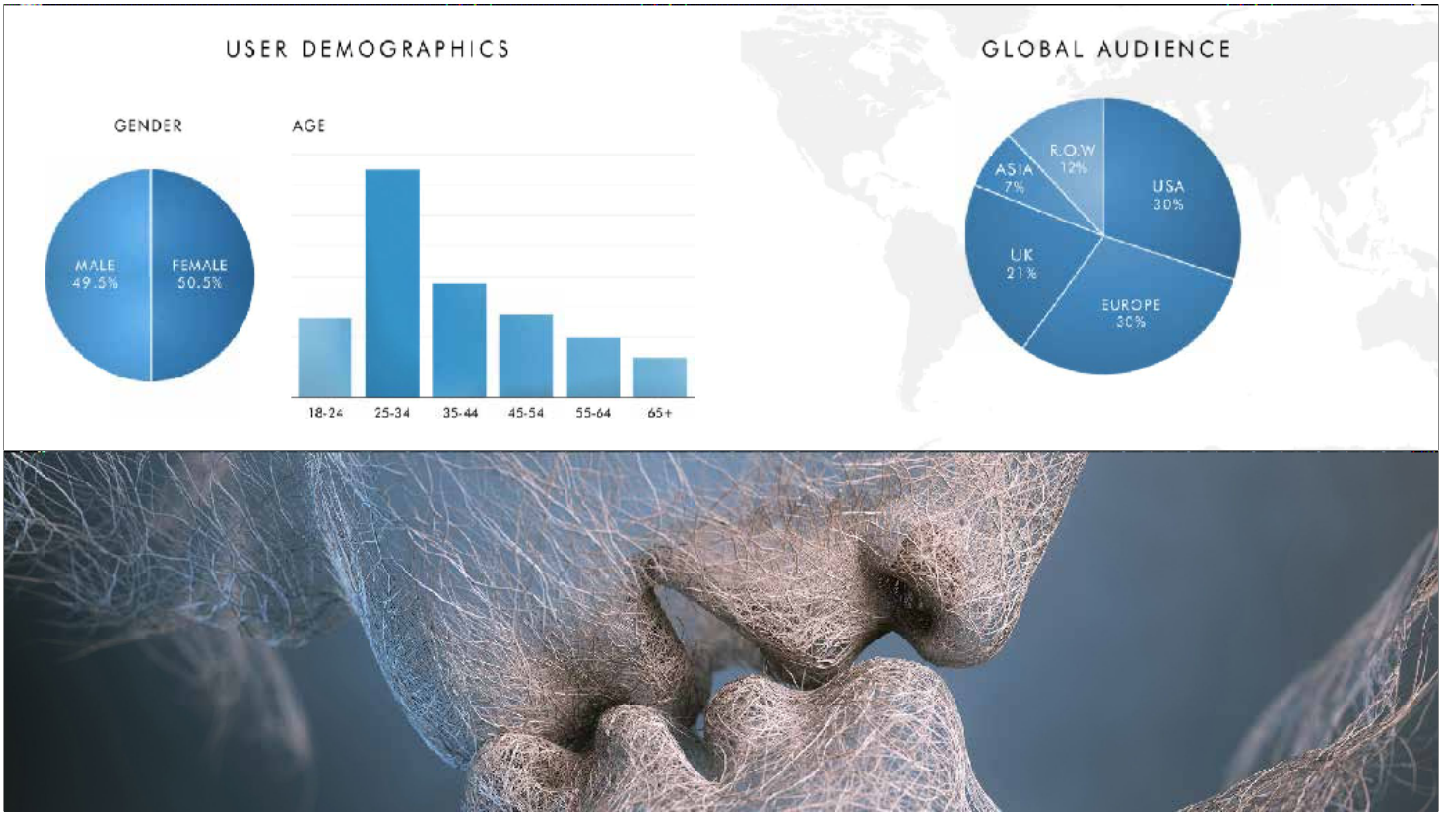
BUILT ON SOLIDITY, NATIVE TOKEN: ARTEM COIN

•

POWERED BY DC SPARK MILKOMEDA

HOFA Gallery specialises in contemporary art by established and emerging international artists. HOFA is determined to feature a multitude of artistic disciplines with an intent focus on exceptional talent, diversity, innovation and cultural relevance. Dedicated to supporting rare talent and making their work globally accessible, the gallery works closely with all of its artists to ensure the highest level of excellence and integrity across its locations in London, Los Angeles and Mykonos.
HOFA currently exhibits in some of the leading art fairs globally, reaching over 200k customers yearly and with a social media following in excess of 200k.
HOFA.io is a curated NFT platform with an auction house and editions marketplace, being the first of it's kind by a major art gallery, using a cross-chain solution to help bridge the platform from Ethereum to Cardano and Solana blockchains, offering different networks the potential to tap into some of the leading traditional artists and digital creators.

