

## Online sales grow 109% to £49.8m, 84% to \$67.1m in 2016

### Christie's was Top of HISCOX Online Art Platform Ranking in 2016

118 online auctions across 19 categories in 2016

Online sell-through rates average 91% by value

Christie's LIVE™ and online spend grew to £161 million / \$217 million in 2016

£111.2 million / \$149.9 million total spend online via Christie's LIVE™

### New buyers to Christie's...

33% of new buyers to Christie's came through our online platform

Number of online buyers grew 70% in 2016

14,000 lots were offered in 2016

50% of new buyers go on to bid in a "traditional" auction

### Where are our online buyers coming from, and who are they?

#### Christie's users

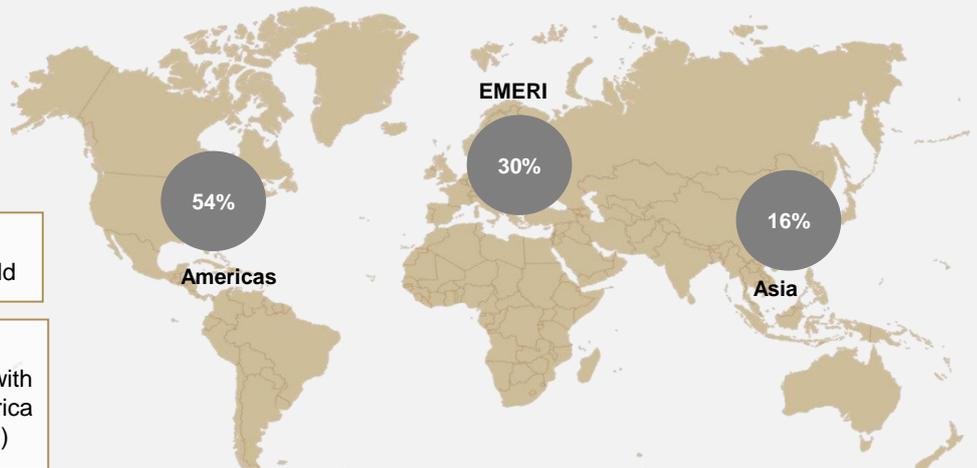
Visitors to Christie's online sales came from 184 countries in 2016

#### Clients

36% of online buyers are under 45 years old

#### Growth

In 2016, online spend grew by 112%, with increased online bidding from America (+158%), Asia (+104%) and EMERI (+54%)



#### First Open | Editions

David Hockney (B. 1937)  
*Sun, from Weather Series*  
Lithograph, 1973  
Price Realised: \$43,750



#### The Private Collection of Joan Rivers

An antique multi-gem and diamond 'prince-of-wales' brooch  
Price Realised: \$10,625

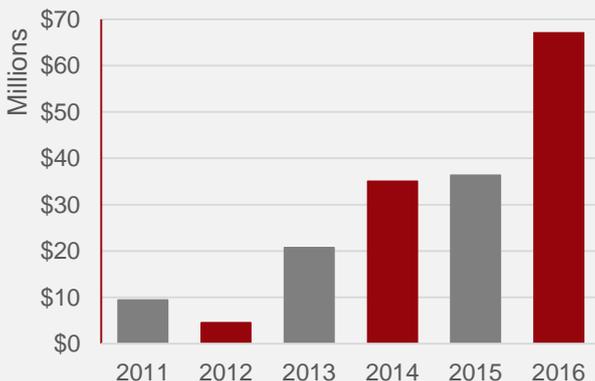


#### Collected in America: Ceramics from the Metropolitan Museum of Art, New York

A pair of large famille rose jars, 19th century  
Price Realised: \$68,750

## Online sales increased x7 since 2011

### Online sales totals since 2011



### It's about growing access...

35% of buyers bid in more than one online auction in 2016

In 2016, the average sale price for an online lot was \$6,047

Mobile devices accounted for 35% of traffic to the website, with visits from 187 countries