

# CHRISTIE'S

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## CHRISTIE'S INTERNATIONAL ACQUIRES COLLECTRIUM, LEADING DIGITAL ART COLLECTION MANAGEMENT SOLUTION

- Collectrium to Join Christie's Group of Diversified Businesses Devoted to Best in Class Art Services for Collectors and Trade Partners
- Private, Secure, One-Stop Platform is the Leading Cloud-Based Solution for Digital Management of Collections on Any Digital Device



## COLLECTRIUM™

**New York** - Christie's International announces it has acquired **Collectrium**, the leading global digital art collection management solution (<http://www.collectrium.com>). Founded in 2009, the subscription-based service offers collectors a highly secure, cloud-based solution for accessing and managing their art collections from anywhere and on any digital device. Over 25,000 art collectors currently use Collectrium to discover, track, and manage art.

Founded in 2009 by digital entrepreneur **Boris Pevzner**, Collectrium will remain independently operated under its existing management and team, with no change to its strict security and privacy protocols. Collectrium joins Christie's holdings of diversified subsidiary companies,

furthering Christie's ongoing strategy to offer best-in class services to its clients, including Education, Real Estate, Fine Art Storage, Travel services, and now Collection Management.

*"Collectrium allows art collectors and enthusiasts to seamlessly view, manage, value, track, move and interact with their art collections, privately and securely, across all digital devices. It is the leading product of its kind," said **Ken Citron, Chief Information Officer at Christie's.** "Today's art ecosystem can be complex and Christie's wants to support solutions that help collectors navigate this unique environment. We found no other technology solution that can offer the art collecting community this kind of instant utility and in such a secure, creative way".*

Conceived and designed by Pevzner with the unique needs of today's art collectors in mind, Collectrium provides support for all aspects of the art collection life cycle, enabling users to digitize and organize their art collection, browse and discover art, and keep track of art market data around their collection. All confidential data is protected with bank-level security, backup, and encryption standards. Built on a scalable platform, the system is designed to handle complex and growing collections of art and other collectibles, and features a full reporting suite, visual dashboards, unlimited mobile access, constant data backups and support for multiples languages and currencies.

*"We are very pleased to be joining the Christie's family of art-related offerings. Art collectors are increasingly global and tech-savvy and require access to more information, better tools and the strictest privacy when it comes to interacting with their collections," said **Boris Pevzner, Founder and CEO of Collectrium.** "Collectrium is the first secure cloud-based platform that integrates these services into one elegantly designed offering and allows collectors to engage with the art world through the prism of their own collections."*

*"Christie's is investing in Collectrium because we believe it provides the best digital collection management solution on the market for collectors. With this acquisition, we can help position the company for continued innovation and growth, and support Collectrium's mission of becoming the ubiquitous collection management solution for today's collectors," said **Stephen Brooks, Global Chief Operating Officer, Christie's.** "As the leading global art business, Christie's is committed to enhancing the digital market for art, which will continue to be a significant growth area for the industry in the near term."*

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**About Christie's**

Christie's, the world's leading art business, had global auction and private sales in 2014 that totalled £5.1 billion / \$8.4 billion, making it the highest annual total in Christie's history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 450 auctions annually in over 80

categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery. Private sales totalled £916.1 million (\$1.5 billion) in 2014, an increase of 20% on the previous year.

Christie's has a global presence with 54 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Shanghai, New Delhi, Mumbai and Dubai.

Christie's investment in innovation has seen over 15.6 million visitors to its website in 2014, 132 million page views and 4.9 million visits to page sites. In January 2015, Christie's released a new version of its iPad/iPhone app with increased functionality, making it easier for clients to place bids, register for sales and update their accounts. Additionally clients can bid live online, in all Christie's sales via Christies' LIVE. Christie's app users come from 180 countries.

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