HOFA.io is focused on working with the world's leading curators and studios to showcase the most sought after NFTs. HOFA.io continues to work with exceptional talent who's diversity and cultural relevance make for the most prolific auctions and shows both in gallery and the Metaverse.



CONNECTING THE ART WORLD TO A DIGITAL FUTURE

KЯEATION

NFT PLATFORM FOR ART / MUSIC / GAMING / SPORT / ENTERTAINMETNT

•

BUILT FOR SOLANA BLOCKCHAIN

•

NATIVE TOKEN: ARTEM COIN

Kreation is a marketplace and auction house engineered by an experienced team in the Art and Entertainment industries. Kreation's Web3 NFT marketplace is built seamlessly on the Solana ecosystem and will be launching exclusive drops from the worlds leading Athletes, Musicians, Entertainers and Artists. Kreation will offer a new perspective on the meterverse, for Solana natives whilst also making collecting NFTs more accessible for everyone.

The Kreation marketplace will allow for 1/1s, Auctions, Editions and Open Editions tapping into the highest level of smart contract functionality. This will allow for the platform to become a market leader with a high class schedule of drops set to be the biggest to date on the Solana blockchain.

Kreation has partnered with leading agency Lian Sports with collaborations for all their footballers, the first of those being the inaugural European Cup drop of Federico Chiesa. Whilst also partnering with UNIFIED Music Group and UNIFIED Gaming to ensure collaborations with the most talented Musicians, Gamers and Influencers.

By providing a modern platform for investment, Kreation will appeal to a younger audience, offering a secure way of investing in blue-chip NFT artworks and collectibles.

