

Digital Innovation and Engagement at Christie's in 2017

37% of new buyers to Christie's came through our online platform

Online sales grow 12% to £55.9 million, 8% to \$72.5 million in 2017

48% of existing clients who bought online in 2017 also bought in traditional auctions

In 2017, the average sale price for an online lot was \$7,305

85 online auctions across 24 categories in 2017

Online sell-through rates averaged 82% by lot

Christie's LIVE™ and online spend reached £165.6 million / \$214.5 million in 2017

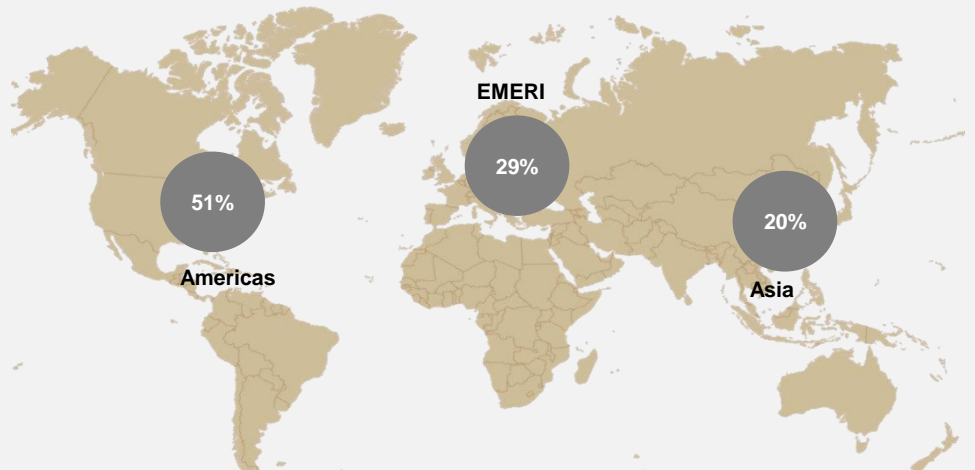
Where are our online buyers coming from?

Visitors came from **168** countries in 2017

33% of online buyers are **under 45** years old

The amount clients spent online grew by **14%**

Increased online bidding from America **(+13%)** and EMERI **(+27%)**



Watches - October
Rolex Submariner 6538, 1957
Price Realized: \$324,500
Highest sold price for a watch online at Christie's



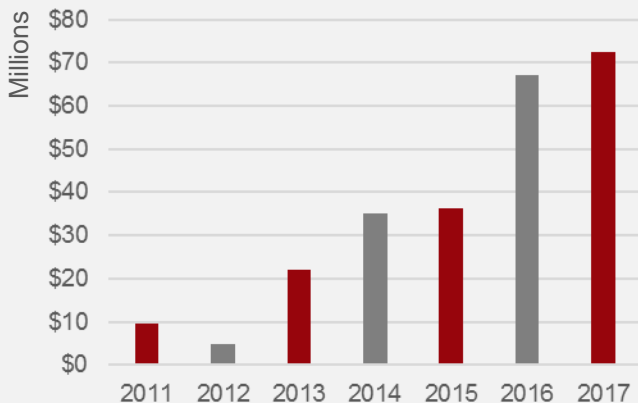
First Open - July
Total \$3,833,375
Second highest grossing sale online at Christie's



Asian Art Sales
15 Asian art sales held online in 2017, with the Art of China series averaging 92% by lot
The value of Asian Art sold online increased by 32%.

Sold Prices For Online Sales Published Since May 2017

Online sales totals since 2011



The live-stream from the New York saleroom of Leonardo's *Salvator Mundi*, which sold for \$450.3 million, reached over 470,000 people

12 million unique visitors came to Christies.com in 2017

Compelling content and social media programmes have increased visitors to the website, which now hosts over 800 stories