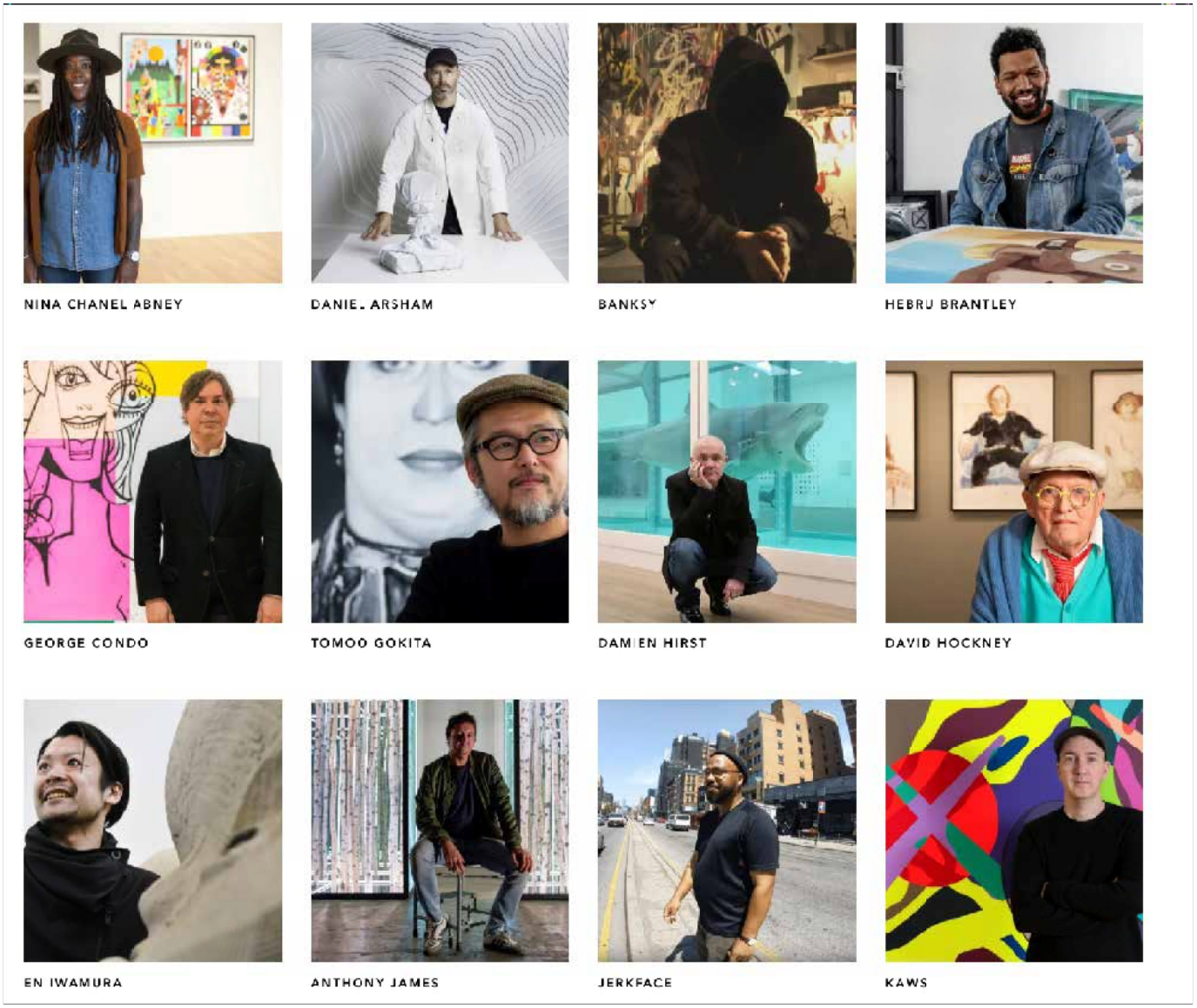
The aforementioned NFTs are meticulously curated by our experts, using proven quantitative strategies, cross referencing, auction results and market trends, benefiting from our combined 50 years of experience in the art world.

ARTCELS

“XXI”, launched by Artcels in early 2020, was the first ever tokenized contemporary art exhibition using blockchain technology and unsurprisingly, all shares in the portfolio were sold immediately.

This innovative company, spearheaded by Elio D’Anna, is thus pioneering the changes in the world of art and the ways in which collectors invest. ARTCELS also recently launched the Millennials exhibition. Our upcoming Masters exhibition will take place in Q2 of 2022; similar expertly curated portfolios have already garnered huge widespread interest and never provided less than double-digit net returns for all the investors involved.

Over recent times, many of the assets within Artcels’ portfolio have performed phenomenally well, with historical price appreciation of more than 2000%. Gijs de Viet, Artcels’ co-founder, has commented: “Fine Art has been the single best performing asset class over the last 100 years, so it is about time this opportunity be opened up to a much wider group of investors”, adding that our goal is to attract “web-savvy investors with an offer on high-end assets and high value shares”.



HOUSE OF LUXURY

10 years of being at the forefront of branding and business development for the luxury industry has enabled House of Luxury to develop a reputation as one of the most well-respected distributors globally. They have an entrenched and far-reaching network with top tier media, including: Vogue, Tatler, GQ, Robb Report, and Forbes; A-list talent also has an impressive social media presence, with 118,000 Instagram followers and 38,000 Facebook members.

They have also been at the vanguard of technical development creating an immersive virtual 3D e-commerce gallery to both digital and physical products. The VX Room showcases blue-chip contemporary art by Banksy, Koons and Condo alongside the echelon of luxury collectibles by Audemars Piguet, Rolex and Patek Philippe. ARTEM can be traction, visibility and positioning. Notably, the relationship House of Luxury has with luxury brands they represent - some as long as 10 years - means that they trust our team and, implicitly, this project, and will directly invest in and adopt the usage of ARTEM across their goods and networks in conjunction with a combined vision. The same can be said of the retail partners that will also be encouraged to utilise ARTEM within their respective ecosystems.

HOUSE OF LUXURY

- 10 years of brand experience
- Over 150,000 social media followers
- Over 10,000 VIP private clients
- Actively working with over 40 retailers such as Harrods, Saks Fifth Avenue, Net-A-Porter & Moda Operandi
- Developing brand experiences for the likes of Rolex and Hublot
- Managing the PR and distribution of the most renowned global luxury brands
- After the success of VX (Virtual Xperience), one of the leading VR platforms, House of Luxury is now launching

ARTCELS

- Launched the world's first tokenized contemporary art portfolio (featured in Financial Times, Telegraph & Sky News)
- Sold all shares in both digital portfolios, with the highly-anticipated 'Masters' portfolio being released next year
- Facilitating investments in blue chip art through blockchain technology
- New NFT marketplace launching in September 2021 allowing NFT fractional ownership via NFT shards

KREATION

- Marketplace and auction house engineered by a team experience in the Art and Entertainment industries.
- Kreation's Web3 NFT marketplace is built seamlessly on the Solana ecosystem and will be launching exclusive drops from the worlds leading Athletes, Musicians, Entertainers and Artists.
- Allows for 1/1s, Auctions, Editions and Open Editions tapping into the highest level of smart contract functionality.
- Partnered with leading agency Lian Sports with collaborations for all their footballers, the first of those being the inaugural European Cup drop of Federico Chiesa.
- Whilst also partnering with Music Management Groups and Gaming Management Groups to ensure collaborations with the most talented Musicians, Gamers and Influencers.
- NFTs are meticulously curated by our experts, using proven quantitative strategies, cross referencing, auction results and market trends

HOFA.io

- HOFA.io is a curated NFT auction house and editions marketplace
- The first of it's kind by a major art gallery
- HOFA.io uses a cross-chain solution to help bridge the platform from Ethereum to the Cardano and Solana blockchains
- Focused on working with the world's leading curators and studios to showcase the most sought after NFTs
- HOFA.io continues to work with exceptional talent who's diversity and cultural relevance make for the most prolific auctions and shows both in gallery and the Metaverse

HOFA'S DIGITAL ART TIMELINE

2018 – HOFA became the first gallery in the world to accept cryptocurrency as a form of payment, available in 21 different cryptocurrencies in partnership with leading exchange Uphold.
(Article by Forbes)

2020 – HOFA launches first-of-its-kind tokenised exhibition in partnership with sister company ARTCELS, promoting accessibility and democratising the acquisition process of fine arts investments.
(Article by Condenast Traveller)

2020 - HOFA launches its own virtual reality program with its own developed technology and is featured as one of the first galleries to launch their virtuality program alongisde Tate Modern, The British Museum and The National Gallery. (Article by Forbes).

March 2021 - HOFA launches its inaugural NFT release 'Pink Flower' by Zhuang Hong Yi.
(Article by Financial Times)

April 2021 - HOFA launches the pioneering exhibition 'Matter and Form', combining the traditional artwork mediums alongside NFTs by 16 global artists and hosted in partnership with Makers Place, Rarible and Known Origin. It instantly sold out and Jan Kalab's NFT artwork 'Lost Ultramatine Shell' sold for 11.8 ETH (44,000 USD) to high profile Hong Kong based collector - Galen Law Kun.
(Article by Financial Times).

September 2021 - HOFA announces 'Portrait of an Era' billed as the world's most valuable gallery NFT exhibition ever, with CryptoPunks and BAYC headlining. The same night it announces its ground-breaking mobile App.
(Article by Christie's International)

September 2021 - HOFA mints and auctions its first set of artworks on its own smart contract and NFT platform HOFA.io, which is built on the Ethereum Network and founded with sustainable ethics. The HOFA.io platform does not strictly require a crypto wallet to acquire digital art, as the platform accepts multiple forms of payments including cards and wires. This hybrid version has a lower impact on the environment by reducing its carbon footprint. It also opens the NFT space to collectors of every age and background.
(Article by Christie's International)

December 2021 - HOFA presents Beyond the Heavens as its latest NFT and contemporary art show at Art Miami, celebrating the launch of its new curatorial program via the native token Artem Coin (ARTEM).

THE TEAM BEHIND ARTEM & NFTS PLATFORMS HOFA.IO & KREATION.IO

Elio D'Anna
Group Chief Executive Officer

Dhaval Patel
Group Chief Financial Officer

Gijs de Viet
Chief Analytics Officer
for Artcels

Ravi Panesar
Group Design & VR Director

Roberto Lo Giacco
Chief Smart Contract
Developer

Emma Louise O'neill
Group Communications

Andrew Stiffel
Group Head of Logistics

Simonida Pavicevic
Group Co-Founder & Curator of
HOFA & Artcels

Jake Elias
Co-Founder & Creative Director
KREATION

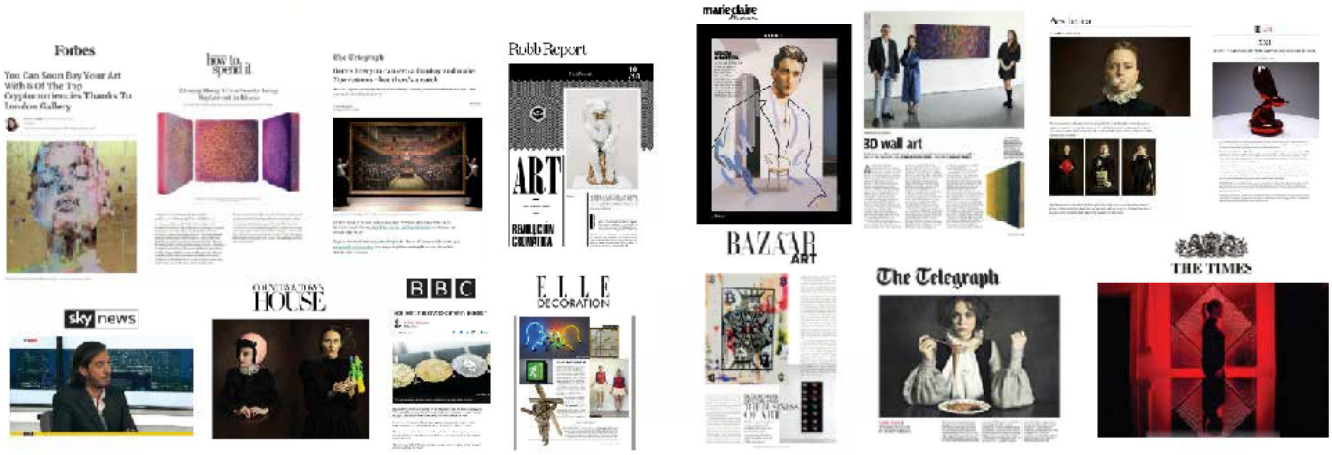
Adam Harper
Group Chief Technology Officer

Alex Pirinoli
Director of Sales & Acquisitions
for HOFA & Artcels

Francesco Marchiaro
Group Marketing Director

Lukasz Cholewiak
Group Head of
Videography and VR

PRESS



FINANCIAL TIMES

FORBES

BBC NEWS

SKY NEWS

HYPEBEAST

VOGUE

THE GUARDIAN

TATLER

GQ

THE ART NEWSPAPER

ARTNET NEWS

WONDERLAND

WALL STREET JOURNAL

CONDÉ NAST TRAVELER

THE TELEGRAPH

DECRYPT

BENZINGA

BLOCKTELEGRAPH

THE COINTELEGRAPH

CURRENCY

ROLLING STONE

DISCLAIMER:

The Purchaser is aware that many questions regarding legal and tax aspects of a token sale, the transfer and use of tokens and the trading of tokens remain open at this time.
The Purchaser is also aware that the purchase of cryptographic tokens or coins is a high-risk investment and Purchasers should therefore only invest a small proportion of their total assets in such high-risk investments in order to be able to bear any total losses.
The Purchaser itself must carefully consider and evaluate all risks and uncertainties associated with ARTEM AG, its business, technology, acquisition rights and the ARTEM COIN (ARTEM).
ARTEM AG shall neither provide any risk assessment to the Purchaser nor any investment and/or brokerage advice. In case of doubt, the Purchaser should consult legal, financial, tax or other professional advisors. Any statements by ARTEM AG about possible future purposes of ARTEM Coin (ARTEM) are forward-looking and may change or not occur due to a variety of circumstances.
It shall be the responsibility of the Purchaser to ensure that he/she complies with all relevant requirements in connection with this agreement, by acquiring all necessary knowledge himself/herself and, if necessary, by consulting his/her own legal and tax advisor.

ARTEM